

PRESIDENT'S REPORT

Gloria Waryas

It has been a long cold winter with record setting snow fall in much of the Northern part of the Eastern Region. It is wonderful to have some warm weather again and allow us to visit our favorite clubs, beaches and get together with our non-landed club friends.

Our Interim Board Meeting was held at White Tail Resort and as always the weather was unpredictable, but our host club as with all our clubs was gracious and very accommodating. Our members always make us feel so welcome and we enjoy meeting all of you. We began with a workshop to further develop our Key Result Areas. Our focus as we move forward into the future will be on restructuring our Governance and setting objectives for our Advocacy and Alliances KRA. As we address our Finance KRA, we will be looking at sustainable ways to continue to fund our KRA that will be productive for all of our members and clubs.

In February I attended the AANR Mid-Winter Meeting at Cypress Cove and watched as the AANR Trustees participated in a SWOT analysis. It was interesting as I recalled our region doing the same analysis at Empire Haven as it pertained to AANR-East. The Trustees also participated in a brainstorming session about the vision and mission of AANR as it pertains to the future. I have not heard any more about the results of the brainstorming sessions. We also had a great speaker Dr. William Woodman who had some very enlightening information on non-profit organizations.

There was also a UNITY Summit held in Miami, which I did not attend. However, I had several reports from different people including Fred Van Nest our Member Trustee. Rolf Holbach from SCNA wrote a great summary of the summit and I have included it as an addendum to this report. I have since been involved with a small group of people investigating the possibility of a trade association for naturists.

This is an election year of four Directors as well as President and Vice President of AANR-East. I look forward to serving AANR-East for another two years if elected so that I can continue with my goals of moving AANR-East forward with our strategic plan. If you have not seen our Strategic Plan please visit our website. I think you will be excited to see what is in our future. The dedicated people that serve our organization work hard and long hours as volunteers and for that I am eternally thankful.

Our Editor of Speaking Naturally took over all of our Social Media and the results have been extraordinary. For example last year at this time we had a reach of 420, with 66 people engaged and 1961 likes, this year we have 4,646 reach, 571 people engaged and 2,594 total page likes. Kudo's to Shannon and thank you so much for all your help.

It has been my pleasure to serve you, our members, as your President and it is hard to believe that it has already been two years.

ADDENDUM:

SCNA MEMBERS PARTICIPATE IN FIRST NATIONAL NATURIST UNITY CONFERENCE

By Rolf Holbach,
President, Southern California Naturist Association

Thirty-five naturist leaders representing different national organizations, clubs, beaches, and local businesses all gathered in Miami, Florida, in early February to attend what was billed as a Naturist Unity Summit.

The intent of this one-day event was to bring these leaders together to discuss how to work together to attract and educate the general public, promote naturism, and build bridges to lawmakers in order to create a safe pro-growth environment for naturists and businesses on public and private lands.

A number of regional and national AANR officials attended, including President Bev Price and Vice-President Sharon McLeod. Although prior commitments prevented the leaders of The Naturist Society from attending, B.E.A.C.H.E.S. President Mike Abramson was asked to represent them. Former AANR Executive Director Bill Schroer also attended and led the discussion on a proposed trade council.

The Summit was organized and moderated by Shirley Mason, one of the founders of Haulover Beach and Executive Director of the B.E.A.C.H.E.S. Foundation. (Many of us met Shirley when she attended our SCNA Thanksgiving Party last November.)

I represented the SCNA and the Clothing-Optional Home Network in person, while SCNA past president Gary Mussell addressed the summit via conference phone. Gary's topic was "My Seven Rules of Political Engagement," which Rolf says was well received by the delegates despite some connection problems.

At the end of the Summit, the delegates decided to create a seven-person committee to explore the viability of creating a Naturist Trade Council similar to other trade councils that unite disparate parts of an industry to speak to the public at large with **one** voice. (This would be similar to the AMA representing doctors, the MPAA representing the movie industry, or the Milk Advisory Board that launched an inventive series of TV commercials for their industry.) As proposed, the NTC would operate as a unified voice for AANR and TNS, but would hold no power over either. It remains to be seen, of course, if these disparate groups would allow such an organization to coordinate such things as media messaging and public relations, but that is what the committee will explore and report back to the delegates.

