



January 7, 2019

Subject: Midwinter Trustees' Meeting Reports Package

- ❖ Reports are presented exactly as written by the maker.
- ❖ Only reports submitted or forwarded to the Secretary / Treasurer are included.
- ❖ Clicking on the bookmarks in the left column will take you directly to that report.

Kathy Smith
Secretary / Treasurer



**MEETING SCHEDULE
MIDWINTER 2019**

**FRIDAY, FEBRUARY 8: OPEN MEETINGS IN THE CLUBHOUSE.
 CALL TO ORDER, MIDWINTER MEETING
 RECESS TO EXECUTIVE SESSION
 RECEPTION IN THE REC HALL**

**SATURDAY, FEBRUARY 8: MIDWINTER TRUSTEE MEETING CONTINUES
 AANR EDUCATION FOUNDATION MEETING**

**Schedule and Times for Presentation and
Midwinter Meeting Agenda are subject to change**

**Presentation Schedule
Friday, February 8**

TIME	ITEM	PRESENTER
9:00 AM	Call to Order	President Kathy Watzel
9:05 AM	Survey	Chair Ralph Collinson
9:20 AM	Planning Committee	Chair Joan Harris
9:50 AM	Break	
10:10 AM	Budget Committee	Budget Committee
10:30 AM	Executive Director's Presentation	Erich Schuttauf
11:45 AM	Lunch Break	
1:00 PM	Planning Committee	Chair Joan Harris
2:30 PM	Break	
2:50 PM	Call to order, Midwinter Meeting (see agenda)	President Kathy Watzel
6:00 PM	Meet and Greet in the Rec Hall	Hosted by Lake Como

**Schedule
Saturday, February 9**

TIME**	ITEM	PRESENTER
9:00 AM	Planning Committee	Chair Joan Harris
10:30 AM	Membership Marketing Committee	Chair Karen Lahey
12:00 AM	Lunch Break	
1:00 PM	Reconvene Midwinter Meeting (See Agenda)	President Kathy Watzel



Midwinter Trustees' Meeting Agenda Friday, February 8, 2019

TIME	ITEM	PRESENTER
3:45 PM	Call to Order/Special Assignments	President Kathy Watzel
3:50 PM	Roll Call	Secretary Kathy Smith
3:53 PM	Declaration of Quorum	Kathy Watzel
3:55 PM	Introduction of Dignitaries	Kathy Watzel
3:58 PM	Consideration of Rules and Order of Business	
4:00 PM	Report the Interim Motions since August 2018	Kathy Smith
4:03 PM	Approval of Minutes Trustee Meeting, August 9, 2018	Kathy Watzel

Midwinter Trustees' Meeting Agenda Saturday, February 9, 2019

9:00 AM	Call to order/Reconvene	Kathy Watzel
9:02 AM	Roll Call	Kathy Smith
9:05 AM	President's Comments to Board	Kathy Watzel
9:15 AM	Planning Committee	Chair Joan Harris
9:25 AM	Committee Reports - updates to the written reports only (if you didn't write a report, you will not have an update) IA Government Affairs Membership Marketing/MMS Public Relations Legislation Glen Miller Fund Planning	Ralph Collinson Erich Schuttauf Karen Lahey Ronna Krozy Bev Price Fred Van Nest Joan Harris
10:10 AM	Break	
10:30 AM	Committee Reports - updates to the written reports only (if you didn't write a report, you will not have an update) AANR Youth WINR Hall of Fame Convention Facilities Ad Hoc Travel and Expenses	Robert Roche Joan Harris Larry Deschenes Ted Peck Peg Lane
10:50 AM	Regional Presidents' Council Report	Richard Quigley
11:05 AM	Business Specifically Referred to This Meeting Approval of the 2019 Budget	Alan Harris
11:30 AM	Good of the Order/Announcements/Adjourn	

President's Report
February 2019
Kathy Watzel

This has been a busy short few months for me, working together with the AANR office staff and the board of directors. We have chosen a company to help with our web based platform, and are currently in negotiations with them for a start date early in 2019. The office staff has put months of work into updating the Membership Revocation list that was mailed out in December 2018 to all the clubs. The office has handled numerous nudist rights issues. Each AANR office employee now has a written job description and a minimum of three goals for their next job review. Now that a healthy work environment has been established in the AANR office it is our turn to establish a healthy fiscal environment for AANR by developing an action plan that will retain current members and recruit new ones. You will be given time over the next two days to move AANR forward in that direction.

Some believe our efforts should only lie in our mission "To advocate nudity and nude recreation in appropriate settings while educating and informing society of their value and enjoyment." If that is our direction, what is the best way to share that message with the public? How do we remove the misconceptions around being a nudist? Those are questions that need to be answered for the organization to move forward.

Let me ask you another question. Why are the Black Naturists the largest growing group in AANR for the past year. Starting with one member in December of 2017 and growing to 97 members as of October 2018. Did you know in a survey done by International Communications Research (ICR) it was noted people of color, specifically blacks, were interested in a nude experience more than any other ethnic group. But I don't believe that is why they have grown so quickly. The Black Naturists are offering a nude service. The opportunity to go nude somewhere. They create luxury vacations or jaunts, with like minded nudists, including fun, and a new experience, without having to do any of the planning yourself. By joining their organization and AANR you can book a nude getaway and all you have to do is book it, pay, and catch your flight. Everything is included with the price you have paid. I am bringing this up to start you thinking in a different way. By requiring you join, to participate in a nudist event, they create memberships. Is it a service that will increase memberships? Is it providing service that will attract a younger membership pool? If you were able to go to the AANR web site and book all your nights stays at locations where you could go nude, would you be an AANR member to use this feature? Just questions to start you thinking about nude services. All of these services could only be acquired through an AANR membership.

Do we create a better organization by sharing our message in a new way? I believe the answer is yes. We need a multi targeted plan that will draw all ages of new members. The most important message we as AANR members have to share is that there is nothing wrong with being a nudist. So what is the best way to share our message?

What steps we take is up to you. What I do know is we need to work together with a common goal or our memberships will continue to decline.

The amount budgeted for Bank/Credit Card Service Charges for 2019 is \$24,000. By charging the regions for their portion of this cost, the amount can be reduced approximately 25%. Presently AANR is paying all of the banking costs and sending cash to the regions for 100% of their dues. With the passage of this proposal, the regions will still get 95% of what is collected by AANR for regional associate memberships.

Based on the October 2018 Membership Count, this would break down as follows:

Region	No. of Associate Members	Amount of Regional Dues per member	Annual Total of Regional Dues (Associates only)	Banking fees Charged back to the Region at 5%
East	3998	\$10.00	\$39,980.00	\$1,999.00
Florida	2003	\$8.00	\$16,024.00	\$801.20
Midwest	2448	\$12.00	\$29,376.00	\$1,468.80
Northwest	732	\$12.00	\$8,784.00	\$439.20
Southwest	872	\$13.00	\$11,336.00	\$566.80
West	1896	\$8.00	\$15,168.00	\$ 758.40
W. Canada	214	\$13.00	\$ 2,782.00	\$139.10
Total	12163		\$123,450.00	\$6,172.50

Discussion: None

Disposition: **Failed**, Yes – 0, No – 9, 5 votes not received.

There will be a motion to ratify the actions of the board at the Annual Membership Meeting.

As Treasurer, I stay in contact with Alan Harris, Finance Chair and Judy Mason, Finance Director. The Finance Committee consisting of Finance Chair Alan Harris, President Kathy Watzel, Planning Chair Joan Harris, Interim Executive Director Erich Schuttauf and myself met to work on the budget in December. At the request of President Watzel, Beverly Price was also in the meeting providing history the last four years of budgeting under Bob Campbell. Judy Mason, Director of Finance, also participated and updated the budget worksheets as needed. The proposed budget for Fiscal Year 2019 is outlined in the Budget Reports submitted by Finance Chair Alan Harris.

Respectfully Submitted,

Kathy Smith

Kathy Smith
Secretary / Treasurer

December 2018

TO: AANR Officers, Trustees, Chairs, Clubs and Members
FROM: Tim Mullins, AANR Government Affairs Chair
SUBJECT: GAT Activity Updates June to December 2018

I want to thank the GAT team members as well as the Naturist Action Committee (NAC) team members who have been participating in our monthly GAT chats. Since Convention we have held monthly meetings to discuss actions we are taking in support of expanding nude use on federal land. Specifically there is a team working to meet with the new Director at Fire Island National Seashore to restore nude use to that location.

Additionally following the midterm elections we are looking at the new chances we have to open discussions in other areas. We are optimistic we may have new chances to expand nude use in a number of locations, including some traditional nude use areas where we have been fighting for years. If these come to fruition we will share that information in the weekly updates.

We continue to recruit new members to help keep us informed of legislation proposals throughout the States and in Canada. I encourage anyone interested in helping with government affairs to contact me.

Here is a roundup of some of the things happening in the regions and at the Federal level. Unless noted the reports are those submitted by the Regional Chair.

AANR F-GAT - Chair John Hunter

I continue to receive daily email reports from the Federal Register office on rules and regulations open for public comment by Federal land managing agencies and to check the semi-annual Regulatory Agenda of proposed rules and regulations. So far this year, only a few notices warranted our attention. They included the following that were referred to AANR regions:

A requirement by the Department of the Interior that the 2013 Oregon Statewide Outdoor Recreation Plan be revised in order for the state to continue to receive funding from the Land and Water Conservation Fund. I sent a copy of the plan to AANR-NW, suggesting that they consider having input into the revised plan.

The US Forest Service just revised Land Management Plans for several forests in Oregon, Washington, and Idaho. I sent AANR-NW a link to the plans and suggested they consider commenting on them during the public comment period.

I continue to use the StateTrack bill monitoring service, receiving reports of all bills originating in Congress and copies of the reports going to the regional GAT chairs covering bills in their regions. Nothing of note has been found at the Federal level. Some 12-15 state level bills required consultation with regional chairs and with Erich Schuttauf. Only a very few bore further watching and none have gone anywhere. Among those that received closer scrutiny were:

A bill in Ohio that would require persons convicted of public indecency under certain conditions to register as sex offenders. At first glance the bill would appear not to be a concern to nudists. However, I found its language to be vague enough that it warranted further attention and possible action.

Three bills in California and Utah concerned with land transfers between Federal agencies, designations of Federal lands as wilderness areas, and ORV use on Federal lands could affect several recreational areas in those two states. I alerted AANR-NW so they could look at the bills and decide whether they needed to act if any of the recreation areas mentioned in the bills are popular with nudists.

A US Senate bill would establish a mechanism for joint Federal, state, and local management of various Federally owned lands in northern California, including management of recreation. I alerted AANR-West that the bill would require the respective managing agencies to prepare management plans for the affected areas and suggested that they should consider providing input into any plans that would affect nude use areas.

Another Senate bill to transfer management of the San Gabriel Mountains National Recreation Area in California from the US Forest Service to the National Park Service. In alerting AANR-West about the bill, I pointed out that such a transfer of management responsibility probably would not affect any nude recreation in the area because the same Federal laws concerning nudity would still apply. However, because NPS regulations differ somewhat from USFS regulations, they should keep an eye out if the transfer takes place. I also pointed out that the NPS would be having to prepare a management plan for the area within three years and that AANR-West should consider being involved in that process.

I reported in June on the status of Federal recreation areas on the Atlantic and Gulf coasts and in the Caribbean that were affected by hurricanes in 2017. All areas have re-opened though not all facilities are fully repaired and parts of Virgin Islands National Park are still inaccessible.

I sent to AANR-Florida a link to an online article from NPR about a new Florida law that gives landowners the right to declare their beachfronts private and off-limits to the public. Jonathan Duffield replied that StateTrack had not alerted him to the law. However, he believes the law probably will not pass judicial review, partly because it conflicts with long-standing state laws concerning riparian rights. However, because that law could adversely affect nude use of several areas, he plans to keep an eye on developments.

In September I exchanged with AANR members in New York who want to get back a portion of Lighthouse Beach at Fire Island National Seashore for nude use. The individuals included Ken Ettliger, Susan Rothberg, and Jerry Pascale, with copies to Tim Mullins, Erich Schuttauf, and Bill Schroer. I sent to Ken copies of several documents from my files about past efforts to retain or get back the beach and offered more if they were needed. I also gave my views on how they should approach working with the National Park Service on the matter and commented on a draft letter to be sent to the Superintendent requesting a meeting to discuss the matter. In November I also met with Susan Rothberg at Avalon to discuss what needs to be done.

In June I reported on the preliminary report issued by the Department of Commerce's Bureau of Economic Analysis that showed the recreation industry contributes about \$673 billion to the US economy or about 2% of gross domestic product. That report was made final in September; the final figures were \$734 billion and 2.2%. The report can be found at <https://www.bea.gov/data/special-topics/outdoor-recreation>. There is no indication that nude recreation was separated from other forms of recreation on beaches and in resorts. It might be useful to find out from BEA whether they collected any data on nude recreation or even if they would do so.

I reported in June on the American Recreation Coalition (ARC) having changed its name to the Outdoor Recreation Roundtable (ORR). Since that time I have learned that ARC still exists but that it is now doing business as ORR. Derrick Crandall, who has been ARC executive director for a number of years, is stepping down from that post but will remain on the board as representative of the National Park Hospitality Association. He will also continue to be in charge of the 2019 Partners Outdoors meeting and Great Outdoors Month activities. He is being replaced as ORR executive director on January 7 by Ms. Jessica Wahl who has been Executive Director of the National Marine Manufacturers Association.

Since ORR came into existence, I have been concerned that AANR may not benefit from continuing its membership. At the moment the majority of ORR members represent trade associations of manufacturers or purveyors of recreation equipment, such as motor homes, boats, skis, fishing poles, etc., or represent associations of recreation providers, such as camp grounds, ski resorts, marinas, and park concessionaires. I have been concerned that AANR would derive no benefit from remaining a member of such an industry oriented organization, and that ORR might not even welcome AANR's continuing membership.

Tim Mullins, Erich Schuttauf and I discussed this issue on a conference call in mid-December. We decided to defer a decision until I had an opportunity to discuss our concerns with the ORR office. I brought up those concerns during a December 20 phone conversation with Cathy Ahern, the retiring ARC Vice President. We discussed the extent to which AANR and ORR would be good "fits" with each other. She appeared to understand our concerns but pointed out that the ORR board recently determined that its membership needs to be broadened to include representatives from associations of "recreationists" which she takes to mean organizations like AANR. Ms. Ahern recommended that AANR continue its membership through at least 2019 and see what develops before deciding whether to continue. Funding for membership is included in AANR's 2019 budget and the AANR office has already submitted a membership application and the dues.

Further information about ORR can be found at <https://recreationroundtable.org> . The organization's recent activities have been announced in a series of news releases, links to which can be found at the website.

The recent resignation of Secretary of the Interior Ryan Zinke has been welcomed by many who value recreation on Federally managed public lands. While Zinke pushed for more recreation on Federal lands, he also worked to reduce or remove environmental protections for many of those lands and pushed primarily for more motorized recreation, actions that could negatively impact the quality of and opportunities for nude recreation.

AANR-Florida – Chair Jonathan Duffield

The results of our midterm elections were, to say the least, rather disappointing. Ron DeSantis, Florida's new Governor, is so conservative he makes Rush Limbaugh look like a liberal.

We have been working hard to get our foot in the door of a State Park for several years. John Palm and the Tampa Area Naturists have continued to make progress with their petition to establish a nude beach at Honeymoon Island State Park. And I have continued to consult with Karl Dickey and the Palm Beach Naturists in their efforts to develop a nude beach in Palm Beach County.

Needless to say, it is highly unlikely that we will get much traction in the Governor's office during the reign of Mr. DeSantis, and the prospects for success are not good.

Otherwise, there isn't much news to report at this time. Aside from a few minor skirmishes with the law around the state...

- at the beach on Big Hickory Island Preserve, in Lee County
- at Gulfside City Park Beach on Sanibel Island, also in Lee County
- at a private residence in Stuart, in Martin County
- and at another private residence in Riverview, in Hillsborough County

...none of which amounted to much, AANR-Florida hasn't seen a lot of negative news in the past six months. Thankfully!

Ramon Maury, our political consultant and professional lobbyist, has continued to monitor and manage the Tallahassee scene quite thoroughly and successfully; and I would just like to illuminate one of our more obscure legislative events.

In a super-sneaky bit of backroom bargaining, an amendment was added to HB523 that modifies FS810.09. That statute addresses trespassing on airport property and, in an unbelievable over-reach of legislative authority, the "Huckabee Amendment" expands its language to include trespassing on the "*unenclosed* curtilage of a dwelling!"

(Unenclosed "curtilage" means the area of land immediately surrounding a house.)

The intention of this amendment was to allow the owners of beachfront homes to legally declare the dry sand beaches abutting their dwellings as private, to designate them as such by the posting of signs, and to thereby control their usage! It was inspired and promoted by Mike Huckabee, the former Governor of Arkansas, who just happens to own a multi-million dollar beachfront home in the panhandle community of Santa Rosa, in Walton County. (Apparently, he was offended by the partying of young people on "his" beach.)

Heretofore, the part of a beach extending from the water-line all the way up to the high-tide line was considered public. This new policy effectively moves the private property boundary down to the wet sand line, and flies in the face of both widely accepted common law tenets of customary usage and riparian rights.

The bill was signed into force by former Governor Rick Scott -- a close personal friend of Mr. Huckabee's -- and is nothing less than a thinly-disguised legalized land-grab. It is unlikely to survive judicial review.

