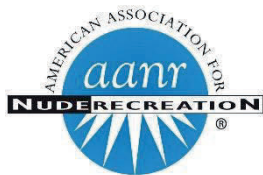


July 12, 2020

Dear Trustees, Regional Presidents, Committee Chairs and Members:

The reports in this package were submitted by the respective officers and chair persons. They have not been edited and are submitted to you as received.

Kathy Smith
Secretary / Treasurer



Members' Meeting Agenda*
 Thursday, August 13, 2020
 PLEASE NOTE ALL TIMES ARE LISTED EDT

TIME**	ITEM	PRESENTER
11:00 AM	Call to Order, Special Assignments	President Kathy Watzel
11:02 AM	Roll Call, Trustees and Officers	Sect/Treas Kathy Smith
11:04 AM	National Anthems and Moment of Silence	
11:10 AM	Introduction of Dignitaries	President Kathy Watzel
11:13 AM	Consideration of Rules and Order of Business	
11:15 AM	Ratify the Actions of the Board	
11:17 AM	Approve the Minutes of the Membership Meeting of August 15, 2019	
11:19 AM	Presentation of Nominees for Man, Woman and Family of the Year Awards	TBA
11:22 AM	President's Comments	Kathy Watzel
11:24 AM	Membership Marketing Comments and Awards Membership Increase Awards Serendipity Park Web Award	Kathy Watzel
11:27 AM	Public Relations Comments and Awards Hal O' Neill Award Ilsley Boone Best Club Newsletter Award Rick Athearn Photography Award Public Relations Non-Nudist Awards Erwin Koch Award	Patty Faber
11:39 AM	Executive Director's Comments	Erich Schuttauf
11:49 AM	Other Committee Comments Government Affairs Alonzo Stevens Memorial Award Hall of Fame Award	Tim Mullins Dave Smith
11:54 AM	President's Awards President's Meritorious Service Award Jim Cossin's Award President's Award	Kathy Watzel
12:05 AM	Business Specifically Referred to This Meeting	
12:10 AM	New Business	
12:20 AM	Good of the Order/Announcements/Adjourn	
12:25 AM	Break	

**Subject to change.*

***The times are approximate.*



Outboard Trustees' Meeting Agenda*
 Thursday, August 13, 2020
 PLEASE NOTE ALL TIMES ARE LISTED AS EDT

TIME**	ITEM	PRESENTER
1:30 PM	Call to Order, Special Assignments	President Kathy Watzel
1:32 PM	Roll Call, Trustees and Officers	Secretary/Treas Kathy Smith
1:34 PM	Declaration of a Quorum	President Kathy Watzel
1:35 PM	Introduction of Dignitaries	President Kathy Watzel
1:37 PM	Consideration of Rules and Order of Business	
1:39 PM	Report of the Interim Motions since February 2020	Secretary/Treas Kathy Smith
1:41 PM	Approve the Minutes of the Board of Trustees Meeting of February 7-8, 2020	
1:44 PM	Committee Reports – updates to the written reports Internal Administration (IA) Government Affairs Membership Marketing Public Relations Convention and Facilities Legislation Glen Miller Fund Planning Finance Research and Education Youth Hall of Fame WINR	Ralph Collinson Tim Mullins Karen Lahey Ronna Krozy Ted Peck Bev Price Mike Parker Joan Harris Alan Harris Patty Faber Robert Roche Dave Smith Joan Harris
3:00 PM	Regional Presidents' Council Report	Donna Jennings
3:10 PM	Business Specifically Referred to This Meeting Determine the Location of the Midwinter Meeting February 5-6, 2021 Determine Location 2022 Convention Meeting August 10-12, 2022	
3:25 PM	New Business	
3:35 PM	Good of the Order/ Announcements/Adjournment	

**Subject to change.*

***The times are approximate.*



Inboard Trustees' Meeting Agenda*
 Friday, August 14, 2020
 PLEASE NOTE ALL TIMES ARE LISTED EDT

TIME**	ITEM	PRESENTER
1:00 PM	Call to Order	President Kathy Watzel
1:02 PM	Installation of Officers	Patty Faber
1:05 PM	Roll Call	Secretary Kathy Smith
1:07 PM	Declaration of a Quorum	President Kathy Watzel
1:12 PM	Introduction of Dignitaries	President Kathy Watzel
1:14 PM	Consideration of Rules and Order of Business	
1:20 PM	Committee Chair Assignments Internal Administration (IA) Government Affairs Membership Marketing Public Relations Convention and Facilities Legislation Glen Miller Fund Planning Finance Research and Education AANR Youth Nominating WINR Hall of Fame	
1:30 PM	Motion to Ratify Committee Chairs	
1:35 PM	Business Specifically Referred to This Meeting	
1:40 PM	"What's In A Name"	PR Chair Ronna Krozy
2:20 PM	Ad Hoc Travel and Expenses Committee	Co Chairs Patty Faber, Terry Meek
3:00 PM	New Business	
3:05 PM	Good of the Order/Announcements Adjournment	

**Subject to change.*

***The times are approximate.*

PRESIDENTS REPORT

August 2020

Kathryn J. Watzel

It is my pleasure to report the American Association for Nude Recreation has had a very positive and favorable year.

Due to Osceola County's regulations created because of the COVID-19 virus the AANR office staff had to make concessions of working at home with limited personnel going in to check messages in early March. As the weeks went by staff fell into a work schedule with flex hours. We are fortunate to have our competent and hard working staff. With slight modifications the AANR office has remained open assisting our membership.

As President I have directed the staff to contact, by phone, all associate members whose membership has not been renewed. We understand there are a variety of concerns our members have during these difficult times. The staff's calls have been a welcome conversation showing concern for each member's welfare. This has proven to be a very successful approach to renewing members. In addition during this time the office has received numerous renewals from a number of members whose membership had lapsed for a number of years. We are grateful for their support of the organization.

The Association continues to assist members weekly when their rights to be nude are challenged. With the "stay at home orders" there has been an increase in nudity being reported by neighbors. The staff has been able to assist each case favorably.

Over the past weeks the AANR webpage has begun to assist clubs, by posting information about their availability for their members and visitors. This information can change daily. We are encouraging AANR clubs to update their information frequently as policies change.

Due to the foresight of an earlier board AANR is in a favorable financial situation. Over two years ago the membership voted to allow the Trustees the ability to increase membership dues. This increase was implemented as of January 1, 2020. If this increase had been delayed AANR would be in a much different financial situation. Allowing the dues increase to be implemented as scheduled, AANR's financial situation has been very positive for 2020.

The Impexium system is now live and is running along side Connetics. The dual systems will continue to run together as data is being checked for accuracy. Clubs are using the system and have been encouraged to add additional information about their members. Impexium has made our staffs time on their screens faster with more information at their fingertips. Impexium is a simpler and intuitive membership management platform allowing Certifying Officers to add and renew memberships with ease. Individual members are able to access their own membership information when needed. As more and more information is added our ability to assist members will continue to improve.

I want to thank the current board for their time and commitment to AANR and look forward to working with many of you in the next year.

Date: July 2020

To: AANR Officer, Trustees and Clubs

From: Patty Faber

RE: Vice-President's Report

It has been a pleasure to serve as your Vice President for the past two years and this Association and my region for 21 years. I cherish the many friends that I have made in that time and the knowledge that I have gained. With Horst easing back, most of my efforts will be going to operating, improving and growing Shangri La, I will continue to do what I can for AANR,

Even though we aren't having an auction or SMS this year I plan to be at Star Ranch next year to make sure these events are as successful as possible.

Hoping to see you all soon,

Patty Faber



July 12, 2020

Subject: Secretary / Treasurer Report, Trustee Meeting August 13, 2020

Since the Midwinter Trustee Meeting there were two Interim Motions brought forward and voted upon via electronic communications. They are as follows:

Interim Motion # 1, April 19, 2020

Voted on April 23, 2020, 12:01 a.m. to April 24, 2024, 12:00p.m. PDT (midnight)

I move to amend the Governance Manual, Section 2.06.00, by striking subsection 2.06.03 in its entirety and renumbering the remaining subsections:

2.06.03 ~~AANR charter clubs will receive a onetime \$7.50 credit for each associate application that is not a renewal, reinstate, or transfer.~~

Purpose: To eliminate a seldom used (never in at least the past 5 years) membership credit prior to the changeover to Impexium.

Maker: Legislation Committee, at the request of the Membership Department in the AANR office.

Fiscal Impact: None, It is not being used by any club and hasn't been for quite awhile. The Membership Department wants the formula removed from the spreadsheets.

Discussion: There was discussion via electronic means.

Disposition: **Passed.** Unanimously

Interim Motion # 2, May 12, 2020

Voted on May 15, 2020, 12:01 a.m. to May 17, 2024, 12:00p.m. PDT (midnight)

I move to accept the audited financial statements for the year ended December 31, 2019.

Purpose: As stated

Fiscal Impact: None

Maker: Kathy Watzel, President

Discussion: There was discussion via electronic means.

Disposition: **Passed.** Unanimously

There will be a motion to ratify the actions of the board since the 2019 Annual Membership Meeting. A list of all 23 motions presented to the Board of Trustees is included in the report package.

Respectfully Submitted,

Kathy Smith

Kathy Smith
Secretary /
Treasurer

#	Date	Meeting	Motion	Maker & Second	Disposition
1	8-15-2019	August Trustee	Motion #4 I move to ratify the appointment of Dave Smith as Nominations Chair.	Maker: Karen Lahey Second: Ralph Collinson	Passed – Unanimously
2	8-15-2019	August Trustee	Motion #5 I move to revoke the club charter of Riviera Naturist Resort in Pace, Florida	Maker: Ralph Collinson Second: Joan Harris	Passed – Unanimously
3	8/15/2019	August Trustee	Motion #6 NOTE: Deletions are indicated by strike-through and additions are indicated by underline. Any notation in square brackets is informational or parenthetical, and not part of the paragraph referenced. Change Governance Manual as follows 2.04.01 Honorary Life Membership (No payment of either AANR or regional dues): 5. Honorary Life members may purchase an Elite Life Membership for an additional \$700 onetime fee per person or an additional fee of \$70 annually. 2.04.02 Paid Life Membership (No further payment of AANR dues): 1. Life Membership may be obtained by individual members or couples who have been in good standing in AANR for a minimum of one (1) year, upon payment of \$700 per person for Association membership. Elite Life Membership may be obtained by increasing this amount to \$1,400 per person, or by an annual payment of \$70 by current Life Members.	Maker: Membership Marketing Committee, Karen Lahey Chair	Passed – Yes – 10, No – 0, Abstain - 3

4	8/15/2019	August Trustee	<p>Motion #7</p> <p>NOTE: Deletions are indicated by strike-through and additions are indicated by underline. Any notation in square brackets is informational or parenthetical, and not part of the paragraph referenced.</p> <p>Section 2.01.01</p> <ol style="list-style-type: none"> 1. National Membership, \$35 annually per <u>member</u> single or family. 3. Basic Memberships, \$30 annually per <u>member</u> single or \$52.50 annually per couple/dual. 4. Associate Membership, \$30 annually per <u>member</u> single or \$52.50 annually per couple/dual. <p>Section 2.01.02</p> <ol style="list-style-type: none"> 1. AANR will issue an individual <u>a</u> membership card to each basic member. The text of Article II of the AANR Bylaws shall be printed on the reverse side of all AANR membership cards. 2. A couple/dual membership for purposes of membership transmittals shall be defined as a membership for two adults sharing the same address and membership renewal date. 3. <u>2.</u> Membership Number. AANR will assign each member an individual membership number. <p>Section 2.04.00 Life Memberships (Additional information may be found in the Operations Manual, Office Operations and Membership Handbook.) Upon death, divorce or separation of members who purchased or were awarded life membership as a couple, either or both members may continue life membership. However, life membership of the deceased or separated member is not transferable to a new spouse.</p> <p>Section 2.04.02 Paid Life Membership (No further payment of AANR dues):</p> <ol style="list-style-type: none"> 1. Life Membership may be obtained by individual members or couples who have been in good standing in AANR for a minimum of one (1) year, upon payment of \$700 per person for Association 	<p>Maker: Membership Marketing Committee, Karen Lahey Chair</p>	<p>Passed – Yes – 8, No – 2 Abstain - 3</p>
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			<p>membership. Elite Life Membership may be obtained by increasing this amount to \$1,400 per person or by an annual payment of \$70 by current Life Members.</p> <p>Section 2.05.06 Young Adult Membership is offered at a reduced rate to individuals only (not to couple or dual members) who are between the ages of 18 and 28 and who provide evidence of age.</p> <p>Section 2.05.07 Student Membership is offered at a 50% discount only on individual Basic or Associate Memberships [no option for couple or dual memberships]. It is available to full-time students from age 18-25 who offer proof of age and student status. Benefits include all current and initiated benefits of basic membership.</p>		
5	8/15/2019	August Trustee	<p>Motion #8 NOTE: Deletions are indicated by strike-through and additions are indicated by underline. Any notation in square brackets is informational or parenthetical, and not part of the paragraph referenced.</p> <p>Section 2.01.01 3. Basic Membership, \$30 <u>\$36</u> annually per single member. 4. Associate Membership, \$30 <u>\$36</u> annually per single member.</p> <p>This motion to be implemented January 1, 2020.</p>	<p>Maker: Membership Marketing Committee, Karen Lahey Chair</p>	<p>Passed – Yes – 12, No – 1, Larry Deschênes</p>

