

PRESIDENT'S REPORT

Gloria Waryas

It has been a long cold winter in the Eastern Region and I know we are happy to see some warm weather and the sun heating up the earth providing us with a chance to get out and do what we love the most. Spend time with our natural environment in our body's natural splendor and Feel the Freedom.

Our Interim Board Meeting was held at Cedar Creek and it was hard to believe that we spent our time in about 28 degree temperatures. However, despite the cold we were very successful in moving forward with our Strategic Plan. We began with a workshop with our consultant and further developed our Key Result Areas. Our focus as we move forward into the future will be on restructuring our Governance, setting objectives for our Advocacy and Alliances KRA. Addressing our Finance KRA and looking at sustainable ways to continue to fund our KRA that will be productive for all of our members and clubs. The final KRA is beginning to incorporate our objectives for providing a range of services for our venues, nudists and non-nudists to become engaged and committed in promoting social nudity. This KRA will involve components of marketing, PR, media relations and communications.

This is an election year and an important year for AANR-East and AANR. The dedicated people that serve our organization work hard and long hours as volunteers and for that I am eternally thankful. As with any volunteer organization, finding committed volunteers can be a challenge. However, volunteering on a single project on behalf of social nudity is just as important as our Directors and Officers. As an example we have a fabulous volunteer that does our e-newsletter, Speaking Naturally. This is not an easy task, but one that is extremely important to us. My point being, it is a behind the scenes task, but one that is so valuable. There are many other areas where volunteers are needed, and we are always looking exceptional people.

It is difficult to explain why your membership is so important. I often hear comments like "I don't go to any other club, so why do I need to become a member of AANR?" or sometimes I hear "My club requires me to be a member, but I wouldn't be a member if I didn't have to". Let me try to explain some of the reasons your membership is important. Yes, I know you have heard it all before, but I want to tell you from my perspective as your President. We have all witnessed the power of some many large organizations with numerous members from cancer to conservation. All very important and worthy organizations and without them we probably would not be as educated today as we were even 10 years ago.

Non-profits such as AANR also strengthens society and upholds democracy, we speak for people when the general public and the government are misinformed. We defend our basic right, step in when adversity affects our fellow humans such as our soldiers. We are nothing if not our people. A committed and passionate family of volunteers that do the "warrior" work. We don't count paper clips, we fulfill our mission, but without your membership we can't continue to offer student grants, club grants and loans, protect and uphold our right to be nude, educate and advocate. Please consider joining AANR because you are passionate and believe in our mission.

Thank you for allowing me the opportunity to serve you our members and future members, I am humbled.

VICE PRESIDENT'S REPORT
Submitted by Tom Brown

The focus of my efforts has been on the further development of the Key Result Areas supporting our AANR-East Strategic Plan the status of which will be reported out during our Annual Board meeting in June.

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 2014 Delegate Credential forms have been mailed to our contract clubs for the AANR-East Regional Assembly at Avalon Resort this 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 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 a motion for the membership to consider. An external tally will be conducted on May 29th 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 motion to pass. The outcome will be announced at the regional Assembly.

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

Our Capital Assets list has changed since last year with the addition of a laptop computer 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 13 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

The biggest news from AANR is the appointment of Bill Schroer as Executive Director. Bill was the first choice of all members of the search committee and the Trustees unanimously approved his appointment. Bill and I co-chair the Sharing Your Naturism program, so I have worked with him and have high expectation for his leadership of our Association.

The effectiveness of AANR's government relations work is seriously impaired by the Citizens United Supreme Court decision that allows corporations to make unlimited political contributions. Now legislators who do not receive large corporate contributions are forced to spend more time on fund-raising and have less time for their real job of legislating. Previously fairly basic lobbying techniques accompanied by letters and phone calls were often sufficient to convince sympathetic legislators to act on the Association's concerns. Now when AANR convinces one of these legislators to support its causes, the conversation often ends with something like: "I'm sympathetic and agree with your cause but it's not something my constituents care about, so it is pretty low on my priority list. Working on it will take time from my fund-raising activities and result in reduced contributions to my reelection campaign. Could you please make a substantial campaign contribution to compensate for that loss?" AANR must answer "Unfortunately we are a 501(c)7 and legally prohibited from making campaign contributions."

501(c)7's like AANR are also prohibited from forming Political Action Committees (PAC's) to support political campaigns. Fortunately, several nudist leaders recognized this dilemma and created the Nudist Rights Coalition PAC to raise money to support nudist friendly legislators. Although the PAC is and must remain completely independent from AANR and its regions, the PAC's leaders are strong advocates of the same values shared by AANR and other major nudist organizations and intend to complement those organizations' legislative efforts.