But what if it does? I originally thought this was really bad legislation -- simply awful. Upon closer scrutiny, however, maybe not. I ask you, Dear Reader, to ask yourself, "If it's now lawful to claim as part of my private property a dry sand beach that fronts a house which I own, what's to prevent me from buying a beachfront home, declaring my beach to be private, and posting signs making it clothing-optional?!"

Food for thought, no?

And finally, in case you haven't heard, the National Park Service at Canaveral National Seashore has posted official NPS signage at Playalinda Beach (and, presumably, at Apollo Beach) warning the unsuspecting that, "beyond this point [they] may encounter nude sunbathers."

This is extraordinarily positive news because it represents an acknowledgment and capitulation on the part of local park management. It signals that they have finally accepted the fact that nudists and naturists are here, and here to stay, and that they no longer intend to fight it.

We can only hope that this enlightened change in NPS attitude foreshadows a developing cultural shift both here in Florida Region, and throughout the nation.

AANR-Midwest - Chair Don Phillips

No active items since the last report.

AANR-Northwest - Chair Shirley Gauthier

Legislators seemed to be preoccupied and we had no legislation that required any attention.

The AANR-NW Board voted to spend \$2,000 to be a sponsor for the Portland World Naked Bike Ride. This would have been a big win for our AANR-NW Government Affairs, PR and Marketing committees.

Regretfully no volunteers have stepped up to organize the benefits of being responsible for tabling or marketing during the event. At this time the decision to sponsor has been put on hold.

AANR-NW GAT continues to be challenged to recruit beach ambassadors to host our four beach cleanups. The four beach cleanups are required to maintain our adoptions at both nude beaches in Oregon.

An update on the AANR-NW anti-discrimination policy is exciting. All but one club signed onto the policy. Those clubs that signed on are now listed on the AANR-NW website.

AANR-East – Chair Bob Roche

From **Bob Morton** AANR-SW GAT Chair and NAC Executive Director - The judge in the "barechestedness" lawsuit against Ocean City, Maryland, has denied the plaintiff's request for a preliminary injunction.

https://pilotonline.com/news/nation-world/national/article_6c2c9a3a-0525-11e9-a90f-0f84b9529b65.html

This was not unexpected. Of course, it doesn't have any effect on Anni Ma's Ninth Circuit appeal, and the Maryland case itself continues.

AANR-Southwest – Chair Gary Spangler

No active items since the last report.

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

By Gary Mussell and Ron Weimer, AANR-West GAT Committee

Here is a summary of what has been happening in the Western Region since my last report in July for the summer AANR convention:

BEACH/COASTAL NEWS

From June through September, Friends of Bates Beach hosted monthly clothing-optional group picnics where 30-50 people attended. Other nudists came down on their own mid-week throughout the summer. Our goal is to get the beach officially legal, but so far, the politicians remain reluctant to take that final step.

During the summer I took the opportunity to have meetings with several Carpinteria city and Santa Barbara county officials and local law enforcement. Most were "off the record" supportive about the unofficial clothing optional designation for our 1000-yard stretch of sand, however, the state park and sheriff department leaders reminded me, if the county nudity law is not changed, deputies still have the right to come down and issue warnings or tickets to nude beachgoers. So changing the law remains our long-term goal.

We continue to host community dinners monthly in Carpinteria and in Ventura for anyone interested in our beach efforts. We graduated another class of Beach Ambassadors this summer (formal "neighborhood watch" – type training)

On social media, we promoted heavily a Bates Beach picnic for July 8. We had distributed flyers promoting the event at the World Naked Bike Ride in June, and also on Facebook and www.Meetup.com. The result: we counted about 50 nudists, some coming as far away as Orange County (100 miles to the south) and San Luis Obispo (75 miles to the north)! There were quite a few first-timer visitors as well.

At our mid-August beach picnic, we actually beat July's record with 62 people on the sand. Unfortunately, one of those textiles complained to the Sheriff's Office, so they had to come down and tell us to put our clothes back on. No tickets were issued; they just gave us a warning and left. An hour after the deputies left we were all nude again, and there were no further hassles from law enforcement. Since our verbal agreement with the county nearly 3 years ago, there have been no citations written at Bates.

In September, Friends of Bates Beach again helped coordinate the annual California Beach Cleanup Day in the area. In Santa Barbara County, over 1150 volunteers picked up 4500 pounds of trash from 27 beaches, hiking trails, and creeks. Statewide, over 57,000 volunteers collected over 376 tons of trash! We received a thank you in the local newspaper for our efforts.

OTHER BEACHES

The NitOC naturist club in Orange County organized the Beach cleanup Day at San Onofre Beach, and the Whales Cave Conservancy club cleaned up Pirates Cove near San Luis Obispo. The Bay Area Naturist Club, as they do every year, cleaned up Bonny Doon Beach just north of Santa Cruz. Good publicity for all the beach nudists!

The Whales Cave Conservancy group that oversees the nude beach at Pirate's Cove had no hassles this year with the rich neighbors who live on the bluffs above the beach. The homeowner's association there has received many fines over the years trying to obstruct access to the nude beach, and they may just be tapped out for the moment. San Luis Obispo County continues to talk about developing the beach for textile use, but the California Coastal Commission continues to oversee the well being of the beaches and has told the county the beach is to remain in its original undeveloped condition.

In November, Friends of Bates Beach ran an on-line poll in Carpinteria to see if the local residents would support the idea of us hosting a nude yoga class in Carpinteria. We found a local yoga studio open to the idea if we could demonstrate enough interest, as it will require a guarantee of six yoga students. Although the total number who voted was small (under 100 people over 20 days) a majority (60%) said they were in favor with only 5% opposed. We may give this a try in 2019, as the goal is to get the public acclimated to social nudism in appropriate places.

In related news, a new law effective January 2019 allows the state to designate dogs be allowed on certain state park beaches. They had been banned from most beaches in California for many decades.

AUGUST

GLEN EDEN CLUB EVACUATED FROM NEARBY FOREST FIRE

While AANR delegates were meeting at the annual convention at De Anza Springs in mid-August, the Glen Eden Sun Club in Corona CA was evacuated as the park was directly in the path of a fast-moving forest fire named the Holy Fire. The fire began several days earlier but raced up the canyons behind the park until it crested on the ridge above the rear mobile home area. All activities were cancelled on Wednesday and evacuations were recommended Thursday morning for all residents. That order was quickly elevated to "mandatory" as the fire perimeter reached the nearby hills and took aim at the resident's area. Despite the order, we were told a few stayed behind with garden hoses. The fire burned right to the back of the park property, blackening all of the hills directly behind and adjacent to it. The Western Nudist Research Library was unharmed. Volunteers cleaned up the heavy layer of ash in a few days and the park reopened, good as new.

AANR-WEST SUPPORTS TOP FREEDOM RALLY IN DENVER

AANR-West had a booth at the annual "Denver Go Topless Day" held at Skyline Park in downtown Denver Colorado. The event happens every year on the Sunday closest to Women's Equality Day (Aug 26) when women were first awarded the right to vote through the 19th Amendment to the U.S. Constitution. AANR-West VP Cyndi Faber, Board members Jeff Tendick and Ernie Wiese, as well as new AANR President Kathy Watzel and her husband Bob spent the afternoon promoting AANR and the AANR Western Region, signing up several new members using a WiFi computer hookup. The booth was set up with 3 backdrops, literature and club information along with freebies such as pens, note pads, lip balm, emery boards, "Nudist and I Vote" buttons, temporary tattoos and AANR bumper stickers. One attendee was very proud of his bike helmet and immediately placed the round sticker along with many others on his "personal billboard helmet." The AANR-West beach balls were blown up and distributed for playful activities in the open grassy area of the park. We also offered club brochures and Mountain Air Ranch, the nearest club, offered free day passes. At one of the other booths we saw body painters busily decorating people's bodies with messages. At 3:00 pm, several hundred top free women and men paraded down Denver's central mall and rallied at the capitol building with speeches and placards. Will we do it again next year? Absolutely! The Top Freedom Movement is a market ripe for AANR to work with at similar rallies across the country.

SEPTEMBER

AANR-WEST MEMBERS FEATURED IN STUDENT FILM ABOUT NATURISM

Several SCNA, Olive Dell Ranch, and Associate members of AANR-West participated in a student film about nudism. The 8-minute film includes key interviews with AANR-West President Gary Mussell, Olive Dell co-owner Becki Kilborn,

That video "The Natural Way" is now posted on YouTube and is receiving many positive reviews.

Here is the link: <https://www.youtube.com/watch?v=fwfisS3AtXI>

OCTOBER

BURT REYNOLDS PHOTO PUTS AANR-WEST INTO FACEBOOK AND TWITTER "JAIL."

AANR-West acknowledged the death of actor Burt Reynolds on September 6 by posting his iconic centerfold from the April 1972 issue of Cosmopolitan Magazine. The response from both Facebook and Twitter was immediate: "the post goes against our standards on u nudity or sexual activity" wrote Facebook as it took down the AANR-West FB site for 30 days. Twitter did the same a few hours later. Andy Walden, our Social Media coordinator, got Twitter to reconsider a few days later, but Facebook took a few days more to apologize and to restore nearly 100 web sites, including ours, who had been put into "Facebook Jail" because of the photo.

Unfortunately, a month later, our AANR-West Twitter page suddenly disappeared. Our repeated attempts to contact the Twitter administration to find out why were ignored. Did they change their mind about the Reynolds photo or was it something else? We never found out. Finally, at the end of December, we started a brand-new Twitter page. Other clubs are encouraged to follow us at <https://twitter.com/aanrWESTorg>.

AANR-WEST AVOCADO FESTIVAL DRAWS 120,000 VISITORS

The first weekend in October, we hosted an information booth at the Avocado Festival, an annual street fair in Carpinteria that attracted over 120,000 people in three days. We handed out literature about AANR and AANR-West, our local clubs, the local nude beaches, and we took an informal poll asking people what they thought of having a legal nude beach nearby.

The results of the poll (500 people) were very gratifying:

I agree that Santa Barbara County should designate a section of beach for clothing-optional recreation. The beach should have proper signage to let people know it is there, so they can decide where to go or not.

I do not agree.

	2018	2017
Agree	71.3%	68.0%
Disagree	7.1%	10.7%
No Opinion	21.6%	21.3%
Totals	479 votes	450 votes

The poll shows an overwhelming number of people in favor of our clothing-optional beach. The Carpinteria ZIP code results were: Agree: 73%, Disagree: 10% No Opinion: 17%

The next step is to take this information to the County Supervisors and begin the next and harder step, which is getting the law changed so the beach become legal.

**NOVEMBER
SALINE HOT SPRINGS**

The National Park Service completed and released its long-anticipated report recommending changes to the Death Valley National Park and adjacent areas under its jurisdiction, including the traditionally clothing-optional Saline Valley Hot Springs. To our relief, there were very few changes recommended to this remote and under-developed Springs except to officially approve the makeshift airstrip called the “Chicken Strip,” basically a strip of flat dirt used by people to access the Springs who do not want to drive the bone-crushing four-hour drive on a rutted 50-mile dirt road to get there. This lack of major improvements means the place will never become a major tourist destination; so much the better for both the resident nudists and occasional visitors who come during the spring and fall months when the pass to get there isn’t snowed in, or during the summer when the temperature average above 100 degrees!

CALIFORNIA’S SEXUAL HARASSMENT LAW STRENGTHENED

For many years, the relevant provisions of California’s Fair Employment and Housing Act (“FEHA”), sections 12950 and 12950.1 of the California Government Code, require employers with 50 or more employees to provide sexual harassment training for all supervisory employees. As of January 1, 2019, the law requires employers of **five or more** employees—including seasonal and temporary employees—to provide sexual harassment training for both supervisory and non-supervisory employees. **AANR-West needs to make sure its landed clubs in the state are aware of this change and make sure our clubs comply.**

AANR-WEST MEMBERS EVACUATED FROM HUGE WILDFIRES

In mid-November, California was ravaged by two major forest fires.

In Ventura County and northwest Los Angeles County the **Woolsey Fire** burned over 100,000 acres. Despite heroic efforts by firefighters on the ground, and many aircraft dropping water and fire-retardant, an estimated

1500 buildings were destroyed, including about 200 homes. About 200,000 residents were evacuated while firefighters struggled to contain the wind-driven flames. Many SCNA club members were evacuated, and we know of several who had to live for up to a week with friends or other members outside the disaster zones. At last report, all members are okay, and none of their homes were damaged.

Our AANR-West PO Box/office is on the inside edge of the mandatory evacuation zone in Calabasas, and access roads there were closed for over a week. Our Western Region's attorney was evacuated from Thousand Oaks, and he eventually relocated in Moorpark, about 20 miles north and west of the fire line.

At the same time, in northern California, high winds drove the Camp Fire to consume 160,000 acres and destroy more than 13,000 homes, including most of the town of Paradise, about 75 miles north of Sacramento. Several members of the Northern Exposure nudist club lost their homes in the fire.

Rains finally assisted in the control of both fires, but with those rains come the risk of mudslides. Denuded hillsides offer little resistance to the flow of mud and debris that can flood and damage structures in low-lying areas. Homeowners and volunteers are preparing sandbags and other defenses in vulnerable areas.

December

GLEN EDEN FLOODED WITH MUD AND FIRE DEBRIS.

A heavy rainstorm prompted an evacuation at Glen Eden December 7 as mud and flood water overflowed their control channel and cascaded through the park, covering many of GE's street with as much as a foot of mucky debris. No structures or homes were damaged, but the park asked AANR-West to contact nearby nudist clubs for volunteers to help with the cleanup. Glen Eden resumed its activity schedule after a few days and is "back to normal" according to its General Manager.

ADDENDUM

HOW DID THE 2018 MIDTERM ELECTIONS AFFECT NATURISTS?

The Government Affairs Team (GAT) is still assessing the effects of all the various state changes that occurred as a result of the November 6 midterm elections.

Some interesting factoids from this year's election:

- With Idaho and Utah voting yes, it is finally the law in every state that mothers can legally breastfeed in public.
- With the defeat of Gov. Scott Walker in Wisconsin, local nudists have emailed me they are hopeful the new Democrat administration will be

more open to the restoration of the clothing-optional area at Mazo Beach, which Walker closed several years ago.

- “Trifecta states” (where one party controls the governorship and both houses of the state legislature) saw a net gain of six states for the Democrats. The current count is Republicans have 22 trifectas and Democrats hold 14. This means essentially “one party rule” in those 38 states.
- The only state left with a divided legislature is Minnesota. The remaining 49 state legislatures are all controlled by one political party or the other. Of those states, Democrats control 18 legislatures while Republicans control 31.

Some of the new legislative sessions will begin in December and others in January or even later. We will be watching for bills that affect nudists, and we will report these to you in future newsletters. Here is more election information about our region’s individual states:

CALIFORNIA

This state remains the “bluest” of the “blue” states, with Democrats holding all statewide elected offices, and holding a 2/3 majority in both the State Assembly and State Senate. New bills can be introduced starting December 1.

Fifty-three members of Congress come from California. The election flipped four of these seats from Republican to Democrat, so the count is now 40 Democrats, 13 Republicans, depending on if there will be any recounts.

U.S. Senator Diane Feinstein (D) easily won reelection to her sixth (and probably her last) term. At age 85 she is the oldest and the longest current serving member of the Senate.

In Carpinteria, one of our nude beach supporters was defeated for reelection to the City Council, to be replaced by someone who is “open to discussion” about it. The council challenger who was vocally opposed to the beach was defeated and came in last.

Carpinteria Gets A New City Council Member

After 28 years on the Carpinteria City Council, its longest serving incumbent, Brad Stein, lost his bid for re-election on November 8 by 301 votes. He will be replaced by newcomer Roy Lee at the end of the year. Two incumbents (Gregg A. Carty and Al Clark) were reelected.

Stein was a supporter of our clothing-optional section at Bates Beach. Lee, 37, is co-owner of the popular Uncle Chen restaurant in town. I spoke to him about the beach at a candidate’s forum in October, and he was open to hearing more about it. The fifth candidate for city council,

Dar Ringling, head of the local Republican Party, came in dead last in the voting. At the same Candidate's Forum, he told me a flat "No" when asked if he was open to our use of the beach.

A meeting with the Mr. Lee is pending.

ARIZONA

Arizona remains a Republican "trifecta" at the state level. Republicans control the state Senate with 16 seats to Democrats' 13 seats. Republicans control the state House with 28 seats to Democrats' 26 seats with two not yet decided.

Republican Rep Martha McSally was defeated by Dem Kyrsten Sinema for the U.S. Senate seat previously held by GOP Sen. Jeff Flake. In mid-December, the other US Senator from Arizona, Jon Kyl, decided to resign. He was appointed to fill the seat held by John McCain until his death this past August 25. The governor decided to appoint McSally to the seat, so both Senate candidates now represent Arizona. McSally must stand for re-election in 2020.

The state's nine U.S. House seats remain split between five Democrats and four Republicans, a net gain of one for the Democrats.

COLORADO

The Democrats kept the Governorship in their column, and they also picked up a Congressional seat making that count now four Dems and three Republicans, with one not yet decided as of this writing. Congressman Jared Polis will be the country's first openly gay man to serve as governor.

Colorado's State Senate flipped with 18 Dems and 17 Republicans, while the state House now has a Democratic majority 37-23, a net gain of four for the Democrats.