6	8/15/2019	August Trustee	<p>Motion #9</p> <p>NOTE: Deletions are indicated by strike-through and additions are indicated by underline. Any notation in square brackets is informational or parenthetical, and not part of the paragraph referenced.</p> <p>2.01.01 Dues for membership will be as follows: 8. Life Membership, \$700 <u>\$800</u> onetime fee per person <u>member</u>. 9. Elite Life Membership, an additional \$700 <u>\$800</u> onetime fee per person <u>member</u> (total of \$1,400 <u>\$1,600</u>).</p> <p>2.04.01 Honorary Life Membership (No payment of either AANR or regional dues): 5. Honorary Life members may purchase an Elite Life Membership for an additional \$700 <u>\$800</u> onetime fee per member.</p> <p>2.04.02 Paid Life Membership (No further payment of AANR dues): 1. Life Membership may be obtained by individual a members or couples who have <u>has</u> been in good standing in AANR for a minimum of one (1) year, upon payment of \$700 <u>\$800</u> per person for Association membership. Elite Life Membership may be obtained by increasing this amount to \$1,400 <u>\$1,600</u> per person <u>member</u>.</p> <p>Motion to be implemented January 1, 2020.</p>	<p>Maker: Membership Marketing Committee, Karen Lahey Chair</p>	<p>Passed – Yes – 12, Abstain – 1</p>
7	8/15/2019	August Trustee	<p>Motion #10</p> <p>Move to instruct the office to allow auto-renewal for all memberships when the Impexium system is implemented and brought online.</p>	<p>Maker: Membership Marketing Committee, Karen Lahey Chair</p>	<p>Failed – Yes – 2, No – 10 Abstain - 1</p>

8	8/15/2019	August Trustee	Motion #11 I move to accept the audited financial statements for the year ended December 31, 2019	Maker: Finance Committee, Alan Harris Chair	Passed - Unanimously
9	8/16/2019	August Trustee	Motion #13 Move to hold the 2021 AANR convention at SuwanneeValley Resort August 9 through 15 , 2021	Maker: Ralph Collinson Second: Karen Lahey	Passed - Unanimously
10	8/16/2019	August Trustee	Motion #14 I move to hold the 2020 AANR Midwinter Trustee meeting at Suwannee Valley Resort on February 7-8, 2020 with travel days of February 6 and 9, 2020.	Maker: Ralph Collinson Second: Karen Lahey	Passed – Unanimously
11	8/16/19	August Trustee	Motion #15 Move that the AANR Board of Trustees endorse the new mission statement that will be on the 2020 ballot for members to accept or reject. The endorsement will be included in the “pro” statement in the voter’s guide.	Maker: Planning Committee, Joan Harris, Chair	Passed - Unanimously
12	11/1/2019	Interim	Motion #1 I move the Board of Directors ratify the actions taken at the 2019 Convention as posted on the AANR web site.	Maker: Kathy Watzel, President	Passed - Yes – 12 No - 0

13	11/6/2019	Interim	<p>Motion #2</p> <p>NOTE: Deletions are indicated by strike-through and additions are indicated by underline. Any notation in square brackets is informational or parenthetical, and not part of the paragraph referenced.</p> <p>Motion: I move to amend Governance Manual Section 2.01.01 adding as follows:</p> <p>2.01.01 Dues for memberships will be as follows:</p> <ol style="list-style-type: none"> 1. National Membership, \$35 annually per member; 2. Legacy Membership, \$25 onetime fee and \$5 to reissue lost paperwork; 3. Basic Membership, \$36 annually per member; 4. Associate Membership, \$36 annually per member; 5. Premier Membership, \$100 annually per person <u>member</u>; 6. Young Adult Membership, \$20 annually per qualified person <u>member</u>; 7. Student Membership, \$15.00 annually per qualified person <u>member</u>; 8. Life Membership, \$800 onetime fee per person <u>member</u>; 9. Elite Life Membership, an additional \$800 onetime fee per person <u>member</u> (total of \$1,600). 	<p>Maker: Legislation Committee, Beverly Price, Chair</p>	<p>Passed, Yes – 8, No – 0 Not received timely – 1 Not received - 3</p>
14	11/11/2019	Interim	<p>Motion #3</p> <p>This motion is to ratify the decision of the President that the proposed Bylaw amendments are neither harmful or frivolous.</p>	<p>Maker: Kathy Watzel, President</p>	<p>Passed - Unanimously</p>

15	2/7/2020	Midwinter	<p>Motion #6 I move to ratify the President's appointment of Mike Parker as Chair of the Glen Miller Fund Committee.</p>	<p>Maker: Margie Cantlon</p> <p>Second: Karen Lahey</p>	Passed - Unanimously
16	2/7/2020	Midwinter	<p>Motion #7 I move the AANR 2021 Midwinter meeting will be Friday, February 5 and Saturday, February 6.</p>	<p>Maker: Ralph Collinson</p> <p>Second: Beverly Price</p>	Passed - Unanimously
17	2/8/2020	Midwinter	<p>Motion #8 I move to amend Governance Manual Section 2.01.01 by striking and adding as follows:</p> <p style="padding-left: 40px;">2.01.01 Dues for memberships will be as follows:</p> <ol style="list-style-type: none"> 1. National Membership, \$35 annually per member; 2. Legacy Membership, \$25 onetime fee and \$5 to reissue lost paperwork; 3. Basic Membership, \$36 annually per member; 4. Associate Membership, \$36 annually per member; 5. Premier Membership, \$100 annually per member; 6. Young Adult Membership, \$20 annually per qualified member; 7. Student Membership, \$15.00 <u>\$18</u> annually per qualified member; 8. Life Membership, \$800 onetime fee per member; 9. Elite Life Membership, an additional \$800 onetime fee per member (total of \$1,600). 	<p>Maker: Legislation Committee, Beverly Price, Chair</p>	Passed - Unanimously

18	2/8/2019	Midwinter	<p>Motion #9 I move to amend Governance Manual 2.01.01 by striking and adding as follows:</p> <p>2.01.01 Dues for memberships will be as follows:</p> <ol style="list-style-type: none"> 1. National Membership, \$35 annually per member; 2. Legacy Membership, \$25 onetime fee and \$5 to reissue lost paperwork; 3. Basic Membership, \$36 annually per member; 4. Associate Membership, \$36 annually per member; 5. Premier Membership, \$100 annually per member; 6. Young Adult Membership, \$20 <u>\$18</u> annually per qualified member; 7. Student Membership, \$18.00 annually per qualified member; 8. Life Membership, \$800 onetime fee per member; 9. Elite Life Membership, an additional \$800 onetime fee per member (total of \$1,600). <p>And</p> <p>To amend Governance Manual Section 2.05.06 by striking and adding as follows:</p> <p>2.05.06 Young Adult Membership is offered at a reduced rate 50% discount to individuals who are between the ages of 18 and 28 and who provide evidence of age.</p>	<p>Maker: Legislation Committee, at the request of the Membership Marketing Committee</p>	<p>Passed - Unanimously</p>
19	2/8/2019	Midwinter	<p>Motion #10 I move to amend Governance Manual 3.04.04.5 by striking and adding as follows and renumbering the section as needed:</p> <ol style="list-style-type: none"> 5. The Legislation Committee shall be responsible for the following and related 	<p>Maker: Legislation Committee, at the request of Kathy Watzel, President</p>	<p>Passed – Unanimously</p>

			<p>aspects of the Association: Principles and standards, Bylaws, policies and procedures.</p> <ol style="list-style-type: none"> a. All proposed Bylaw amendments shall be in the hands of the Executive Director not later than September 30¹. A statement of fiscal impact shall accompany any proposal for a Bylaw amendment. b. All proposals so submitted shall be presented by <u>no later than</u> October 15¹ to the Legislation Chair, the Legal Counsel, and the President (who may assign other committee chair(s) related to the proposal). These people, along with the Executive Director, will review the proposals and determine if any of them are harmful or frivolous. c. All such reviews will be returned to the President by <u>no later than</u> October 31¹. By <u>No later than</u> November 5¹, the President will make the decision as to whether each proposal may advance or whether it will be ruled out-of-order as harmful or frivolous and will immediately forward each proposal with his decision(s) to the Board of Trustees. d. <u>No later than November 10¹, the maker will be asked to write a "pro" statement no longer than 150 words. The President will seek someone to write a "con" statement no longer than 150 words.</u> e. <u>No later than November 20¹, the authors of the pro and con statements will forward their respective statements to the Legislation Chair (copy to the Executive Director) for inclusion in the voters' pamphlet. These statements will be modified only by the author(s) in concurrence with the Legislation Chair.</u> 		
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			<p>f. No later than November 30¹, the Trustees will ratify, by a two-thirds (2/3) vote, the decision(s) of the President or will deny ratification on a proposal-by-proposal basis. On any proposal where the Trustees and the President disagree, a compromise/solution to the differences will be sought. For each approved proposal, the Trustees will formulate a position statement on the merits of the proposal, with the names of those who voted and how they voted, to be included with that proposal in the voters' pamphlet. The maker will be asked to write a "pro" statement no longer than 150 words. The President will seek someone to write a "con" statement no longer than 150 words.</p> <p>g. Immediately following the above ratification¹, the approved proposals will be sent to the Legislation Chair to be rewritten as Legislation Propositions and circulated to the Legislation Committee. The President will notify the maker of any proposal ruled out-of-order, along with an explanation as to why it was so ruled, a statement as to the ratification by the Board of Trustees and the maker's right to appeal.</p> <p>h. <u>By No later than December 15⁺10¹</u>, all Legislative Propositions, including the <u>any</u> Trustees' position statement and both the pro and con statements from members, will be finalized. They will be circulated to the Board of Trustees and <u>to the authors of the pro and con statements for information only.</u></p> <p>i. <u>No later than December 20¹</u>, the finalized package will be submitted to the publications department for inclusion in</p>		
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			<p><u>The Bulletin and on the website.</u></p> <p>j. The Legislative Propositions package will be printed in the February² issue of <i>The Bulletin</i> and will be placed on the AANR website. A bulletin board (or comparable) will be established on the website for deliberations regarding these Legislative Propositions.</p> <p>k. In December¹ and January², the maker of any proposal ruled out-of order will have the opportunity to negotiate with the President, Legislation Chair, Executive Director and any other committee chair(s) who reviewed his proposal in an attempt to fit his concept with the rules and standards of AANR. If such a compromise cannot be reached, the maker may prepare a statement of appeal to the Board of Trustees to reconsider its ruling.</p> <p>l. At the Midwinter meeting², the maker of the proposal ruled out-of-order may present his case. A vote of the board will be taken as to whether to reverse its initial ruling. It will require two-thirds (2/3) of those voting in favor of reversal to change the ruling. If the appeal is successful and the ruling is reversed, a Trustees' position statement and both a pro and a con statement (meeting the 150 word limit) will <u>may</u> be written.</p> <p>m. Following the Midwinter board meeting², any proposal for which the appeal was successful, (i.e., it is no longer out-of-order), will be sent to the Legislation Committee for inclusion on the website with the remaining Legislative Propositions package, but will not have the opportunity to be published in <i>The Bulletin</i>.</p>	
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			<p>n. <u>By No later than</u> March 20², the entire Legislative Propositions package will be finalized and prepared for inclusion in the voters' pamphlet and on the ballots.</p> <p>o. <u>By No later than</u> April 10², the voter's pamphlet will be printed and ready for mailing with the May² issue of <i>The Bulletin</i>.</p> <p>p. The balloting period shall begin when the voters receive ballots in the May² issue of <i>The Bulletin</i>. New members will receive this ballot if their membership transmittals are received in the AANR office by March 15². Electronic balloting shall be closed on June 20², and all paper ballots must be postmarked no later than June 20².</p> <p>q. Final tabulation of ballots and notification of winners shall be completed no later than July 1².</p> <p>r. Notwithstanding these guidelines, emergency amendments to the Bylaws may be proposed as outlined in Bylaws Article X.E.3.</p> <p>s. The Executive Director and/or the Legislation Chair may change the wording, numbering and/or punctuation in any of the documents and amendments thereto for the purpose of clarification and/or editing, but not for the purpose of changing the meaning, purpose or intent of ruling documents.</p> <p>¹This date refers to odd years only. ²This date refers to even years only.</p>		
20	2/8/2020	Midwinter	<p>Motion #11 I move that the 2020 Budget be accepted as presented.</p>	<p>Maker: Finance Committee, Alan Harris, Chair</p>	<p>Passed - Unanimously</p>

21	2/8/2020	Midwinter	<p>Motion #13</p> <p>I move to ratify the President's appointment of Terry Meek and Patty Faber as co-chairs of the Ad Hoc Travel and Expenses Committee.</p>	<p>Maker: Ted Peck</p> <p>Second: Margie Cantlon</p>	Passed – Unanimously
22	4/19/2020	Interim	<p>Motion #1</p> <p>I move to amend the Governance Manual, Section 2.06.00, by striking subsection 2.06.03 in its entirety and renumbering the remaining subsections:</p> <p>2.06.03 AANR charter clubs will receive a onetime \$7.50 credit for each associate application that is not a renewal, reinstate, or transfer.</p>	<p>Maker: Legislation Committee, at the request of the Membership Department in the AANR office.</p>	Passed - Unanimously
23	5/12/2020	Interim	<p>Motion #2</p> <p>I move to accept the audited financial statements for the year ended December 31, 2019.</p>	<p>Maker: Kathy Watzel, President</p>	Passed - Unanimously



American Association for Nude Recreation
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try-nude@aanr.com ▪ www.aanr.com

To: AANR Members, Officers, Trustees, Regional Presidents, and Committee Chairs
From: Erich E. Schuttauf, Executive Director
Date: July 2, 2020, for Later Distribution
Re: AANR Annual Meeting Report

I appreciate this opportunity to address you and join you for the 2020 AANR Annual Meeting online. I have appreciated serving the association this year and working with President Kathy Watzel, who has put in many hours of hard work as AANR deals with the current health crisis and a new structure for the Board of Trustees.