This cooperative effort should restore the effectiveness of AANR's legislative efforts. The good news is that although AANR and its regions must remain completely independent of the PAC, they are free to support the PAC with their donations. All individuals are also free to support the PAC with their donations and volunteer efforts and are strongly encouraged to do so as part of their government relations efforts.

I have joined AANR's Planning Committee and will be working to help them understand the things AANR-East has learned about governance and strategic planning.

KRA Advocacy and Alliances

KRA Leader: Leo Bellew

Responsible Director: Leo Bellew

Report as of: 2014 05 May

GOAL: advocacy and alliances with other groups and people

Relationships are needed with other groups and people inside and outside traditional nudist groups. Once established, these need to be maintained. AANR-East will be responsible for relationships delegated by AANR. Local relationships would normally belong to AANR-East in the East Region. Regardless, the AANR President, Executive Director and staff must be made aware ahead of time of planned contacts to all groups in order to manage inquiries, particularly from the media.

THRUST #1: Advocacy and Alliances with nudist organizations

OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTORS
OVERALL OBJECTIVE: To build and maintain advocacy and alliances with nudists over the entire family lifecycle	* AANR umbrella organization. * Each of the other AANR regions. * The Nudist Society (TNS) * Young Naturists of America (YNA). * Vita-Nuda. * Women In Nude Recreation (WINR).	Assist the Communications KRA team with an Advocacy and Alliance component of their Communications Plan	* AANR and its regions need to be aligned in their strategic planning. * The AANR Planning Committee is a key vehicle for accomplishing this objective.	* A member of AANR-East's Strategic Planning Team has been appointed to serve on the AANR Planning Committee. Larry Deschenes will interface to FCN for us	* By Summer AANR-East Convention	* Gloria Waryas, AANR-East President and member of the AANR-East Strategic Planning Team; Susan Weaver, AANR President; Pam Pelc, Chair, AANR Planning Committee. Larry Deschenes for FCN

THRUST #2: Advocacy and Alliances with non-nudist organizations

OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTORS
OVERALL OBJECTIVE: To build and maintain advocacy and alliances with non-nudists over the entire family lifecycle	* Extra-Regional as delegated by AANR. * Intra-Regional as new recruits develop local contacts	1. Identify market segments 2. Identify pact areas for proposals within segments 3. Build collateral material for each pact area 4. Propose alliance pacts to prospects in a segment	* Extra-Regional as agreed by AANR * Intra Regional: as defined by AANR-East Strategic Plan	Intra-Regional: * Recruiting article published in May Bulletin * Market Segments email April 4 to team to discuss. * A&A Pact Area slides reviewed, ready for leader training * Collateral material being gathered	Intra-Regional: *Collateral draft for one pact area by June meeting *Recruits identified	1. Gloria Waryas lead contact with Lady Gaga "Born This Way Foundation". 2. Robin Cohen with "Darkness to Light" 3. Leo Bellew with Intra-Regional local contacts plus whatever Gloria wants Leo to work on

THRUST #3: Advocacy and alliances with governmental organizations

OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTORS
OVERALL OBJECTIVE: To build and maintain advocacy and alliances with government over the entire family lifecycle	* Extra-Regional as delegated by AANR. * Intra-Regional as new recruits develop local contacts	1. Identify governmental segments. 2. Identify target A&A relationship types for each governmental segment. 3. Build collateral material by relationship types for use by new recruits.	We want to work with you to identify areas where we share common interests and then find mutually beneficial ways of working together to achieve our common objectives.	* Guiding team formed that has appropriate linkage with AANR's and AANR-East's advocacy and lobbying guiding teams to ensure consistency in approach and in the message when approaching government bodies and agencies: ensure that we look to those we contact as one group and that we speak with one voice. * Initial pathforward agreed to by the appropriate AANR and AANR-East officers.	* Guiding team formed by YE2013 * Initial path forward agreed to by the appropriate AANR and AANR-East officers by the summer 2014 convention	* Leo Bellew, Robin Cohen

AD HOC COMMITTEE
Project: Governance of AANR-East Study
Submitted by Fred Van Nest, Chair

The Ad Hoc Committee on Governance completed most of its work when the 2013 Regional Assembly instructed the Association leaders to give the Committee's proposal a 2-year "provisional try".

The Committee is now in stand-by mode and ready to help the leaders if they discover deficiencies in the proposal.

