

OFFICER AND
COMMITTEE REPORTS

Board of Directors Mtg
2nd November, 2019

Shangri La Ranch
New River, Arizona



WESTERN REGION

American Association for Nude Recreation, Western Region
Fall Board Meeting at Shangri-La Ranch, Saturday, 2nd November, 2019

AGENDUM

(Note: these times below are flexible)

9:00 to 11:30 AM — Four Committees-of-the-Whole Discussions

45 min: Youth (under age 18), Young Adults (18-30)

30 min: WINR (Claudia, Treena, Linda, Cyndi, Rolf)

10:15 to 10:30 am — break

30 min: Club Liaison Program (Andy, Ricc) and Implementing Impexium at the Club Level

30 min: Web site presentation with New Membership discussion (Jeff)

11:30 am to 5:30 pm — AANR-West Fall Board Meeting

1. Call to order
 2. Pledge of Allegiance (Jeff Tendick)
 3. Welcome by Shangri-La (Patty Faber)
 4. Introductions and Announcements
 5. Roll Call / Determination of a Quorum
 6. Adoption of Agenda, Rules, and Order of Business
 7. Approval of minutes from Incoming Board meeting July 28, 2019
 8. **Officer's Reports:**
 - A. President Gary Mussell
 - B. Vice President Jeff Tendick
 - C. Secretary Andy Walden
 - D. Treasurer Cyndi Faber
 - E. AANR West Trustee Report Walt Stephens
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12:30 to 1:30 pm — lunch (one hour, time approx.)

9. Committee Reports (include in your report 2019 year-to-date, 2020 plans and budget requests):
 - A. ~~Internal Administration~~ (Tim)
 - B. Finance — review of 2019, so far (Rolf)
 - C. Public Relations
 1. Social Media (Andy)
 2. Trade Shows: Locations, Backdrops, Spiffs (Gary, Ricc)
 3. Website (Gary, Don)
 - D. Membership Marketing (Ricc)
 1. Passport Program
 2. Increasing Membership (Jeff)
 3. Spanish versions of literature
 4. Women in Nude Recreation (Treena, Claudia, Linda, etc.)
-

3:00 to 3:15 pm break (15 minutes, time approx.)

- E. ~~Legislation~~ (Don)
- F. Conventions & Facilities (Jeff, Barry, Curt)
 - Selecting locations for Spring and Fall Board Meetings
- G. Western Nudist Research Library (Rolf)

- H. Sports (Barry, Treena, Jeff, Claudia)
 - I. Club Liaison (Andy, Ricc)
 - Individual club liaison reports
 - J. Youth, Young Adults (Claudia, Treena, Cyndi, Jeff, Ronaldo)
 - K. Scholarship Program Committee (Ernie, Treena, Jeff)
 - L. Government Affairs (Gary)
 - M. ~~Credentials for Summer Convention~~ (Treena, Cyndi)
 - N. ~~Nominations Committee~~ (Jeff)
10. Budget Review and Adjustments (Cyndi, Rolf)
 - Motion to approve 2020 Budget (Don)
11. New Business — anything not previously discussed (30 min)
- A. Creating New Sources of Income — AANR-West Store[?], books, **pāreu**, bags, hats, etc.
 - B. Club Videos for Web Site — shared expense with clubs and 2021 Movie Festival
 - C. Creation of Official AANR-West Sports Rules Book — for festivals and inter-club play)
 - D. By-Law and Procedure Manual simplifying (committee structure reform)
 - E. A new software system by end of the year to handle all AANR membership renewals. We will discuss this at our regional convention at the end of July.
12. Good of the Order *
13. Announcements (usually future activities)
14. Adjournment (approximately 5:30 pm)
- 15.

* *Good of the Order allows for specific suggestions, constructive criticism and thus to attempt in good faith to rectify wrongs if necessary, or to achieve a desired outcome. They can be proposed as main motions, for example: "I rise during the good of the order to express displeasure regarding smoking in the hall during meetings. I would like to make a motion that future meeting be non-smoking." It is important to note that no tabled, postponed, referred, defeated or otherwise disposed of motion acted on by the body can be reintroduced under good of the order, as this would circumvent the assembly's previous action thereon.*

AANR-West Committees 2019-2020 Term

Internal Affairs	Tim Mullins
Finance <i>(includes finding new sources of revenue besides memberships, such as web/newsletter ads, sales from books and merchandise, etc.)</i>	Rolf Holbach, Chair Cyndi Faber, Treasurer Gary Mussell, Barry Nielsen
Public Relations (external-facing) <i>(includes Speakers Bureau, Trade Shows, and Spiffs)</i>	<i>No chair appointed yet</i> Andy Walden Don Giles Ricc Bieber Jeff Tendick
Social Media (subcommittee of PR)	Andy Walden Treena Saavedra Rolf Holbach Don Giles Claudia Kellersch
Membership Marketing <i>(includes benefits to new and renewing club members and Associates)</i>	Ricc Bieber, Chair Jeff Tendick (150 new members in next 2 years) Claudia Kellersch Treena Saavedra
Web Site (Ad Hoc)	Gary Mussell Cyndi Faber Don Giles

Women in Nude Recreation (WINR)	Claudia Kellersch Danielle Smith Treena Saavedra Rolf Holbach Linda Weber
Newsletter (Ad Hoc)	Gary Mussell Cyndi Faber Andy Walden
Legislation	Don Giles, Chair Gary Mussell
Club Liaisons	Andy Walden, Chair Ernie Weise
Youth	Cyndi Faber Claudia Kellersch Jeff Tendick Ricc Bieber
Scholarship	Ernie Weise Jeff Tendick Treena Saavedra
GAT	Gary Mussell Tim Mullins Ron Weimer
Credentials	Cyndi Faber, Chair Treena Saavedra
Western Nudist Research Library	Rolf Holbach, Chair
Conventions and Facilities <i>Includes Summer and Fall Festivals, Board meetings and annual convention</i>	Jeff Tendick (contracts) Barry Nielsen Treena Saavedra
Sports	Barry Nielsen Treena Saavedra Claudia Kellersch
Legal Committee	Gary Mussell
Spanish Translation (Ad Hoc)	Claudia Kellersch Ricc Bieber Andy Walden
Nominations and Awards	Jeff Tendick
Singles (<i>promotes anti-discrimination by gender, age, sexual preference, race, etc. at clubs</i>)	No members yet