Here is a summary of significant developments prior to the Annual Meeting. Please note that government affairs and legal activity assisting members are documented separately in my section of the GAT report from Tim Mullins.

Thank You to Star Ranch This Year with Anticipation for 2021

The AANR staff and I appreciate the hard work by the staff and volunteers of what was to be our convention host club this year at Star Ranch in McDade, Texas. They had spent many hours resurfacing the club's pool, improving the gate and clubhouse, and much more in advance of this August. Due to the current health situation and the closure orders being implemented, it became necessary to hold this year's sessions online. Star Ranch has offered to host the 2021 AANR Convention and we look forward to enjoying all of the upgraded facilities and the results of these efforts.

Thank You to Suwannee Valley Resort for its Professionalism

AANR also appreciates the gracious spirit of cooperation extended by Suwannee Valley Resort in Florida, which was scheduled to host the convention in 2021. They have agreed to allow Star Ranch to carry on with hosting in that slot. We have enjoyed a midwinter meeting of the AANR board at Suwannee Valley Resort and look forward to convening with them in Florida for the convention in subsequent years.

Strong Participation in AANR's 2020 Election Deciding New Leaders and Bylaw Issues!

On June 22 we received results from Vote-Now, the independent firm that handled the 2020 AANR election. Previous editions of the club weekly report and the www.aanr.com website have provided the voting results however, a couple of points bear mention. First, the participation from the members (nearly 12% of eligible voters) was a strong turnout. Thanks to all of you who got the word out and encouraged members to make their voice heard! I extend special thanks to Carolina DeAldana, Carolyn Hawkins, and Hannah Usher (AANR staff) for many long hours working with Vote-Now to make this happen as well. Also, thanks to Legislation Chair Bev Price who helped us to assemble the voter's guide

that appeared in *The Bulletin*, which provided information on the various ballot initiatives. This work was accomplished during a time when the physical office had to remain shut due to local closure orders.

AANR Membership Database – Impexium Project

AANR is in the process of implementing the first major database project in over 30 years! Impexium, the new system, allows such features as affixing electronic scans of documents to member records (e.g. to allow a student ID card to accompany a student record), the ability to maintain committee lists and records with up-to-the-minute information, it also has features that are custom prepared for club certifying officers (C/O's). AANR has already begun conducting sessions to acclimate C/O's to the new system. To schedule your club's session, please contact our office at 1-800-879-6833 and speak with Club Liaison Carolyn Hawkins.

We thank Trustee Karen Lahey for her database knowledge and help in selecting Impexium and with the transition. Also AANR-West President Gary Mussell for his contributions to a C/O guide to Impexium (as well as an associate member's guide), available in PDF format. Arlette Lowery (AANR staff) has been instrumental in making the transition from the current Conetics-based system to Impexium. We will continue to process some information in Conetics to ensure consistency of member and financial data from system to system.

New AANR Event-Based Brochures

With inspiration and guidance from AANR President Kathy Watzel and Katie Fitzsimmons of the AANR Publications Department, the association has four brochures that can be used to promote AANR and nude recreation events. These are separate publications for promoting during music festivals, naked bike rides, nude running events, and volleyball tournaments. What's more, they can be customized with region-based information or lists of clubs in that region.

AANR Region Convention Information

This summer I look forward to joining AANR-Florida at Suwannee Valley Resort in White Springs, Florida, from July 11-12. Carolyn Hawkins and I also had an opportunity to join AANR-East briefly during its Online Annual Meeting. We were pleased to see many members from the region joining in from several different states via Zoom, allowing increased participation from those who could dispense with the time and expense of travel. President Watzel has praised Oaklake Trails on a great AANR-Southwest convention there in June which she and husband Bob attended. As the remaining region conventions approach in AANR-Midwest (online), AANR-West, AANR-Northwest, and AANR-Western Canada, they will keep members and clubs posted of developments.

AANR Mourns Passing of Longtime Members and Leaders

Over the past several months we have been saddened to learn of the passing of many longtime friends and past leaders of your association. These include AANR-East Trustee Fred Van Nest, longtime nudist advocate Rich Pasco of AANR-Florida and AANR-West, as well as Doug Triggs of Mountain Air Ranch, Colin Green, longtime Secretary/Treasurer of AANR-Florida, and President Richard Hirst, of the AANR-West Nudist Research Library. Please remember their families and others during moments of silence.

Telephone Calling Campaign's Message to Members: We Care About You!

On President Watzel's recommendation, AANR has conducted a substantial number of telephone calls to AANR associate members scheduled for renewal beginning in March 2020, integral to planning by the AANR Membership Committee that has met regularly via telephone during the pandemic. Thank you to Karen Lahey and her team for the helpful suggestions and counsel that have helped us make improvements and changes based on what we have been learning during these calls.

Celebrating a Milestone in Women's History

The August 2020 issue of *The Bulletin* is dedicated to Women's Nudist History in commemoration of the 100th anniversary of women's suffrage in the United States with the passage of the 19th amendment. Articles include the contributions of female entrepreneurs who started nudist businesses, past ASA and AANR Women Presidents, contributions of African American women, and much more.

"Generation Next" - Millennials Helping to Build AANR

The AANR Public Relations team is learning from millennial members with innovative ideas about reaching a new generation of nudists. A number of these ideas are being incorporated into AANR's ongoing brand strategy, planned changes to the www.aanr.com website, and social media. A consultant from this group of millennials has been retained to provide some professional expertise and guidance over the next few months as well.

Public Relations and International Skinny-Dip Day Celebrations

This report is being compiled prior to the celebration of International Skinny-Dip Day. This year, with the health situation, AANR is stressing social distancing, wearing masks when appropriate, and observing state and local health codes. Early media pronounced 2020 "The Year of the NakationSM" and Canadian Television had a positive five-minute segment on a major morning show.

Later, in spring and early summer 2020 there has been considerable media coverage with an emphasis on what nudists do during and to reopen following lockdowns. Here is a summary of significant pieces:

- Canadian TV and Online Segments ([The Loop](#) / [The Social](#)): Popularity of NakationSM Vacation in 2020 by Heather Davis (Late December 2019) www.theloop.ca/microcations-will-be-a-huge-travel-trend-in-2020/;
- [Forbes](#) article about NakationSM Vacations (January 16, 2020) www.forbes.com/sites/jamesasquith/2020/01/16/fancy-a-naked-holiday-nude-vacations-are-growing-in-popularity-in-2020/#26d35cc643c1 ;
- Kathy Watzel interviewed by the *BBC* concerning top-freedom in Colorado www.bbc.com/news/world-us-canada-50592811 (January 8, 2020) ;
- [Forbes](#) article on what nudists do during lockdown, mentioning AANR and some stats; (April 4, 2020) www.forbes.com/sites/michaelalpiner/2020/04/20/nude-staycations-zoom-to-the-top-of-the-coronavirus-challenge/#16802f1535f5 ;
- [New York Times](#) article about nude dining among friends set at Lake Como Club in Lutz, FL; The article contains numerous statistics from AANR (February 4, 2020) www.nytimes.com/2020/02/04/dining/nudist-cooking-naked.html ;
- [Washington Post](#) article on when and how nudist resorts reopen from the pandemic: (6/7/20) https://webcache.googleusercontent.com/search?q=cache:e0nQoC8ExgkJ:https://www.washingtonpost.com/national/clothes-off-masks-on-reopening-a-nudist-resort-during-a-pandemic/2020/06/07/f7a708aa-a760-11ea-bb20-ebf0921f3bbd_story.html+&cd=1&hl=en&ct=clnk&gl=us;

- A Wall St. Journal article about nudists during lockdown is in production that will include information on Solair Recreation League of Woodstock, Connecticut, Cypress Cove, and others.

Internal Administration Summer 2020

Overall, it has been very quiet over the last six months. We did have a recommendation from a region requesting that AANR revoke the charter of a club because they were not practicing family social naturism up to AANR standards. That complaint has been investigated and AANR has notified the club that their charter is in jeopardy and requesting that they immediately cease the activity deemed inappropriate.

July 2020

TO: AANR Officers, Trustees, Chairs, Clubs and Members
FROM: Tim Mullins, AANR Government Affairs Chair
SUBJECT: GAT Activity Updates December 2019 to July 2020

In February when I wrote it had been quiet I had no idea what 2020 would bring. This will be one of the shorter reports from GAT. As we continue to grapple with the pandemic and its fallout, we are seeing very little in the way of activity throughout North America.

AANR F-GAT - Chair John Hunter

There was essentially no Federal legislative or regulatory activity that might have concerned AANR. The Outdoor Recreation Roundtable (successor to American Recreation Coalition) cancelled its annual June two-day Partners Outdoors meeting, though may do something online later; that is yet to be determined. I am to be notified if there is anything online we can attend. ORR did get Great Outdoors Month proclaimed again but there were no Great Outdoors Week activities anywhere so far as I know. Occasional emails from ORR indicate that the pandemic has adversely affected thousands of small recreation-related businesses, such as campgrounds, marinas, supply and gear stores, and guide services, most of which are not yet back in operation. Closure of nearby National Park Service and other Federal recreation areas accounted for much of the downturn in business.

AANR-Florida – Chair Jonathan Duffield

The 2020 Florida Legislative Session was fraught with episodes of jawboning, backroom bargaining, arm-twisting, and deal-making. A master of understatement, Ramon Maury, AANR-Florida's professional political consultant and lobbyist, reported, "As Sessions go, Florida Session 2020 is believed to be the most peculiar in history."

So convoluted is the story that an accurate narrative would take a small book to untangle. Yet we will undertake to simplify the saga in only two paragraphs.

Between the Senate and the House of Representatives, we tracked a total of four bills that addressed Florida Statute 800.03 -- Florida's indecent exposure law. Three of them originated in the Senate, sought to expand protections of "an individual who is merely naked at any place provided or

set aside for that purpose,” and were each referred to three committees. Those bills were:

- SB 850, *Exposure of Sexual Organs*, sponsored by Senator Jason Pizzo, and died in Rules;
- SB 1150, *Lewd or Lascivious Exhibition*, sponsored by Senator Linda Stewart, and died in Criminal Justice; and
- SB 1018, *Exposure of Sexual Organs*, sponsored by the Senate Criminal Justice Committee, and tabled in deference to HB 675.

The fourth bill of interest was introduced in the House, did not include the expanded protections we were seeking, and added an amendment to FS 901.15 heavily promoted by the Florida Sheriffs Association. That language authorizes warrantless arrests of persons suspected of felony violations of FS 800.03 by Officers believing they have probable cause. It, too, was referred to three committees.

- HB 675, *Exposure of Sexual Organs*, was sponsored by the House Judiciary Committee, and ultimately substituted for SB 1018. It was passed by both houses, signed by the Governor on June 23rd, and is scheduled to take effect on October 1, 2020.

At first glance, it would appear that our efforts failed to win us anything of substance this year. However, Ramon’s *2020 Session Summary* included a more positive take on our achievements -- excerpted here with his permission.

“We are excited and hopeful with the accomplishments made during just one Legislative Session. We developed and executed the plan that solidified support from the Florida Senate, began the discussion in the Florida House of Representatives, and further informed the Department of Natural Resources that naturism can play a vital role in the enhancement of the visitor experience. Having accomplished these monumental first strides, it would be a mistake to stop advocating and working with Legislators until next Session. In fact, it has always been our belief that the most effective lobbying takes place long before the Session ever begins.”

Additionally, we feel it is significant and important to note that *all* of the aforementioned bills sailed through their committees of reference with little to no opposition -- thus reflecting broad and unprecedented bi-partisan support of our initiatives. Clearly, the Legislators are finally catching-on to the fact that nudist and naturist travel, tourism, and recreation are *good* for our economy. They get it!

Moreover, the extremely positive reports generated by the unbiased and non-partisan committee staffs lend validation to our assertions. Going forward, these documents will prove to be tangible, credible proof of Legislative support; and will be added to the arsenal of valuable evidentiary exhibits we can use to influence future legislation and litigation.

And finally, on June 2nd, the St. Lucie County Board of County Commissioners voted 4 to 1 to approve a new County Ordinance officially designating Blind Creek Beach as clothing-optional. While AANR-Florida was not *directly* involved in the efforts to win this endorsement, we did provide a great deal of substantive support to the Treasure Coast Naturists in the form of legal advice -- including relevant case law and suggested language -- and a license to use our seminal Economic Impact Study report in their lobbying.

This represents a major victory for not only our members, but for all nudists and naturists regionally, nationally, and worldwide.

AANR-Midwest - Chair Amy Rollins

GAT suffered a severe loss in April when Don Phillips, our AANR Midwest chair, passed away following triple bypass surgery. He will be missed. Amy Rollins has accepted the chair spot and is already involved with the team. Welcome Amy.