When the leaders recommend that the proposal is ready for formal adoption, the committee will be reactivated to formulate the amendments necessary to formally incorporate the proposal in the association's ruling documents.

KRA						
BRAND MANAGEMENT to include but not limited to Program, Membership, Communication						
KRA Leader: Gloria Waryas		Responsible Director: Gloria		Report as of May 5 2014		
PROGRAM						
GOAL: To provide a range of services for venues, nudists and non-nudist to become engaged and committed to promoting social nudity and allow the flow of essential information.						
Relationship to other KRA's: This will involve components of Marketing, Membership, Media Relations via Communication with an emphasis of a common goal. We will need to establish and develop an effective communications system which will include engagement, renewal of membership, reinstatement, awareness and recruitment. They must be taken together to deliver a continuous stream of qualified prospects, new members, renewing members and former members.						
THRUST #1:						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
THRUST #2:						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
MEMBERSHIP						
GOAL: To build as strong and engaged membership that is committed to promoting body acceptance through social nudism.						
The membership lifecycle is five steps and they are not separate unto themselves. They include engagement, renewal, reinstatement, awareness and recruitment. They must be taken together to deliver a continuous stream of qualified prospects, new members, renewing members, and former members. Some of this may need to be coordinated with AANR to make a significant difference						
Relationship Of This KRA To Others: To redefine the value of membership in social nudity that will undertake the changes in re-orientation						
THRUST #1:						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
1. To develop a clearly articulated self-awareness that supports our vision and mission and serves as the touchstone to our branding strategy	AANR-East Officers and Directors forward to populace	A synergistic approach to establish a brand recognition with a shared mind awareness that is sufficient to take the next steps. 2. Develop a content for contact which might include: online press releases, article submissions, blogs, search engine and content advertising 3. Develop a program to optimize migration to a full membership	We are valuable to you for what you will receive and what you will contribute to the cause.	The relationship of members and the association as our organization strengthens in numbers	2 months	designated team leader for Membership Marketing
The importance of recruitment is having a membership product that meets the needs of the market by using membership marketing best practices						

THRUST #2: Recruitment to grow the association that will replace and add to the membership.						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTORS
1. To analyze the internal database for lapsed, non member conference/trade show attendee, product buyers, inquiries about the association 2. To determine what to offer in membership recruitment, items would include deliverables, incentives or special offers to turn prospects into buyers		1. Utilizing specialty skill sets that understand the target prospects and how they are reached that can establish the benefits not feature oriented 2. Turn the key selling points into benefits and determine the marketing tools and/or media to reach target	What do you want to say when asked "Why should I join your association?" This takes you back to thrust 1. Who are we?	prospect list analyzed, testing and tracking determined so our marketers can utilize our resources effectively among the array of marketing options such as incentives determined and might include, discount, no risk offer, 15 months for the price of 12, installment options		designated team leader for Membership Marketing
As soon as a prospect joins an association they become the most likely not to renew						
THRUST #3: Engagement is an absolute necessary component to retention and growth and better engagement means better renewals						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTORS
To effectively engage members with a compelling program that will invite members to interact, orient and steer them to make the most of their membership by supporting body acceptance through social nudity		To initiate the top 10 proven engagement tools. 1. Email Welcome. 2. Mailed Welcome Kit. 3. Membership Card. 4. Volunteer/Staff welcome phone call. 5. Introductory email series. 6. Invite to meetings. 7. Special discounts. 8. In person reception. 9. New Member Newsletter. 10. New members survey	Lots of information sent to a member does not build engagement, but finding ways to get a member to interact and take advantage of the value of the association does			
THRUST #4: Renewal is the cornerstone to membership growth which is outside the control of AANR-East.						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTORS
To establish an effective renewal system built around multi-media contacts that include mail, email, phone which are all integrated with the Web.		1. Effective ways to improve renewal through frequency of contact. 2. make the renewal process easier by using electronic credit card, EFT, installment billing are examples				
THRUST #5: Use information derived from surveys, focus groups, etc. to develop other specific plans for promote societal acceptance of social nudity and body acceptance.						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTORS
To create a forum to better understand where segments of the public are on issues regarding social nudity and body acceptance so we can better develop plans for closing gaps between our vision and existing perceptions.	Public					

THRUST #6: To identify and respond to current and future social nudist recreational needs.						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTORS
1. To identify and quantify needs in implementing the OS. 2. To identify resources, such as funding, needed to meet those needs.						
THRUST #7: To plan for and support the development of services for young people.						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTORS
1. To prepare a youth strategy program in partnership with the other nudist groups that identifies the most appropriate means to continue to provide support for their needs.	YNA, TNS, AANR			Youth Strategy Adopted		
COMMUNICATION						
GOAL: To increase membership						
THRUST #1.						