Shirley also used the Summit to promote her **Celebrated Nude Art Festival**, scheduled for October 24-28, 2015, around Haulover Beach and at several local hotels and Miami businesses.

The Festival is designed to honor the long and respected tradition of the artistic portrayal of the nude human form in the visual and performing arts through a variety of exhibits, performances, lectures, parties, seminars, and other activities. Shirley's goal is to use the Festival to bring together various individuals and groups from inside and outside the nudist industry to focus on working together in a deeper way than any other event currently provides.

Unfortunately more than one of the Summit attendees expressed their reservations about the Festival, that too much time was spent on it, and not enough on how to unite the different factions within naturism.

On one hand I agree with that assessment; on the other hand, I also feel it will be valuable to have an event of this nature to help focus positive attention on naturism. I just hope the Celebrated Nude will become a translatable event that can be mounted in different cities and countries in the future, as does Shirley.

The Summit allowed me to meet and talk to a wide variety of leaders from across the country and was well worth the trip. I will keep our members informed on developments as they occur.

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VICE PRESIDENT'S REPORT
(a.k.a. OPERATIONS MANAGER)
Tom Brown

It has been slow since our January meeting. I have concentrated on assisting with the development of the Strategic Plan for AANR-East by participating with the President on phone conferences striving to find a way forward in our region as the national association struggles for relevancy. In January I reported to you that the change of AANR national leadership last summer resulted in an apparent reorienting of its vision towards returning to the “good ‘ol days” of just having fun. AANR national appears to be implementing a ostrich leadership style focused on returning to the ways of the past and hoping that the future will take care of itself. With the devastating loss of our previous visionary Executive Director the future of AANR looks unclear. As an incorporated Association functioning in the second decade of the 21st Century, the Baby-Boom Generation leaders’ pining for a return to yesteryear does not bode well.

In the past six months since last we met, I have not seen any positive developments coming out of the AANR office that would lead me to believe that the current AANR leadership is getting its feet on the ground and leading towards the future. Unfortunately, it appears to be well into a death spiral leading to business failure. This is a well document business phase which, in part, describes an association that, for many reasons discussed in the literature, fails to remain relevant to its members, keep its membership base by bringing in new members to replace those departing while striving to build the membership to higher levels.

However, under President Gloria’s leadership, AANR-East is continuing our efforts towards focusing on the future through efforts in developing and implementing a strategic plan that will guide our priorities, focus our energies and resources, strengthen our operations, focus on common goals, establish agreement around intended outcomes/ results, all the while assessing and adjusting our direction in response to changing environment. Like it or not, time marches on and societies evolve. In order to remain a viable Association we must evolve as well. As part of our strategic plan we must develop a transaction plan for the inevitable transfer of our leadership currently dominated by the Baby Boom Generation to the Millennial Generation. As obvious as this sounds, it is a major problem in the business world as Boomer age out and corporate boards and officers are struggling to replace them with qualified Millennials who have been sufficiently developed to assume leadership roles to continue their missions. President Gloria has been engaged in a yeoman effort to lead our regional association towards the future striving to determine was to remain relevant to our membership and taking the steps necessary to stage our Association for a bright future. I look forward to following President Gloria’s leadership in achieving our goal of finalizing and implementing a strategic plan focused on the future which will enable our Association to attain our vision.

SECRETARY/TREASURER'S REPORT

Mary Williamson

As usual, the past year has been busy. Our ruling documents were updated and posted on our web site. They are available for download or a hard copy can be requested from the AANR-East office. Working with our finance team, a budget was successfully prepared and submitted to the Board for their approval.

The 2015 Delegate Credential forms have been mailed to our contract clubs for the AANR-East Regional Assembly at White Tail Resort next month. We ask that the clubs hold their elections and submit the delegate credentials to the AANR-East office as soon as possible and to be sure that their delegate carries a copy to the Convention.