AANR-Northwest – Chair Donna Jennings

No new items at this time

AANR-East

Ongoing discussions dealing with Fire Island National Seashore's anti nudity stance are being pursued by Susan Rothberg and Ken Ettlinger. It's thought maybe going to the New York legislature with ideas for pro-nudity legislation may be an alternate approach.

AANR-Southwest Report prepared by Bob Morton

COMMENT

The intrusion of COVID-19 into the lives of members of AANR-Southwest is arguably the most pervasive and significant issue we have all faced together. It's no accident that our perceptions of this crisis and our actions within it

have been shaped by the manner in which government, at various levels, has handled - or mishandled - the pandemic. Our personal health, our daily routines and our dealings with one another have all become matters that are regulated by government. In many respects, the relationships between government and individuals have never been more intimate. Whether we're checking to see if our local schools are closed, or wondering if a visit to the dentist qualifies as "essential," all of us have suddenly become, by necessity, much more careful monitors of Government Affairs.

Nudists are not immune from the direct and indirect effects of the virus at the core of this situation. Nor are they impervious to the spectrum of official responses. Masks. Quarantine. Hydroxychloroquine. Injection into the body of cleaning products. We've had to process enormous amounts of information, as well as an alarming onslaught of misinformation, all from seemingly-official sources. We must determine what affects us and what does not.

This is the essence of Government Affairs.

SUMMARIES OF SELECTED ISSUES

Oklahoma Legislature

The second session of the 2019-2020 Oklahoma legislature convened on February 2, 2020, and it was scheduled to be in session until adjournment on May 29. However, the coronavirus pandemic caused Oklahoma lawmakers to suspend the session from March 23 through April 3. Governor Kevin Stitt (R) called a special session for April 6, and on May 4, the legislature resumed its regular session.

Given the circumstances, the 2020 session was predictably strange. To an even greater extent than is usually true, the successful bills were the ones introduced by House and Senate leadership. Republicans hold a veto-proof majority in both houses, yet the Republican governor did veto a handful of bills.

No Oklahoma legislation was identified in 2020 as a direct threat to nudists. However, your Gov't Affairs Committee identified and tracked several bills that were possible targets for amendments, or which deserved our attention for other reasons. Here's a follow-up on a couple of previously identified Oklahoma legislative bills of interest for 2020:

SB 1081 anti-red flag bill. Sen. Nathan Dahm (R-Broken Arrow), a 36-year old gun-rights activist. This bill seeks to position the State of Oklahoma as preeminent over federal law, occupying the field in the matter of so-called "red flags" that prevent gun ownership or possession by those deemed to be "unstable" or a threat to public safety. Those who seek to impose or enforce such a "red flag" would be state felons, under the law proposed by this bill. The presumed preeminence of the state that is required to make this notion fly hardly seems Constitutional. Especially puzzling from a self-proclaimed

“Constitutional Conservative.” Sen. Dahm appears to cherry-pick the parts of the U.S. Constitution that suit his purposes.

IMPORTANCE TO NUDISTS. The gun possession portion of this bill is not us, anyway. But the measure demonstrates the trend of some state lawmakers to thumb their noses at federal law. It also addresses preemptive abridgement of free expression, and that part may actually be useful to us. This bill deserved our scrutiny. It was signed into law on May 19.

SB 1107 victimless crime. Sen. Rob Standridge (R-Blanchard), a pharmacy owner. This bill seeks to define “victimless crime.”

IMPORTANCE TO NUDISTS: Many nudists have long felt that the mere voluntary exposure of a body has no victim. It would be nice to formalize such an idea, though this legislation wasn’t the proper vehicle. This bill stalled in the Senate committee process.

OF POSSIBLE INTEREST: even in a fractured and pandemic-shortened session, Sen. Dahm managed to introduce 233 legislative bills. Sen. Standridge sponsored 155 bills, placing Dahm and Standridge fourth and fifth, respectively, on the Oklahoma Senate’s list of most prolific bill-generators.

Arkansas Legislature

Like many things, the short session of the Arkansas General Assembly was hijacked by the pandemic.

For a time, the Arkansas House met in a basketball arena, where members could remain appropriately socially distant from one another. This year’s session was to be the state’s fiscal session, and the exigencies of the pandemic brought that theme into sharp focus. The AANR -SW Gov’t Affairs Committee identified no Arkansas legislation that threatened social nudity.

Louisiana Legislature

The Louisiana legislature convened March 9, 2020. It was originally scheduled to be completed by May 11, 2020, but that date was pushed to June 1, because of the pandemic. The AANR -SW Gov’t Affairs Committee identified no Louisiana legislation that threatened social nudity.

Texas Legislature

The Texas legislature did not meet in regular session in 2020. Regardless, some committee work continues. All seats in the State House of Representatives are up for election this year.

special issue

- Matters involving social nudity are not the only issues that will influence your votes on November 3, 2020. But if you care enough to be a member of AANR and AANR-Southwest, perhaps you should allow yourself to consider what effect each candidate for public office is likely to have on this aspect of your life.

State and local elections are extremely important, but the states of the Southwest region do not exist in a vacuum. What goes on at the federal level can, of course, set the tone for Texas, Oklahoma, Arkansas, and Louisiana. But it can have an even greater and more direct impact. Of particular concern at the present time are the appointments of federal judges and members of the U.S. Supreme Court.

AANR-West – Chair Gary Mussell, AANR-West President

While a few bills of interest were introduced this year, they never got out of committee because the legislatures recessed prematurely this spring due to the COVID-19 pandemic, the nudist community has had an easy time of it this election year. Often there is some politician somewhere hoping to use us as scapegoats for his sagging campaign, but we have not seen this in 2020 – yet. Most of the legislative attention has been on the virus, restarting the economy, and the reaction to the George Floyd tragedy in Minnesota.

1. George Floyd

Several clubs in the region and a couple of individuals emailed me asking if the region was going to publish a statement regarding the protest marches. I emailed the AANR office and the president asking for advice. A couple of regional presidents said they were considering their own statement if AANR did not, so I drafted a statement and sent it to my board for comment. Several initially thought it was a good idea, but a few were very loudly opposed, saying we should stay away from political statements that might offend some members. This argument prevailed in the end. AANR did publish a statement on its website and so we deferred to that. Several clubs in the region decided to publish their own statements to their members.

2. How Government Affairs (GAT) Seeks Out Information

We review about 40 bills daily across our eight states. These bills contain one or more of these key words:

nudity	lewd	lake(s)	monument(s)
lascivious	topless	nipple(s)	female breast(s)
nude hiking	state parks	nude beach(es)	hot spring(s)

In addition, I received a daily list of news story links that contain the words “nude, nudity”, or “clothing optional” from Google. These stories appear in any newspaper or television or radio story anywhere in the world. I receive about a dozen such stories a day, and this information supplements the legislative tracking above by providing information about court cases or events at the local level that have not yet risen in importance to be a

proposed law. I read about 6-8 such stories every morning to be sure none may affect nude recreation.

Here is a summary of the information since our March Board of Directors meeting that we found that is worthy of sharing with our members:

3. Similar Voyeurism Bills in California, Wyoming, and Arizona

Wyoming HB 48 - This "voyeur" bill makes it a felony to use any device to take "intimate" photos of another person without their consent. The bill is cosponsored by 10 House and 2 Senators. We are concerned because voyeur bills seem to be magnets for amendments that often target public nudity. We also must be careful about "penalty creep" when a certain offense goes from one felony level to a worse felony level, for example, just to make the legislator sound stronger on crime. Status: On Hold by the House Judiciary Committee. No Hearing Date Set.

Arizona HB 2703

This proposed law allows a civil penalty after an alleged invasion of privacy caused by any unauthorized capture and dissemination of "a live visual image, sound or other physical impression that is captured or taken in this state after December 31, 2020." Existing Arizona law already addresses civil remedies for theft of property. Status: Held (postponed) by the House Judiciary Committee. No Hearing Date Set

California SB 798 Chang (R, Diamond Bar)

The intent of this bill is to make it illegal to send photos to anyone through a phone without their consent. It's a civil bill not criminal. The author says it is to be modeled after a similar Texas law, however at this point the bill is just a shell with no details, making it ripe for lots of amendments that may or may not be of interest to nudists. Status: Held (postponed) by the Senate Judiciary Committee. No Hearing Date Set

California AB 2065

Existing law makes the sharing of intimate images of another person, as specified, that were intended to remain private, and that result in the serious emotional distress of the person depicted, a misdemeanor. This bill would make the offense a felony and require the offender to register as a sex offender. The offense does not rely on the intent of the alleged perpetrator, instead, it's based on the perception of the action by the alleged victim. This proposed new law does not exclude artwork nor exclude photos in a place (such as a beach) for which there could be no reasonable expectation of privacy. Women's breasts are excluded from the definition of "intimate body parts." This is a vaguely written bill that no doubt will bring grief to nudists who innocently take photos of each other. Status: A hearing on the bill March 17 was postponed due to the CORVID-17 pandemic.

4. Tickets Issued

A Tucson, Arizona Backyard

We were contacted in May by a member who was cited for being nude in his backyard after a complaint from a neighbor. We contacted AANR (as did our member) who spoke to the police and got it taken care of. We monitored the local press and city council to see if anyone was going to react with an ordinance against backyard nudity but (so far) nobody has.

Santa Barbara. More Mesa Beach

We received the following email on 4/30/20 from a woman named Allison: "I wanted to share with you that I received a citation for nudity at More Mesa Beach on April 26, 2020. The young officer came alone and was heckling others about social distancing since most of the beachgoers were not using masks, and almost all were sitting closer than 6 feet apart. More Mesa was like a zoo last weekend with crowds like I have never seen this early in the year. There were quite a few other people here that were nude well, but I was the first to be ticketed. I stalled the officer long enough for my friend to warn everyone else to get dressed."

Upon investigation, the county dispatched teams of officers to all the county beaches that weekend to enforce social distancing. Because nudist remains technically illegal, the officer took advantage of the situation to write Allison a citation as there was no argument about her nudity. She has decided to pay the fine without our help. She was the only one cited, and no officers have been seen on the beach since.

5. Status of Other California Beaches and Hot Springs (moving south to north)

When I heard the cities were sending deputies down to the beaches to enforce social distancing and I email warning to all my beach contacts to be wary.

All beaches controlled by the State Parks Department continue to be closed. Beaches controlled by the various counties are open or closed depending on that county's ever-changing rules.

Black's Beach (San Diego)

In May, there were signs posted announcing that people need to keep moving with no standing or sitting on towels. Dennis Crane of NitOC reports that deputies were on the beach the weekend of May 9-10 enforcing the rule, but no tickets were issued.

Claudia Kellersch wrote back saying Blacks was okay if people maintained social distancing. No umbrellas or ice chests are allowed.

San Onofre Beach (N. San Diego County)

Even though Trail 6 has been closed for several years, nudists still come there and climb through the fence separating the state beach from the Camp

Pendleton Marine Base beach. However, the only access to all of this is through the main gate to San Onofre State Park and it is closed because of the pandemic. So, nobody is on either Trail 6 or the Marine beach at present.

Deep Creek Hot Springs (San Bernardino County)

In April, we discovered a new fence was placed across the road to the traditional parking lot. That road is now closed. The story we got from the lady at the toll shack was a land survey 80 years ago was incorrect and the western half of Bowen Ranch did not actually belong to Mike Castro, the owner of Bowen. Someone bought the land west of Bowen and either he knew of the survey error or discovered it, and had a new survey done which confirmed what the real property boundaries were.

The new owner has now laid claim to land where the traditional parking area was. He wants to develop the property as a new campground. We don't know his attitude toward nude campers once the property reopens. The property has been closed these past few months due to the pandemic.

Meanwhile, Castro has created a new road that parallels the new fence and carved out a new parking lot on the southwest corner of his remaining property. Those who have used it reported they found this route from the new parking lot to the old trailhead to be very rough going. Nudists are exploring other ways to get to this popular hot springs up in the San Bernardino Mountains above Apple Valley.

Bates Beach & More Mesa Beach (Santa Barbara County)

Bates is a county beach and never closed at all, and neither did its parking lot despite signs on the nearby freeway saying that it was closed. The warm Spring weather attracted people to it, surfers as well as the perpetual dog walkers who come every day. The nudists continue to use the northern/west end of the beach in peace with no complaints and no deputy visits. An organized beach picnic for approximately 40 nudists occurred June 13; a pair of deputies came down and said there was a complaint, so we had to get dressed.

The following week I called the County Supervisor's office and my contact there said her boss would call the Parks Dept again to remind any new deputies about our arrangement so that we would receive fewer visits unless there was a real problem. He remains supportive of our clothing-optional beach but does not want to make it formally legal. We are starting an online petition to test local sentiment.

Pirates Cove Beach (San Luis Obispo County)

Pirates Cove near Avila Beach is approved for nude use by the County. It was technically shut down due to the pandemic, but some people went there anyway. At the Cal Parks & Recreation Association trade show we attended

in early March, we met Nick Franco, Director of Parks & Recreation for San Luis Obispo County, when he visited the booth. We spoke for about 15 minutes, discussing ideas for the Cove that will keep the area in its beautiful natural state while curtailing the college (non-nudist) party problems we often face there. He acknowledged the local nudist group there, the Whales Cave Conservancy, and their many volunteers help keep the area clean and the behavior guidelines enforced. We agreed to meet soon, but the pandemic put those plans on hold. We hope to hold that meeting sometime in July with AANR and WCC representatives participating.