KRA VISIONARY - GOVERNANCE

KRA Leader **Fred Van Nest** Responsible Director **TBD** Revised **4-4-2014**

GOALS: TO DEVELOP AND MANAGE THE STRATEGIC PLANS, POLICIES, PROCESSES AND STRUCTURES THAT WILL SUPPORT AND ADMINISTER THE REGION

Relationship of this KRA to Others: This area of work involves changing AANR-East's organizational structure to one that will focus on visionary leadership and that will insist that most operational decisions are made at the Operations Director/KRA team level using valid processes.

THRUST #1: To provide a management structure that will lead AANR-East to achievement of its new visionary goals as a movement-driven association.

OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
To provide AANR-East with a future organizational structure that will provide effective visionary leadership to facilitate achieving its vision.	Ad Hoc Governance team	Reactivate Ad Hoc Governance Committee & committee develops proposed organizational structure	AANR-East needs a modified organizational structure to effectively implement its new movement-driven functions.	Team reactivated & optimum organizational structure identified	Committee finalized proposal 6/18/13	Ad Hoc Governance Team

OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROCESS INDICATOR	TIMING	KEY IMPLEMENTERS
To convince the Regional Assembly delegate that the proposed organizational structure is the optimum structure for achieving our vision	Officers, Directors & Delegates	Ad Hoc Governance Team explains proposed new organizational structure to Regional Assembly and satisfactorily answers delegate questions	AANR-East needs a modified organizational structure to effectively implement its new movement-driven functions.	Delegates approves "provisional try" of new organizational structure	Delegates approved "provisional try" 8/24/13	Ad Hoc Governance Team & Regional Assembly delegates

OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROCESS INDICATOR	TIMING	KEY IMPLEMENTERS
Directors understand how to perform as effective Governors	Directors	Governance teams trains Directors in effective governance techniques	Special skills are required to govern a movement-driven association	Training completed	2014 Convention	Governance team

OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROCESS INDICATOR	TIMING	KEY IMPLEMENTERS
Directors hold first Governors meeting	Directors	Director perform as governors at governors meeting	Governance requires special skills that must be learned and practiced to become effective governors	First Governors meeting completed successfully	2014 Convention	Directors

OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
To obtain membership approval of Bylaw amendment	Membership	BoD initiates Bylaws revisions and convinces membership to approve	AANR-East needs a modified organizational structure to effectively implement its new movement-driven functions.	Membership approves Bylaw amendment	2015 convention	Membership

OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
To assure that new ways of perceiving, thinking and behaving have permeated throughout the entire new organization	All AANR-East leaders and volunteers	Leaders and volunteers need to consciously abandon old ways of perceiving, thinking and acting and practice the new ways until they become the norm	Old MOs (methods of operating) will produce old result which have proven to be inadequate in the current environment. New ways of perceiving, thinking and acting are necessary for an association to prosper in the environment AANR-East faces today	New paradigm becomes SOP (standard operating procedure) for the Association	2015 convention	Leaders & volunteers

KRA VISIONARY - RE-ORIENTATION						
	KRA Leader: AANR-East BoG	Responsible Director: Fred Van Nest & Mac Fleck	Revised 4-4-2014			
GOALS: SHIFT FROM THE CURRENT VENDOR ORIENTATION TO A MOVEMENT ORIENTATION AND A NEW IDENTITY						
Relationship of this KRA to Others: This area of AANR-East's work involves building and implementing a planned transformation process that will bring about a new identity for AANR-East as an organized part of a world-wide nudist movement with a political and cultural mission.						
THRUST #1: Explain needed cultural changes to Officers, Governors, Directors and volunteers						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
To assure Officers, Governors, Director and volunteers know how to perform as required by the new orientation	AANR-East Officers, Governors, Directors and volunteers	Re-Orientations KRA Team members provide training at Jan 2013 BoG meeting	Officers, Governors, Directors and volunteers must understand how they are expected to perform within the new orientation	Training conducted & meeting participants function properly under new orientation or Re-Orientation SP Team members coach correct behavior	Completed Jan 2014 BoD meeting	Re-Orientation KRA Team member
THRUST #2: Focus resources on strategic projects that help meet our vision						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
To create cultural changes within the association that will facilitate accomplishing goals nudists value.	Officers, Governors, Directors, Operations Manager	Eliminate the current structure of project-oriented committees and replace with appropriate number of strategic project-oriented teams.	AANR-East needs to change its structure and culture to accomplish things nudist will value.	Project list eliminated and KRA teams that need to be created have been identified	Completed Jan 2014 BoD meeting	KRA team
Thrust #3: Create KRA teams to select several strategic projects						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
To create KRA teams to select optimum strategic projects to achieve vision.	Officers, Governors, Directors, Operations Manager	Establish several KRA teams to select optimum strategic projects and staff each with the personnel most knowledgeable about areas of the work the KRA will involve.	To select strategic projects that will lead to realization of our vision we must create KRA teams composed of people who are knowledgeable about all aspects of achieving those strategic projects	KRA teams created and staffed	Teams created Jan 2014 BoD meeting, staffing in-progress	Operations Manager
Thrust #4: KRA teams determine optimum strategic projects to achieve vision.						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
To select optimum strategic projects for each KRA team to work on to help achieve AANR-East's vision	Operations Manager, KRA teams leaders & members	KRA teams identify potential strategic projects, gather facts, critically analyze data & cost benefit ratios and then recommend optimum strategic project(s)	KRA teams must employ a rigorous process to select optimum strategic projects to work on to achieve our vision	KRA teams have used the identified process to select and recommend 1 or more strategic projects	2nd Qtr 2014	KRA teams