HAWAII

Hawaii has been a Democratic trifecta for many years, controlling all state elected offices, and both state houses by wide margins. The party won the single US Congressional seat by a 50% vote margin, and Sen. Mazie Hirono was re-elected to the US Senate by a 71% margin over her Republican opponent.

Note: The closest AANR came to problem legislation this year was in Hawaii with HI 130, which asked for an investigation of all nude beaches. The bill died in committee without a hearing for the second year in a row. We will be watching to see if the same legislator tries for a third time in 2019.

NEW MEXICO

The Governor's office flipped to the Democrats this year, and all the other statewide elected officials are also now Democrats. Democrats control the state Senate with 26 seats to Republicans' 16 seats. Democrats regained control of the State House in November 2016 and increased their six-seat margin to 22 with two still undecided.

The U.S. Senate seat remained in Democrat hands by a 54% to 30% margin. New Mexico has three U.S. Congressional seats, and the Democrats now hold all three after flipping the last one.

NEVADA

The Democratic "blue wave" hit was never more evident than in Nevada this year, with Democrats taking the Governorship for the first time in two decades and toppling the incumbent Republican U.S. senator.

However – only in Nevada! - a brothel owner and reality TV star, Dennis Hof, who died a month before the election, still won his race for Nevada's 36th Assembly District. Hof, who ran as a Republican and calling himself "The Trump of Pahrump" defeated Democratic challenger Lesia Romanov by more than 7,000 votes, proving the old cliché that some people would rather vote for a dead man than for someone from the opposition party. According to state law, county officials will appoint a replacement, but as of this writing, this has not yet happened.

In other Nevada news, the **Burning Man Festival**, held August 26 – September 3. Nevada courts have maintained that simple public nudity in Nevada, outside specific types of businesses set aside for it, may be charged with both indecent exposure and open/gross lewd behavior for the same offense. Despite this, deputies did not cite any Festival participants for nudity, despite there being many hundred people there who were openly nude. Arrests were made for drug use, however.

UTAH

Utah remains a Republican trifecta, controlling the governorship as well as a majority in both the state Senate and state House (58-17 seats) although the Democrats had a net gain of two seats in the lower house. Former Republican Presidential nominee Mitt Romney won election to the U.S. Senate with 62% of the vote.

THEATER OWNER WINS LAWSUIT

Lawmakers and the governor in the conservative, predominantly Mormon state had backed a law that is largely aimed at strip clubs but also prohibited serving booze during films with simulated sex or full-frontal nudity.

A movie theater sued in 2016 after Utah regulators threatened to fine it up to \$25,000. The state defended the measure in court, calling liquor and sex an "explosive combination"

In September 2018, after a lengthy trial, a Federal judge struck down the law last year as a violation of First Amendment rights, ruling the theater is not an adult-oriented establishment, and *Deadpool* is a mainstream, R-rated movie. The judge ordered the state to pay more than \$475,000 in legal fees after it lost a court fight over a law that banned serving alcohol during the racy, foul-mouthed superhero film *Deadpool*.

Liquor authorities were concerned about a suggestive scene in the film's credits involving a cartoon unicorn, among other things. The theater's attorney and former Salt Lake City Mayor Rocky Anderson argued that the law was so vague it would apply to Michelangelo's "David."

His office was awarded attorneys' fees and an additional \$3,800 in other legal costs. *Deadpool* star Ryan Reynolds held a fundraiser that raised \$22,000 for the plaintiffs, and this was deducted from the final financial award.

Idaho lawmakers repealed a similar law last year when a theater sued after its liquor license was threatened for showing *Fifty Shades of Grey* while serving alcohol.

WYOMING

Wyoming is also a Republican trifecta, with that party holding the governorship and a wide majority in both the state Senate and state House. The Republican U.S. Senator was re-elected easily, as was the state's sole member of Congress, Liz Cheney, daughter of the former U.S. Vice President. The state's legislative session starts February 12.

FEDERAL LAWS AND REGULATIONS

Several bills were introduced in the U.S. Senate this year affecting recreational areas in California and Utah where nudists like to hike and camp. They deal primarily with land transfers between Federal agencies and redefining the boundaries of existing Federal wilderness areas so that more of these protected lands can be used for oil drilling, mining, cattle grazing, and for other farm or agricultural use.

- Senate Bill S2809 (Hatch-Utah) affects over 500,000 acres in Utah are designated as national wilderness areas, including Candland Mountain, Crack Canyon, Desolation Canyon, Devil's Canyon, Horseshoe Canyon (North), Mexican Mountain, Muddy Creek, Nelson Mountain, San Rafael Reef, and Sid's Mountain.

- Senate Bill S140 (Flake -Arizona) amends the White Mountain Apache Tribe Water Rights Quantification Act of 2010.
- House Bill HR 857 (Cook-CA) This bill amends the California Desert Protection Act of 1994 to reduce its size and to allow off-road vehicles (ORV) in previously protected areas.

None were heard by Congress committees before it adjourned, but the Trump Administration went ahead and designated many of these proposals via revised regulation and executive order.

Because we lack the financial ability to retain a lobbyist or make the necessary political contributions, AANR is basically powerless to stop or amend any of these proposals. We will continue to monitor these proposals and regulations and report back to the GAT Committee on any future changes.

AANR Office – Kissimmee

Erich will report his items in his report to the Board.

Summary: That covers the key items since the last report. Thank you to the members of NAC and GAT who contributed to the report. Please read the weekly updates from the AANR office for current and breaking Government Affairs items.

Tim Mullins
AANR Government Affairs Chair

December 29, 2018

2019 Mid Winter Board Meeting - Membership Management Committee

While I wish that I could report that we have signed a contract with a new Association Management Software (AMS) company, I cannot yet report that. However, as I write this report, we are in contract negotiations with the package that has been selected. By the time of the mid-winter board meeting, I hope to be able to report the contract has been finalized. The package that has been selected is:

Impexium

[Address:](#) 1775 Tysons Blvd Suite 1450, McLean, VA 22102

<https://www.impexium.com/>

Impexium was able to show their software was able to provide all of the functionality AANR requires.

With Impexium:

- We saw the screens our Certifying Officers would see allowing them to renew their members. It is easy to use; it looks like a shopping cart.
- It is easily configurable. As we viewed the computer screen, Impexium was able to adjust how their solution worked, showing just how flexible their software is and knowing that the office would be able to make such changes in the future.
- It integrates with QuickBooks which AANR will use to modernize its accounting.
- It works with Bluepay, which is AANR's Merchant Gateway.
- It handles Canadian currency.
- It handles our club and regional hierarchy. It will give regional officers a way to look at their membership and send emails to their members.
- There is an ad-hoc query mechanism. (a report designed for a specific task or problem with the ability to search on any combination of the member fields)
- Reports can be saved and rerun, as needed, in a timely manner.
- Automatic renewals can be setup.
- It is possible to setup primary and secondary club associations, for individual members.

From Impexium's website:

Impexium Culture

Although we are growing, we strive to retain and cultivate a culture of continuous innovation and a relentless pursuit of membership success. With several hundred years of collective technology experience serving associations and non-profit organizations, we've learned a lot about what does and doesn't work to help our customers succeed. We have the luxury of building Impexium from the ground up on the latest mobile technology to serve today's forward-thinking associations and their members. Impexium is not hindered by older technologies, thus allowing us to focus on innovation and what is possible not only today but also in the future.

Our priority is to identify and serve associations with a vision for the future, which will benefit from a new way of serving existing and prospective members.

Behind the Curtain...Impexium Technology

Impexium leverages the latest technology to provide a robust and scalable interface with maximum responsiveness. For the technically curious, Impexium is built upon:

- Microsoft .NET Framework v4.7
- Microsoft SQL Server 2017
- Microsoft Azure SQL Database
- JQuery v3.3.1, provides fast results and return of data
- Entity Framework v6.1.3, data access technology
- Entity Framework Core v1.1.2, lightweight, extensible, and cross-platform version of Entity Framework
- ASP.NET Web API 2.2 (v5.2.3), platform used for building RESTful applications on the .NET Framework
- Bootstrap v3.0, this provides framework for responsive design and clean presentation across browser platforms

Impexium's Software as a Service (SaaS) platform allows staff and members to access resources from any web-enabled device. Pages are displayed in a fully "responsive" design allowing you complete access from any desktop, laptop, iPad, tablet, iPhone or Android device and on any web browser. The user interface is a clean, elegant design built for modern and traditional style navigation using a mouse and keyboard as well as surface or touch-enabled devices. Impexium provides the experience your members expect from the most respected businesses on the web.

Impexium leverages the [Microsoft Azure Cloud](#). What is Microsoft Azure? In short, it's Microsoft's cloud platform: a growing collection of integrated services — compute, storage, data, networking and app — that helps Impexium move faster, do more and ultimately save our customers money.

It's always up, always on. Impexium shares the same enterprise-tested platform that powers Skype, Office 365, Bing, and Xbox. Azure offers Impexium a 99.95% availability SLA, 24x7 tech support and round-the-clock service health monitoring. More than 57% of Fortune 500 companies rely on Azure today. Azure runs on a growing global network of Microsoft-managed datacenters

across 19 regions, giving Impexium a wide range of options for running applications and ensuring our customers and their members always get great performance.

The advantage is high availability and security. We can scale and deploy quickly. Azure delivers metric based scaling on CPU, memory and usage. Impexium leverages Azure website, virtual machines, cloud services, cloud storage, cloud scheduler, cloud traffic manager, Web Jobs, and Azure SQL databases on top of SQL 2016.

Please let me know if you have questions.

Respectfully submitted,

Karen Lahey
Membership Marketing Chair

Report: Public Relations Committee



Date: 2018-12-14

Chair: Ronna Krozy

Members: Jeff Baldassarre, AANR Director, Communications, Marketing & PR/Florida PR Chair; Chris Brown, Midwest PR Chair; John Hazard, Southwest PR Chair; Daniel Jackson, Western Canada PR Chair; Karen Lahey, Northwest PR Chair; Don Phillips, Midwest PR Trade Shows; Andrew Walden, Western Liaison Chair; Nancy Greenhouse, AANR PR Committee

This report contains:

- The initial work of the PR Committee (Pages 1-2)
- Monthly reports and pitches from Mary Jane Kolassa, contracted provider of PR support (Pages 3-38)
- 2019 Preliminary PR plan (Pages 39-41)
- Skinny Dip announcement (Pages 42-43)

As the new PR chair, one of the essential tasks was to create a set of shared goals and objectives aimed at building a stronger and closer working relationship between the regions and with AANR. The goals and objectives evolved from the input of members, trustees and data gleaned from a survey pretest and an informal face-to-face group who met at the AANR convention. Working together as a team will help spread innovative ideas and achieve the important end results of increased public education, outreach and visibility; gaining allies; and ultimately gaining members.

The first step was reaching out to each regional PR Chair asking their participation in the first teleconference that took place in November 2018. The group was sent the goals and objectives for future review. We discussed the need for the regions to work together, to expand regional and club use of social media, AANR's willingness to help regions to enhance their social media skills and what AANR and the regions are doing. A second teleconference is scheduled for January 2019. The plan is to have the committee address and refine each set of goals and objectives, to suggest new ideas, and to determine priorities, doable activities, the participants in these activities and how to validate successful outcomes.

AANR PUBLIC RELATIONS 2018: A YEAR IN REVIEW

Prepared by: Mary Jane Kolassa, Paradise Marketing & Advertising

In January 2018 we ran out of the gate fast and furious utilizing both traditional (print/broadcast/online) and social (Facebook, Twitter) to announce the summer's inaugural International Skinny Dip Day. This garnered much publicity – as anticipated – providing folks experiencing a cold winter with thoughts of warmer times, warmer climes and good old-fashioned skinny dip fun. Other actionable items included pitching AANR's executive director for interviews about nude recreation and body positivity, monitoring magazine editorial calendar opportunities (an ongoing monthly activity), liaising with travel and lifestyle media, and looking ahead at seasonal tie-in opportunities with long lead magazines by developing relevant press releases and media pitches, such as for Earth Day. We also provided public relations crisis management counsel/support to Clubs in Calgary, Canada and Jensen Beach, Florida to offset both media and community scrutiny and backlash over planned events in leased properties.

A concerted effort throughout Q1 2018 went into developing and distributing new press releases and media pitches on a variety of topics including: AANR Campgrounds and RV Parks, AANR's fun take on March Madness and May's National Smile Month, along with an historical timeline of AANR/Naturism in America through the decades, Naturist Mother/Daughter Bonding, NakationSM as an economical vacation option, and Nakations as an out-of-the-box honeymoon recommendation. As Clubs requested assistance in the promotion of events, we pitched in, developing press releases and media lists. One example of this type of support was with assistance to Olive Del Ranch for their Bare Burro 5k Trail Run.

With spring in the air we focused our attentions to further promoting International Skinny Dip Day, Nude Recreation Week, the reopening (and related events) of seasonal resorts, World Naked Gardening Day, Better Sleep Month/sleeping in the nude for May, nude yoga venues, hot summer reads to enjoy at AANR Clubs, and attention was given to fashioning pitches to appeal to both AANR's existing member demographic as well as reaching out to Millennials. In May the PR team also provided consul and support in the development of statements in the wake of a potential crisis due to the arrest of an AANR member. We also wrote an article for the July Bulletin.

As summer (AANR's season to shine) approached we saw a significant increase in media pick up of our messaging (as is always the case). In May alone, there were a total 73 articles about AANR, nude recreation, and/or nudist topics, which garnered more than 225,768,483 unique audience impressions in print/broadcast and online media with an estimated ad value of \$13,389,223.85. Coverage spanned a variety of topics from nude cycling events to World Naked Gardening Day, and even "mood music recommendations for Int'l Skinny Dip Day." Publicity also included activities and events at member clubs/resorts, as well as those internationally such as nude strolls through a Paris museum. We also facilitated live and taped radio interviews conducted by AANR staff.

In June we represented AANR at the PRSA Travel & Tourism Conference, pitching story ideas to dozens of key national travel and lifestyle media ranging from Forbes online to Mashable and Good Morning America, among others. The PR approach: continue to “normalize” nude recreation within mainstream media in order to grow interest, acceptance, trial visitation to Clubs, and ultimately membership. Needless to say, in July International Skinny Dip Day seized the day with much social and traditional media exposure. Effort was also expended in the summer to promote NCSL and Convention in their markets. With the arrival of the annual ESPN *The Body Issue* on newsstands, AANR spoke up in support of body positivity at all ages. With regard to internal (Club) communications activity, we were pleased to see that some Clubs took us up on our offer to provide PR support – the topic of our July Bulletin article. We assisted Mountain Air Ranch, for one, which ultimately resulted in an interview and article in Denver Westworld magazine.

Post-Convention, and upon the election of a new AANR PR Chair, the marketing/PR/Social Media team conducted a thorough review of current plans and actions involving both external (media) and internal (member) communications activities. It was determined the July-December PR Action Plan was in most part in sync with the objectives outlined by the new Board and PR Chair. It was also mutually agreed that it would be incumbent upon the Board, Regional Presidents and PR Committee members to pull from the ranks of AANR membership to train and launch a grassroots program of “ambassadors” to support media outreach efforts, such as serving as interview candidates and more.

Also in the fall, AANR was represented at the annual Society of American Travel Writers (SATW) convention. A recap report of media liaison activities, media leads from contacts and professional development session tips was provided with that month’s PR Report.

New press releases/media pitches at this time included: Nudist Bill of Rights, Halloween Body Painting, Founding Fathers who skinny dipped and enjoyed “air baths,” and in advance of the holiday season: Black Friday/Cyber Monday membership gift idea, pitching to university publications of student memberships, AANR membership as an “Under \$100 Gift Idea,” Nude Years Resolutions, and how nude rec helps to counteract the wintertime blues.

With the onset of winter, the PR team added to its stable of press releases: Nudists Favorite Holiday Season Recipes and Kitchen Aid: The Slow Cooker, and 2019 Bucket List Adventure: A Transformational Travel Nakation. At this time we also reviewed and updated all “evergreen” press kit materials for the New Year.

Although due to budgetary considerations, we only subscribed to a media clipping service Jan-June 2018, total media impressions/ad values for Q1 + 2 2018 tallies:

Impressions (i.e. circulation or online UVPM)	628,216,997
Media Value	\$52,270,951.98

We might suggest that equal or greater values were achieved during Q3 +4, doubling those figures.

All told, it was a good year in the media for AANR as writers, bloggers, reporters and radio DJs enjoyed discussing the merits of nude recreation both casually, humorously and with intent to provoke meaningful discussion.



PUBLIC RELATIONS REPORT SEPTEMBER 2018

Summary:

As the summer season comes to a close in many parts of the country, we look ahead to generating end of season (holiday gift membership idea) as well as non-seasonal “evergreen” stories (Nudist Bill of Rights). This month AANR was represented at the annual Society of American Travel Writers (SATW) convention. A recap report of media liaison activities, media leads from contacts and professional development session tips is included.