AANR-West Committees by Board Member Name

Name & Email <i>(alphabetical by first name)</i>	Chair of	Member of
Andy Walden konasunklub@hawaii.rr.com (808) 987-6464	Social Media	Club Liaisons Public Relations (external-facing) Social Media (subcommittee of PR) Newsletter (Ad Hoc) Spanish Translation (Ad Hoc)
Claudia Kellersch claudiakellersch@gmail.com (858) 220-6374	WINR Youth	Membership Marketing Social Media (subcommittee of PR) Sports (5K) Women in Nude Recreation (WINR) Youth Spanish Translation (Ad Hoc)

Cyndi Faber cyndif392@gmail.com (623) 692-8031		Credentials Finance Youth Newsletter (Ad Hoc) Web Site (Ad Hoc)
Barry Nielsen barrynielsen@yahoo.com (602) 390-0796		Conventions and Facilities Finance Sports
Donald Giles dgcanttrade@gmail.com (505) 379-8645	Legislation	Legislation Public Relations (external-facing) Social Media (subcommittee of PR) Web Site (Ad Hoc)
Ernie Weise fire.retired@yahoo.com (720) 309-2508	Scholarship	Club Liaisons Scholarship
Gary Mussell garym@vcnet.com (805) 523-7830	GAT Newsletter (Ad Hoc) Web Site (Ad Hoc)	GAT Finance Legal Committee Newsletter (Ad Hoc) Web Site (Ad Hoc)
Jeff Tendick conair.scunci@gmail.com (602) 502-5023	Conventions and Facilities Nominations and Awards	Conventions and Facilities Membership Marketing Nominations and Awards Public Relations (external-facing) Scholarship Youth
Ricc Bieber ricc@riccbieber.com (818) 497-4567	Membership Marketing	Membership Marketing Public Relations (external-facing) Spanish Translation (Ad Hoc) Youth
Rolf Holbach holcol@earthlink.net (626) 622-0362	Finance Western Nudist Research Library	Finance Social Media (subcommittee of PR) Western Nudist Research Library Women in Nude Recreation (WINR)
Treena Saavedra tcsaavedra@msn.com (505) 459-8014	Credentials	Conventions and Facilities Credentials Membership Marketing Scholarship Social Media (subcommittee of PR) Sports Women in Nude Recreation (WINR)
Tim Mullins tim@norcaexposure.com	Internal Affairs	Internal Affairs GAT

Non-Director Committee Chairs and Members

Danielle Smith		Women in Nude Recreation (WINR)
Linda Weber skydrivelindag@aol.com (805) 518-1426		Women in Nude Recreation (WINR)
Ron Weimer		GAT Naturist Action Committee member, Bd of Directors
Walt Stephens stephens@silcom.com	AANR Trustee	Web Site

President's Report

Gary Mussell, President • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

It has been another very exciting year for the region! My focus has been to improve communication between the AANR-West leadership and the 8000 members in the region. Equally important is the outreach to the general public and to **build there a favorable impression for nude recreation in society and AANR's important role in it.**

A. Budget

One of the primary responsibilities of the AANR-West President is the financial well-being of the organization. Last year, **after the Regional Assembly decided not to increase the region's allocation of funds from the AANR mothership, the board agreed to dip into its reserves in order to fund many of the new projects we felt necessary to help modernize this organization and have its business model reflect the nudist world as it exists today.** We approved a one-time \$49,000 deficit to prime this pump. After AANR decided to do the same and approve a \$149,000 deficit plan, I immediately **realized we could not take such a big a bite out of our reserves and I started cutting back (i.e. "delay implementing")** all if our ambitious 2019 plans. As the Treasurer will report, we cut that deficit in half, but we still need to spend additional funds if we are to successfully attract the next generation of AANR members.

Our Fall Board meeting on November 2 focuses on the 2020 budget. New sources of revenue besides dues will have to be discovered and the new projects we would like to begin will have to be creatively financed. That is what this November meeting is all about. I look forward to hearing ideas how to accomplish this from all our Board members as well as any other club owners and AANR members who wish to attend.

Other areas of AANR-West in which I participated these past few months:

B. Membership Marketing /Public Relations

AANR-West Membership Numbers

I am happy to report our membership numbers are up slightly from the end of the year, after taking a small hit for 2018. After investigating, I learned most of the 165-person decrease last year occurred at two of our big clubs: Laguna de Sol raised its dues and I was told this decrease always happens to them whenever prices are raised. Those numbers are bouncing back in 2019. The second club with a temporary decline for the year was Glen Eden, who suffered several evacuations during the second half due to nearby fires and floods. Their numbers are also starting to climb.

I assigned our Vice President, Jeff Tendick, the task of **signing up 150 new members by July 2021. Shouldn't be too hard considering he is a top salesperson for his company!** He will make a presentation at the November Board meeting on how he plans to do it.

Passports

We launched the Passport program in January and received a very positive response. As of the end of September, about 270 books of the 300 printed have been distributed. Several clubs informed us they saw an increase in visitors through their gates carrying passports, so we seem to have done our job to help get people through their gates.

Spiffs Quartermaster

I remain "quartermaster" of all the spiffs we giveaway at the various travel shows and festivals. We purchased an intelligent amount based upon our inventory counts during 2017 and 2018, and as of last week we are down to just a handful of lib balms and emery boards so I guess we bought things right this year! I have asked the Marketing Committee to examine the spiffs being distributed to rotate out/rotate in new merchandise and to reduce the number of SKUs ("stock keeping units," aka "variety") for 2019.

C. Communications

Monthly Newsletter

Since September 2017, I have been writing and publishing a 5-7-page regional newsletter each mid-month. I send it out to contacts at all the clubs in the region, and I ask them to email forward it to their own members. Some club owners do it, and some, unfortunately, do not. Once the new AANR Impexium Membership system goes online in January, we hope to have the capability to email the newsletter to all 8000 members directly instead of having to go through the clubs.