As always all of the submitted written reports are available on our web site. If a printed copy is desired, the delegates can request them from the office by either calling 256-657-7497 or by email at secretarytreasurer@aanr-east.com.

The Ballot had been prepared and has been mailed out. We have a slate of five candidates for four positions and motions for the membership to consider. A tally will be conducted on and the elected candidates will be contacted. They still need to be present for all roll calls at the convention in order to be sworn in and seated. A two-thirds "yes" vote of the valid ballots is required in order for the motions to pass. The outcome will be announced at the Regional Assembly scheduled for Wednesday, June 17th.

The current status of all of our Certificates of Deposit and savings accounts will be available at the Annual AANR-East Convention in June.

Our Capital Assets list has changed since last year with the addition of a president's laptop computer and a mobile printer for the office. The Capital Assets list will be available at the convention and also upon request from the AANR-East office.

Last but not least, I want to thank the AANR-East Officers and Board of Directors for allowing me to serve the association for 14 years as the Secretary/Treasurer. It has been a pleasure and I hope that they will allow me to continue in that capacity.

AANR-East Member Trustee Report

Fred Van Nest

AANR continues to function without an Executive Director (ED). The Acting ED leads the Association's administrative activities from her home in Arizona and reports the office is operating smoothly.

In February, the Trustees voted a 90-day postponement of the ED search to allow time to develop a new Executive Director Job Description. To date, there has been no discussion of the job description amongst the Trustees. Although money was budgeted for a new ED, there doesn't seem to be any sense of urgency to hire one.

The former PR and Government Relations professionals are no longer in AANR's service although a part-time PR person is providing some PR services on a contract basis. Thus, the former professional guidance and support is no longer available to volunteers and volunteers are now responsible for all aspects of mission-oriented work. The GAT and its local leaders continue to function and address concerns they believe warrant attention. The PR team has focused on planning the Association's fourth skinny dip and the office reports extensive work on it.

The Trustees have not received a financial report since the summer of 2014. The former bookkeeper was determined to be incompetent when numerous charges to incorrect accounts were discovered. (Although I do not have specific knowledge to prove it, as a Quality Assurance professional, I suspect that inadequate accounting procedures and controls are likely the root cause of the problems.) Judy Mason, who appears to be very capable and conscientious, is now serving as Finance Manager.

Among other things, the former QuickBooks accounting program did not integrate well with the Excel spreadsheet the Finance Committee Chair uses to develop balance sheets and income statements. Therefore, in October, the Association switched to a different accounting program. That required manually entering the previous nine month's data into the new program after each transaction's category was verified or corrected. Maintaining current accounts obviously took precedence over the remedial work. The 2014 accounting was reportedly completed in March and submitted to the auditor for "pre-audit" during April. When all discrepancies are resolved, the accounts are scheduled for formal audit during May and the audit and the audited report should follow soon thereafter. At my urging, the Acting ED agreed to include an audit of the Association's financial controls as a part of the audit.

The Finance Manager has acknowledged that the current accounting software is capable of producing robust and customizable budget reports and that she is willing to produce them. Since December, I have been urging the Acting ED to provide those reports as a management tool and as a way for the Trustees to assure that the Association does not unknowingly run a major deficit as it has for the past several years. The Acting ED has expressed willingness to provide them but to date none have been issued.

Initially the Finance Chair [erroneously] insisted that accurate 2015 budget reports could not be produced without the audited 2014 financial data. Later the Acting ED insisted that, although she would like to issue the reports, she would not do so without the Finance Chair's agreement. The Finance Chair reportedly agreed on April 13th, and reports are expected during May.

During 2013, the Trustees created an incentive program to motivate clubs to augment their AANR membership marketing programs. During each of the following three years clubs receive a \$25 payment of each new AANR member they recruit (excluding transfers) in excess of their previous maximum number of AANR members. The program was projected to result in a 7% increase in membership during 2014. The results are disappointing. There were 6.8% fewer new memberships in 2014 (655 in 2014 vs. 703 in 2013). There was a modest reduction in the net membership decrease, down from 3.32% in 2013 to 2.88% in 2014. The net result is that AANR paid clubs more than \$13,000 for new members the Association would likely have obtained without the incentive program. Unless the program is modified or terminated, AANR will make similar payments in 2015 and 2016. The program's results might be somewhat improved by more effective promotion to the clubs.