Press Releases/Pitches

- Distributed “Nudist Bill of Rights” pitch pointing out it’s time to erase the stigma of being a Naturist
- Drafted pitch on AANR membership as a holiday gift idea
- Drafted and distributed press release on: Black Friday/Cyber Monday holiday shopping au natural “is cheeky”
- Drafted and distributed pitch to university newspaper editors to explore nude recreation from a generational perspective

Media Outreach

- Pitched Becky Orenstein, CBS’ “The Talk” on the topic of women nudists and AANR members as interview candidates
- Submitted Holiday Gift pitch to anonymous writer seeking “romantic gifts under \$100”
- Liaison with reporter from Roosevelt University resulting from media pitch
- Pitched Ben Skute, Fupping blog, seeking holiday gift ideas for “hipster friends.”
- Pitched Katie Jackson, TODAY online with AANR membership as gift idea for “free spirited friends”

Public Relations Activities

- Attended Society of American Travel Writers (SATW) convention and media marketplace. Developed recap report (attached)
- Development of new media lists as warranted
- Developed agendas and conducted client conference calls

Clips

As AANR no longer subscribes to the Burrelle's clip service, the PR Team has pulled sample articles via Google Alerts with references to AANR, Nakationing and member clubs:

Story resulting from interview arranged for Oaklake Trails in The Journal Record:

<http://journalrecord.com/2018/09/17/oaklake-trails-growing-modestly-clothing-still-optional/>

Article in German publication about Texas' Hippy Hollow and nudism in America vs. Europe.

https://www.welt.de/print/welt_kompakt/print_lifestyle/article181464036/Yee-haw-FKK.html



INSPIRING TRAVEL
THROUGH RESPONSIBLE JOURNALISM

MEDIA MARKETPLACE and other Journalist encounters during SATW Convention, Barbados -- September 23-27, 2018

MJ Kolassa met with and provided client press kit materials to the following SATW Active (journalist) members: All freelancers interested in potential press visits understand that a suitable assignment must be secured in advance and that most of our clients do not have transportation budgets.

PAULINE FROMMER, Frommer Media. In addition to Frommers.com, Pauline also pens a weekly syndicated column on travel for King Features and is the host of two radio shows on travel: The Frommer Travel Show (on WABC/NY) and The Travel Show (nationally syndicated through Radio America). When pitching her, it's best to insinuate the topic into a trend, or meeting a need (i.e. for seasonal travel, family or budget travel, etc). She's a fun, lively person, so fashion our pitches that way gets the best attention. She really likes green stories and "less loved destinations and travel topics."

CHAD CHISHOLM, Glamping.com and JustLuxe. He's a freelance travel writer and photographer based in Denver, CO. Specializing in hospitality industry, food and beverage, architectural, and lifestyle articles/photography. Interested in Glamping info, and also possibly a Club visit.
Email: chad@creationize.com **Website:** www.creationize.com

CORY LEE WOODARD. CurbFreeWithCoryLee.com. Based in Atlanta, he is wheelchair bound and writes about accessible travel for other disabled travelers. Not really a good fit for AANR.
Email: curbfreecorylee@gmail.com **Website:** <http://curbfreewithcorylee.com>

RICK STEADMAN, writes about golf, general travel and is based out of Olympia, WA. Current Media Outlets: RV Life Magazine (The RV Golfer); iGolf.com; GoGolfandTravel.com; Snowshoe magazine (snowshoemag.com); Visit Los Cabos; Baja Traveler; Mexico Traveler; World Traveler, The RV Golfer, for RV Life Magazine. He was interested in learning more about all clients, and his being on the west coast makes it a possibility a Washington club could host him. **Email:** rstedman@gmail.com

DEBORAH WILLIAMS, freelance out of Holland, NY. Interested in dog-friendly venues. She travels to Florida in winter with her golden retriever, so if you can host her, you've got to host her big dog too. She would like to visit Central Florida in March. Current Media Outlets: Western New York Family Magazine; Buffalo News; AAA Member Connection, Western New York Family Magazine.
Email: debrawms@aol.com **Website:** <http://www.deborahwilliams.com>

BEA BRODA. Has a new ½ hour TV Travel series called Outta Town Adventures, starting in Southern California on NBC affiliate and also on Amazon Prime. Is based in Toronto, winters in Palm Springs (near the JW in Palm Springs). Not a fit for AANR. **Email:** bea@bcpictures.com

MEGAN PADILLA. Orlando-based Megan is a contributor at Orlando Magazine and duPont Registry/Luxury Living Tampa Bay. Covers the Florida beat for Travel Weekly. She is interested in all our clients. I think a trend piece on nude rec or a localized story about headquarters in Kissimmee would be best pitching opportunities. **Email:** travelswithmeg@gmail.com

MARGARET SWAINE writes bi-monthly culinary travel columns under the “Global Gourmet” banner for www.travelindustrytoday.com and food travel columns for ClearLife Magazine (www.clearlifemagazine.com). She also writes feature articles for many publications including the National Post (where she wrote the travel column Forks & the Road for over 4 years), Zoomer, USA Today, The Globe and Mail and American Express Travel. She’s based in Toronto. Interested in F&B and Gardening stories so I’ll send her our “kitchen tool” and Earth Day/Gardening pitches. **Email:** m.swaine@rogers.com **Website:** <http://www.margaretswaine.com>

ANNITA THOMAS. Has a travel radio show airing live Saturdays from 1-2pm at www.travelbagswithannita.com and WDUN/AM550+FM102.9, WCRO/AM 1160 and WMLB AM 1690 in Atlanta. She loves to feature venues from either a cultural or historical perspective. Has a large African-American following. Maybe I could set up a radio interview with either Jeff or a spokesperson out of Georgia? **Email:** Annita@travelbagswithannita.com

DYNIE SANDERSON is based in Napa, CA. She looks for stories with a focus on food, wine, craft beer and also cultural events. She contributes to several upscale Napa Valley publications and is the food and flavor editor for Napa Valley Life Magazine. Don’t think she’s a good fit. **Email:** napafoodgal@gmail.com

LANA LAW is from Ontario, Canada and is Editor at www.planetware.com which has 2.5 million UVP. They are interested in featuring hotels (reviews from stays). It’s all about first hand visits to be included. Not sure if any member resorts would be right for her. Articles focus on tourist attractions, things to do; their online Outdoor Magazine features articles on hiking, camping, fishing, skiing, mountain biking and other outdoor adventures. **Email:** lane@planetware.com **Website:** www.planetware.com

BECKY POKORA is a youngish blogger and influencer out of Buffalo. She is interested in active recreation... her focus is all about “doing.” **Email:** becky@sightdoing.net **Website:** <https://sightdoing.net>

LYDIA SCHRANDT is senior editor and Readers’ Choice manager for USA TODAY 10 BEST. Obviously, we need to pitch her client topics as part of a “round up” and a top ten in their category. **Email:** lydiaschrandt@gmail.com **Website:** lydiaschrandt.com

BRET LOVE is editor for Green Travel Media and Green Global Travel. Yes, it’s got to have a “green” angle as it’s an ecotourism website. His partner is Mary Gabbett and they only travel together for their stories. Based out of Georgia. Will send him our eco-angled info. **Email:** info@greenglobaltravel.com **Website:** <https://GreenGlobalTravel.com>

LARRY LARSEN, writes for Florida Game & Fish magazine and is based in Lakeland, FL. Would be interested in fishing trips. Current Media Outlets: Florida Sportsman; International Angler; LuxeBeat; Larsen's Adventure Travel; The World of Peacock Bass, larsenoutdoors.com.

Email: larry@larsenoutdoors.com **Website:** <http://www.larsenoutdoors.com>

SUSAN MCKEE is out of Indianapolis and specializing in history, culture and travel. She writes for a wide variety of publications, both print and online such as: Hotel Scoop, AFK Travel, Travel-Intel, GoNOMAD, The Travelers Way, Road Trips for Foodies, Road Trips for Gardeners. She wants F&B press releases, will visit and review hotels for HOTEL SCOOP, and wants Food and Garden Festival news too. I'll send her gardening/eco/food pitches. **Email:** Susan@SusanMcKee.com

Website: <http://SusanMcKee.com>

MARISA D'VARI of AWineStory.com wants all news relevant to wine, wine dinners etc. she's in NYC.

Email: mdvari@newoak.com **Website:** <http://www.awinestory.com>

MARY ANN SIMPKINS out of Ontario, Canada writes for 55Plus magazine for seniors. Will send her info appealing to Canadian snowbirds! **Email:** masimpkins@sympatico.ca

DOMINI CLARKE is the Travel Editor at the Toronto Globe & Mail newspaper. If you want to interest her sell her on a personal angle, she especially likes health and wellness angles. She is assigning her Florida winter stories now. Also pitch her trend stories tied to news of the day. DO NOT MAKE FOLLOW UP CALLS. Personalize pitches to her.

TRACEY MINKIN, Travel Editor Coastal Living magazine (Alabama-based). Say's "don't just try and sell me on a place, share info that will resonate with our readers' interests." Give her info that's "juicy," and "authoritative." Create a round up and include your client in it. Also, in your pitches, note if you think it's best for the book or their digital version. She likes receiving and reading press releases. TIP: Customize the subject line to her.

Also, she's looking for a "different view of a destination – share with her what folks don't know about it." She likes "open for business" stories after a disaster. Share info of unexpected up and comers, personality profiles. Remember they have a 6-month lead time. Check their Editorial Calendar for future story opps. **Email:** tracey.minkin@timeinc.com

ANNE BANAS is Travel Editor of BBC Worldwide in NY. She's looking for "the story no one's done before." Looking for people in remote places, interesting characters... I think this is perfect for AANR. Doesn't take press trips. Prefers in person (think Deskside and phone) pitches vs. emails.

Email: editorbanas@gmail.com

PROFESSIONAL DEVELOPMENT TAKE AWAYS...

When writing a pitch or release, read it out loud. This will help you to know how the recipients will actually hear what you're pitching them.

Give yourself 2 deadlines for completing the pitch/release: 1) to write it up; 2) to go back to it fresh, and massage it (after you've read it out loud again)

Keep your work from being trivial. Make it connect to something important (such as news of the day, a worthy cause, etc.).

When pitching, point out contradictions to preconceived notions.

FLORIDA OUTDOOR WRITERS ASSOCIATION will be holding their 2019 meeting in Daytona. Would any area clubs want to send out invites for a pre- or post- convention visit, i.e. Cypress Cove?

ON FAMS... Give invitees a printed Fact Sheet to help them know the area and come up with story ideas. Suggestion: Give IMVs an AMEX gift card to pay for their unsponsored meals. Have a standard Media Request Form that secures their info and informs them of our clients' expectations of them. Put lots of details about the venues being visited in the itinerary. Make sure there's free time each day so they have time (while it's fresh in their minds) to pitch editors of that day's events that would make a good story. When sending the itinerary, include compelling story angles. Have writers meet local characters... ALWAYS ask for feedback after the FAM – do we have a standard post-FAM questionnaire—maybe we develop one.

When pitching, ask yourself: Who Cares? and Why? If you can't answer these questions, then forget it.

Writers are preferring to receive press kits on Dropbox because they know that link is likely to feature the most current versions of the releases, whereas a thumb drive's material may be dated if they keep it on file for a few years.

When pitching: challenge the perception of a destination or travel topic. This is great for AANR.

2019 SATW MEETINGS:

Eastern Region Chapter Meeting – June 10-13, Palm Springs, CA (registration fee \$450 + hotel + airfare)

National Convention – October 22-25, El Paso, TX (rate TBD)

NUDIST BILL OF RIGHTS PITCH

Dear

Stigma by definition is “a mark of disgrace marking a person as inferior; a stain or reproach as on one's reputation.” Stigma is why so many who have been abused remain silent until a movement gains momentum providing a safety net to come forward and remove that stain and restore self-esteem. The LGBT and #MeToo movements are powerful reminders of the understanding and accepting nature the public has for those who have been unjustly treated and who subsequently publicly acknowledge their status.

Which is why Naturists/Nudists are becoming encouraged to share their story with coworkers, neighbors, and acquaintances without fear of shunning or reprisal. And the American Association for Nude Recreation aims to do so publicly through editorial coverage. It just takes one voice.

I'm asking you: Would you be accepting, if someone in your work place or neighborhood, shared they were a nudist? Or would your opinion of them become tainted? Would you be able to tell their story impartially? Before answering, please review the:

Nudists' Bill of Rights

As law-abiding citizens who are friends of nudism, including many members of the American Association for Nude Recreation (AANR), we proudly affirm that we have and are entitled to exercise the following rights. These are self-evident and based on the Constitutions of the United States and Canada, the laws of those countries, and their court rulings.

1. Nudists have the right to hold their values and beliefs.
2. Nudists have the right to petition and be heard by their governments.
3. Nudists have the right to responsibly enjoy nudity within their homes and on private property.
4. Nudists have the right to exercise decision-making in the upbringing of their families in a manner consistent with their beliefs and without interference from others.
5. Nudists have the right to assemble in the nude within appropriate settings.
6. Nudists have the right to decisions about what constitutes acceptable nudity to be made free from considerations of age, gender, marital status, religious beliefs, ethnic origin, or sexual orientation.
7. Nudists have the right to responsibly enjoy being nude within appropriate locations on public lands.
8. Nudists have the right to be free from adverse actions by their employers as a result of their lawful enjoyment of nudity when away from work.

9. Nudists have the right to experience accurate, life-affirming portrayals of the human body in all its stages as depicted in the performing arts, the fine arts, literature, and human history.
10. Nudists have the right to be treated as law-abiding citizens.

To further explore the wholesome nudist style of living for editorial coverage, or to arrange for an interview, please contact me, or Jeffery Baldasarre/AANR as noted below.

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AANR Contact:

Jeff Baldasarre, Director of Marketing & Communications, American Association for Nude Recreation
800-879-6833 - JBaldasarre@aanr.com

PITCH FOR COLLEGE NEWSPAPERS

Nude recreation, that's right! Nude! The American Association for Nude Recreation (www.AANR.com) is finding a new demographic of fresh faces: Millennials, are open to experiencing the joy of skinny dipping, nude hiking, canoeing and more.

Although it seems like ancient history, a majority of avowed nudists first embraced the joy and freedom of social nude recreation as 20-somethings during the Woodstock/Summer of Love era in 1969 – some 40 years after AANR's precursor was founded by a previous generation in 1929. Today, Millennials are the next emerging market, open to being inspired to shed the stresses of everyday life by shedding their clothing in appropriate settings.

If you would like to interview Millennial nudists for a first-person story on the health, wellness, body positivity, and restorative benefits of nude recreation and skinny dipping, to share with your fellow classmates, please contact:

Jeff Baldasarre, Director of Marketing & Communications
American Association for Nude Recreation

800-879-6833

JBaldasarre@aanr.com

Appealing to Millennials who prefer to be plugged in and active at all times, AANR clubs and resorts offer cyber cafes, coffee bars, yoga studios, fitness centers, and an array of resort activities and amenities such as body painting contests, bare bun runs, kayaking and more for a rewarding NakationSM vacation experience.

And AANR-member clubs encompass the whole range of hospitality venue options from RV campgrounds, farms and ranches, to B&Bs, roving clubs and even upscale resorts. Many of which are in fairly close proximity to university towns for a quick weekend getaway.

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GET CHEEKY AND SHOP LIKE NUDIST BLACK FRIDAY AND CYBER MONDAY

Make your Holiday Purchases in the Buff, Relish the Freeing Effects, then Plunge into Nudism with a 2019 Gift Membership in the American Assn. for Nude Recreation

KISSIMMEE, Fla. (September, 2018) – No one's going to see you as you shop for deals Black Friday/Cyber Monday from your home office. So why not save on the laundry, and shop while taking what Benjamin Franklin called: "an air bath" aka sitting in one's chair in one's birthday suit, with the window cracked for some fresh fall air.

If you get stuck on gift ideas for the one who has everything, or the adventure seeker, or your significant other, consider an Individual (or couples/dual) Associate Membership in the American Association for Nude Recreation (www.AANR.com) designating the recipient as a welcome skinny-dipper, Nakationer and naturist at member clubs, resorts and campgrounds in 2019.

The American Association for Nude Recreation is your guide to nude recreation and Nakation® vacations in appropriate settings, serving over 52 million individuals who enjoy clothes-free and clothing-optional recreation and skinny dipping at more than 180 member clubs and resorts throughout North America, the Caribbean and Internationally.

Annual Membership includes:

- 12-month subscription to the monthly newsletter *The Bulletin*
- Member Savings of 20% on admission fees at affiliated clubs
- The right to vote in AANR elections
- An invitation to regional and annual conventions
- Selection of over 180 clubs throughout the United States, Canada, the Caribbean and internationally to visit
- Member Savings of 10% on advertising in *The Bulletin*

Price: \$57.00 individual; couples' dual membership is only \$93.50.

And every membership purchased on Black Friday and Cyber Monday will also include a free swag bag of AANR logoed items too, shipped free of charge.

For further information on nude recreation, various other membership categories and the association's affiliated clubs, contact AANR at **1-800-TRY-NUDE** or purchase a membership at <https://www.aanr.com/member-benefits/join-renew>.

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HOLIDAY GIFT OF AANR MEMBERSHIP PITCH

Dear

As you seek gifts outside the norm, are “green,” and not likely to be received in duplicate this holiday season, consider that of an Individual (or couples/dual) Associate Membership in the American Association for Nude Recreation (www.AANR.com) designating the recipient as a welcome skinny-dipper, Nakationer and naturist at member clubs, resorts and campgrounds in 2019.

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PUBLIC RELATIONS REPORT OCTOBER 2018

Summary:

As fall began throughout the USA, we look ahead to seasonal (Halloween) and gift guide (Black Friday/Cyber Monday) pitching as well as non-seasonal “evergreen” stories. We continue to pursue broadcast (radio and TV) interview opportunities, and while we are having success with radio, TV is proving more elusive as well as expensive as many TV selections, such as Lifetime TV’s “The Balancing Act,” a women’s soft news interview show airing weekday mornings, is “branded entertainment” charging for in studio guest appearances.