THRUST #5: Staff KRA teams with appropriate professionals						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
To staff KRA teams with professional expertise needed to accomplish their goal	Officers, Governors, Directors, Volunteers	Identify professional skills needed to accomplish strategic projects and recruit appropriate professionals	KRA teams will typically require expertise not available from current volunteers so professionals must be recruited and added to team	KRA teams are staffed by personnel qualified to address strategic projects.	2nd Qtr 2104	President, Officers, Governors & Operations Manager
THRUST # 6: Plan and schedule accomplishment of strategic projects						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROCESS INDICATOR	TIMING	KEY IMPLEMENTERS
To create plans and timelines for accomplishing strategic projects	Operations Manager, KRA Team leaders & members	Establish realistic plans to accomplish strategic projects and create timelines for individual steps	Timely accomplishment of strategic projects requires realistic plans and schedules	AANR-East BoG has approved plans and schedules	2nd Qtr 2014	Operations Manager & KRA Team Leaders
THRUST #7: Assure KRA teams are functioning individually and collectively and operating in the "new culture"						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROCESS INDICATOR	TIMING	KEY IMPLEMENTERS
To provide an immediate management structure that will assure KRA are being implemented effectively, on schedule and using "new culture"	Officers, Governors, Directors, Volunteers	BoG creates job descriptions for Operations Manager, KRA Team Leaders and KRA Team members	Authoritative oversight is needed to assure KRA teams function effectively and maintain schedules despite obstacles	BoG has approved job descriptions and appointed Operations Manager.	2nd Qtr 2014	BoG
Thrust #8: Assure that key leadership positions and other important positions are staffed by professionals skilled in the areas for which those positions are responsible						
OBJECTIVE	TARGET POPULATION	ACTION STEP	MESSAGE	PROGRESS INDICATOR	TIMING	KEY IMPLEMENTERS
To provide AANR-East with professionals skilled in appropriate disciplines for all strategic and operational leadership positions	Nudists with professional skills needed within the Association	President, supported by Officers, Governors & Directors recruit professionals with skills needed within the Association instead of just "dedicated members with leadership skills"	AANR-East needs to be a highly professional association to accomplish its ambitious goals. Dedicated nudist volunteers may be used in some roles, but most governance and management positions will require highly skilled professionals.	All Strategic and operational leadership positions staffed with appropriately skilled professionals	2015 Convention	President, Officers & Governors

AWARDS COMMITTEE
Project: Going the Extra Mile (GEM) Award
Submitted by Robin Cohen, Chair

Team Members: Robin Cohen, Sandy MacGregor, Karl Holzl, Tom Brown, Mary Williamson

Project Description: This project began in January 2011 to recognize people who have demonstrated “above and beyond” service to clubs. Monthly \$25 awards accompanied by certificates of appreciation have been presented for January through August 2013.

No awards were given out in 2014 to date. There are still about 45+ clubs that are in the AANR-East region that will be contacted by Robin. Clubs that have previously declined are now considering participating through awarding the GEM to committees rather than a single person. Also when the Bulletin article goes in, there will be responses from clubs requesting information about the GEM award.

Project Status:



Status Explanation: We are on-track:

- An article was written for “Speaking Naturally.”
- Sandy and Robin have personally presented awards directly to recipients.