The newsletter is also sent monthly to the 1700 Associates in the region plus a couple hundred others (about 250) who signed up at one of our trade show booths to receive a copy.

Past newsletters are archived online at www.aanrwest.org/news.html.

We need to begin the search for a new newsletter publisher (and head writer) as I think the job needs to be passed along to someone else (with perhaps a stipend?) by the time that I leave office in July 2021.

AANR-West Web Site

I am continuing to expand the content on the www.aanrwest.org web site. Our re-write of the Directory page last summer to include maps to the clubs has increased the number of viewers there by about double, so it seems well worth the effort.

The plan is to keep adding (and updating) travel reports, sports activities, historical archives, and feature stories. The problem continues to be finding people who will submit interesting text, but this is a universal problem that all websites and newsletters have always had. We invite all submissions!

Our site statistics continue to show progress, that people are looking at the pages we want them to look at **including the club directory, calendar, sports, etc.** I remain the region's main liaison to our web master, Scott Weber at Rocketboy Media, who continues to do an excellent job for us.

Please read my Web Report for more details.

D. Government Affairs (GAT)

I still have found no volunteers to take over the GAT Committee from me, although NAC Trustee Ron Weimer shares some of these regional watchdog tasks), so I continued to perform that task for the region. I participate every month on the international GAT phone conference call. This 15-person committee reports on all news stories and proposed state/county/local bills and ordinances that affect nudists and plans appropriate responses.

One of the cornerstones of my original candidacy was to find a way to end the bickering between the different naturist organizations and find ways to cooperate in our public outreach and when combating ill-advised political legislation. I am happy to say this policy will continue under Susan Shopiro, who replaced Bill Schroer as NAC CEO and Chair.

Read my GAT report elsewhere in this packet.

New Business

I have placed several topics under New Business for our Board meeting, in order to start discussions on future topics. They include:

1. New Sources of Income: i.e. Store/Cec Cinder's Books

We have been given permission to sell Cec Cinder's two books, The Nudist Idea and Nakedness (a translation from the 1911 German-language book by Richard Ungewitter). We must decide how to do this, either via an online store or through our clubs selling to their own members, etc. We have also been talking about selling other items to create an income stream other than just relying on membership dues. This topic will be discussed under New Business at the Board meeting.

2. Club Videos and 2021 Movie Festival

It is obvious from talking to people under 30 that they are not fond of reading feature articles about the joys of skinny-dipping or travelogues about our clubs or activities. We need to build a library of videos similar to YouTube that show this information on our web site and on social media. I would like us to do this with a system that shares expenses with the clubs, since the subject of the promotions will be them for the most part.

Also, the Southwest Region hosts an annual Movie Festival each year that promotes movies having nudist themes, or which contain nudist-positive scenes in them. I think our region should do the same. We will see how everyone feels at the Board meeting and start the planning.

3. By-Laws/Procedure Manual Simplification

Most of us agree the AANR-West By-Laws contain too much detail. Any changes require we wait until the following summer to have the Regional Assembly approve anything. Be Price started the process of separating the detail out and putting it into the Procedure Manual. We need to finish that job. Also, we need to flush out old procedure from the PM. Other regions have done this or are working on the same to allow the maximum amount of policy flexibility as new marketing opportunities arise. The Board should discuss this so a select committee under the leadership of the Legislation Chair can start working on it in time for the summer convention.

4. Creation of Official AANR-West Sports Rules Book (for Festivals and inter-club play)

As a corollary to the By-Law and PM simplification, I have learned that other regions have removed all Sports rules from their official documents and placed them into a separate document to be used for inter-club competitions. We can do this for volleyball, tennis, pickleball, billiards, shuffleboard, and other sports that we plan to have **available for sports competitions in the future. Is this a good idea? Let's discuss it and figure out the next step.**

Other Issues

Sharing our PO Box with the Callan-David Memorial Fund

The President of AANR-West gets to appoint the CEO of this independent 501(C)(4) Board who funds various nudist-activist projects its finds worthy. With the demise of the Beachfront USA organization, CDMF has had to move its bank account and PO Box out of Riverside to the West LA area where its new officers now reside. I learned that the original PO Box for AANR West in Riverside when we were chartered by California in 1992 was the Beachfront USA/CDMF box. I have offered to reciprocate by offering CDMF to share our current PO Box in Calabasas. Our box is up for renewal in February, so I have asked David Tiktin, the new CDMF President to ask his board to see if they want to do this for a nominal fee.

AANR

My job description includes duties at the AANR level, not just in our region. I am required to attend all AANR Trustee meetings and the annual AANR convention, as all the Regional Presidents also meet there to discuss issues of common concern to us. This past summer, both Secretary Andy Walden and I ran two workshops for the delegates attending.

I also sit on the international Hall of Fame Committee, seeking individuals worthy of the honor for their lifetime achievements. The 2020 selection process will begin again after the start of next year.

In closing, I look forward to working with everyone to implement these ambitious plans in a fiscally responsible way during the next two years.



Vice President's Report

Jeff Tendick, Vice President • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

First, I want to thank Gary for his communication, respect and help in this position. I am enjoying the autonomy of working on my ability to help our region. My personal goal is to increase AND MAINTAIN membership in our region. An obstacle (we all face) is finance. The monies used to promote new memberships and maintain existing memberships.

I wish I could tell you that Cyndi Faber would help me, personally, with my needs. But she is as frugal with me as she is with the rest of the board. "If it's not in the budget? Then it *ain't* happening. Period!"



Then, during the course of my tenure, a few things happened. I met with Tom Stark. I'll leave it at that. The board will meet Tom at the Fall Board meeting. I don't want to steal his thunder....but get ready for some excitement!