Press Releases/Pitches

- Drafted and distributed press release around Halloween body-painting
- Drafted and distributed press release on: Black Friday/Cyber Monday holiday shopping au natural “is cheeky”
- Began drafting release on “Nude Years Resolutions”
- Updating pitch on how Nude Rec helps beat the wintertime blues

Media Outreach

- Submitted Black Friday/Cyber Monday pitch to Laurie Bain Wilson at an anonymous media outlet
- Conducted interview with Hannah Rodriguez, *Seattle Times* regarding Halloween body-painting pitch (see clip link below)
- Pitched Katie Jackson, TODAY online, with AANR membership as a gift idea
- Pitched Karen Weintraub on Nude Rec as a follow up story idea to one written in NY Times
- Pitched Jana Seitzer, Whisky + Sunshine blog on AANR membership as a gift idea
- Pitched Maressa Brown, Parents Magazine, on Legacy Membership certificates
- Sent Elizabeth Jones, WBRE-TV info/images on body painting as an “Adult Halloween Costume” idea
- Sent info to writer Katherine Lagrave, Conde Nast, on Nakationing necessitating only carry on luggage as a follow up story idea to one she wrote on airline fees
- Sent Aly Walansky, BestGifts.com AANR membership as a gift idea
- Coordinated radio interview with Jeff Baldassarre and Michigan Radio host Tom Sumner about Body Painting for Halloween and more
- Researched guest interview opportunities about women in naturism with The Balancing Act, a womencentric weekday news program on Lifetime TV. Cost of participation precludes AANR.

- Sent Kristina Portillo, Business Travel Life, info on AANR membership for “holiday gift guide for travelers”
- Coordinated interview with book author Sam Dealing on women in naturism
- Liaison with Cam Hassard for possible interview on Nakations for Adventure.com
- Sent Abe Zherebilov, Forbes, info on AANR membership for “holiday gift guide for travelers”
- Sent Julie Loffredi, contributor to Today.com, info on Legacy Membership certificates
- Sent Julie Loffredi, contributor to Forbes.com, info on AANR membership for “hottest gifts for 2018”
- Pitched Addie Sands, Men’s Journal online” on Nakationing as a “budget friendly trip for the adventurous”
- Sent Laurie Bain Wilson, freelancer info on info on AANR membership for a Black Friday/Cyber Monday article

Public Relations Activities

- Development of new media lists as warranted
- Developed agendas and conducted client conference calls
- Developed and submitted article for Jan issue of The Bulletin

Clips

As AANR no longer subscribes to the Burrelles clip service, the PR Team has pulled sample articles via Google Alerts with references to AANR, Nakationing and member clubs:

[These Friends Started A Black **Nudist** Travel Company That's ...](#)

Essence-21 hours ago

The Black Naturists Association is encouraging Black travelers to shed their body ... by partnering with the **American Association for Nude Recreation** (AANR) to ...

['SpongeBob NoPants' and body paint: Halloween offers Seattle-area ...](#)

The Seattle Times-Oct 26, 2018

For nudist clubs in the Puget Sound region, Halloween marks the end of an active ... according to the **American Association for Nude Recreation** (AANR).

[Gators, nudists and floodgate report will have to wait](#)

Winston-Salem Journal-Oct 27, 2018

But don't laugh and point, naked recreation is a \$440 million industry in the United States, according to the **American Association for Nude Recreation**.

[10 Worrying Facts About Cruise Ships \(10 That Are Pretty Mind ...](#)

TheTravel (blog)-Oct 5, 2018

Industry body Cruise Lines International **Association** (CLIA) says that companies Twain) was a passenger on the first cruise to begin in **America**, and he documented his ... According to the US **Association for Nude Recreation** (AANR), **nude** ...



HALLOWEEN COSTUMES FOR NUDISTS

How Nudists "Dress Up" For Halloween

KISSIMMEE, Fla. (October, 2018) -- How do nudists dress up for Halloween? No surprise, they don't. Instead, they artistically apply body paint! Many club and resort members of the American Association for Nude Recreation (www.AANR.com) celebrate the art of body painting and the body as a living canvas during Halloween celebrations.

Think this is a flash in the pan fad? Think again. Body painting with clay and other natural pigments existed in tribal cultures for millennia and still survives in this ancient form among the indigenous people of Australia, New Zealand, the Pacific Islands and parts of Africa. In fact scholars believe body painting actually predates the first cave paintings by tens or possibly hundred of thousands of the years. More recently however, since the 1960s, body painting has enjoyed a revival, or Renaissance of sorts throughout Western Society.

Want to participate? Visit <https://www.aanr.com/places-to-go/aanr-clubs> to find a club near you.

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MEDIA CONTACT:

Jeffrey Baldasarre, Director of Marketing & Communication, AANR

JBaldasarre@aanr.com

1-800-TRY-NUDE





GET CHEEKY AND SHOP LIKE NUDIST BLACK FRIDAY AND CYBER MONDAY

Make your Holiday Purchases in the Buff, Relish the Freeing Effects, then Plunge into Nudism with a 2019 Gift Membership in the American Assn. for Nude Recreation

KISSIMMEE, Fla. (Nov. 1, 2018) – No one's going to see you as you shop for deals Black Friday/Cyber Monday from your home office. So why not save on the laundry, and shop while taking what Benjamin Franklin called: "an air bath" aka sitting in one's chair in one's birthday suit, with the window cracked for some fresh fall air.

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Subject Line: 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. Others known to have enjoyed skinny-dipping or other nude activities include John Quincy Adams, Theodore Roosevelt, Lyndon Johnson, Walt Whitman and Henry David Thoreau.

This Thanksgiving season, 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 for 87 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."
- 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.

For further information on nude recreation through the ages contact AANR at **1-800-TRY-NUDE**, or visit their [press room](#). For details on membership categories and links to affiliated clubs near you visit <https://www.aanr.com/member-benefits/join-renew>.

For an interview with an AANR spokesperson, contact Jeff Baldasarre, Director of Marketing & Communication, JBaldasarre@aanr.com.

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PUBLIC RELATIONS REPORT NOVEMBER 2018

Summary:

As the cool weather descends upon the northern states, the PR focus turns from outdoor pursuits such as skinny-dipping to seasonal ties (Cyber Monday, Black Friday, Thanksgiving, Christmas, New Years) and to trends, the growth of nude recreation, and of course membership sales. Initial planning is also conducted to prepare a PR Action Calendar for Q1 + 2 2019.

Press Releases/Pitches

- Drafted and distributed press release on “Nude Years Resolutions” to long leads
- Developed and distributed (in time for Thanksgiving) pitch on founding father’s skinny dipping stories
- Conducted a review and updated all press kit releases and evergreen pitches, including updating the boilerplate for 2019
- Updated pitch on how Nude Rec helps beat the wintertime blues (to distribute in Dec.)
- Generated mass pitch on the eco-friendly attributes of nude recreation (mass distribution date TBD)

Media Outreach

- Pitched Pauline Frommer, Frommers.com, on nude rec as a 2019 growing travel trend
- Pitched Oli Lipski, Mystery Vibe blog on AANR’s Black Friday deal
- Pitched Melissa Kravitz, Travel + Leisure on a Nakation for “cure for wanderlust”
- Pitched Sarah Munn, Weight Watchers Magazine, on “beating the holiday (and wintertime) blues” with tips from AANR
- Sent Christina Vercelletto, Oyster.com/Trip Advisor, on AANR membership as a last minute gift idea for travelers
- Sent Kim-Marie Evans, Greenwich Magazine, AANR membership as a “gift of travel” idea
- Sent Richard Chin, Star Tribune, AANR membership as a holiday gift guide recommendation
- Pitched Casey Bond, HuffPost, AANR membership as a “gift for people who prefer experiences over things”

- Pitched Pickett Krayniy, Seasonal Memories, AANR membership as a “holiday gift guide-adult fun” recommendation
- Liaison with blogger Loren Browne, Dating with Passports, who would welcome an opportunity to collaborate on a social media campaign

Public Relations Activities

- Development of Agenda for 2019 PR Planning Meeting Dec. 11.
- Development of proposed list of 2019 press release and media pitch topics
- Development of new media lists as warranted
- Developed agendas and conducted client conference calls

TO SEND TO MORNING DRIVE DJs IN MAJOR MARKET CITIES



Dear xx:

So you think you and your listeners are any different from nudists? Think again. We polled members and friends of the American Association for Nude Recreation (www.aanr.com) on their “Nude Year’s Resolutions” and thought you’d find the comparisons and contrasts of interest.

If you would like to interview an AANR spokesperson on this and other subjects relevant to the 87 year old organization, its members, and the topic of Nakationing (vacationing at a nudist resort), please contact:

Jeffrey Baldasarre, JBaldasarre@aanr.com, or phone 1-800-TRY-NUDE.

TOP NUDE YEARS RESOLUTIONS:

- GET MORE SLEEP (One of the most popular ways that people are getting a better night’s sleep is by sleeping in the nude. Those who have shed their pajamas and inhibitions are reporting that they sleep better due to increased comfort.)
- GET OFF THE COUCH AND OUTSIDE FOR SOME EXERCISE (It is widely accepted that sunlight counteracts the Winter Blues. (Studies indicate your body needs at least 20 minutes a day of sunshine over at least 75% of your body to help prevent a vitamin D deficiency – of which one notable side effect is depression.) Therefore, it follows that those who routinely combine the benefits of a daily nude break to rebalance oneself, with the need for sunlight on the skin, are on a steady course for healthy living.)
- LOSE WEIGHT (multiple recent studies have linked weight gain and obesity to lack of sleep. Sleep in the nude, get quality sleep, lose pounds.)
- DO SOMETHING ADVENTUROUS (Visit an AANR member club or resort and enjoy a NakationSM)
- REDUCE THE AMOUNT OF STRESS IN MY LIFE (Without the restrictions of clothing, a person can truly relax in a calming and comfortable environment. Many nudists report the “time-warp” phenomenon, where one day spent in a clothes-free setting seems to bring on the relaxation of an entire weekend spent elsewhere. AANR’s credo: Undress and de-stress.
- BE MORE TOLERANT AND ACCEPTING OF OTHERS (Nudism enhances the acceptance of others regardless of their physical condition. Without a shirt on you can’t discriminate as to whether someone is white collar or blue collar.)
- ENJOY A STRESS-FREE VACATION (Plan a nudist resort Nakation and skip the stress of having to pack a bag for the trip while also avoiding pesky tan lines.)
- DO SOMETHING FOR THE ENVIRONMENT. Annually AANR Clubs and members participate in organized beach clean up days. Naturists typically work along designated nude beaches, but you can find one that’s textile friendly to help out.

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MEDIA CONTACT:

Jeffrey Baldassarre, Director of Marketing & Communication, AANR

JBaldassarre@aanr.com

1-800-TRY-NUDE

Subject Line: 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. Others known to have enjoyed skinny-dipping or other nude activities include John Quincy Adams, Theodore Roosevelt, Lyndon Johnson, Walt Whitman and Henry David Thoreau.

This Thanksgiving season, 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 for 87 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."
- 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.

For further information on nude recreation through the ages contact AANR at 1-800-TRY-NUDE, or visit their [press room](#). For details on membership categories and links to affiliated clubs near you visit <https://www.aanr.com/member-benefits/join-renew>.

For an interview with an AANR spokesperson, contact Jeff Baldassarre, Director of Marketing & Communication, JBaldassarre@aanr.com.

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Eco-Nakation pitch



Dear x,

One of the most eco-friendly types of vacations is a NakationSM vacation -- a clothing optional getaway. Remember, luggage kills fuel economy, which is one reason why checking it on the airplane costs you. You won't need more than a carry-on for a Nakation vacation out of state (and you won't need a vacation wardrobe). You will travel light on road trips too. Did you know an extra 100 pounds in your vehicle reduces your car's fuel economy by 2%? Those taking a Nakation vacation are able to pack less and travel more.

While on the topic of clothing, did you know polyester, a plastic, is found in most every wardrobe in t-shirts, dresses, jeans, suits, sweat wicking athletic wear, and even undergarments. Why not, like naturists, give a little help to Mother Earth by paring down your closet? The number of garments the world consumes is a growing ecological issue in energy necessary to produce; and once out of fashion, the inability of polyester fiber clothing to biodegrade, which puts an added strain on the environment

And AANR-affiliated lodging facilities are extremely affordable. With 180 clubs, campgrounds and resorts to choose from in the U.S., Canada, Mexico and internationally, there's bound to be one right for, and near to, you.

Despite all of the damage caused to the environment by man, most of it is reversible. As conscientious custodians we can restore habitats and return species to them; clean rivers; renovate buildings; replenish the topsoil and replant forests. Many nudists are closely connected to and get eagerly involved in the preservation of our nation's beaches, parks and other natural resources, and they are also committed to reducing their personal impact on the Earth's resources... One reason nudists are also called naturists. To find an AANR club near you and learn about upcoming environmental activities planned, please visit <http://www.aanr.com/aanr-clubs/>.

To interview an AANR spokesperson, please contact Jeffrey Baldasarre at 1-800-TRY-NUDE or JBaldasarre@aanr.com.

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Here's a winter news item that may get your audience to forget about the ice and snow for a few moments...

On behalf of the American Association for Nude Recreation (AANR.com) following are ways in which nudists are keeping active (and warm) this winter and they recommend others try.

- Follow the European pattern of warming up in a sauna, then go and jump in a snow drift (this absolutely has to be done naked to get the right effect); go inside, sip hot buttered rum (or hot spiced cider) then go back outside and make snow angels naked; finish by using your Jacuzzi or hot tub naked and get the full benefit of the massage jets;
- Find a private area to cross country ski or snowshoe naked (many Canadian members -- AANR includes Western Canada -- insist that you work up so much body heat in the exercise that you feel better naked than wearing clothes that get sweaty and make you feel chilled);
- Visit an AANR club, campground or resort; the temperature is always kept at a level that ensures your comfort while naked; or do as the (nudist) snowbirds do and take a Nakation® to a Florida, Texas, Arizona or California AANR resort;
- Have a nudist staycation at home by turning up the heat, building a fire in the fireplace, sipping Mai-Tais while re-living your nudist cruise experiences in front of a roaring fireplace by watching your NakationSM movies;
- Invite a few of your best friends over for an un-strip poker party (start naked, and put on a piece of clothing each time you lose a hand); follow this with a fondue evening, but every time someone loses their bread in the cheese mixture, they have to take off a piece of clothing;
- Use your treadmill naked while watching movies set in tropical areas and imagine you are running along a beach in Tahiti;
- Pick a special meal from 'Cooking in The Nude' (available on www.aanr.com) and fix and serve it to your honey while naked; be sure he reciprocates the following evening!

One last piece of advice: GET OFF THE COUCH AND OUTSIDE FOR SOME EXERCISE (It is widely accepted that sunlight counteracts the Winter Blues. (Studies indicate your body needs at least 20 minutes a day of sunshine over at least 75% of your body to help prevent a vitamin D deficiency – of which one notable side effect is depression.) Therefore, it follows that those who routinely combine the benefits of a daily nude break to rebalance oneself, with the need for sunlight on the skin, are on a steady course for healthy living.)

If you would like to speak to an AANR spokesperson, I'll gladly arrange.

About AANR: For 87 years, AANR has been the leading authority in North America on protecting the freedoms and rights of those who participate in wholesome, family-style nude recreation. Members of AANR recognize the wholesomeness of the human body and believe that life is enhanced by the naturalness of social nudity. From exercise to relaxation, a person's physical, spiritual, and mental health is enriched through nude recreation. AANR supports over 180 chartered clubs, resorts, and campgrounds, and serves over 30 thousand members throughout the U.S., Canada, Mexico, the Caribbean, 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](#).



The Legacy Certificate

Guaranteed Most Unique Baby Gift Ever

Silver spoons, baby rompers and savings bonds are timeless gifts for newborns. However, if you're seeking to bestow the most unique baby gift to the parents of the new arrival, consider a Legacy Certificate from the American Association for Nude Recreation (AANR).

The Legacy Certificate, suitable for framing, verifies the bearer/baby was born nude. And although the Legacy certification does not enroll the child, nor the parent or purchaser into the association, it will certainly be the item that earns the most exceptional, inimitable and distinctive gift accolade. Significantly, upon the child's eighteenth birthday, they become eligible to have their "since date" of membership reflect the date of the legacy purchase.

To purchase a Legacy Certificate please contact AANR at 1-800-TRY-NUDE. The call is free and the certificate is only \$25.00. To download the AANR Legacy form click [here](#).

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PUBLIC RELATIONS REPORT DECEMBER 2018

Summary:

With winter's arrival, the PR focus continued to tie into seasonal story ideas (Holiday Season/Christmas, and New Years). We have also been researching trends that could validate our messaging regarding the growth of nude recreation among various demographics to boost new membership sales. Extensive planning was also conducted to complete a PR Action Calendar for Q1 + 2 2019.