Action Plan:

- Some award recipients will appear, with their permission, on the AANR-East web site.
- In addition to the announcement in “Speaking Naturally,” e-mails will be dispatched to all clubs reminding them that this award is “alive and well.” This will continue this year.
- Follow-up phone calls and e-mails to clubs will continue to encourage them to participate. This will continue this year.
- A Bulletin article will be submitted describing the GEM award. This will be completed by February 2014- Article has been written It will be published in the next few months.

All recipients have been spoken to by Robin and encouraged to participate in AANR-East. They have declined, saying they enjoy volunteering for their clubs only. Should their minds change, they will contact Robin or the AANR-East Volunteer Coordinator.

Long-term strategic goal: To give the GEM Award at least once to all AANR-East clubs.

Strategic Goals Met by this Project: Strategic goals are being revised for the new Strategic Plan.

CLUB REPRESENTATIVE TEAM
Project: Darkness to Light – Stewards of Children
Submitted by Robin Cohen

Team Members: Robin Cohen and Steven Stoller

Project Description: The self-stated mission of the D2L organization is “*to empower people to prevent child sexual abuse.*” “*Stewards of Children*” is a program developed by D2L that has proven to be very effective with individuals and organizations nationwide. Anyone wishing to know more about Darkness to Light is encouraged to visit www.d2l.org.

Project Status:



Status Explanation: Robin and Steven have contacted Empire Haven, Maryland Health Society (MaHeSo), the Maryland Area Naturist Association (MARNA), Pine Tree Associates, and Solair Recreational League. Steven has submitted the D2L budget and implementation will take place this year for Empire Haven, MaHeSo, Solair, and Empire Haven. Steven and Robin have upgraded their certification to the new version of *Stewards of Children*. Gloria will be certified as a trainer at the end of May.

Action Plan: Gloria has confirmed she will be conducting a D2L workshop at Empire Haven this summer. MaHeSo, Solair, Pine Tree, and Avalon continue to show interest with specific training dates to be confirmed by Robin.

Robin Cohen will shortly hold a conversation with AANR President Susan Weaver to obtain her suggestions and vision for D2L.

Steven has completed the article for the *Bulletin* to be submitted for future publication.

Long-term strategic goal: Successfully model the *Partners in Prevention* program of D2L *Stewards of Children* within AANR-East for eventual adoption by all regions.

Strategic Goals Met by this Project: Strategic goals are being revised for the new Strategic Plan.

CLUB REPRESENTATIVE TEAM

Project: Roving Ambassadors

Submitted by Mac Fleck

Team Members: Mary Williamson, Mac Fleck

Project Description: Continue outreach to AANR-East clubs to encourage participation in AANR-East programs, improve communications between the organization and the clubs, and address any concerns the club or its members may have. KRA (Strategic Plan Key Result Area) COMMUNICATION GOAL: To enable the flow of important and essential information to, from and among nudists and facilities.

Project Status:



Status Explanation: We are currently finalizing the plans for 2014. We have had some scheduling issues, both internally and with club availability. As we develop our schedule we try to maximize the clubs visited while minimizing expense.

Action Plan: To continue to visit landed and non-landed clubs this year.

Long-term strategic goal:

- ❖ To create an opportunity for club owners/managers to identify with the association by hearing the same message of our Strategic Intent (Make Social Nudity Cool).
- ❖ AANR-East exists to promote societal acceptance of social nudity and body acceptance.
- ❖ To discuss with Members, Owners/Managers the ways to boost membership.
- ❖ Discuss resources available to all Clubs and Members.
- ❖ Request for volunteers and future directors.
- ❖ Feedback from member communications and their perception of Societal Nudity.

Strategic Goals Met by this Project:

- ✓ “Make Social Nudity Cool”.
- ✓ Communications with members and club owners/managers.
- ✓ Share our Guiding Vision, Mission and strategic intent.
- ✓ Greater Interest in Youth Camp and Convention Hosting.

COMMUNICATIONS/WEBSITE
Quarterly Newsletter To Clubs
Submitted by Gloria Waryas, Editor

Team Members: Gloria Waryas, Mary Williamson

Project Description: To provide information to clubs as it pertains to Public Relations, Marketing, Key Dates and other club related topics.

Project Status:



Status Explanation: The Quarterly Newsletter goes to all of the AANR-East clubs and started three years ago.

Action Plan: To continue to provide information to clubs in an email that does not require a lot of time. Perhaps utilizing the website might enhance the value of the newsletter to the clubs. We would then be able to watch the logistics on the back end of the website to see if it is being utilized.