Bonny Doon Beach (Santa Cruz County)

This beach is technically under state park jurisdiction, but as parking is alongside highway 1 (no lot) there is no way to prevent people from just walking across the railroad tracks and taking the trail down to the beach. It has continued to attract a handful of people through the pandemic with no deputy visits reported.

Lake Tahoe, Nevada Side

The local club reports the beaches around the lake have seen an unusually high number of beach attendees this spring due to the lockdowns. The Tahoe Transportation District is working on a unified parking management strategy for the Lake Tahoe region. A parking symposium was held Feb. 24 that brought together private and public partners to discuss the problem. The meeting decided a pilot program would launch later this year on Nevada State Route 28 that will improve signage and wayfinding information. A similar approach was being discussed about the US 50/South Shore highways to help ease congestion there, but no timeline was decided. The Tahoe Area Nudists were not invited but they later contacted the agencies involved to voice their concerns about increased public access to their secluded beaches. The pandemic shutdown occurred before any further action could be taken.

The club reports people continue to visit the Tahoe area beaches in greater than usual numbers. But the club also reports the non-nudists are leaving lots of trash along the trails and the highway as the authorized trash cans full and not being collected due to the shutdown. The Tahoe club is making plans for several cleanup events during June and July along the highways and trails near their beach area. It is hopeful these activities will provide some positive public relations for the club.

6. Trade Shows, Community Festivals and Parades

Carpinteria

The traditional **Independence Day Parade** scheduled for June 27 was postponed until July 25. We have had a decorated truck in the parade these past five years. Unfortunately, neither I nor Rolf Holbach can attend this

year since we will be at the AANR West convention in Arizona that weekend. We are searching for others to take our place organizing our parade truck.

The **Avocado Festival** scheduled for October 4-6 has been cancelled. This event normally draws over 100,000 visitors each year and we have a booth where we hand out literature and giveaway items. It is one of our most productive we do each year. Local city officials are looking doing an online version but we have no idea how that could reasonably work.

San Diego

The annual Earth Day Faire in San Diego was also cancelled. It was originally postponed from April until September 13. We share a double booth with the Camping Bares of the Naturist Society with a combined them of Nude Recreation is Fun.

San Francisco

The annual Bay to Breaker 12K run across the city is still scheduled for September 20. Among the 40,000 runners is usually about 500 nudists and a handful of AANR members, so this never yields much except a little brand acknowledgement. The race has not yet been confirmed, but with the recent surge in COVIS cases across California, it's fate is in doubt.

Los Angeles

The annual World Naked Bike Ride through central Los Angeles has been cancelled for 2020. It was calendared for June 27 and that was too soon for 500 naked riders to be going through town after the pandemic and so soon after the two weeks of George Floyd demonstrations.

Portland also cancelled their ride, scheduled on the same day, where normally they would get 50,000 riders.

AANR has a booth at both race locations, and will again next year.

AANR Office – Kissimmee Erich E. Schuttauf, Executive Director

Re: AANR Office Government Affairs and Legal Report

I look forward to joining you in August online for the celebration of AANR's Annual Membership Meeting. Tim Mullins and the Government Affairs Team (GAT) are assembling a comprehensive report compiled with the help of the regional chairs. Here is a summary of information from the AANR office,

working in conjunction with Carolyn Hawkins, Director of Club Relations, who assists with keeping a log of requests for assistance. In the interest of preserving confidentiality, identifying information such as the names of people and in some cases, states, have been omitted.

National Conference of State Legislatures: Indianapolis 2020

Canceled – Due to public health considerations, the NCSL, which AANR participates in each year, has been canceled. NCSL will take place in Chicago in 2021 and is scheduled to return to Indianapolis in a future year.

In Canada:

- AANR has been working with a nudist grandmother in Ontario. She is experiencing custody difficulties with her grandchildren due to nudism. We have rushed a package of written legal material to her, and had several telephone consultations as well.
- Also, at the beginning of 2020 major media outlets announced the growing popularity/trend toward “NakationSM vacations.” One of these is a women’s television program comparable to *The View* in the U.S. This is highly significant as it helps shape perceptions among the public and policymakers, who are now more likely to view nudism as a boost for tourism. www.theloop.ca/microcations-will-be-a-huge-travel-trend-in-2020/.
- Within weekly club reports, AANR provided links to resources to qualify for various benefits under Canadian law for clubs and members located there during the pandemic.

In Various States Within AANR-East:

- AANR discussed various legal issues associated with opening a club in a state with antiquated nudity laws on the books with a potential club owner. We also discussed present efforts to change the law.
- AANR assisted a member after a neighbor observed him nude in a privately fenced property by looking in a narrow space under the fence. Police responded and they did not issue any citation. However, the person who complained told numerous neighbors about the incident.
- AANR reviewed a federal court decision regarding topless females on beaches in the state.
- AANR responded to a recent announcement by a private land trust that it would no longer allow nudity in areas managed by the trust.

In Various Places Within AANR-Florida:

- AANR assisted a member with guidance on what to do about neighbors who obtained a trampoline over the holidays. The neighbors' children could, potentially and inadvertently, observe nudity.
- AANR assisted a member (along with his informal travel club) after he was cited on a remote beach at Hickory Preserve which has been used by locals for nude sunbathing. We filed various motions to dismiss the criminal complaint(s) and argued for doing so in court.
- AANR discussed social distancing and health advisories, as well as local nudity laws and strategies, to help nudists and their friends who were observed skinny-dipping on their property by boaters on a waterway adjacent to the property. Police later apologized to the nudists for any inconvenience caused.
- AANR prepared a response to assist a club that was denied service deliveries by a vendor based on the nudist nature of its business.
- Reviewed information related to a film and television project dealing with nudist issues.
- Provided Florida-based federal information to a nude hiker observed only on a trail cam by U.S. Fish and Wildlife officers; no live witnesses were present.
- The AANR office also received a second inquiry from a member about considerations to make when nude hiking in a separate situation.
- Discussed various matters with Florida clubs related to guest comfort and security.

In Various States Within AANR-Midwest:

- Provided a member who was running for local office with information about established clothing-optional beaches, to be used in election planning and eventual policy discussions.
- AANR performed an analysis of bill reducing the criminal penalties for teens taking nude images with their cell phones.
- Assisted a member cited after he was observed on his property by a driver making a delivery to the home. AANR provided a referral to a well-qualified attorney and written information. As a result of that

attorney's efforts, the member successfully argued for adjudication to be withheld in this matter.

- Provided written materials including state recognition of nudist clubs to an AANR couple facing custody issues after a teenage daughter from a previous marriage visited their home on a school break. When she returned from break she told her parents of their nudism — although she was never pressed to participate herself. The AANR couple has another child who lives full time with them, and enjoys visits to clubs and their nudist way of life, which raised the stakes of the situation. Armed with the information the couple received from AANR, they were able to talk the ex-spouse out of escalating the case.
- Discussed a matter with an attorney representing a husband and his wife who had taken images of themselves and family members engaged in everyday activities (watching TV while nude). Case law helped demonstrate that these were not actionable, although there may be other possible complications in the case unrelated to nudism.

In Various States Within AANR-Northwest:

- AANR assisted a member with basic information after complications arose at work when the employer learned of his off-duty nudism.
- Discussed various matters with a club related to guest comfort and security.

In Various States Within AANR-Southwest

- AANR provided guidance on seeking nudist-friendly counsel after a member expressed dissatisfaction with legal counsel who did not understand family visits to nudist clubs in a custody matter.
- AANR fielded basic questions about possible implications of driving naked on remote highways.

In Various States Within AANR-West:

- AANR assisted with referral and basic fact sheets after a member of a club in the state encountered child custody difficulty due to his living in nudist locale.
- AANR assisted a member with information when he was cited after a neighbor complained to the police. The neighbor observed him doing yardwork nude through a small section of the privacy fence separating the properties.

- Provided information on obtaining an attorney along with fact sheets when ex-spouse complained of nudity in the family home.
- AANR provided copies of articles to the AANR-West region from well-respected law firms in the state which shed light on new laws on privacy disclosures in companies depending on the size of operations.
- Prepared a letter to affected parties after a club in the state was denied a merchant account based on nudism.
- Reached out (twice) to counsel representing a woman facing charges after she appeared topless in front of her step-children within the family home.
- Reviewed a bill with the GAT team which addresses video voyeurism and includes references to nudity within it.

Summary: That covers the key items since the last report. Thank you to the members of GAT and NAC who contributed to the report. Please read the weekly updates from the AANR office for current and breaking Government Affairs items. Opinions expressed in the reports are those of the respective authors and may not represent AANR policy. If you want change you have to initiate it. The members of your GAT team are here to make that happen.

Respectfully submitted,
Tim Mullins
AANR Government Affairs Chair

Membership Marketing Report – August 2020

Since the AANR 2020 Mid-Winter meeting, our committee continues to meet.

Our active membership consists of

Kathy Watzel kathy.watzel@aanr.com
Bob Roche bob@whitetailresort.org
Judy Mason judy.mason@aanr.com
Margie Cantlon margiecantlon@icloud.com
Arlette Lowery membership2@aanr.com
Ronna Krozy ronna.krozy@aanr.com
Walt Stephens stephens@silcom.com
Terry Meek terrym@i1.net
Erich Schuttauf erich.schuttauf@aanr.com
Ralph Collinson ralph.collinson@aanr.com
Ted Peck tdpeck@hotmail.com
George Oberle george@reviewresorts.com
Gloria Waryas Grapenutz47@gmail.com
BG Parks bg.parkes@aanr.com
Karen Lahey karen.lahey@aanr.com

Projects that we have worked on or are working on include:

- Worked through questions asked by planning committee and submitted our answers.
- Impexium Update
 - Impexium has been launched. Currently, it is running in parallel with Connectics. This is being done in order to verify that all is working correctly.
 - Clubs are being introduced to the system one by one. Erich is willing to do walkthrough of the new AANR Membership System, based on Impexium. Just contact him. 1-800-TRY-AANR
 - Gary Mussel has done an excellent job of developing the new user guide for the new AANR membership system.
- Each meeting we are asking how is AANR doing during this pandemic? What can we do to help?
 - Mostly we are in a wait and see time. Some clubs are fine, some are not doing well.
 - AANR is calling all associates that have not renewed. Only one didn't renew because of the \$6 increase and then did so over the phone. Another couple didn't renew because of the uncertainty about what clubs would be open. Cyprus Cove was ok in March but is not ok now. Calls are signing people up for the Undressed Press.
 - Some clubs don't know about the Weekly Report. AANR doesn't have correct contact information for all clubs. Erich will ask the office to begin to call all clubs to get current contact information and sign people up for the weekly report.
 - Our normal attrition rate is 10-20%
 - Jeff mentioned that reaching out and call people is very much appreciated by people, especially now. People are lonely.
 - We should recommend to clubs that they call their members.
 - We should suggest that clubs have community get togethers using technologies like gotomeeting, zoom, hangouts.

- George suggested that AANR host a weekly leadership call for clubs to promote community and share best practices.
- Some clubs are seeing membership increase since only members can visit. Other clubs are experiencing problems as people are not yet returning to the clubs.
- AANR has contact many of the Associate members that didn't renew at the beginning of the year. Most were appreciative. Some renewed. Of all contacted, only one mentioned the price increase. And then they renewed.
- We will get information from the comment area of the voting once the voting period is over.
- Clubs that have been contacted liked that they have been contacted.
- Personal contacts are important.
- Kathy sent out statement to membership
- Committee members reached out to clubs to make sure that they were doing ok.
- A Document Library being prepared to assist travel clubs. The thought being that travel clubs are easier to start and we may be able to encourage new clubs in underserved areas. Once Impexium is live and running, we hope to have a spot to publish they white papers.
- Terminology has been discussed. The term associate member connotes a less than full member. Should we use some other term? Another term that we discussed is travel/non-landed club. What term makes the most sense new people. One suggestion is destination club to designate a landed club vs just a club. We also discussed not talking about being non-discriminatory, but rather being welcoming. This is one of the issues that is discussed in both membership marketing and in PR.
- British Naturism embraced digital social media. We discussed the use of digital groups for community during the pandemic.
- George proposed a new membership level for digital marketers. This would be a way to add the AANR imprimatur to digital bloggers or influencers. The advantages would be that it would help modernize AANR. It would also increase our media reach. In order to do this, we would need to develop a plan for how to charge for these memberships and how to vet and manage them. His proposal is attached.
- Current social media platforms are either hostile to nudism or subject to equating nudism with porn. George is part of a group that is launching a naturist only wholesome social media platform called naturisthub.com . For more information, please contact George at george@reviewresorts.com
- Should AANR make a stronger statement concerning support for people of color? Suggestions include writing articles to show how this will help clubs grow. Should we make changes to the club contracts so that we have some recourse when clubs are not welcoming? No answers, just discussions.

Respectfully Submitted,

Karen Lahey

Karen.lahey@aanr.com

Should AANR have a New Membership Category for Online Marketers?

Why:

The Internet is a big universe. AANR could use help increasing its online footprint. While Jeff has done great job with the AANR social media, they are only one page on these large social networks and thus limited in reach and scope. There is an opportunity to create a larger network of inter-connected AANR online marketers by engaging existing Social Media influencers and bloggers to affiliate with, and help promote AANR and its philosophy. The average age of these social media influencers and their audience skew much younger than the typical AANR member. These online marketers would bring energy and online promotion of AANR philosophy and AANR events to a much younger demographic. What they would get from AANR is credibility and legitimacy. I believe many would jump onboard.