Press Releases/Pitches

- Distributed mass pitch on TOP NUDE YEARS RESOLUTIONS
- Developed and distributed mass pitch on: NUDISTS FAVORITE HOLIDAY SEASON KITCHEN AID: SLOW COOKER RECIPES
- Developed and distributed mass pitch on 2019 BUCKET LIST ADVENTURE: A TRANSFORMATIONAL TRAVEL NAKATION
- Updated and queued for distribution Jan. 2 release on INTERNATIONAL SKINNY DIP DAY 2019
- Completed review and updating of all Press Kit releases, included new boilerplate and provided to client for uploading to website press room (removing 2018 releases)

Media Outreach

- Pitched Meredith Rosenthal, Travel Channel online, with a visit to a nudist resort (Nakation) as a bucket list travel activity for 2019
- Liaison with Carolyn Worthington, Healthy Aging, on Nakationing. Unfortunately she is passing on the story idea
- Sent Alli Kosik, Brit + Co Nude Years Resolutions for her article: XX Things you should do early in 2019 for your best year ever
- Pitched anonymous TV outlet seeking "fun ways to cure the wintertime blues" on taking a Nakation and other tips

Public Relations Activities

- Conducted 2019 PR Planning Meeting Dec. 11.
- Developed PR Action Plan January-June 2019
- Began synopsis of PR 2018 for use by PR Chair at mid-winter Board Meeting
- Development of new media lists as warranted
- Developed agendas and conducted client conference call

Publicity Highlights in December:

https://www.dinemagazine.com/heat-up-clothes-off/?fbclid=IwARoRJWRL8ZGgtOZ42oWWghd5v2RUL3mdfej2kuDoW_f-VVPfav7ap5YCu9Y

<https://www.naplesnews.com/story/news/columnists/brent-batten/2018/12/27/brent-batten-colorful-look-back-2018-continues/2414831002/>

<https://www.latestly.com/lifestyle/nudist-couple-posts-racy-naked-but-not-xxx-photos-to-promote-naturism-see-photos-that-explain-more-about-the-unique-lifestyle-550215.html>

<https://www.tcpalm.com/story/opinion/columnists/anthony-westbury/2018/12/20/nudists-and-bad-spelling-anthony-westbury-recalls-some-his-favorite-columns/2335526002/>

<https://www.bizjournals.com/columbus/news/2018/12/05/cbf-morning-run-sneaking-a-peek-at-presents.html>



Dear x,

Nudists, like most of us, love to cook. But, according to the majority of the American Association for Nude Recreation (www.aanr.com) members, they have a major incentive to avoid hot splatters. So, they often pull out their slow cookers for delicious, splatter-free meals. This is especially prevalent during the holiday season, as the weather is cool and great comfort-food stews, soups, belly-warming beverages and more are one pot wonders from your 5-6 qt. slow cooker.

Slow Cooker Holiday Hot Cider

Ingredients:

8 cups apple cider
4 cups cranberry juice
2 cups orange juice
½ cup sugar
3 cinnamon sticks
1 tsp whole allspice
1 tsp whole cloves

Directions:

Combine first four ingredients in slow cooker, place spices in cheesecloth, tie securely and add to slow cooker. Cook, covered on low until heated through, 3-4 hours. Discard spice bag and serve warm.

Slow Cooker Holiday Eggnog

Ingredients:

6 cups whole milk
1 cup egg substitute
2/3 cup sugar
2 tsp rum extract
1 ½ tsp pumpkin pie spice
whipped cream – optional

Directions:

Combine the first five ingredients in slow cooker. Cover and cook on low until heated through, 2-3 hours. Serve in mug and dollop with whipped cream.

Slow Cooker Spaghetti Bolognese

Ingredients:

2 lbs lean ground beef
1 large onion, diced (about 1 cup)
3 cloves garlic, minced
1 cup 2% milk
½ cup dry red wine (optional)
1 jar (45 ounces) spaghetti sauce
1 package (16 ounces) spaghetti, cooked and drained
½ cup grated Parmesan cheese

Directions:

Place the beef (*yes, it goes in uncooked!*) into a 6-quart slow cooker. Break up the beef with a fork and season as desired.

Stir in the onion, garlic, milk, wine, if desired, and sauce. Cover and cook on LOW for 7 to 8 hours or HIGH for 4 to 5 hours (*start making the spaghetti during the last half hour of the cook time*). Spoon off any fat. Stir the beef mixture, breaking up any large pieces of beef. Season to taste. Serve with the spaghetti and cheese.

Slow Cooker Corned Beef and Cabbage

Ingredients:

1 ½ lbs small redskin potatoes, halved
1 large onion, cut into wedges
2 stalks celery, cut into 2 inch pieces
4 carrots, cut into 2 inch pieces
3 sprigs fresh thyme
1 4-lb corn beef brisket
12 oz stout beer
2 Tbs pickling spice
½ head green cabbage cut into thick wedges
½ cup sour cream
¼ cup horseradish
2 Tbs whole grain mustard
3 Tbs butter
salt and pepper to taste
½ cup chopped fresh parsley

Directions:

Layer the potatoes, onions, celery, carrots, and thyme in a 6-quart slow cooker. Put the brisket on top of the vegetables, add the beer and pickling spice. Add enough water to just cover the brisket. Cover and cook on LOW until the meat and vegetables are tender, about 8 hours.

Arrange the cabbage over the brisket, cover and cook until soft and wilted, 45 minutes to 1 hour more.

Whisk together the sour cream, horseradish and mustard in a small bowl.

Remove the cabbage and toss with 1 tablespoon of the butter and pepper to taste in a large bowl. Remove the meat and let rest. Strain the remaining vegetables and toss with the parsley, the remaining 2 tablespoons butter and salt and pepper to taste.

Slice the corned beef against the grain and serve with the vegetables and horseradish sauce.

NOTE: As a nudist there's no worries about spilling and staining clothes while eating, just dab the sauce off your arm or leg with a napkin and continue to enjoy your meal.

For additional recipes from AANR or to interview an AANR spokesperson, please contact Carolyn Hawkins as noted below.

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Hi x,

Here's a bucket list vacation adventure recommendation: a NakationSM at a nudist resort affiliated the American Association for Nude Recreation (AANR.com), which provides access to over 180 clothing-optional and clothes-free resorts and campgrounds throughout the U.S., Canada, Mexico, the Caribbean and Internationally.

Most importantly, a Nakation is affords bucket list transformational travel because one takes a journey to see oneself (and others) in a new light and enact a personal transformation. Besides body acceptance and personal freedom, non-sexualized nude recreation and Nakationing achieves added relaxation, self-respect, stress-reduction and acceptance of others for who they are. When the clothes are shed, so too are the stresses of every day life. No one at a nudist resort judges others based on their exterior, not whether they are blue collar or white collar, for there's no collar shown. It's what's inside that counts.

There are added health benefits too... It is widely accepted that sunlight counteracts the Winter Blues. (Studies indicate your body needs at least 20 minutes a day of sunshine over at least 75% of your body to help prevent a vitamin D deficiency – of which one notable side effect is depression.) Therefore, it follows that those who routinely combine the benefits of a daily nude break to rebalance oneself, with the need for sunlight on the skin, are on a steady course for healthy living.

And there's lots of outdoor recreation to be enjoyed. While swimming and tennis seem to be among the sports most often associated with nude recreation, many clubs 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 in your area, and one is bound to find sports such as volleyball, golf, pickleball, badminton, bocce ball, shuffleboard and hiking/nature trails. Others also offer fishing, boating, full-scale exercise rooms, basketball courts, croquet, table tennis and spas. Cycling and camping are also among the most popular activities enjoyed by nudists.

If you are interested in compelling interviews with AANR members from diverse backgrounds, income brackets and geographic areas who have come to the realization that there are no right or wrong, good or bad – just different – bodies, that they can take personal pride, pleasure and health benefits from, please feel free to contact me. We can also arrange for you to receive tasteful jpeg images and video or to shoot b-roll at a member club.

To interview an AANR spokesperson, please contact Jeffrey Baldasarre: 800-879-6833 or JBaldasarre@aanr.com



AANR PLANNING MEETING

Date: December 11, 2018

Present: Mary Jane Kolassa, Jeff Baldassarre, Erich Schuttauf, Katie Fitzgerald, Ronna Krozy, Tara Tufo

A. Discussion of agenda:

1. Two public relations (PR)/Marketing plans will continue. The external plan will be cutting edge, aimed at attracting older and younger new members. The internal plan will resonate messages that maintain a comfort level among older, longtime members especially with regard to social media, as well as reaching out to Clubs to forge and foster a more supportive relationship with AANR.
2. During the June 2018 planning meeting, the group discussed the possibility of facilitating External Marketing Campaigns for Clubs by recommending they investigate making Groupon offers. This would depend on state regulations. Jeff will check whether Groupon would publish an offer that has the words 'nude recreation' in it.
3. The agency has developed lists of media outlets, writers and bloggers that reach target audiences with membership potential. A Constant Contact survey will be developed to identify what members read or view to target media to add to this list.
4. As part of the external campaign, AANR will continue to cultivate outreach to diverse populations such as African American, LGBTQ & Latino communities, acknowledging growth statistics. Erich made the interesting point that Latino members consistently renew their memberships more than any other group.
5. Another idea is offering an 'Experiential Travel Certificate' entitling purchaser to certain benefits. This idea will be investigated to determine the best way to do this. We also discussed the Baby Legacy certificates and need to further investigate the logistics of promoting this to non-members.
6. Another internal goal is to determine how to get members to visit other AANR clubs beside their own. The Passport idea developed by AANR West was a popular concept. Taking this to 2019, perhaps their results to date could be published in the Travel Theme edition of the *Bulletin* along with featuring a Passport user. Ronna noted that Solair will be distributing a survey on the Bare Necessities nude cruise in February. On it will be a question asking what is most important when choosing a nudist resort to visit. This type of question would be helpful for a future AANR membership survey.
7. We discussed identifying how to cultivate 100% Clubs. Ideas included identifying incentives or barriers that clubs might have, encouraging non 100% clubs to plug AANR membership on their website or materials and using personalized messages to acknowledge support.

8. Involvement of regional PR CHAIRS is essential to the PR/Marketing efforts of the organization and the clubs. Some ways to do this include:

- a. Using PR Chairs to show Club members the value of also becoming AANR members
- b. Providing PR Chairs with “How To” tips on publicizing clubs and events in their regions along with social media tutorials. Jeff has already offered his assistance to the PR chairs attending the first PR Committee teleconference.
- c. Using the PR Chairs to conduct member surveys in their regions for publicity and outreach data. Jeff explained that AANR is able to access appropriate emails, and if asked, for example, within a 50 mile radius through Constant Contact. Also, email addresses cannot be given out and about half of our membership does not provide email addresses.
- d. Assuring PR Chairs are familiar with the Press Kit available on line so that they know the tools available to promote their region's clubs. This will be discussed at the January teleconference.

9. We discussed identifying new ways to further promote and publicize the Convention. Ideas included contacting the Chamber of Commerce and assuring the program looked interesting, especially assuring the activities appealed to a cross section of potential attendee

B. Proposed Press Release/Pitch Topics January-June

1. African American, LGBTQ growth. Enhance our diversity in our outreach to include Latino/a & Asian. Interface with WINR to reach out to women.
2. International Skinny Dip Day/Nude Recreation Week. See Press Release at end of report.
3. New ideas for 2019: looking to promote new clubs, new membership levels and events and new businesses. The themes for 2019 will be reflected in the *Bulletins* as well such as Nudism Pride and World Naked Gardening. AANR’s membership growth among European clubs
4. Bucket List: Ronna has asked the regional PR chairs to submit a statement as to why they think people have a nude recreation experience (Nakation SM) on their bucket list.
5. Eco Transformational Travel: Messages would include lowering one's carbon footprint, i.e., traveling light, less laundry, as well as what clubs are doing regarding recycling, use of solar panels and other 'green' ideas
6. Beach Ambassador program: Many good ideas arose including creating 'unofficial Beach Ambassadors.' Tara suggested a beach umbrella with the AANR logo and "Ask Me About AANR" on it. Other ideas were ID tags on lanyards, standees, and a poster on a wire stake for the sand. A *Bulletin* article about Beach Ambassadors could be written as well. Before any of this can happen, beach regulations must be investigated.
7. Nudist Coming Out Day: There has been growth in millennial interest and acceptance of skinny-dipping and nude recreation. Jeff's tagline "Nudism is the *new* normal" has begun to take hold in the media.
8. Corporate Alliances: Pitches will be made to companies whose products have the words 'nude,' 'naked' or 'natural' in their names

9. Earth Day: Will continue to be pitched and reflected in the *Bulletin*.
10. Seasonal Club Reopening template: Despite attempts via multiple channels to get clubs to report their end of season events, there has been a poor response. Ronna will address this issue with the regional PR Chairs.
11. Nudists' favorite picnic foods/recipes: This pitch follows the successful pitch of 'nudists' favorite cookware' and recipes.
12. NCSL: Erich announced that the next meet meeting of the National Council of State Legislators will take place in August in Nashville, TN. This is a special year...the 26th meeting AANR has attended and the 25th/Silver Anniversary of giving out unique pins. A special commemorative mat depicting all 25 pins will be handout out.
13. Nude 5k Runs schedule or a color run: Again, clubs need to be asked to report these events so that they can be advertised widely.
14. Demystifying a visit to a clothing-optional resort: The press kit on our AANR website, free to download, has a wealth of information for anyone with questions or interested in learning more.
15. Best Nude Beaches: This is another topic that can be addressed by a member survey. Also, if periodic surveys are sent by AANR, it demonstrates that the organization is interested in its members and their opinions.
16. Convention: Discussed having open house for community nonmembers and providing opportunity to attend seminars and sports events, if part of the program. Also see Item A9.



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 it’s really 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 Baldasarre as noted below.

About AANR: *For 88 years, AANR has been the leading authority in North America on protecting the freedoms and rights of those who participate in wholesome, family-style nude recreation. Members of AANR believe that life is enhanced by the naturalness of social nudity and encourages Nakation® vacations as healthy, eco-friendly transformational travel experiences. From exercise to relaxation, a person’s physical, spiritual, and mental well being is enriched through nude recreation. AANR supports over 180 chartered clubs, resorts, and campgrounds (and growing), and serves more than 30,000 members and 52 million individuals 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](#).*

Contacts:

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Mary Jane Kolassa, Public Relations Account Director

Paradise Marketing

407/463-0040

MKolassa@ParadiseAdv.com

DATE: December 23, 2018
 TO: AANR Officers, Trustees, Clubs, Staff and Members
 FROM: Beverly B. Price, Legislation Chair
 RE: Proposed Legislation for Midwinter 2019 Trustees' Meeting

NOTES:

1. Additions are shown by underline, deletions are shown by ~~strikeout~~. In some instances, the entire block is changed and it will be so noted. [Any notations in square brackets are for information, not for inclusion in the change.]
2. When changed into motions, all propositions will be preceded by the proper formalities.
3. No Legislation workshop is scheduled.

Prop #	Reference #	Summary
1	Governance Manual Section 7.01.08	Would remove the written purpose of the Ray and Mildred Connett Memorial Fund.
2	Governance Manual Section 7.01.08	Would provide funds to promote the Planned Giving Program.
3	Governance Manual Section 7.01.08	Would remove the artificial cap on the Ray and Mildred Connett Memorial Fund.
4	Governance Manual Section 7.01.09	Would change the name of the Property Management Reserve Fund.
5	Governance Manual Section 7.01.09	Would remove the restriction that any funds used from the Property Management Reserve be repaid as a loan.

NOTE: Even though they involve only two sections of the Governance Manual, these propositions are listed separately in order to avoid compound motions.

They should be taken in order. If Proposition #1 passes, the deletion will modify the body of Proposition #2 by deleting that sentence in Proposition #2. The same follows for Proposition #3 if either Proposition #1(delete) or Proposition #2 (add) should pass.

Likewise, if Proposition #4 passes, the name of the fund in Proposition #5 will be changed. If Proposition #3 passes, the comment regarding the Connett Fund in the second sentence of both Proposition #4 and #5 will be struck.

Thanks to Legislation Committee members Julie Erlenmeyer, Mary Fleck, Pat Brown and Theresa “T” Price for assistance in the preparation of these propositions.

Proposition 1: To amend Governance Manual Section 7.01.08 by striking as follows:

7.01.08 The Ray and Mildred Connett Memorial Fund. This fund was established by the action of the Trustees as a memorial to Ray and Mildred Connett to receive gifts and bequests generated by the AANR Planned Giving Program, and to maintain those funds as an AANR endowment in a separate, investment earning or income-generating fund. ~~The purpose of the fund is to stimulate membership growth through non-recurring membership enhancement programs.~~ Investment or dividend income earned by the fund shall be added to the fund. The total capital value of this fund shall be capped at \$200,000. Funds in excess of that amount will be transferred to the Property Management Fund on December 31st of each year. The Connett Fund is under the oversight and review responsibility of the Finance Committee.

Purpose: To broaden the possibilities for the use of the fund.

Maker: Legislation Committee, at the request of the Budget Committee

Fiscal Impact: None.

Proposition 2: To amend Governance Manual 7.01.08 by adding as follows:

7.01.08 The Ray and Mildred Connett Memorial Fund. This fund was established by the action of the Trustees as a memorial to Ray and Mildred Connett to receive gifts and bequests generated by the AANR Planned Giving Program, and to maintain those funds as an AANR endowment in a separate, investment earning or income-generating fund. Expenses for the Planned Giving Program are to be paid by the fund. The purpose of the fund is to stimulate membership growth through non-recurring membership enhancement programs. Investment or dividend income earned by the fund shall be added to the fund. The total capital value of this fund shall be capped at \$200,000. Funds in excess of that amount will be transferred to the Property Management Fund on December 31st of each year. The Connett Fund is under the oversight and review responsibility of the Finance Committee.

Purpose: To provide funds to help generate gifts for Planned Giving.

Maker: Legislation Committee, at the request of the Budget Committee.