Long-term goal: The goal of this project is to provide clubs with an opportunity to feel that AANR-East is representing them and providing information for and about clubs that they may not otherwise receive. It is also a tool for the new PR Ambassador Program to provide information to the clubs. The PR Ambassador Program was initiated by AANR in March of this year.

GOVERNMENT AFFIARS 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 the last report in January several beaches that have a tradition of clothing optional usage are in a state of flux as a result of Hurricane Sandy 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. The website does not appear to be kept updated.
http://www.travasuns.org/travasuns/Other_CO_Beaches.html
-
- Gunnison Beach, located on Sandy Hook, Middletown, New Jersey is operational according to the Friends of Gunnison Beach website which can be found at: <http://gunnisonbeach.org/index.php> . 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 in the AANR-East region. However, the North Carolina House Bill #34 entitled: "Clarify Indecent Exposure Law" a.k.a. the 'Nipple Bill' first introduced in the 2013 session was rumored to be resubmitted in the 2014 legislative session. However, as of May 5, 2014 the bill is still listed on the North Carolina Legislature website as having been referred to the Committee on Rules, Calendar, and Operations of the House on 2/25/2013 where it remains.

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 Providences 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 was one motion that the Board had considered since we met at Cedar Creek in January for the Interim Board Meeting.

The motion was to elect a new director to fill the vacancy created by the resignation of Sherry Stafford-Loibl.

Currently there is 1 motion that will be brought before the Directors at the Outboard Board Meeting.

Motion Proposal 1: Move to amend Form #8 of the Procedure Manual Appendices, section titled "Agreement" subsection 2. as follows:

2. Recipient expressly agrees that, in consideration for the educational grant described herein, he/she will (i) complete ~~either~~ the AANR-East "Nude U" ~~and/or AANR Youth Ambassadors'~~ Program within twelve (12) months of the effective date of this Agreement, (ii) serve as a Nude U Graduate in three future AANR-East Regional Youth Camps, or (iii) participate in the delivery of six (6) lectures or interviews as requested by AANR-East and/or the American Association for Nude Recreation, Inc. ("AANR"), consistent with the program above selected.

PURPOSE: AANR no longer has a Youth Ambassadors' Program and the Nude U Program is provided by AANR-East.

FISCAL IMPACT (if any): None

MAKER: Legislation Committee

AANR-EAST MERCHANDISE
Submitted by Mary Williamson

Project Status:



Status Explanation: Last year we had contacted a supplier that would do orders on a one at a time basis. Even with this change and the availability of more products, sales have been slim to say the least.

Action Plan: Since the only inventory that we now carry is what was on hand last year, we will continue advertising on our web site. If anyone has any other ideas, they are very welcome.

Long-term strategic goal: To generate additional income for AANR-East.

Strategic Goals Met by this Project: Not applicable.

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:

- ✓ Further to our report during the Mid-Winder meeting, we are on track with PR.
- ✓ Working cooperatively with the National office and they hope to attend the Super Volleyball at White Thorn Lodge this fall.
- ✓ AANR-East will be at BEACHFEST for member appreciation at White Tail in August.
- ✓ The National PR team has re-structured the National PR committee and streamlined with a PR Ambassador from each region (7) instead of the larger group we had previously.

Action Plan: To continue to provide PR 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.

STRATEGIC PLANNING

Submitted by Gloria Waryas

Team Members: Gloria Waryas, Tom Brown, Fred Van Nest, Rick Foster, Professional Consultant

Project Description: To provide AANR-East with an Organizational Strategy that will move us into the future using critical thinking, structural changes and best practices that will support the future of social nudity

Project Status:



Status Explanation: A January workshop was presented by our consultant to our directors and other team members to establish guidelines, timelines and teams. The KRAs were consolidated into four KRAs from the original eight. The new KRAs are: Governance/Re-Orientation, Advocacy/Alliances, Finance, Brand Management. Team Leaders were determined and established methodologies for continuing the design created at the meeting. Vice President Tom Brown will become the Operations Manager for the Organizational Strategy and will be responsible for moving our teams forward.

There are some decisions to be made and some clarification with each individual KRA, but I am confident that we are moving in the right direction. There are still committees that have not been incorporated into the KRAs. However our By-Laws and Procedural Manual must still be adhered to. AANR also requires us to incorporate committees as per their ruling documents.

This transformation will take time and there will be some adjustments, but we had a very productive and valuable workshop in January which will assist us as we move forward.