How:

There is a legion of existing Twitter users, Naturist Bloggers and Instagram users who may be interested in affiliating with AANR. Yet, their needs are completely different than a person who joins to visit a Naturist Resort. With direction from the AANR Marketing Team, this army of online marketers would be provided an editorial calendar to indicate when promotion of events should start along with sample messaging. This could amplify AANR's online reach and stature in the naturist community.

As such, I submit there should be a new AANR Member category for Online Naturist Marketer or Naturist Digital Influencer or whatever name the team decides.

George Oberle

ReviewResorts.com

Editor / Founder

Phone: 408.500.2536

Email: george@reviewresorts.com

Report: Public Relations Committee



Date: 2020-7-4

AANR PR Chair: *Ronna Krozy, Club Trustee; Regional PR Chairs:* *Kim Lucks, FL; Chris Brown, MW; John Hazard, SW; Daniel Jackson, WC; Karen Lahey, NW; Andrew Walden, West; Member:* *Nancy Greenhouse, Youth & Diversity Advisory Committee Chair:* *Timothy Sargent*

Invited: Presidents *Larry Deschenes, East; Jim Walchuk, FL; Richard Quigley, MW; Dave Smith, NW; Mitch London, SW; Gary Mussell, West; Bob Dixon, WC; Consultant:* *Jeff Baldassarre, AANR Director, Communic/Mktg; Executive Director, Erich Schuttauf; AANR President, Kathy Watzel*

This report contains:

- The continuing work of the Public Relations Committee (Pages 1-4)
- January to March reports and pitches: Mary Jane Kolassa (Pages 5-12)
- 2020 December to June plan (MJK) (Page 13)
- AANR Marketing Proposal (Charlotte James) (14-18)

In accordance with the AANR Governance Manual (Apr/'20), "The Public Relations Committee shall be responsible for the following and related aspects of the Association: Publicity, publications, international cooperation, speakers' bureau, and all media for internal and external education.

The PR Chair has held 5 meetings since the winter meeting (using GoToMeeting...with Karen Lahey's help...rather than Free Conference Call). There is generally good representation from 5 of the 7 regions although two have missed most of the meetings and have not assigned an alternate. The Chair remains an active member of the Membership and Marketing Committee which allows the two committees to continue collaborating on ideas and issues of mutual importance.

The PR Chair took part in the biweekly meetings of the PR Office Staff. Mary Jane Kolassa, media specialist, created a December-June 2020 PR plan but resigned her position in April. No further reports were issued nor biweekly meetings held after that but her pitches and accomplishments up to that time were shared with regional chairs and presidents.

The coronavirus pandemic has had a major impact throughout the world, with the need to take Draconian measures for the safety and security of society. Social distancing, hand hygiene and face masks continue to be required in many places and regulations differ from state to state and even within a state's cities, towns and counties. All of this has naturally impacted upon our members, clubs, businesses and planned events. Several formal regional meetings were held by Zoom, demonstrating that we can and did adjust to restrictions. And while clubs had to curtail most if not all of their activities, some created online activities such as Zoom meet ups and other types of online gatherings including nude yoga, meditation, exercise and games. Of interest, while Zoom does not generally allow nudity, its use for our wholesome, non-sexual activities has been acceptable.

Despite a small decrease in membership due to people not being able to visit their clubs, some people actually *became* members to gain permission for members-only entry. AANR representatives personally reached out to members who hadn't renewed and found their calls both welcomed and motivating renewal. Regional PR chairs were advised to reach out to their respective clubs to see how they were doing and offer any available support.

Unfortunately, once the coronavirus pandemic occurred, it took precedence in the news, curtailing much of AANR's usual outreach. However, an article entitled *Nude Staycations Zoom To The Top Of The Coronavirus Challenge* was published online in April, 2020 in Forbes. Several nudist websites were identified with reports about the activities their followers are doing online to stay connected.

The idea of nudists needing to wear masks seemed to have caught the attention of several newspapers. For example, the PR Chair and Nancy Greenhouse (PR member) were interviewed at Solair in Woodstock, CT by Wall Street Journal reporter Jennifer Levitz. Despite our emphasizing that nudists are like everyone else...adhering to health and safety regulations...this wasn't specifically mentioned in the 7/3/20 article. People from other clubs around the US were also interviewed for this article but the picture of the masked nudists behind the Solair banner made the front page.

Mitch London, SW president, was a contestant on *Wait, Wait...Don't Tell Me!* on WNPR TX and then was the subject of an article in the Austin, TX Statesman News Network. SW will have additional PR to celebrate Nude Recreation Week and shed light on the nudist way of life via a TV spotlight on Houston Fox 26 to be held at Emerald Lake Naturist Resort.

There are undoubtedly many more examples of good publicity for nude recreation which the PR Committee would like to know about. And these should also be submitted to AANR for award consideration as well. We can use all of the public positive messages that we can get.

PR has had several exciting things happen. First, Timothy Sargent has joined the Committee. Timothy is a talented millennial who has created and agreed to chair an advisory group of young, diverse nudists...the population AANR is trying to attract. Not surprisingly, they will be called the Youth & Diversity Advisory Committee. Timothy communicates with them via a private Facebook group as well as Zoom interactions.

Timothy has proven to be a particular asset to the committee. Through his personal experience plus the feedback from his committee, he has provided many valuable and candid suggestions on how AANR needs to adapt its social media. Specifically, all publications, website, Facebook, etc., from AANR and its regions need to appeal to a broadly diverse audience and be relevant and consistent in how we demonstrate our unique brand. Timothy provided a written document of these needs plus several examples of good websites, outlining each site's merits.

In a discussion with the ED and PR Chair, Timothy noted that among other things, AANR does not have Instagram. He recommended Charlotte James, a marketing strategist and creative entrepreneur who could address the many media changes including creating Instagram that AANR needs to go forward. Through further discussion with Erich, Charlotte and the PR Chair, Charlotte developed a proposal which appears at the end of this report. She was approved to begin July 1, 2020 on a limited part time basis. Unused resources from the vacant PR consultant position were approved with the expectation that Charlotte's position will be considered in the next fiscal budget. Charlotte will be a valuable resource to AANR.

In the spirit of making our organization more appealing, PR members (in conjunction with Membership & Marketing) have discussed the need to substitute old language with more acceptable terminology. There was consensus regarding the following:

- a. If you belong to AANR, whether direct or by club, you are a *member*. ...the term *associate* can be viewed as being valued less than *member*. The office/new membership system should be able to create a way to differentiate both classifications of members.
- b. Change *landed club* to *destination club*.
- c. Change *non-landed club* to *events group*.

(As suggestions for clubs and in general)

- d. Use more positive terminology such as *inclusive, welcoming* rather than *non-discriminatory*.
- e. Consider the population we are appealing to; for example, over-accentuating *family-friendly* may not be appealing to young people who don't have kids. (... Perhaps...consider the term '*G-rated*' behavior.)

These recommendations will be presented for discussion during the AANR summer meeting as well as writing a future *Bulletin* article for gathering additional membership feedback.

AANR continues to gain followers on social media sites, such as Facebook and Twitter. Jeff Baldassarre reports the analytics in the AANR weekly report and is available for assistance with social media training for regions or clubs.

As a note of interest, Nic & Lins (Naked Wanderings) and George Oberle (Review Resorts) have collaborated on a new website entitled **Naturist Hub**. They state: "It is time for the Naturist Community to have its own social network! [**Naturist Hub**] is an online community dedicated to Wholesome Naturism & Nude Recreation. #NoPorn – #NoHate allowed. Stay up to date with your Naturist friends, resorts and events." The website is currently in beta testing and can only be joined by select invitation. However, once live, this should be a competing alternative to Twitter and other sites where it is necessary to constantly seek and block 'followers' who misinterpret nudist and naturist accounts and whose sites are filled with all sorts of porn.

The PR Committee continues to work with other AANR Committees. One example is the Committee's participation with the Planning Committee to identify enhancers and barriers to accomplish the mission and goals of AANR. The PR Committee continues to strive to make AANR visible and valuable, educate the public, and normalize and create favorable impressions of social nudity.



PUBLIC RELATIONS REPORT JANUARY 2020

Summary:

In early January we conducted our semi-annual Planning Meeting, outlining goals and objectives. Two key goals were 1) To focus on presenting AANR as The Authority on all matters of nude recreation in 2020; 2) To identify more opportunities to secure syndicated coverage, thereby expanding the reach of our messages. In January we revised our Boilerplate emphasizing our message as an Authority; and we also coordinated a radio interview for Jeff Baldassarre that has aired, in syndication, on Spotify (282 million listeners), iHeart Radio (61 million), Stitcher (10 million), Apple Podcast, Google Podcast, Public Radio Exchange, TuneIn (61 million), SoundCloud (412 million), Radio Public, Pandora and Alexa (52 million) = 878+ million! Great start to the New Year!

Press Releases/Mass Pitches:

- Drafted and distributed press release on Historic Presidents who skinny dipped, in advance of President's Day
- Drafted and distributed press release on "How to Enjoy Valentine's Day like a Nudist"
- Drafted and distributed press release announcing date for International Skinny Dip Day 2020

Media Outreach:

- Pitched Addie Sands, Men's Journal online with President's Day Weekend Idea of taking a Nakation and skinny dipping like our early Presidents did
- Liaison with Julien Penegry, providing data for his document on the economic impact of naturism tourism
- Liaison with Priya Krishna, NY Times food section, regarding forthcoming article resulting from her visit/culinary experience at Lake Como Nudist Resort
- Liaison with Tony Fitzpatrick, WorldFootprints radio travel show, on interview with Jeff about Nakations as a top 2020 travel trend
- Provided anonymous outlet seeking "travel secrets" on how to save money on vacation – take a Nakation (no bag fees, no vacation wardrobe, etc)
- Provided Heather Donahoe, American Profile Magazine, seeking tips on how to save money on vacation – take a Nakation (no bag fees, no vacation wardrobe, etc)
- Provided an anonymous media outlet seeking "what to wear on Valentines Day" what nudists will be wearing (accessories!)

- Provided Fran Morley, ConventionSouth, with general info. Would like to pitch Convention, when we hear back from TX venue they will confer with media.
- Provided Aly Walansky, Your Tango, with AANR membership as an “Experience Gift for V Day”
- Provided an anonymous writer info for their Valentine’s Gift Guide
- Pitched Fran Morley, ConventionSouth on covering Convention in TX or developing a story on AANR conventions

Public Relations Activities:

- Conducted Jan 15 planning meeting
- Completed Jan-June 2020 PR Action Plan
- Reviewed and updated all press kit releases, revising evergreen pitches as well and revised the boilerplate in all releases to reflect AANR’s 89 years of longevity in 2020
- Created new boilerplate mid-month emphasizing AANR as an Authority and switched out on all press releases
- Secured contact info for Dear Abbey for AANR to send thank you note
- Conducted conference calls as scheduled
- Monitored Meltwater publicity/social media pick up

Highlight Clips:

BBC.com UVM 86,218,223 <https://www.bbc.com/news/world-us-canada-50592811>

Forbes.com UVM: 84,247,845 <https://www.forbes.com/sites/jamesasquith/2020/01/16/fancy-a-naked-holiday-nude-vacations-are-growing-in-popularity-in-2020/#199ea1c343c1>

Jeff Baldassarre interview appears on the [World Footprints](https://worldfootprints.com/radio_show/two-surprising-2020-travel-trends-nakations-and-space-tourism/) Home page at https://worldfootprints.com/radio_show/two-surprising-2020-travel-trends-nakations-and-space-tourism/ and has aired on: Spotify (282 million), iHeart Radio (61 million), Stitcher (10 million), Apple Podcast, Google Podcast, Public Radio Exchange, TuneIn (61 million), SoundCloud (412 million), Radio Public, Pandora and Alexa (52 million)

USA Today 10 Best (#5) UVM: 1 million
<https://www.10best.com/destinations/nevada/tahoe/attractions/romantic-things-to-do/>

National Day Calendar: <https://nationaldaycalendar.com/national-nude-day-july-14/>

AANR Metrics January Dashboard (password: paradise): *NOTE: Link expires after 30 days.*

https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/00b78695-6e54-41c5-8152-1a2627b438d0

Traditional Media Publicity for January Ad Value (Does not include radio): **\$7,451,328.22**

January Traditional News Clip Audience Reach: 806,630,047

January Social Media Clips - Social Media Audience Reach: **47,333,706**



THE AMERICAN ASSOCIATION FOR NUDE RECREATION ANNOUNCES DATE FOR INTERNATIONAL SKINNY DIP DAY 2019

KISSIMMEE, Fla. (Jan. 2, 2019) – So the frost is on the pumpkin, and baby it’s cold outside. Still, it’s not too early to mark your calendar for one of the cheekiest summer events planned for 2019: International Skinny Dip Day. Skinny-dipping celebrates the natural joy of a carefree swim without cumbersome clothing. Lest you think otherwise, it’s truly a wholesome tradition that’s been enjoyed by such American patriots as Benjamin Franklin and John Quincy Adams, along with literary luminaries the likes of Henry David Thoreau and Walt Whitman.