Fiscal Impact: Undetermined. The Planned Giving Program is still being developed.

Proposition 3: To amend Governance Manual 7.01.08 by striking as follows:

7.01.08 The Ray and Mildred Connett Memorial Fund. This fund was established by the action of the Trustees as a memorial to Ray and Mildred Connett to receive gifts and bequests generated by the AANR Planned Giving Program, and to maintain those funds as an AANR endowment in a separate, investment earning or income-generating fund. The purpose of the fund is to stimulate membership growth through non-recurring membership enhancement programs. Investment or dividend income earned by the fund shall be added to the fund. ~~The total capital value of this fund shall be capped at \$200,000. Funds in excess of that amount will be transferred to the Property~~

~~Management Fund on December 31st of each year.~~ The Connett Fund is under the oversight and review responsibility of the Finance Committee.

Purpose: To remove the artificial cap on the fund.

Maker: Legislation Committee, at the request of the Budget Committee.

Fiscal Impact: Undetermined, but probably positive, as the fund is in the Raymond James account which is earning well. Of course, future earnings cannot be determined from past performance.

Proposition 4: To amend Governance Manual 7.01.09 by striking and adding as follows:

7.01.09 The ~~Property Management Reserve~~ Capital Improvement Fund. The excess monies in the Life Membership Fund and the Ray and Mildred Connett Memorial Fund will be transferred to this fund on December 31st of each year. This fund is to be utilized only to finance capital maintenance and improvements to the AANR office building complex. Funds withdrawn must be repaid from the Operating Account in equal annual installments at a rate equal to the lesser of the total original withdrawal divided by 15 or \$2,000. No interest shall be charged on any monies borrowed from the fund. Investment earnings on the capital balance of the fund shall be retained in the fund. The ~~Property Management Reserve~~ Capital Improvement is under the oversight and review responsibility of the Finance Committee.

Purpose: To give the fund a name that better reflects its purpose.

Maker: Legislation Committee, at the request of the Budget Committee.

Fiscal Impact: None.

Proposition 5: To amend Governance Manual 7.01.09 by striking as follows:

7.01.09 The Property Management Reserve Fund. The excess monies in the Life Membership Fund and the Ray and Mildred Connett Memorial Fund will be transferred to this fund on December 31st of each year. This fund is to be utilized only to finance capital maintenance and improvements to the AANR office building complex. ~~Funds withdrawn must be repaid from the Operating Account in equal annual installments at a rate equal to the lesser of the total original withdrawal divided by 15 or \$2,000. No interest shall be charged on any monies borrowed from the fund.~~ Investment earnings on the capital balance of the fund shall be retained in the fund. The Property Management Reserve Fund is under the oversight and review responsibility of the Finance Committee.

Purpose: To remove the restriction that the amount spent from this fund should be repaid as a loan.

Maker: Legislation Committee, at the request of the Budget Committee.

Fiscal Impact: None

Glen Miller Fund Committee

2019 AANR Midwinter Meeting Report

Committee Members:

Patty Faber

Jim Lane

Sandy MacGregor

Mike Parker

Fred Van Nest, Chair

Mission:

To award interest-free loans, not to exceed \$10,000 each, in a number permitted by the available interest earned from the Glen Miller Fund.

Activity:

There was no activity during the previous period.

AANR Planning Committee Report

February, 2019

Joan Harris, Chair

AANR Mission: “To advocate nudity and nude recreation in appropriate settings while educating and informing society of their value and enjoyment”.

AANR Vision: “To realize public acceptance of nudity and nude recreation in appropriate settings”.

At our 2018 convention the Planning Committee was charged with reviewing the mission and vision of AANR and presenting to the Board for consideration what changes we believe are needed.

We have had much discussion about the stated mission and vision. Both are simple enough statements, but there is no plan for how to get from the mission to the resulting vision. While the Committee is responsible for determining our approach to the task at hand, we need the input of all trustees and regional presidents. To that end we have been given generous time on the mid-winter meeting agenda for open discussion.

We will be asking for input from all on the topic of mission and vision. Part of the discussion is that we are a membership organization and we need to develop a plan for retention and growth of members. We will still be following the strategy and “roadmap” that the Membership Issues Committee developed and had approved by the Board at the 2017 Midwinter meeting. Our hope is to have additional strategies developed with input from all.

Ralph Collinson has headed up a sub-committee tasked with surveying members about satisfaction with AANR. Here are his comments on results to date:

In February of 2018 AANR staff initiated a survey of AANR members through Constant Contact. While this survey was focused on member satisfaction with The Bulletin it also provided valuable insight of what members thought about their AANR membership.

Over 1500 members responded to the survey which is approximately 5% of the membership. 22% of the respondents had been with AANR for less than a year. 44% had been members 2-5 years, 25% with 5-15 years and 9% with over 20 years. 66% of the respondents had been members for 5 years or less. 97% of those responding found The Bulletin provided them with relevant or somewhat relevant information. Only 3% found the content irrelevant.

The respondents were also asked to rate their experience as a member of AANR, 37% rated it excellent, 46% rated it as good and 8% as average. Less than 1% rated their experience as poor while 8% were unsure or other.

When asked for suggested areas where AANR could improve, the most common suggestions were (1) increased awareness of club happenings, (2) membership made easier, (3) improved response to member concerns and (4), improved access to AANR staff. 37 % indicated that they knew of AANR's Facebook and Twitter account while 52% did not. The other 11% were unsure. 19% said that they looked at AANR's social media pages at least once a week. 23 % reported that they viewed the pages occasionally while 52% reported that they never looked at the social media pages while 6% were undecided.

Since our August Meeting at De Anza Springs we have begun surveying members who have failed to renew their membership in recent months. This is a mixture of club and associate members. These members are being contacted by telephone. This survey is in its preliminary stages and we hope to have some reportable results by the February Meeting at Lake Como.

An email was sent to all trustees and regional presidents on 12/18/18 sharing information on the Committee's work, requesting feedback, and asking that all come prepared for our discussion at the meeting.

Developing a plan is a large project and will take time and effort from all. Once developed, the plan needs to be clearly articulated – to our Board, to AANR staff and to all members. We need to move AANR forward, prepared to meet the needs of our current members and to grow our organization.

AANR Women in Nude Recreation Committee Report

February, 2019

Joan Harris, Chair

In February 2018 at the AANR mid-winter meeting we announced an initiative to support members and guests at all nudist venues to feel safe in speaking out against sexual harassment and assault. Since then I have published articles in the Bulletin on the topic, presented information at Regional meetings, at a Lake Como board meeting and at some local WINR meetings.

In August at Convention at Deanza Springs, members and club representatives were asked to respond to the following questions:

- 1. Do we have specific policies and procedures in place for telling members and guests what behavior is expected at our venue?*
- 2. Do we have specific policies and procedures in place for what a person should do if she/he has a problem?*
- 3. Do we have specific policies and procedures in place for how we respond to reported problems?*
- 4. Do guests and members know to whom problems/concerns should be reported?*
- 5. How do we know they know? How are we making sure?*

Those questions resulted in many people telling me that they were taking them back to their clubs and working on policies. I continue to get feedback via email. It seems creating the awareness is helping to accomplish the original goal of creating safe environments for speaking out.

Cypress Cove resort has established a WINR group and I was invited to attend the inaugural meeting in September, and the October meeting. Cypress is a perfect set up for a WINR group and they are working on establishing a regular schedule and goals.

All WINR groups, or clubs looking to establish a group are welcome and encouraged to contact the Committee at Joan.harris@aanr.com for support and to share ideas.



Kathy Smith <ksmith@aanr.com>

Report on the Convention

1 message

Ted Peck <tdpeck@hotmail.com>

Mon, Dec 24, 2018 at 5:37 AM

To: "kathy.smith@aanr.com" <kathy.smith@aanr.com>

The committee, all two of us, promise a week of wall to wall special activities this August at Sun Meadow. Come early. Play and party hard.

Ted Peck

To: Trustees, Officers and Executive Administrative Staff
American Association for Nude Recreation, Inc.
From: The Finance Committee Sitting as The Budget Committee
Alan Harris, Chair
Date: December 31, 2018
Subject: Operating Budget for 2019

The Finance Committee, in accordance with the Association's ruling documents, is comprised of President Kathy Watzel, Secretary/Treasurer Kathy Smith, Chair of the Planning Committee Joan Harris, Interim Executive Director Erich Schuttauf, and Chair of the Finance Committee Alan Harris. The Finance Committee met as the Budget Committee at the AANR offices on December 6 and 7, 2018. Bev Price joined the Budget Committee, at the invitation of President Watzel, to provide the benefit of her experience over the prior four years of budget meetings given the loss of input from long-time Finance Committee Chair Bob Campbell. Judy Mason, The Association's Director of Finance, participated in the meeting and updated budget worksheets as the discussion progressed.

The approach taken is consistent with prior years. The first column is actual results for the ten months through October 31, 2018. The second column is the full year budget for 2018 as distributed by Bob on January 8, 2018. The third column is the best estimate of where actual results for 2018 will be. If no additional cost was expected in November or December, the forecasted amount in column three is equal to the actual results through October in column one. If additional costs were expected in the last two months of the year, column three is the estimate of what the yearly total will be. Column four is the Budget Committee's consensus estimate of 2019 revenue and cost, given the costs that the committee approved. The last column is the difference between column three, the estimate of 2018 final results, and column four, the 2019 budget. All amounts in column five that are not in parentheses are those that improve results in 2019 over 2018. All amounts in parentheses are those that make 2019 results less than those of 2018.

The final results (page 6) show a budgeted net loss for the Association of \$149,159. This is a deterioration of \$222,426 from the current best guess for 2018 final net income of \$73,267.

Changes in current assets and current liabilities effect the amount of cash available, and there are some non-cash expenses in the budget such as depreciation of \$14,200 (page 5), and amortization of building insurance and real estate taxes (see the discussion of these expenses in Administration below). However, most of the expenses in the budget consume cash. Given the projected loss and perhaps as much as \$140,000 needed for the Membership Management System (MMS) license and implementation (Capital Expenditures, page 6), the Association will probably have to borrow substantially from long-term invested funds at Raymond James in order to convert to the new MMS and to continue to maintain the level of services it currently provides.

These are some comments on specific departments and revenue and expense lines:

Membership: The committee reviewed membership totals as of October 31, 2018 and December 31, 2017. The total number of members is down in the ten months from 30,640 to 30,060, and associate members are down from 12,550 to 12,160. There may be some seasonality in comparing between December and October, but the committee had to assume that the downtrend will continue and made its best estimates of 2019 membership revenue and expense. The result is a budgeted decrease in the net contribution from membership of \$27,100.

Trustees Committees & Officers: Revenue and expenses are estimated to be fairly consistent except for Election Process in the budget for \$3,200. This is to cover an expense that may yet be incurred for 2018 services, but it's uncertain at this time whether or not it will be.

Publications and Electronic Initiatives: The net costs of operating these two departments is fairly consistent between the two years.

Brand Management, Public Relations and Club Support: The cost of these operations is fairly consistent except for the receipt of a bequest in 2018 of \$24,600.

Government Affairs: The net cost of this department is fairly consistent except that costs for the 2019 NCSL meeting have been increased for a special promotion related to the twenty-fifth consecutive year of AANR participation.

Restricted Funds: The committee budgeted \$14,000 of net income for the year despite having a projected loss for 2018 of \$26,600. We did this because the Federal Reserve seems to have indicated that they would only increase rates a quarter of a point two times in 2019 compared to the four times they did so in 2018, and it's noteworthy that President Trump is applying a great amount of political pressure on them to keep future increases to a minimum, if any at all. We are conservatively invested and therefore have more fixed income investments that are not directly tied to substantial swings in stock markets as seen recently. However, when interest rates increase, as they did in 2018, fixed income investments generally take a hit. Our earnings will also be negatively impacted as we borrow from these invested funds to cover anticipated cash shortages during the year and to fund the MMS conversion. It's truly anyone's guess where earnings on invested funds will end up at the end of 2019.

Administration: The Deferred Revenue Adjustment has been reduced from the 2018 estimate of \$45,000 to \$10,000 for 2019. This is the adjustment to amortize the earned portion of multi-year memberships into revenue. The calculation is difficult to forecast (although it should be much easier after conversion to the new MMS), so it has not historically been included in prior budgets, including the 2018 budget, in any amount. The committee felt that it should be included in the budget and expects the 2019 income to be closer to \$10,000.

Bank/Credit Card Service Charges: It should be noted that this line of budgeted expense of \$24,000 in 2019, which is very close to the estimate for 2018 of \$23,700, is the expense that is the subject of the recent motion.

Building Insurance Expense and Taxes - Real Estate Expense: These two lines of expense increased by \$5,800 for insurance and \$6,700 for real estate taxes due to switching from the less correct cash basis of recognizing expenses when paid to the more correct amortization of these expenses over the periods that they cover. For example, insurance expense of \$5,200 forecasted for 2018 was \$15,100 under the 2018 budget of \$20,300 because a substantial payment made in 2018 for 2019 coverage has been deferred on the balance sheet as prepaid expense and will be amortized in 2019. The same situation applies to real estate taxes. This change to the more correct accounting approach benefited 2018 and created additional cost in 2019.

Executive Office: Employee Benefit Insurance is estimated to be \$26,000 higher for 2019 due mostly to the fact that the prior ED had coverage for only a brief period of 2018 but a permanent ED will have coverage for all of 2019.

Payroll - Administration was about \$40,400 under budget in 2018 (\$211,800 budgeted for 2018 compared to 2018 forecasted of \$171,400). This is because additional staff were expected to be hired when the 2018 budget was released on January 8, 2018, but that did not happen. Also, pay increases were expected to be made in 2018 but none were given. And some bonuses were expected to be paid but they were not. The negative budget variances of about \$8,000 in the Payroll - Administration expense line, the negative variance of \$19,400 in the 5% Increase expense line, and the negative variance of \$6,300 in the Bonuses, Base Salary Adj expense line (total: \$33,700) move some of the 2018 positive variance against budget into 2019.

Payroll - Executive negative variance of \$58,500 and ED - \$80,000 expense line negative variance of \$7,200 reflect a full-time ED in 2019 at \$80,000 compared to no paid ED for about three months of 2018 and only a part-time paid ED for about eight months.

As in prior years, the committee will appreciate learning of questions by email to the chair at alan.harris@aanr.com to allow a chance to do any necessary research before the mid-winter meeting in February. Questions and answers will be shared with the larger group as they are received and researched.

AMERICAN ASSOCIATION FOR NUDE RECREATION

Budget

Unaudited

For the Year Ended December 31, 2019

	Yearly Total		Budget (Forecast)		
	as of 10/31/18	12/31/2018	12/31/2018	12/31/2019	Change
	Actual	Budget	Forecast	Budget	fav (unfav)
MEMBERSHIP					
Revenue					
Associates Membership	\$ 424,719.27	\$ 410,448.00	\$ 465,976.77	\$ 457,000.00	\$ (8,976.77)
AANR-E Regional Dues Income	84,225.02	117,810.00	89,947.52	88,000.00	(1,947.52)
AANR-FL Regional Dues Income	78,633.75	129,744.00	91,746.75	90,000.00	(1,746.75)
AANR-MW Regional Dues Income	66,102.90	84,252.00	68,053.53	67,000.00	(1,053.53)
AANR-NW Regional Dues Income	33,374.15	41,922.00	37,153.63	36,000.00	(1,153.63)
AANR-SW Regional Dues Income	18,765.00	28,458.00	21,315.00	21,000.00	(315.00)
AANR-WC Regional Dues Income	7,023.75	10,506.00	7,083.75	7,000.00	(83.75)
AANR-W Regional Dues Income	132,021.20	175,950.00	144,613.70	142,000.00	(2,613.70)
Premier Membership Processing Fees	3,570.00	34,790.00	4,055.00	4,000.00	(55.00)
Young Adult - Associate Membership	465.00		480.00	500.00	20.00
Student - Membership	39.00		39.00	100.00	61.00
Life Memberships		(74,800.00)			
Total Revenue	848,939.04	959,080.00	930,464.65	912,600.00	(17,864.65)
Expenses					
Membership Rebates	7,662.65	20,000.00	10,000.00	20,000.00	(10,000.00)
Premier/Elite Promotional Supplies	5,780.45	3,500.00	5,800.00	5,000.00	800.00
Postage & Shipping	31,598.48	30,000.00	38,366.48	40,000.00	(1,633.52)
Membership Supplies	10,157.33	5,000.00	11,581.33	10,000.00	1,581.33
Membership - Manpower Tfr	97,830.00	117,398.00	117,398.00	117,398.00	-
Total Expenses	153,028.91	175,898.00	183,145.81	192,398.00	(9,252.19)
Contribution Margin	\$ 695,910.13	\$ 783,182.00	\$ 747,318.84	\$ 720,202.00	\$ (27,116.84)
TRUSTEES COMMITTEES & OFFICERS					
Revenue					
Convention Program Advertising	\$ 936.15	\$ 2,300.00	\$ 936.15	\$ 2,000.00	\$ 1,063.85
Convention Donations				200.00	200.00
Annual Convention Revenue	1,140.00	2,500.00	1,140.00	1,500.00	360.00
AANR Youth Donations		200.00		-	-
Total Revenue	2,076.15	5,000.00	2,076.15	3,700.00	1,623.85
Expenses					
Youth Camp Subsidy	3,086.47	6,500.00	3,086.47	10,000.00	(6,913.53)
Election Process	22,053.84	24,000.00	22,053.84	3,171.25	18,882.59
Directors & Officers Insurance	2,703.00	3,000.00	2,703.00	3,000.00	(297.00)
Meeting - Annual Travel & Lodging	18,581.10	20,600.00	19,700.00	20,600.00	(900.00)
Meeting - Mid-Winter Travel & Lodging	13,771.07	13,900.00	13,771.07	14,000.00	(228.93)
Officer & Trustee Expense	339.60	300.00	1,000.00	300.00	700.00
Travel - President	1,980.48	4,400.00	1,980.48	4,400.00	(2,419.52)
President's Expenses	954.89	500.00	954.89	500.00	454.89
Officer & Trustee Travel		1,000.00		1,000.00	(1,000.00)
Ad Hoc Committee on Membership Issues	923.72		923.72	1,000.00	(76.28)
Planned Giving		1,000.00		1,500.00	(1,500.00)
Finance Committee	1,371.31	2,500.00	5,000.00	2,500.00	2,500.00
Research & Education		500.00		1,500.00	(1,500.00)
Planning Committee				1,000.00	(1,000.00)
WINR	113.07	300.00	113.07	500.00	(386.93)
Convention Program	2,475.60	1,500.00	2,475.60	3,000.00	(524.40)
Convention Awards & Presentations	1,428.09	1,250.00	1,428.09	1,500.00	(71.91)
Convention Committee		250.00			-
Sports Awards - Convention		250.00		1,500.00	(1,500.00)
Total Expense	69,782.24	81,750.00	75,190.23	70,971.25	4,218.98
Contribution Margin	\$ (67,706.09)	\$ (76,750.00)	\$ (73,114.08)	\$ (67,271.25)	\$ 5,842.83