On a positive vote, the Trustees voted to amend the Governance Manual to modify the requirement to use full names in the Bulletin. The requirement is appropriate for adults but has produced some unintended consequences when the full names of minors are used. The requirement was therefore modified to preclude the use of minors' full names without parental permission.

In summary, AANR is maintaining its administrative functions, but without a full time professional Executive Director to provide innovative leadership for its mission-oriented tasks, the Association's future viability is unclear.

GOVERNMENT AFFAIRS COMMITTEE

Submitted by Tom Brown

Team Members: Tom Brown

Committee Description: The AANR-East Government Affairs Team (GAT) works in coordination with the AANR GAT and other Regions to fulfill AANR's mission: to advocate nudity and nude recreation in appropriate settings, and to educate and inform society of the value of enjoyment of such.

Committee Status:



Status Explanation:

Beaches: As with previous reports, two beaches in our region that have a tradition of clothing optional usage are in a state of flux as a result of Hurricane Sandy and/or subsequent Park Service which struck the northeast coast in October of 2012.

- Nude use on Fire Island National Seashore remains a challenge. The Long Island Travasuns have a website that attempts to identify alternative clothing Options beaches on Fire Island. Their website found at http://www.travasuns.org/travasuns/Other_CO_Beaches.html has not provided an update on this subject since 2013.
- Gunnison Beach, located on Sandy Hook, Middletown, New Jersey is operational; however, with the destruction of Hurricane Sandy the state has nor replaced the entire parking lot but has rebuilt a smaller lot limiting the parking for beach goers. Also, the southern end of the beach often used by nudist for walks along the beach is now closed by the park service during the summer allegedly to protect nesting birds; this limits the length of the beach to be walked by nudist. I intend to visit Gunnison Beach this season and will assess the status for my next report.

Legislation: No significant legislative actions have occurred since last report. I monitor AANR's Government Affairs Teams' subscription to CQ Roll Call to look for legislative actions in our region that may affect nudist rights. The States are grappling with several issues, none of which affect nude recreation, but bear monitoring to ensure that the well meaning intent of the legislative proposals do not have unintended consequences effecting nudist rights. For you information, much of the legislation deals with:

- Human Trafficking
- Massage Therapy
- Electronic Imaging Devices and sexually explicit images

- Lewd criminal trespass
- Lewd and lascivious conduct with a child
- Sexual exploitation of children
- Revenge porn

Action Plan: The plan of action is to continue to work these issues in coordination with the AANR Government Affairs Committee, the Naturist Society and other interested parties where appropriate. Additionally, continue to monitor legislative actions of the States and Provinces comprising AANR-East for those that affect the societal acceptance of, and free practice of nude recreation in appropriate places.

LEGISLATION COMMITTEE
Submitted by Mary Williamson, Chair

There have not been any motions considered since the 2015 Interim Board Meeting at White Tail Resort.

Two motions were tabled at the January 2015 Meeting and will be considered at the Outboard meeting next month. No other motions have been submitted at this time.

Motion Proposal 1: Move to amend section 9.02.03 a. of the Procedure Manual.

9.02.03 Educational Grants

- a. The AANR-East ~~shall~~ may have an Educational Grant program that ~~shall~~ may be funded at a level of up to \$3,000. The total amount funded will be determined during the annual budget meeting. ~~to fund the award of up to two (2) for one (1) recipient AANR-East Educational Grants annually in the amount of \$1,500 each.~~ Guidelines and application appear in the appendix.

PURPOSE: This gives the Board the responsibility of deciding how much will be allocated to the Educational Grant program in a given year.