To celebrate this rite of summer, last year the American Association for Nude Recreation (www.aanr.com) officially designated the second Saturday in July as International Skinny Dip Day (ISDD). For 2019, International Skinny Dip Day will be observed on July 13th. ISDD serves as the culminating event during National Nude Recreation Week (July 8-13, 2019), an AANR tradition for 44 years. This week-long celebration provides an opportunity for individuals and families to visit clothing-optional clubs affiliated with AANR or The Naturist Society (TNS), and experience firsthand one of the fastest growing trends in both travel and recreation – the Nakation®. Many clubs have activities and events planned throughout the week – such as open houses, dance parties, sports tournaments, chili cook-offs, “bare buns fun runs,” health screenings, art shows, and more.

On International Skinny Dip Day in particular, the textile world is encouraged to join with naturists and free themselves of their clothes and inhibitions by taking a dip au naturel in their backyard pool, a secluded spot on a river or lake, at a sanctioned nude beach or at one of AANR’s 180 clubs and resorts throughout the U.S., Canada and internationally.

To interview an AANR spokesperson on the health and well-being benefits of wholesome nude recreation and skinny-dipping, please contact Jeffrey Baldassarre as noted below.

Subject Line: Ponder this on President’s Day: Were our Founding Fathers Nudists?

Dear x:

Think nudism is un-American? Think again. Known as "The First American," Benjamin Franklin was fond of taking daily “air baths” sitting nude for an hour or so while he read or wrote. Other historical figures known to have enjoyed skinny-dipping or other nude activities include John Quincy Adams, Henry David Thoreau, Walt Whitman, and Theodore Roosevelt, among others.

This President's Day, enjoy a few fun facts about founding fathers and other American historic icons, uncovered by the American Association for Nude Recreation, which has been promoting the right to skinny-dip and Nakation vacation for 89 years...

- Besides air baths, diplomat Benjamin Franklin went for daily nude swims in London's river Thames in the 1750s.
- It is reported that Anne Royall, one of the first female journalists, had been having trouble getting 6th president John Quincy Adams to answer her questions until she came upon him swimming naked in the Potomac. She stood on the clothes he had left on the bank and refused to move until he talked. Seems he used to go skinny-dipping most every morning at 5:00a.m. before returning for breakfast; as is purported of President Andrew Jackson too.
- And, according to a passage in President John Quincy Adams' diary, on June 18, 1825, he and an aide went for a canoe ride in nearby Tiber Creek, near the Potomac. The canoe became waterlogged, and the two bailed and swam for shore. Their clothing was weighed down by the unexpected soak, so Adams stripped off his duds and gave them to his aide, who then went to get help. In the meantime, Adams' son went swimming in the Tiber in search of his dad. When they met up, both went swimming and sat "...naked basking on the bank" until the aide returned with a carriage. Adams was simply thankful that "no injury befell our persons."
- Adams's successor, Andrew Jackson also enjoyed nude swims as a way to unwind.
- Henry David Thoreau, who communed with nature and wrote of its beauty from Concord's Walden Pond must surely have enjoyed a skinny dip. Thoreau, according to a Concord historian, the widow of Caleb Wheeler, a descendant of one of the minutemen who fought at the Old North Bridge in 1775, said simply when asked, "Well, I presume he did." Mrs. Anne McGrath, curator of the town's Thoreau Lyceum, remarked: "I've often wondered. I'd hate to think he didn't feel completely free."
- Theodore Roosevelt, America's 26th president advocated for "the strenuous life," in which men did "not shrink from danger, from hardship, or from bitter toil." An avid boxer, hiker, rower and horseback rider, Roosevelt practiced what he preached, skinny-dipping in the cold waters of the Potomac River in Washington, D.C. each winter.
- Suffering from polio, President Franklin D. Roosevelt had the first swimming pool installed at the White House in 1933, to swim as a form of therapy. He is said to have hosted parties to earn the good will of Congressional Democrats, which included swimming naked along with fishing and clay pigeon shooting.
- Having served on the Harvard swim team, JFK is said to have hit the pool twice daily, and skinny-dipped.
- The Reverend Billy Graham was one of many notables who enjoyed skinny-dipping with President Lyndon Johnson in the White House Pool.



HERE'S HOW TO ENJOY VALENTINE'S DAY LIKE A NUDIST

KISSIMMEE, Fla. (Jan 30, 2020) -- As Valentine's Day gets closer, it's time to think outside of the candy box to amp things up in your relationship.

Fun loving couples looking for unique getaway travel experiences to celebrate this Valentine's Weekend, one that they will cherish and remember forever, now have a "bucket list" option.

They can book themselves into an area nudist resort and shed some of life's stresses along with their clothes by calling the American Association for Nude Recreation at 1-800-TRY-NUDE or visiting www.aanr.com/aanr-clubs/ to enjoy a NakationSM vacation.

For couples who have already enjoyed the skinny dip and Nakation experience together, think about purchasing a couple's membership in AANR, providing discounts when visiting member resorts, clubs and campgrounds, along with many other benefits. Membership is only \$64.00 per person a year.

While swimming and tennis are among the sports most often associated with nude recreation, many AANR clubs and resorts offer a variety of leisure activities to accommodate the interest of nudists young and old, active or passive. Swimming pools and lakes are commonplace, but visit a club and one is bound to find sports such as volleyball, golf, badminton, bocce ball, petanque, shuffleboard and hiking/nature trails. Others also offer fishing, boating, cycling, basketball courts, croquet, table tennis, full-scale exercise rooms and spas – what's not to love about a massage in the nude.

Though during February many of these activities are mostly enjoyed at resorts in the Sunbelt, there are northern AANR resort and club venues (the term: colony is so passé) with lots of indoor amenities and festivities planned to entertain winter guests such as cupid shuffle dancing and candlelit dinners.

For membership benefit and sign up, log onto <http://www.aanr.com/join-renew> .

PUBLIC RELATIONS REPORT FEBRUARY 2020

Summary:

February was a great media month with the NY Times article spawning a second piece in the Times, along with other media interest. Proactively we are looking ahead to various springtime events and celebrations that as a naturist-focused organization AANR can align with: Earth Day, World Naked Gardening Day, Naked Bike Rides and more.

Press Releases/Mass Pitches:

- Drafted and distributed mass pitch: The Great Self-Acceptance Vacation: A Campground Nakation
- Drafted and distributed mass pitch on Nakations as a type of "transformational travel"
- Updated press release on World Naked Gardening Day for March distribution to long lead publications
- Developed and distributed mass pitch "Nudists Weigh in on United Airlines' Increased Bag Fees"
- Drafted and submitted PR article for The Bulletin

Media Outreach:

- Liaison with Adrienne Lopez, Tamron Hall Show, seeking interviewee on cooking naked
- Liaison with Jamie Rich, Flamingo Magazine, regarding a possible club visit and story on nudist resorts/vacations
- Liaison with Kyle Arnold, aviation writer at Dallas Morning News on AANR weighing in on bag fees
- Liaison with David Rowell, TheTravelInsider, on AANR weighing in on bag fees

Public Relations Activities:

- Conducted outreach to Star Ranch, TX offering assistance to their PR Committee to pre-publicize Convention there this summer
- Conducted outreach to Shatora at Black Naturists. Awaiting response
- Provided client with glossary of Meltwater dashboard terms
- Conducted conference calls as scheduled
- Monitored Meltwater publicity/social media pick up

Highlight Clips February:

Palm Beach Post (UVM 949,000) <https://www.palmbeachpost.com/news/20200203/cerabino-bare-essentials-for-saving-boynton-beach-mall>

NY Times (483,701) <https://www.nytimes.com/2020/02/04/dining/nudist-cooking-naked.html>

Chicago Tribune/same as NYT (238,103) <https://www.chicagotribune.com/featured/sns-nyt-the-joy-of-cooking-naked-20200205-7g74df34dvbjrbz745b7pg63yy-story.html>

NY Times follow up photo story: <https://www.nytimes.com/2020/02/19/reader-center/nudist-cooking-photography.html>

Newsday (251,473) <https://www.newsday.com/lifestyle/retirement/the-column-the-naked-truth-about-nude-cooking-1.42019841>

AANR Metrics February Dashboard (password: paradise): *NOTE: Link expires after 30 days.*

https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/a05a38a1-6f0b-4a34-b476-d9c7de5624fa

Traditional Media Publicity for February Ad Value: **\$12,638,766.22**

February Traditional News Clip Audience Reach: 1,366,353,100 (355 Articles)

February Social Media Clips – Social

- Provided Aly Walansky, Your Tango, with AANR membership as an “Experience Gift for V Day”
- Provided an anonymous writer info for their Valentine’s Gift Guide
- Provided Worthy Magazine info for their South Florida Valentine’s Gift Guide
- Pitched Fran Morley, ConventionSouth on covering TX Convention or developing story on AANR conventions

Public Relations Activities:

- Conducted Jan 15 planning meeting
- Completed Jan-June 2020 PR Action Plan

- Reviewed and updated all press kit releases, revising evergreen pitches as well and revised the boilerplate in all releases to reflect AANR's 89 years of longevity in 2020
- Created new boilerplate mid-month emphasizing AANR as an Authority; switched out all press releases
- Secured contact info for Dear Abby for AANR to send thank you note
- Conducted conference calls as scheduled
- Monitored Meltwater publicity/social media pick up

Highlight Clips:

BBC.com UVM 86,218,223 <https://www.bbc.com/news/world-us-canada-50592811>

Forbes.com UVM: 84,247,845 <https://www.forbes.com/sites/jamesasquith/2020/01/16/fancy-a-naked-holiday-nude-vacations-are-growing-in-popularity-in-2020/#199ea1c343c1>

Jeff Baldassarre interview appears on the [World Footprints](https://worldfootprints.com/radio_show/two-surprising-2020-travel-trends-nakations-and-space-tourism/) Home page at https://worldfootprints.com/radio_show/two-surprising-2020-travel-trends-nakations-and-space-tourism/ and has aired on: Spotify (282 million), iHeart Radio (61 million), Stitcher (10 million), Apple Podcast, Google Podcast, Public Radio Exchange, TuneIn (61 million), SoundCloud (412 million), Radio Public, Pandora and Alexa (52 million)

USA Today 10 Best (#5) UVM: 1 million
<https://www.10best.com/destinations/nevada/tahoe/attractions/romantic-things-to-do/>

National Day Calendar: <https://nationaldaycalendar.com/national-nude-day-july-14/>

AANR Metrics January Dashboard (password: paradise): *NOTE: Link expires after 30 days.*

https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/00b78695-6e54-41c5-8152-1a2627b438d0

Traditional Media Publicity for January Ad Value (Does not include radio): **\$7,451,328.22**

January Traditional News Clip Audience Reach: 806,630,047

January Social Media Clips - Social Media Audience Reach: **47,333,7**

PUBLIC RELATIONS REPORT MARCH 2020

Summary:

March was a consistent media month with dedicated placements that were picked up in multiple regions as well as multiple features that spoke to Americans working from home. Proactively the PR team worked on a COVID-19 plan for AANR as well as various content ideas for AANR newsletter or social use. In addition, the team started to stockpile pitches for future use and replied to inquiries as needed.

Press Releases/Mass Pitches:

- Drafted a series of tips for keeping body and mind happy during confinement
- Drafted releases for review: Colony Passe (template), Nude Rec Week (template), Club Reopenings (template), Club Re-openings (pitch)

• **Media Outreach:**

- Liaised with Taylor Tobin, HuffPost – nudist cooking staples during confinement
- Liaised with Mia Taylor, freelancer – Nakation
- Liaised with Kyle Arnold, aviation writer at Dallas Morning News on AANR weighing in on bag fees
- Liaised with DeWayne Johnston from RVUSA.com – passed on campground nakation story

Public Relations Activities:

- Drafted AANR COVID-19 Action Plan
- Provided client with list of Eugene area media
- Conducted conference calls as scheduled
- Monitored Meltwater publicity/social media pick up

AANR Metrics March Dashboard (password: aanr): NOTE: Link expires after 30 days.

https://sharable-dashboard.meltwater.com/sharable_dashboard/569409a34fb1833d4294d413/199bc18c-bbd4-44cf-a6c2-e547ccec3720

Traditional Media Publicity for March Ad Value: **\$4,705,671.00**

March Traditional News Clip Audience Reach: 508,721,191(63 Articles)

March Social Media Clips - Social Media Audience Reach: 35,048,000 (6,850 post)

NOTE: Following appears at ends of pitch letters....