AMERICAN ASSOCIATION FOR NUDE RECREATION

Budget

Unaudited

For the Year Ended December 31, 2019

	Yearly Total		Budget (Forecast)		
	as of 10/31/18	12/31/2018	12/31/2018	12/31/2019	Change
	Actual	Budget	Forecast	Budget	fav (unfav)
PUBLICATIONS					
Revenue	Yearly Total	Budget	Forecast	Budget	
Bulletin Advertising Income	\$ 92,428.69	\$ 123,750.00	\$ 109,000.00	\$ 120,000.00	\$ 11,000.00
Qtrly News Letter Income	3,749.64	5,100.00	3,749.64	5,100.00	1,350.36
Total Revenue	96,178.33	128,850.00	112,749.64	125,100.00	12,350.36
Expenses					
Bulletin Other	502.96	500.00	502.96	500.00	2.96
Bulletin Distribution	13,567.77	19,100.00	16,500.00	18,500.00	(2,000.00)
Bulletin Editorial	11,592.22	1,750.00	12,500.00	13,000.00	(500.00)
Bulletin Envelopes	3,795.81	11,750.00	5,450.00	10,000.00	(4,550.00)
Publications - Manpower Tfr	36,920.00	44,300.00	44,304.00	44,300.00	4.00
Bulletin Postage	50,450.00	50,000.00	50,450.00	60,000.00	(9,550.00)
Bulletin Printing	42,286.88	47,500.00	50,865.00	52,000.00	(1,135.00)
Bulletin Photography	700.95	800.00	730.00	800.00	(70.00)
Travel Publications	543.00	450.00	543.00	450.00	93.00
Bulletin Graphic Consultant	16,950.00	19,500.00	20,950.00	24,000.00	(3,050.00)
Quarterly Newsletter Expenses	2,161.16	4,100.00	2,161.16	2,500.00	(338.84)
Total Expenses	179,470.75	199,750.00	204,956.12	226,050.00	(21,093.88)
Contribution Margin	\$ (83,292.42)	\$ (70,900.00)	\$ (92,206.48)	\$ (100,950.00)	\$ (8,743.52)
ELECTRONIC INITIATIVES					
Revenue	Yearly Total	Budget	Forecast	Budget	
Web Advertising Income/Undressed Press	\$ 4,365.00	\$ 18,800.00	\$ 4,900.00	\$ 9,000.00	\$ 4,100.00
Total Revenue	4,365.00	18,800.00	4,900.00	9,000.00	4,100.00
Expenses					
Website Hosting/Maint	1,910.62	3,500.00	2,300.00	3,500.00	(1,200.00)
Electronic Services - Manpower Tfr	8,540.00	10,250.00	10,250.00	10,250.00	-
Additional Web Projects		3,000.00		3,000.00	(3,000.00)
Constant Contact/Web Surveys	2,646.00	3,200.00	2,646.00	3,200.00	(554.00)
Website Graphic Consultant		500.00		500.00	(500.00)
Marketing - Electronic		300.00		300.00	(300.00)
Total Expenses	13,096.62	20,750.00	15,196.00	20,750.00	(5,554.00)
Contribution Margin	\$ (8,731.62)	\$ (1,950.00)	\$ (10,296.00)	\$ (11,750.00)	\$ (1,454.00)

AMERICAN ASSOCIATION FOR NUDE RECREATION

Budget

Unaudited

For the Year Ended December 31, 2019

	Yearly Total		Budget (Forecast)		
	as of 10/31/18	12/31/2018	12/31/2018	12/31/2019	Change
	Actual	Budget	Forecast	Budget	fav (unfav)
BRAND MANAGEMENT, PUBLIC RELATIONS AND CLUB SUPPORT					
Revenue	Yearly Total	Budget	Forecast	Budget	
Promotional Items	\$ 359.70	\$ 1,000.00	\$ 400.00	\$ 1,000.00	\$ 600.00
Shipping and Handling	1,190.26	750.00	1,316.00	1,000.00	(316.00)
Mbrshp Affinity-Participating Busin	1,217.64	750.00	1,217.64	1,300.00	82.36
Special Events		1,700.00			-
Planned Giving Donations	24,624.49	-	24,624.49	-	(24,624.49)
Total Revenue	27,392.09	4,200.00	27,558.13	3,300.00	(24,258.13)
Expenses					
<i>Club Support</i>					
Club Co-Operative Advertising	5,322.65	6,000.00	6,000.00	8,000.00	(2,000.00)
Club Direct Expense	132.38	1,100.00	132.38	300.00	(167.62)
Club Printing		250.00		100.00	(100.00)
Brochures/ Printing		3,900.00		100.00	(100.00)
Graphic Consultant - Brochures	100.00	800.00	100.00	250.00	(150.00)
Legal - Trademarks & Copyrights	40.00	-	40.00	-	40.00
<i>Marketing</i>					
Marketing Other	337.42	4,300.00	337.42	500.00	(162.58)
Marketing Mbr Incentive/Initiatives - Pride in AANR	4,465.77	5,000.00	4,465.77	5,000.00	(534.23)
Advertising		2,000.00		2,000.00	(2,000.00)
Marketing - Travel	572.83	1,000.00	572.83	500.00	72.83
Marketing Promotional Supplies		2,500.00	132.58	2,000.00	(1,867.42)
<i>Public Relations</i>					
Special Events	538.96	2,500.00	538.96	1,500.00	(961.04)
Public Relations Committee	1,853.57	750.00	1,853.57	1,136.50	717.07
Public Relations - Other	3,472.12	2,500.00	3,472.12	1,000.00	2,472.12
Public Relations Consultant	33,600.00	36,000.00	40,200.00	40,200.00	-
Public Relations Promotional Supplies	211.90	2,500.00	2,500.00	2,500.00	-
Public Relations - Travel				500.00	(500.00)
Shipping Supplies	119.45	500.00	150.00	500.00	(350.00)
Canadian Public Relations		500.00			-
<i>Manpower</i>					
Brand Management - Manpower Tfr	94,040.00	112,850.00	112,850.00	112,850.00	-
Total Expenses	144,807.05	184,950.00	173,345.63	178,936.50	(5,590.87)
Contribution Margin	\$ (117,414.96)	\$ (180,750.00)	\$ (145,787.50)	\$ (175,636.50)	\$ (29,849.00)

AMERICAN ASSOCIATION FOR NUDE RECREATION

Budget

Unaudited

For the Year Ended December 31, 2019

	Yearly Total		Budget (Forecast)		
	as of 10/31/18	12/31/2018	12/31/2018	12/31/2019	Change
	Actual	Budget	Forecast	Budget	fav (unfav)
GOVERNMENT AFFAIRS					
Revenue	Yearly Total	Budget	Forecast	Budget	
Bob Page Memorial - Legal & Governm	\$ 7,972.50	\$ 15,000.00	\$ 9,000.00	\$ 10,000.00	\$ 1,000.00
Total Revenue	7,972.50	15,000.00	9,000.00	10,000.00	1,000.00
Expenses					
Government Affairs Supplies	60.97		60.97	100.00	(39.03)
Government Consultant - Legal	7,500.00	9,000.00	9,000.00	9,000.00	-
NCSL Pins	3,820.00		3,820.00	9,000.00	(5,180.00)
NCSL Costs	5,306.70	3,800.00	6,301.70	7,450.00	(1,148.30)
Government Affairs - Manpower Tfr	10,750.00	12,900.00	12,900.00	12,900.00	-
Legislative Tracking	7,350.00	7,350.00	7,350.00	7,350.00	-
Fed Parks & Rec Newsletter		30.00		30.00	(30.00)
Travel Government Affairs	49.26	1,000.00	49.26	200.00	(150.74)
OOB - Outdoor Recreation Roundtable	397.52	1,900.00	397.52	2,400.00	(2,002.48)
Total Expenses	35,234.45	35,980.00	39,879.45	48,430.00	(8,550.55)
Contribution Margin	\$ (27,261.95)	\$ (20,980.00)	\$ (30,879.45)	\$ (38,430.00)	\$ (7,550.55)
RESTRICTED FUNDS					
Revenue (loss)	Yearly Total	Budget	Forecast	Budget	
Miller Fund Earnings (Loss)	\$ (2,556.06)	\$ 7,400.00	\$ (4,556.06)	\$ 5,800.00	\$ 10,356.06
Connett Fund - Earnings (Loss)	(5,297.36)	12,600.00	(8,297.36)	8,200.00	16,497.36
Life Membership- Earnings (Loss)	(1,512.75)	7,900.00	(2,512.75)	4,400.00	6,912.75
Property Management Fund - Earnings (Loss)	(3,398.56)	6,100.00	(4,398.56)	2,500.00	6,898.56
Total Earnings (Loss)	(12,764.73)	34,000.00	(19,764.73)	20,900.00	40,664.73
Expenses					
Portfolio Management Fees	6,865.75	6,900.00	6,865.75	6,900.00	(34.25)
Total Expenses	6,865.75	6,900.00	6,865.75	6,900.00	(34.25)
Contribution Margin	\$ (19,630.48)	\$ 27,100.00	\$ (26,630.48)	\$ 14,000.00	\$ 40,630.48

AMERICAN ASSOCIATION FOR NUDE RECREATION

Budget

Unaudited

For the Year Ended December 31, 2019

	Yearly Total		Budget (Forecast)		
	as of 10/31/18	12/31/2018	12/31/2018	12/31/2019	Change
	Actual	Budget	Forecast	Budget	fav (unfav)
ADMINISTRATON					
Revenue	Yearly Total	Budget	Forecast	Budget	
Deferred Revenue Adjustment	\$ 30,353.32		\$ 45,000.00	\$ 10,000.00	(35,000.00)
New Club Registration Fee	400.00	500.00	700.00	500.00	(200.00)
Sustainability Fund - Earnings (Loss)	(301.98)	1,800.00	(301.98)		301.98
Miscellaneous Income	2,011.40	3,000.00	2,200.00	3,000.00	800.00
Rental Income	26,616.00	33,600.00	33,000.00	33,600.00	600.00
Other Donations Income	4,190.50	5,000.00	4,190.50	5,000.00	809.50
Business Service - Contract Fee					
Total Revenue	63,269.24	43,900.00	84,788.52	52,100.00	(32,688.52)
Expenses					
Audit-Accounting Fees	9,800.00	10,200.00	9,800.00	10,200.00	(400.00)
Data Offsite Storage & Retrieval	417.81		625.00	1,200.00	(575.00)
Dues & Subscriptions	425.00	1,900.00	425.00	500.00	(75.00)
Equipment Rental Expense	1,760.85	5,000.00	2,347.80	2,500.00	(152.20)
Building Insurance	3,883.30	20,300.00	5,210.12	11,000.00	(5,789.88)
Maintenance - Building	4,077.15	10,700.00	4,478.00	8,000.00	(3,522.00)
Telephone	7,433.35	10,200.00	9,200.00	10,000.00	(800.00)
Executive Director Expenses	660.83	1,000.00	660.83	2,000.00	(1,339.17)
Staff Meals	459.03	1,500.00	1,400.00	1,500.00	(100.00)
Travel Executive Director	3,028.64	4,000.00	3,028.64	4,000.00	(971.36)
Travel AANR Staff	167.73	300.00	200.00	300.00	(100.00)
Graphic Consultant Office	200.00	300.00	200.00	300.00	(100.00)
Utilities	7,552.50	12,200.00	9,000.00	10,000.00	(1,000.00)
License		100.00		100.00	(100.00)
Maintenance - Grounds	5,697.00	3,300.00	5,947.00	3,000.00	2,947.00
Maintenance - Office	1,562.48	12,400.00	1,729.64	4,500.00	(2,770.36)
ANRL		500.00		500.00	(500.00)
Bad Debt		1,000.00		500.00	(500.00)
Bank/Credit Card Service Charges	19,822.00	23,500.00	23,700.00	24,000.00	(300.00)
Canadian Conversion Charge	1,232.83		1,232.83	1,000.00	232.83
Donations Made	100.00	700.00	100.00	500.00	(400.00)
Miscellaneous Expense	10.00	1,000.00	10.00	500.00	(490.00)
Internet Services Office	1,455.34	2,100.00	1,455.34	2,100.00	(644.66)
Office Supplies/Shred Expense	11,091.14	15,600.00	11,091.14	12,000.00	(908.86)
Taxes - General	207.22	600.00	207.22	300.00	(92.78)
Taxes - Real Estate		8,000.00	1,304.68	8,000.00	(6,695.32)
Computer Programming & Maintenance/Conetics Fees	8,444.38	29,700.00	10,702.38	14,700.00	(3,997.62)
Interest Expense - Capital Leases	505.38	1,000.00	585.38	600.00	(14.62)
Depreciation	12,836.16		14,114.88	14,200.00	(85.12)
Legal	22,500.00	27,000.00	27,000.00	27,000.00	-
Total Expenses	125,330.12	204,100.00	145,755.88	175,000.00	(29,244.12)
Contribution Margin	\$ (62,060.88)	\$ (160,200.00)	\$ (60,967.36)	\$ (122,900.00)	\$ (61,932.64)

AMERICAN ASSOCIATION FOR NUDE RECREATION

Budget

Unaudited

For the Year Ended December 31, 2019

	Yearly Total		Budget (Forecast)		
	as of 10/31/18	12/31/2018	12/31/2018	12/31/2019	Change
	Actual	Budget	Forecast	Budget	fav (unfav)
EXECUTIVE OFFICE					
Expenses	Yearly Total	Budget	Forecast	Budget	
Employee Benefit - Insurance	\$ 74,318.69	\$ 115,744.00	\$ 90,000.00	\$ 116,000.00	\$ (26,000.00)
Payroll - Administration	137,683.82	211,829.00	171,355.56	179,348.09	(7,992.53)
Payroll - Executive	196,491.60	295,055.00	225,382.28	283,909.78	(58,527.50)
5% increase				19,413.36	(19,413.36)
ED - \$80,000				7,200.00	(7,200.00)
Bonuses,Base Salary Adj		6,000.00		6,250.00	(6,250.00)
Temp Employment/Seasonal Staff		2,000.00			-
401K - Employer Contribution	3,630.47	15,200.00	4,704.99	5,000.00	(295.01)
Payroll/401k Fees	5,554.75	1,200.00	6,454.75	7,000.00	(545.25)
Taxes - Payroll	27,721.33	45,286.00	33,769.99	38,000.00	(4,230.01)
Staff Training	199.00	4,000.00	199.00	2,000.00	(1,801.00)
Total Expenses	445,599.66	696,314.00	531,866.57	664,121.23	(132,254.66)
Transfers to Operating Departments					
Manpower Tfr - Government Affairs	(10,750.00)	(12,900.00)	(12,900.00)	(12,900.00)	-
Manpower Tfr - Publications	(36,920.00)	(44,300.00)	(44,304.00)	(44,300.00)	(4.00)
Manpower Tfr - Electronic Services	(8,540.00)	(10,250.00)	(10,248.00)	(10,250.00)	2.00
Manpower Tfr - Membership	(97,830.00)	(117,398.00)	(117,396.00)	(117,398.00)	2.00
Manpower Tfr - Brand Management	(94,040.00)	(112,850.00)	(112,848.00)	(112,850.00)	2.00
Transfers to Operating Departments	(248,080.00)	(297,698.00)	(297,696.00)	(297,698.00)	2.00
Net Payroll Costs	\$ 197,519.66	\$ 398,616.00	\$ 234,170.57	\$ 366,423.23	\$ (132,252.66)
FINAL TOTAL					
Final Net Income (Loss)	\$ 112,292.07	\$ (99,864.00)	\$ 73,266.92	\$ (149,158.98)	\$ (222,425.90)

10 - CAPITAL EXPENDITURES

Membership Management System	75000 - 100,000	
MMS Installation Costs/Conetic Fees	40,000	
Computer equipment	2,000	
	\$110,000-135,000	