As Chair of the Strategic Planning Team this will be my last report in this format as our KRAs are being developed and the responsibility will begin to shift to the Operations Manager. I feel the Strategic Planning Team is very successful and I am proud of the work we are accomplishing. I am also very excited to see the “new future” of AANR-East.

Action Plan: Operations Manager will begin the process of moving us forward.

COMMUNICATIONS/WEBSITE
PROJECT: AANR-East Website
Submitted by Gloria Waryas

Team Members: Team Leader Gloria Waryas, Webmaster Steven Stoller, Mary Williamson

Project Description: A new website



Status Explanation: The new website is running smoothly. There are a few small items that have been taken care of such as the calendar format.

Sarah is posting club events to the calendar on the website which is very beneficial, although very few clubs take advantage of the opportunity. Also clubs are not utilizing the opportunity available to them on the home page.

We encountered a few problems with the email system, but that has been taken care of.

The new website also provides the webmaster with a greater flexibility with numerous options for the future such as videos.

As with any new website there are bound to be a few problems, but overall I feel this project has been completed and there is no need for further reporting. Any issues with the website will be handled internally.

Action Plan: To continue to use the website to communicate with members, clubs and the public at large and keep the site future friendly.

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: The YNL summit is being held at Laguna del Sol September 19th to the 21st.

We are currently looking at the budget and will support the Summit by sending Sarah, Kelly and Kyle, who will provide a detailed report to follow at the Mid-Winter meeting. We have also applied for a \$1,500.00 grant from the Education Foundation to help offset the approximate cost of \$2,200.00.

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 KRAs 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 flower children of the sixties. 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.

We also will be training two new Nude U counselors this year.

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!

FINANCE COMMITTEE
Submitted by Robert MacGregor, Chair

Team Members: Robert MacGregor, Mary Williamson

Long-term strategic goal: To Improve the Association's Financial Position

Project Status:



Project Description: Manage the Association's Finances

Status Explanation: (Interim Report, June 14, 2014)

It is members' dues received that basically dictate what the association's financial health will be. This year once again the news is very bad. Based on dues received through May, the dues are down \$3,000 from this time last year. These figures include \$5,000 of 2014 advance dues collected in past years that were transferred to the operating account this year. With the members paying advance dues and this money being allocated to the operating account in May it is expected that the dues will decrease in the coming months. Once again our dues are decreasing which translated into fewer members and the hemorrhaging of members experienced in the past several years is continuing. Hopefully the big summer membership renewal months will reverse this trend. It is too early in the fiscal year to really see any trends in income or expenses.

The Budget Committee took into account the trend of yearly decreasing dues and submitted a budget in January that recommended cutting or cutting back many of the Association's programs for the coming year. The Board adopted a budget of \$95,070 for the 2014 fiscal year. By closely watching our expenditures last year, the expenses were under budget at the end of 2013. It is hopeful that we will meet or come under budget again this year. It appears that all of AANR-East's membership retention programs and AANR's various Marketing/ Membership Consultant Program are still not stabilizing the membership in our region.

Expenses over \$1,000, other than legal, insurance, convention expenses, travel, etc. for the first five months of the year are as follows (rounded to nearest \$100):

1. New Laptop Computer	\$1,300
2. Mail Ballot	\$1,500
3. Prepare 2013 Taxes	\$1,100

This is a brief overview of how your dues are being spent to further the cause of social family nudism.

These are trying economic times and since AANR-East is not a tax deductible 501(c)3 organization it is hard to raise substantial funds outside of our dues structure. If you have any creative ideas about programs or projects that the Board may initiate to raise funds to support our message, please let me or a Board member know so that they may be evaluated. If you know of someone who enjoys nudism but is not an AANR member, please ask that person to consider joining or rejoining AANR. Your help is really needed in increasing our membership to enable AANR-East to continue funding efforts on your behalf.

Action Plan: Other than managing the Association's investments for maximum income with low risk, the Finance Committee is solely at the mercy of the Membership Committee. Unless the dues collected starts to increase, it will become harder and harder to adequately fund the desired programs of AANR-East. Over the past several years, the Finance Committee has had to withdraw money from our investments to maintain these programs. It is hopeful that the decline in membership will soon bottom out as it appears to be doing and that an increase in membership will start to be realized. In order to meet even a further reduced proposed budget for next year the Board may have to look into a dues increase along with cutting further the funding to various projects. The Association hopefully has developed a plan to live within the current year's income.

Strategic Goals Met by this Project: At this point in time we appear to be operating within the approved budget for the current year, but the prognosis for the future is not bright if the membership continues to decline.