Promotional Products > Bags & Luggage > Sports & Duffel > Item# 619264

Long Haul Structured Duffel Bag
Item# 619264 ★★★★★ (5)



Imprint Method: Screen Print Blank

Production Time: 3-Day 1-Day Rush

Quantity	50+	100+	250+	500+	1000
MSRP	\$5.69	\$5.62	\$5.52	\$5.44	\$5.31
On Sale	\$5.31	\$5.31	\$5.31	\$5.31	\$5.31

1-Day Rush: Screen Print, free only for 1 location & 1 color

Shangri La held its Fall Festival, and I was active in the negotiations in getting a local ranch to provide horses for this event. There are not many things more exciting than riding a horse through a desert trail while viewing a GORGEOUS landscape of mountains and Saguaro cacti.

At this point, Curt Flynn and Linda Weber will be at the meeting. Curt will qualify to be on the board based upon his AANR tenure. Linda will qualify by our next cycle. Meanwhile, Linda could still play an active role in helping us.

and new members.

Ricc Bieber turned me on to one of his suppliers with ideas for existing

So, this report, while brief will be elaborated on during our meeting. We will have the ability to significantly "rearrange" monies budgeted to capture more members AND maintain existing members! Stay tuned ... 😊

Secretary's Report

Andy Walden, Secretary • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

Let's start with a big **MAHALO** to my predecessor, Danielle Smith, for setting the bar for which will be tough to match. Your help, notes and suggestions have made this daunting task a lot easier. This report was left until last so that the experience of cobbling the first meeting packet together would be fresh. However, as of Monday 21st October, there were still a few contributing reports yet to be received. The parties were notified.

As the Fall Meeting is the first full session in this position, it is with optimism that the minutes will be complete, accurate and remitted in a timely matter. Please feel free to e-mail any questions, comments or corrections as needed.



Treasurer's Report

Cyndi Faber, Treasurer • **AANR**-West Board of Directors Meeting
Shangri La Ranch, **New River AZ** • **Saturday, 2nd** November, 2019

To say that the past couple of months have been a learning experience would be an understatement. I am now confident that this is the role that I am meant to be serving in at this time. I did get to spend about 2 days with Russell going over day to day stuff and the details of creating budget and other tasks that come up over the year.

I did work with Rolf and Gary for the budget and am excited to present it at the meeting in November; as for those who are not attending the meeting and might have questions or concerns please do not hesitate to reach out and I would be more than happy to discuss anything.

Files have been sent to the CPA for our annual review.

I am currently looking at other options; we have been using the same company for the past several years and we would like to see what else is out there. The main goal is to save some monies on our financial review and tax preparations.

Online backup

A concern was expressed with having our files and data online being in one place; an external hard drive. In the event of a natural disaster, fire, flood etc. I have been looking into an online cloud storage subscription for our file and documents. Hopefully this is service that can be utilized by not only myself and Andy, for minutes and documents etc., but the entirety of the board if they so choose.

A couple of overall concerns that have come up while creating the budget:

Reimbursements

I would like to reduce the amount of reimbursement checks that get sent out. Please do not get me wrong; if expenses are incurred due to service to or for the region then someone is due that back. However, I am available to make payments through autopay online or pay an invoice. Trade show invoices should be sent to me and paid directly from the account not as a reimbursement; this make booking a lot more transparent.

Travel

As of right now the bulk of our monies are being spent on trade shows and the travel that is associated with those shows. I would like to discuss the possibility of clubs having volunteers at these events or even donating a gas card as a thank you to the volunteers. If we as board members are not willing to spend some time, and maybe a tank of gas to advocate for nude recreation then what are we serving on the board for.

Our ruling documents are only definitive about reimbursement for travel for board members to meetings and convention.

If it is the prerogative of the board to allow for travel reimbursement for travel shows, club visits, etc., it is my recommendation to define those terms and get them into our ruling documents.

Looking forward to your opinions and discussions on the budget and moving forward.

AANR Trustee's Report

Walt Stephens, Trustee • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

The Trustees held the Trustee Meeting on August 15 at Sun Meadows Resort in Worley ID. After the installation of the AANR-East President, Larry Deschenes as an Alternate Member Trustee, the Trustee Meeting got under way.

The Trustees were busy between meetings. Therefore, several Interim Mentions were brought before the Trustee for a review and to be made part of the minutes of this meeting:

Interim Motion No 1 was to require a second signature on any check the Executive Director signed over \$5000. (Currently the limit is \$10,000) The motion failed.

Interim Motion No 2 was intended to clarify the procedure on how the Midwinter Board Meeting location was to be bid. The motion was ruled out of order by President Watzel.

Interim Motion No 3 was a correction in language to the Motion No 2 and passed unanimously.

Interim Motion No 4 Extends the grace period to 30 days after the member's membership expires. The motion passed.

Interim Motion No 5 removes unnecessary language for Elite Life Membership. The motion passed.

Executive Director, Erich Schuttauf, gave an extensive report on the move to the new membership management software, Impexium. The software will be replacing the twenty-five year old Conetic software. To maximize the capabilities of Impexium, AANR will need to move to a single member membership model, eliminating couple memberships. This will eliminate many of the problems when a couple's **relationship changes**. **As with most current** software packages this product offers much better tracking of our members enabling AANR to offer better member services like auto renewals, blind copy emails by the regions, integrates easily with common accounting software like Quickbooks. At the time of this meeting the AANR office was still working on moving the data from Contics to Impexium. This process is coming with many challenges due to the way the original data was inputted into the database. Erich thinks the new software will be in place sometime in October of this year. The software will run in parallel with the current software for several months with a phase out of Contics by the first of the year. A more complete review of the software can be found in the minutes of the Trustees meeting.

Motions No 4 and No 5 removed the club charter of Barehide Ranch in Texas and Riviera Naturist Resort in Florida.

For the members setting on the Membership/Marketing Committee (M&M) chaired by Karen Lahey, we knew this part of the meeting was going to be argumentative. Many on the committee consider the tactics of Legislation Committee an abuse of power. Several attempts were made by Legislation to delay or stop the motions put forward by the M&M. The tactics ranged from claiming the motions arrived too late to be considered to calling in question the references to couples in the Bylaws (couples has three oblique references in the Bylaws).