***About AANR:** For nearly 90 years AANR has been the preeminent authority and voice in North America, staunchly protecting the freedoms and rights of those who participate in wholesome, family-style nude recreation. Socially, AANR encourages NakationSM vacations as healthy, eco-friendly, transformational travel experiences; while AANR's membership demonstrates conclusively that life is enhanced by the naturalness of social nudity. From exercise to relaxation, a person's physical, spiritual, and mental well-being is enriched through nude recreation and slumber. AANR supports over 180 chartered clubs, resorts, and campgrounds (and is growing), and serves more than 30,000 members and 52 million skinny dipping enthusiasts throughout the U.S., Canada, and internationally. For more information about AANR and for facts related to nude recreation, visit www.aanr.com or call 1-800-TRY-NUDE (879-6833). To receive information on upcoming news and events, sign up for our newsletter [here](#).*

AANR Public Relations Plan

January – June, 2020

TARGET PUBLIC RELATIONS AUDIENCES: MAINSTREAM AND NEW MEDIA & MAINSTREAM AMERICA IN THREE GENERATIONAL CATEGORIES

- a. Work in tandem with in-house Social Media efforts to place messaging in both traditional and new media/influencer outlets.
- b. Focus a large portion of the campaign (press releases/pitches/club events) to capture interest among new and younger audiences – the future of AANR.
- c. Utilize data captured in 2019 member poll in releases/pitches. Possibly secure new data if poll budget is approved.
- d. Development of a campaign based upon maintaining a family-orientation.
- e. Develop campaign based upon positioning AANR as “authority” weighing in on timely topics
- f. Enhance awareness for “NakationSM” and “commando travel” buzz words
- g. Revitalize pitching/press release development, Nakation vacation concept for Matures/Seniors. Highlight examples of public figures past/present who Nakation or enjoy being clothes-free, and related health benefits. Utilize the history of nude recreation in America to validate.
- h. Provide comprehensive public relations support to International Skinny Dip Day and summer Nakationing/Skinny Dipping.
- i. Develop pitching materials on various levels of membership.
- j. Develop/distribute press releases, media pitches promoting Club activities re holidays/seasonal activities (i.e. NRW, Earth Day, World Naked Gardening Day, Naked Bike Rides, etc.).
- k. Publicize “affordability” of nude recreation. Get edgy, but fun, based on how economy is doing.
- l. As during the summer 2020 the Tokyo Olympics will be held, tie nude rec/sports to the origination of Olympic sports
- m. As 2020 is a Presidential election year there may be headline-catching opportunities tied to campaign issues/promises.
- n. Develop releases/pitches that promote the appeal of nude recreation among Millennials.
- o. Develop a cute Nakation Planning Kit quiz and publicize.
- p. Publicize the opportunity to join a non-landed club and to “trial” membership in AANR.
- q. Arrange media interviews for PR Committee spokespersons, Board members, AANR executives, regional presidents, other “media ambassadors” on timely/light news subjects r/t nude recreation.
- r. Create media lists reaching niche psychographic and geographic media of interest, including influencers and bloggers.
- s. Provide content as warranted for The Bulletin/AANR Weekly Report/Tuesday communications

IN HOUSE STANDARD MONTHLY ACTIVITIES

- a. Coordination of activities related to unforeseen publicity opportunities that arise
- b. Source out/qualify/coordinate press trip opportunities to Clubs
- c. Develop/maintain media contact lists
- d. Monitor editorial calendars/send appropriate pitches

- e. Monitor lead generation services/send appropriate pitches
- f. Provide support to social media efforts by reaching out to top bloggers covering travel, nude recreation and other related subjects
- g. Brainstorm with club contacts/PR Committee to develop new media outreach activities in support of Internal/Club Communications
- h. Monitor online services (Meltwater, Google Alerts) for AANR publicity and news related to nude recreation, Nakationing, skinny dipping and more
- i. Conduct bi-weekly PR conference calls
- j. Develop/distribute monthly PR activity and clip report

PROPOSED MONTH-BY-MONTH ACTION PLAN JAN-JUNE 2020

JANUARY (based on 28 hours monthly)

- a. Update all press kit releases including new boilerplate to reflect AANR as an “authority”
- b. Announce July Int’l Skinny Dip Day
- c. Pitch on historical skinny dippers in advance of Presidents Day
- d. Continue liaison for NYTimes Food Section article
- e. Pitch on Work From Home Naked Day in Feb
- f. Provide recap/2019 PR Year in Review for mid-Winter Conference in Feb
- g. Secure contact info for Dear Abby thank you note
- h. Completion of Jan-Jun PR Action Plan

FEBRUARY (based on 28 hours monthly)

- a. Release on Convention at Star Ranch/McDade, TX to long leads in their local market
- b. Develop Bulletin article on PR highlights/\$ value/UVM and upcoming initiatives we need club support for (photos, event info, etc)
- c. Release on spring Camping/RVing
- d. Pitch media based on AANR Member survey results for Q1
- e. Pitch on Earth Day/Eco activities to long leads, site info from 2019 SIERRA article and emphasize millennial commitment to decreasing their carbon footprint
- f. AANR Couples Membership as out-of-the-box Valentine gift idea
- g. Develop a topic calendar of AANR “weighs in on” as an authority, media pitches. First to cite BBC.com article on Free the Nipple movement (Best of: nude beaches, nude hiking trails, gay beaches, etc)
- h. Challenge Clubs to submit their best photo to represent World Naked Gardening Day to be used in press materials (must provide photo release)

MARCH (based on 28 hours monthly)

- a. Distribute Earth Day release to short leads along with pitch about “you were patronized by a nudist” cards
- b. Distribute release on World Naked Gardening Day, tie in with British Naturism
- c. Develop a template press release for seasonal clubs reopening and cite FORBES.com article and The LOOP on Nakation trending
- d. Release on June Nude Hiking day sent to long leads

- e. Reissue Favorite Nude Beaches to long leads
- f. Liaison with Linda Webber/Blondie Giraffe to distribute her articles on Women in Nude Recreation to mainstream media
- g. Research Cartoonists/Comic Strips and pitch them on eco/health/relaxation benefits of Nude Recreation

APRIL (based on 28 hours monthly)

- a. Release on nudists favorite spring picnic foods
- b. Develop press release for long leads on NCSL participation
- c. Distribute release on Born to be Nude day (May 9, day before Mother's Day)
- d. Gather images to accompany release on Nude Weddings at AANR clubs across the country. Challenge them for bragging rights.
- e. Release on hosting nude weddings/vow renewals/honeymoons and brides/grooms' favorite accessories instead of traditional wedding attire
- f. Check that Int'l Skinny Dip Day is on US Calendar of Events for 2020
- g. Research and develop pitch on LGBTQ resorts/campgrounds/travel clubs

MAY (based on 28 hours monthly)

- a. Summer Nakation Planning Kit release to long leads
- b. Push on July's Int'l Skinny Dip Day
- c. Release on Culture Shift, acceptance of nude rec by age groups (Millennial, Gen X/Y, Boomers, Seniors)
- d. Pitch Media and Millennial Influencers for June-Sept editorial visits to nearby clubs
- e. Glossary of current Nudist Terms (clothing optional, clothes free, Nakation, non-landed club, commando travel, etc) emphasizing "nudist colony" is so 20th century.
- f. Create pitch on AANR Education Foundation as a scholarship source
- g. Secure updates on Blind Creek/St. Lucie County nude beach opening dates/events to tie AANR into

JUNE (based on 28 hours monthly)

- a. Nude rec sporting activities, focus on pickle ball, disc golf, super bowl of volleyball, bare bun runs, and other events tied to Tokyo Summer Olympics
- b. Release to short leads on Convention and incorporate graphic of where annual and regional meetings are held
- c. Represent AANR at SATW in Oklahoma City and develop recap report
- d. Represent AANR at PRSA Travel & Tourism Conference and develop recap report
- e. Release to long leads on NCSL in Indianapolis Aug 10-13

- f. Conduct July-Dec PR Planning session to include brainstorming/concepting for AANR's 90th anniversary in 2021 focusing on activities and visuals supporting 90 ideas of club activities that support their members, community and AANR: boxes for food bank, 90 mile hike, 90 member skinny dip, 90 blood donors, pot luck, clean up 90 miles highway, bike ride, moon the sun,, beach clean up, clothes to shelter. Possible Orlando Eye tie in event. Photos of members age 90. Whitney Museum 90th Anniversary event featuring hi end nude photos. Use AANR library images for a retrospective. (Begin development of Q 3+4 pitch topics to include: Giving Tuesdays" supporting the AANR Education Foundation, BlackFriday/Cyber Monday, etc)

CREATED BY CHARLOTTE

MARKETING PROPOSAL

FOR THE
AMERICAN ASSOCIATION FOR
NUDE RECREATION

DATE

MAY 2020



PROJECT OVERVIEW

THE TIME IS NOW FOR AANR TO STEP BOLDLY INTO THE DIGITAL AGE WITH AN INCLUSIVE, STREAMLINED, DIGITAL COMMUNICATION STRATEGY THAT ENSURES THE SUSTAINABILITY OF THIS PIVOTAL ORGANIZATION.

It is imperative that certain changes be implemented promptly to safeguard the AANR legacy, and usher the organization into its centennial as a prosperous, socially relevant, and dynamic community. It is essential that all organizations remain nimble and able to pivot in the digital age - the current global pandemic has only underscored this fact. Organizations that have been able to evolve swiftly have flourished. While others have shuttered their doors - often for good.

THE WHY

Oscar Wilde said it best, "You never get a second chance to make a first impression." In the age of social media, brand touchpoints are everything, and as a values driven organization, AANR is perfectly situated to make a big impact. AANR has an amazing opportunity to situate itself at the forefront of a resurging movement, and the time to act is now.

THE WHAT

I propose a complete overhaul of AANR digital communications strategy, and social media presence. I will develop an organization wide strategy focused on promoting the key pillars of the AANR mission. I will utilize existent content, like blog posts, to establish AANR as the authority on nudism while also developing new content, collaborations, and campaigns to attract a younger and more diverse demographic to the nudist experience.

PROJECT SCOPE

*"Habitual nakedness
may indeed be
capable of elevating
man to a higher
mental plane."*

THIS WORK WILL INCLUDE BUT IS NOT LIMITED TO;

- provide direction and feedback on new website development,
- develop organization wide brand and communications guidelines
- facilitate communications training for regional leaders to ensure organization wide cooperation
- update FB, and create, grow, and maintain IG
This includes
 - parsing out old content into relevant, digestible pieces
 - developing new content and marketing strategy
- engage in active outreach to under-represented communities
- establish influencer partnerships

HI, I'M CHARLOTTE!



WHO AM I

I am a budding nudist, new member of the AANR, a marketing strategist, and a creative entrepreneur. I grew up in Philadelphia, and moved to Baltimore to attend Johns Hopkins University. After years of deep body shame and wavering self-esteem, I am happy to say that practicing social nudism has shifted my perspective for the better. Thanks to my partner, I was introduced to the nudist experience and community. We now have our own website and events organization called We Are Nekkid here in Baltimore. Our mission is to spread a positive, wellness centered message about social nudity and the many benefits of living nekkid! We hope that by living our lives more openly, other Black, indigenous, and people of color (BIPOC) will be encouraged to do the same.

I look forward to the opportunity to use my skillset as a web and graphic designer, marketing strategist, and social media expert to support AANR in its goals to sustainably grow into the future.

AANR PLANNING COMMITTEE REPORT

August 2020

Chair: Joan Harris

Members: Ralph Collinson, Bob Dixon, Kathy Smith

The Committee is pleased to note that the membership passed Proposition I to amend the mission statement by a HUGE margin (96.5% yes to 3.5% no).

Thank you to all Trustees and members who contributed to the development of the new Mission Statement.

At the mid-winter meeting in February the Committee presented information and sought input on the steps we would follow in the Strategic Plan development process. We stressed the need for input from all stakeholders to develop a successful and useful plan. There was a positive exchange of ideas and good direction given to take in the next steps. Everyone appeared to agree that the process laid out was a good one.

On March 16 an email was sent to all trustees and regional president with requests for specific information and responses to be used in the formulation and development of an action plan for future success of AANR. Responses were requested by April 27.

The responses received were amazing – thoughtful and detailed. They did not hesitate to point out what AANR was doing well, and they did not shy away from saying what could be improved upon. A separate report will be sent for all trustees and presidents breaking down the specific information.

A special acknowledgment must be made to AANR-NW. They invited me to attend a zoom meeting of the region to discuss the Plan, and provided great feedback and asked insightful questions to further the formulation step. Several members followed up the meeting with emails to me to add further thoughts.

Unfortunately, the responses NOT received were very disappointing. Only four of twelve trustees responded (and two of us are on this committee), and three of seven presidents responded.

The process presented and agreed to at the mid-winter meeting laid out the steps to collect the input from the Board, the Regions, the clubs, the members and the AANR staff.

A meaningful, successful strategic plan cannot be developed by a small committee acting in a vacuum. All stakeholders must be invested.

The original plan had been to present the information gained from the email request at the summer meeting. In my opinion, the next step cannot be taken until we have the investment of at the very least a majority of trustees and presidents.

At this point it is up to whomever Kathy appoints as the new Planning Chair to determine the next steps. I wish the new Chair the best and will be available to answer questions and provide whatever support I can to that person.

AANR Women in Nude Recreation Committee

2020 AANR Annual Report

August 2020

Joan Harris, Chair

It has been a pleasure to serve as the chair of the WINR Committee. To have worked with so many strong, fabulous women interested in promoting the experience of social nudism has been truly rewarding.

Nudists must continuously welcome newcomers to our way of life. A supportive and encouraging female presence within our association is an important factor in the ability to creating a feeling of safety and normalcy for those new to the nudist world.

AANR is also fortunate to have so many men who embrace the importance and rightness of promoting a safe and non-sexual environment to enjoy the experience. Working together strengthens and helps build that freedom that we all want to continue to enjoy.

There are several opportunities for initiatives that I would encourage the new AANR Chair to consider. Two ideas in particular have been discussed recently. An interest has been expressed by several people in developing a training program to share across all interested clubs to further promote the idea of safety and respect at all nudist venues. Solair Recreation League has a well-developed, successful and respected program. They have indicated a willingness to help with a training program. A second idea is that WINR could take the lead to help promote female artists within the association through showings at conventions and Bulletin articles.

Thank you to the Board for the opportunity I have enjoyed as WINR Chair. I wish the new Chair the best and am willing to answer any questions or provide whatever support I can to that person.