FISCAL IMPACT (if any): N/A

MAKER: Legislation Committee

Motion Proposal 2: Move to hold the AANR-East Interim Board Meeting annually the 4th weekend of January and if an in-person meeting is required the primary host club will be White Tail Resort in Ivor, Virginia. Timely bids to host the Interim Board Meeting received from other clubs may still be considered. If White Tail Resort cannot accommodate us in a particular year, it will be the responsibility of the convention/facilities chair to find another host club and/or suitable location for the meeting.

PURPOSE: To have a set time and possible place for our Interim Board Meeting that is central to the region and that has adequate lodging for our officials during inclement weather.

FISCAL IMPACT (if any): N/A

MAKER: Legislation Committee

PUBLIC RELATIONS

Submitted by: Mac Fleck

Team Members: Gloria Waryas, Mac Fleck, Peg Lane.

Project Description: To provide information to our target populations and clubs as it pertains to Public Relations including press releases, key dates for PR and providing AANR-East with an opportunity to market social nudity within the region.

Project Status: The project status is green.



Status Explanation: Worked cooperatively with the National Office to develop the PR program for 2015, which basically is the Skinny Dip Again in July.

Action Plan: To continue to provide PR, as required, to the general public and recognize opportunities that will allow us to promote social nudity in a positive manner. To develop a plan that will promote body acceptance through social nudity and to assist other teams in building strong alliances. By partnering with others that value body acceptance this will provide us with alternative avenues for greater advocacy of social nudity. To train our new team members by providing them with needed awareness about public relations.

Long-term strategic goal: To increase positive publicity about social nudity, body acceptance, and AANR-East and “Make Social Nudity Cool”.

Strategic Goals Met by this Project: As the new Strategic Plan is in the process of being revamped, there is no specific goal that is met by this project.

MEMBERSHIP

Project: Young Adult Nudist Enhancement Program Submitted by Mac Fleck, Regional Liaison

Team Members: Mac Fleck, Mary Williamson, Jim Lane, Gloria Waryas, Sarah Bage, Kelly Bridger-Hogan, Kyle Pennington.

Project Description: To form a team to provide ongoing ways and mechanisms for communicating with Young Adults. To also identify opportunities to create two-way communication within AANR-East and AANR inviting easier, more effective and a more positive experience while speaking with one voice.

Project Status:



Status Explanation: We have allocated funds of \$3,000 to support the YNL Summit August 28-30, 2015. The Summit is being held at Turtle Lake in Michigan. Attendees yet to be determined.

Long-term strategic goal: To establish an action plan to implement recommendations, suggestions, wants and needs of young adults and to be able to communicate these recommendations to our members, venues, and the public at large. Also to ensure they receive a consistent "One Voice" message from AANR-East. Our Organizational Strategy of the KRA (key result area) of Communication in relationship to other KRA's is to provide communication and information across all domains.

Strategic Goal Met by this Project: KRA: Communication, Thrust #5: To support young people who bring new ideas and energy to societal change and social nudity.

Increase communication with young adults and to "*Make Social Nudity Cool*".

BILL WILLIAMSON AANR-EAST YOUTH LEADERSHIP CAMP
Project: Youth Leadership Camp
Submitted by Mary Williamson, Camp Administrator

Project Status:



Status Explanation: The Youth Leadership Camp will be held in July as usual.

Action Plan: This year's theme is Into the Jungle with Nudles (camp mascot on back of the camp t-shirts) saying "Lions, Tigers & Bares, Oh my!". Plans are under way for yet another fun packed week for our nudist campers.

If you know of any kids between the ages of 11 and 18 that would be interested in attending camp, please contact me at youthcamp@aanr-east.com for more information regarding the youth camp. If the tuition is a problem, a lot of the clubs that our campers come from hold fundraisers throughout the year and there are also a few scholarships available through AANR-East to help families off-set the cost.

Long-term strategic goal: To retain membership of our youth as they reach adulthood.

Strategic Goals Met by this Project: Retain membership of several of our youth as they reach adulthood. To teach leadership skills to our youth as they become young adults. To promote family nudism. Most of all, Fun!