The M&M had no intent to work outside the limitation of the ruling documents but was tasked with moving forward on the road map set in place by the previous Trustees. Changes need to be made to the Governance Manual to bring the operation into conformity of the requirement of Impexium.

Motion No 6 was intended to clarify language in the Governance Manual by removing unnecessary language for Honorary Life and Life Membership. This motion was delayed and almost stopped by a point of order from Bev Price claiming the motion arrived late. President, Kathy Watzel put the question to the Trustee if they wanted to vote on the motion. **The question passed. Motion No 6 was submitted to the Trustees for vote and passed.**

Motion № 7 was intended to remove references to couples and family membership and replace the terms with member. Bev Price tried to stop this motion by using point of order, referring to the Bylaws reference to couples. Karen Lahey was prepared for tactic and pointed out the obliquity of term couple in the Bylaws. **Motion № 7 passed.**

Motion № 8 changes the basic and associate membership dues to \$36 per member. This should increase revenue by \$180,000 per year. The increase will start the same time Impexium goes fully active. The motion passed

Motion № 9 increases Life Membership and Elite Memberships by \$100 and replaces the term person with member. Motion passed

Motion № 10 will allow auto-renewal. The default will be auto renewal. Clubs will have the ability to switch off auto renewal for their members. Motion failed.

The 2021 Convention will be Suwannee Valley Resort in Florida.

We had some discussion about the Trustee's Board size moving to 7. See August Bulletin

As Trustee for this region, I would recommend the board consider placing an item before the membership of raise regional dues to \$12. This will bring AANR-West in alignment with the other regions, the members will see no increase in their dues to AANR with this increase.

Yours in AANR Service,
Walt Stephens

Finance Committee

Rolf Holbach, Chair • AANR-West Board of Directors Meeting

Cyndi Faber ◦ Gary Mussell ◦ Barry Nielsen

Shangri La Ranch, **New River AZ • Saturday, 2nd** November, 2019

The draft of the 2020 proposed budget for AANR-West that the Finance Committee put together follows this report. Remember that the numbers in this proposed budget are simply projections based on many factors, primarily history, **and in some cases, what's dictated by the Procedure Manual. In other cases, it's just educated guesses or wishes. We** have also included the requests we received for budget items.

This budget is organized into the various committees and broken down further into categories within each committee. **It's your job as directors to look at these numbers and try to determine for each of the committees that you're sitting on HOW to use these funds – is it enough to fulfill our goals of supporting our existing AANR-West members, our clubs, and encouraging new membership in AANR-West?**

In many instances, for example Spiffs under Membership Marketing, we've come up with a general number for that category, but it's up to those on the committee to determine how that number is broken up for the different items under that heading. Same goes for some other committees like sports or youth activities.

Remember, none of these numbers for 2020 are written in stone, all can be discussed and adjusted at our meeting. Also, **realize that just because they're in the budget doesn't necessarily mean we have to spend it, but it's there if you need to use it to achieve our goals.**

Many thanks to the other members of the Finance Committee for their work on this, especially our new Treasurer, Cyndi Faber, and President Gary Mussell.

Social Media Committee

AANR-West Regional Board of Directors Meeting

Andy Walden ◦ Don Giles ◦ Claudia Kellersch ◦ Rolf Holbach ◦ Treena Saavedra

Shangri La Ranch, New River AZ • **Saturday, 2nd November, 2019**

FACEBOOK

Yet another thirty-day stretch in Facebook Jail was endured this September past, all because of a stupid mistake. In organising a slide-show presentation to celebrate Labor Day, a photograph of a lady construction worker — from the nude-friendly Twitter platform — was inadvertently included. The error was immediately discovered when posted but the Facebook nudity algorithm was faster and our account was dinged within five seconds. Having no human with whom to speak means no ability for appeal; and a big MAHALO to Jeff Baldasarre for your efforts nonetheless.



We now have 905 followers on Facebook. Our posts mirror those on Twitter, albeit cropped and/or censored for compliance. The best response this quarter is for the 11th October #NudePhotoFriday post which reached 2,1 thousand people and garnered 461 reactions!

MEWE



The platform now charges groups \$1,99/month to maintain a page, a nominal fee which was well within the budgeted allotment for social media promotions. We still have steady growth in followers but the reaction to our posts remains lackluster with few approvals being in the double-digit range. MeWe is touted as being quite popular in Latin America and across Europe so we hold onto the hopes that these markets will soon discover us. Since nudity is allowed, it should attract more naturists from the FACEBOOK galag.

TWITTER

So far this year, the @aanrWESTorg account has had fifty-nine tweets which have received triple-digit LIKES, up significantly from the previous year. Of those, over a dozen have topped 200 with the best received tweet achieving 355 to date.

The #NudeFamilyFriday hashtag seems to be the most popular with consistent favouritism from our followers. Optimistically, this reflects our message of wholesome, family-oriented social nudism. People also like the play on words where, of a dozen bodies, only twelve are worthy of being nude, though some missed this humour and took umbrage.

DATE	No of ♥S	HASHTAG	SUBJECT
29-Mar	206	#NudePhotoFriday	Creative selfies
06-May	212		Bodies worth being nude
21-May	202	#NudeShoesDayTuesday	Fab Four ladies in zebra cross
05-Jul	204	#NudeFamilyFriday	Not born with sense of shame
09-Jul	336		Bodies worth being nude
19-Jul	278	#NudeFamilyFriday	Making own undress code
26-Jul	355	#NudeFamilyFriday	Good stewards of nature
30-Aug	281	#NudeGIFriday	Pixel bikini, censorship
10-Sep	294		Bodies worth being nude
15-Sep	244	#NudeSundayFunnies	Water safety .GIF
20-Sep	262	#NudeFamilyFriday	Road to motherhood
27-Sep	231		Nudism is also "me time"
14-Oct	320	#NudeMemeMonday	Feel good about your body

On the following table, the list of affiliates using Twitter is organised in order of latest tweet (as of 19th October) and number of followers. This platform continues to be the best outreach for us so congratulations to those clubs who routinely tweet their calendar events and other positive messages. **Even if it's once or twice a week, sending a meme, photos or invitations to your followers is a quick, easy and cheap way of communication.**

AFFILIATE	TWITTER ACCOUNT	FOLLOWERS 19-Jun-2019	FOLLOWERS 19-Oct-2019	TWEETS 19-Jun-19	TWEETS 19-Oct-19	LAST TWEET
DE ANZA SPRINGS RESORT	@deAnzaSpringsRe	3277	4052	5915	6680	19-Oct-19
MIRA VISTA RESORT	@MiraVistaResort	1987	2174	325	334	19-Oct-19
AANR Western Region	@aanrWESTorg	1005	2126	491	961	19-Oct-19
LUPIN LODGE	@LupinLodge	2416	2627	1086	1107	17-Oct-19
GLEN EDEN SUN CLUB	@GlenEdenSunClub	1677	2014	537	557	14-Oct-19
OLIVE DELL RANCH ²	@ODbareburro	711	883	254	269	09-Oct-19
Las Vegas Bares	@LasVegasBares	185	350	43	49	06Oct-19
THE SEQUOIANS	@TheSequoians	1328	1563	299	304	01-Oct-19
LAGUNA DEL SOL	@Laguna_del_Sol	1946	2135	298	304	13-Sep-19
Las Vegas Naturists	@LVNaturists	398	447	131	131	17-May-19
SHANGRI LA RANCH	@SLRnude	1184	1397	69	69	29-Apr-19
Clothes-Free International	@ClothesFree	12000+	12100+	1333	1325	13-Mar-19
Roadrunner Naturists	@RRNaturist	356	446	44	44	11-Jan-19
MOUNTAIN AIR RANCH	@trynude	99	119	1	1	25-Jul-09
S ² California Nudist Ass'n	@SoCalNaturist	suspended	suspended	suspended	suspended	suspended

¹As of 19th October 2019

²Account is not wholly dedicated to ODR

EPILOGUE

Under the watchful eyes of Erich Schuttauf, Carolyn Hawkins and Ronna Krozy (amongst others), the AANR-West social media chairman teamed with AANR Director of Marketing and Communications, Jeff Baldassarre, for a first ever remote Social Media Workshop for the AANR Convention at SUN MEADOW RESORT. Admittedly, there were challenges and on-the-spot format shifts but the presentation was warmly received. Special thanks to Trustee Walt Stephens for the Florida-to-Idaho connection as well as to SCNA member Linda Weber for assisting with the visuals. With a little polish, we can take this format *on the road* to regional conventions and club festivals.

Occasionally, a situation comes to light where an affiliate posts something which is not in line with the AANR model of wholesome, family-oriented nudism. Complaints are fielded from other nudists who will voice their trepidations about what they find. Concerns include: tasteless comments, the AANR name in *user names* whilst opining on non-nudity issues, affiliated organisations who LIKE something inappropriate, just to name a few. Several other inappropriate blurbs are routinely called out but, due to decorum, they will not be catalogued here.

This subject has been discussed with the Kissimmee office to which the AANR PR team is considering an issuance of more comprehensive guidelines. If a social media account represents a club, resort, region or an associated business, the owner has an obligation to represent ALL members. Of course, Freedom of Expression is recognised and personal thoughts on current events, politics or trending subjects are appreciated — nevertheless, if it is not directly

affecting the nudist community, its place is on one's personal account, not that of an AANR affiliate.



We appreciate and welcome the feedback we receive from our followers. This committee is dedicated to assuring the mission of the AMERICAN ASSOCIATION FOR NUDE RECREATION is implemented and represented. We will gladly promote the activities, announcements and facilities of our affiliates with the understanding that it is the responsibility of those associates to post their initial advertisings.

Public Relations o Trade Shows

AANR-West Board of Directors Meeting

Ricc Bieber o Don Giles o Gary Mussell o Jeff Tendick o Andy Walden

Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

Confirmed	Dates	Description	Where
*	02/15-16/20	Los Angeles Travel & Adventure Show	Los Angeles Convention Center, CA
*	03/10-13/20	California Parks & Recreation Show	Long Beach, CA
	03/7 or 3/14/20	AANR West Board Spring Meeting	TBD
*	4/19/20	Earth Day Faire	Balboa Park, San Diego, CA
*	4/26/2020	Bare Burro 5K Run	Olive Dell Ranch, Colton, CA
	5/29-5/31 or 6/6-7?	AANR-West Summer Festival & 5K Run	GE has not confirmed which weekend
	June 2020	Women in Nude Rec Month	All clubs celebrate
	06/20/20?	World Naked Bike Ride Los Angeles	Downtown LA, CA
*	July 6-12, 2020	Nude Recreation Week	All clubs celebrate
*	July 23-26, 2020	AANR-West Convention	Shangri La Ranch, AZ
	August 8, 2020	Southern Cal Summer Games	Olive Dell Ranch, Colton, CA
*	Aug 10-16	AANR Convention	Star Ranch, TX
	08/29/20	Top Freedom Rally	City Hall, Denver, Colorado
	Sept 19 or 26?	Bare Booty 5K Run	De Anza Springs Resort, Jacumba, CA
	Oct 9-10-11?	AANR-West Fall Festival & 5K Run	Shangri-La Ranch, New River, AZ
	11/7 or 11/14?	AANR-West Fall Board Meeting	TBD

Red text dates are not confirmed

2019 Spiff Distribution

Item Description	Starting Inventory	LA Travel Show 2/16	CPRS Show 3/20	Board Meeting 3/2	Earth Day SD 4/28	ODR 5K 4/28	Women's Expo ARIZ 4/28	GE 5K/ Festival 6/1	WNBR-LA 6/22	Carpinteria Parade 6/29	AANR-West Convention 7/25	NCSL Show 8/19	Denver Women's March	De Anza 5K 9/22	Avocado Festival 10/5	Shangri-La Fall Festival 10/5	Bd Meet Shangri-La 11/2	Total Distributed YTD	Remaining Balance	Cost per Item			
2019 Trade Show Distribution																							
AANR Refrig Magnets	8																		8				
2017 AANR Window Decals	86																		86				
2018 12 oz Mood Cups	25				23														23	2			
2018 Neck Coolers - Navy Blue	6															6			6				
2018 AANR Emery Boards	212						212												212				
2018 Notepads	31															8			8	23			
2018 Nudist and I Vote buttons	580	28	158	6	73			12	40							178			495	85			
2018 NCSL Pins	200		74				30												104	96			
2019 Flashlight key holder	1,000	208		12	195	33	50	25	50		12					152			737		\$ 0.90		
2019 AANR-West Emery board	4,500	237	221	12	380	427	500	120	40		20				1,054			3,011	1,489		\$ 0.24		
2019 Tropical Lip Balm	2,500	261	291	15	250	441	60	80	50		20					651			2,119	581		\$ 0.48	
2019 Gel Pen (Red, Orange, Purple)	1,500	267	242	24	170	32	80	38	42		20					585			1,500			\$ 0.66	
2019 Beach Ball 16" multicolor	1,500	248	180	12	70	6	50	18	12	36						758			1,390			\$ 1.05	
2019 Cooler Bags																20			20				
2019 Water Bottles																20			20				
2019 AANR Jar Grips																12			12				
For Reference...																							
	Quartzite	2018 LA Travel Show	2018 CPRS Show	Lupin Town Hall	Earth Day SD 4/22	ODR 5K		GE 5K/ Festival	WNBR -LA	Squawans 7/18	De Anza Convention	NCSL Show	Denver Women's March	MAR (leftovers from march)	De Anza 5K	Avocado Festival	Shangri LA 5K & Fall Festival	Bd Meet Mira Vista	Buffeteers	Total Distributed YTD	Current Balance	Cost per Item	
2018 Trade Show Distribution																							
Emery Board		2,109	241	140	21	347	132		338	85	50	100		118	100	50	400	60	24	24	4,339		\$ 0.12
2017 Jar Gripper		263																			263		
2017 Notepads		207																			207		
Nudist and I Vote buttons 2018		-	284	50		198	41		32	86	30	100	100	125	-		350	20			1,416		
NCSL Pins 2018		-		250								100	250								600		
Tropical Lip Balm 2018		604	156	100		352	452		168	53	36	60	100	74	50	50	350	60			2,665		\$ 0.48
Flashlight key holder 2018		30	276			150	74		-	-	-	50	10	-	213	-					853		\$ 1.39
Gel Writing Pen 2018		302	215	100		179	48		-	45	36	50	-	70	30	50	250	50	50	50	1,517		\$ 0.63
12 oz Mood Cups 2018		40	166		20	200	48		29	-	12	30		-	-	50	60	25			680		\$ 0.87
Beach Ball 16" 2018		-	230	60	20	100	30		34	49	12	24		34	16	50	150	24			833		
Neck Coolers 2018		-	-				30		88	-		48		6	10	-	36	-	3		221		

Panels replaced in 2019:



Old main panel replaced with new one in 2019. We made two, one for CA and one for AZ

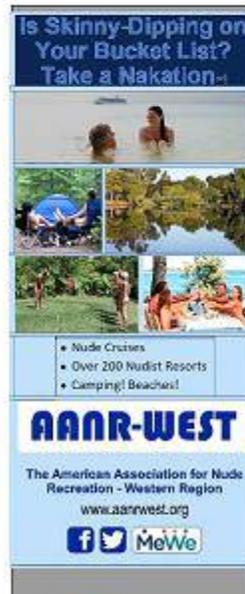


Old Parks & Rec show panel replaced with new one



New Earth Day panel created in 2019

Panels to be replaced in 2020:



Old Travel Show Panel vs New Travel panel draft (top text will be white on light blue background)



Old generic panel and new replacement draft (this panel goes everywhere!)



2015 WINR panel no longer used

Panels get mixed and matched depending on target audience at different trade shows

Panel costs are about \$100 if we recycle the base and support post.

Website Statistics o aanrWest.org

AANR-West Board of Directors Meeting

Cyndi Faber o Don Giles o Gary Mussell

Shangri La Ranch, **New River AZ • Saturday, 2nd** November, 2019

The web site remains as a wonderful resource for clubs, promotion of regional activities, and providing basic information about all aspects of social nudism.

The number of first time and returning visitors is slowly getting better (now over 3,000 per month), and we see spikes of new people after every major trade show event. This means people are taking the giveaway item and using the web site address on it to look us up – as we hoped they would do. Statistics for the past six months are compared below.

Search Engine Optimization

On Google, we rank #8 on searches for Nude Recreation, ahead of AANR and The Naturist Society! We continue to add **more “metadata” text strings to each of the major web pages to make it easier for the SCO search engines to find and rank our pages higher among its search results.**

Average length of time on site per visit: (this means visitors are reading /downloading something, otherwise it would be about 10 seconds)

<u>April 2019</u>	<u>October 2019</u>
1 min 34 sec	1 min 17 sec

Percentage New Visitors: (85% of first-time visitors are female, but we don't get many back)

<u>April 2019</u>	<u>October 2019</u>
72%	78.8%

Percentage Returning Visitors: (this is a consistent ratio over the two years).

<u>April 2019</u>	<u>October 2019</u>
27%	23.2%

Percentage Male:

<u>April 2019</u>	<u>October 2019</u>
87%	81.8%

Percentage Female:

<u>April 2019</u>	<u>October 2019</u>
13%	18.2%

Age Range of Visitors:

	<u>April 2019</u>	<u>October 2019</u>
Ages 25-34	12%	13.3%
Ages 35-44	19%	15.8%
Ages 45-54	35%	21.9%
Ages 55-64	19%	29.1%
Ages 65+	15%	19.9%

Social Media Referral Sources:

	<u>April 2019</u>	<u>October 2019</u>
Twitter	67%	65%
Facebook	31%	35%
All Others	2%	<1%

The largest source of our new viewers comes from social media rather than direct or via Google Search. Within social media, Twitter by far is the largest single source of new visitors.

Operating System Used:

	<u>April 2019</u>	<u>October 2019</u>
iOS	35%	29.4%
Android	32%	31.0%
Windows	25%	25.2%

Device Type Used:

	<u>April 2019</u>	<u>October 2019</u>
Smart Phone	48%	52.9% (Apple iPhone = 38%)
Desktop/laptop	40%	39.6%
Tablet	11%	7.4%

Where Do Visitors Go on Our Web Site? (Top 24 in Descending Order)

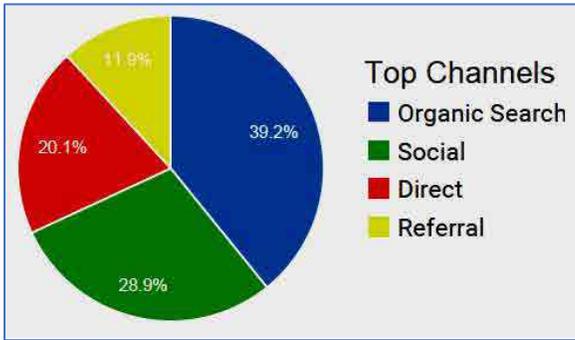
April 2019

1. Club Directory
2. Places to Hike Nude in Southern California
3. Photo Gallery
4. AANR West Newsletter
5. Club Activity Calendar
6. Home Page
7. Women in Naturism
8. Sports
9. Activities
10. AANR Youth Speak Out
11. Travel
12. Behavior Guidelines
13. Nudist FAQs
14. Member Stories
15. Videos
16. Nudist Etiquette
17. About AANR-West
18. Guide for First Timers
19. Government Affairs
20. Membership Info
21. Nudist Passport
22. Meet the Regional Officers
23. The Pioneers
24. Youth Program

October 2019

1. Home Page
2. Photo Gallery
3. Places to Hike Nude in Southern California
4. Club Directory
5. AANR-West Newsletter
6. Nude Bowling
7. Club Activity Calendar
8. Sports
9. The Pioneers
10. Activities
11. Government Affairs
12. Videos
13. Women in Naturism
14. Membership Info
15. Nudist FAQs
16. History
17. Nudist Issues
18. Western Nudist Library
19. AANR-West Officers
20. Youth
21. Behavior Guidelines
22. Gide for First Timers
23. AANR Youth Speak Out
24. Nudist Passport Program

The vast majority of our viewers lives in the United States and use either Social Media or Search Engines (Google, etc.) to find our web site:



Top Search Sources:

Social Media	23.9%
Direct	16.6%
Search Engines (Google, etc.)	32.4%
Referrals from other Web Sites	8.3%

Social media has slipped a bit over these past six months and was overtaken by Google.

Where Visitors Live:

USA	67.5%
United Kingdom	2.4%
Canada	2.3%
Australia	2.1%
Germany	1.8%
France	1.6%

A scattering of visitors lives in South America, China, Russia, and Africa. Some of these many be bots seeking photos or other images from us.

Notes about These Statistics

The number of first-time visitors jumped way up this spring (over double) after we attended several different trade shows where we handed out literature and other information about the region. It doubled again by October. Obviously, the show booths are having a positive effect! However, the numbers are also skewing both younger and older than six months ago.

The Activities section also includes descriptions of all the things a person can do while in a social nude setting (Play Volleyball, Tennis or Pickleball, Hike and Run, enjoy the Beach, Bowl, Garden, do Yoga, etc.) People are reading the PDF links describing these activities in detail. Some of this Activity text is now dated and need to be re-written.

We recently added a Photo Gallery under Activities, which now ranks second in most viewed on the website. We are in constant need of new photos, but clubs are reluctant to send us any.

We have also started a Travel Stories page where viewers can read about nudist adventure in the Grand Canyon, on a Nude Cruise, etc. We need more stories!

The News area ranks fifth most viewed. This is where we have our monthly newsletter, plus links to the archive of previous issues. This link is provided on our Twitter page and in email via MailChimp to our Associate members, although we can probably drop MailChimp at the end of 2019 as the new AANR Member Management System will allow us to send mail directly through it.

We added another couple of Pioneers this year to that section under About Us. This jumped from 23rd to 9th most viewed page during the last six months. These are of special historical significance and we know of at least a dozen more people who deserve to be here. We will keep working on it.

Under Gov't Affairs we have a library of important legal cases about social nudity. This rose from 19th to 11th most viewed pages. These can be used as reference by the public, AANR members, and attorneys looking for legal precedents. We will be adding some cases and briefs to this library in the next few weeks, as several new cases regarding top

freedom have recently been adjudicated. Recently we added an 'Update 2019' page that discusses current proposed legislation and what AANR is doing about it. We will be adding more after the first of the year.

The Contact Page is getting us several emails a week from people curious about social nudism or from members with various questions or problems. I read these and either answer immediately or refer the question to the proper AANR office person. I am VERY happy we have this ability to communicate directly with our membership!

We added a "What's New" section on the Home Page to draw visitor's attention to new areas recently added to the site, allowing direct access to an important area otherwise buried a few levels down. There is a seasonal rotation among **these What's New choices. At the beginning of the year, I anticipate having links to Scholarship and WINR here,** once those brochures are ready. We will also add a Spanish language link when that task is ready.

Future Web Enhancements

The Web Site Committee is constantly reviewing our content and making suggestions for what we could do better. We also continue to see a steady increase in visitors using mobile devices. However, converting the web site for easier use on mobile phones continues to be a structural problem (we have too much material to translate easily to the mini-screen format) and it may cost us a couple thousand dollars extra to have this done as a separate project. We have decided to postpone a full site makeover, but instead convert page by page as they are updated over time.

If the Board decides it is time to start selling things online, we will need to add a Store option on the Home Page. We may want to own a spot on CafePress or someplace similar so we can sell books, **pāreu**, hats, t-shirts, and other merchandise with our logo on them.

Domain Names, Hosts and Web Masters

AANR West controls the following domain names. We bought several different variations on our name so nobody else who take them, a common practice among porn sites and also some major web companies who offer to sell them back to us at huge prices (\$200-500/yr.). These domain names cost us about \$20/year.

AANRWEST.ORG (renews in August)

AANRWEST.COM (renews in March)

AANRWEST.NET (renews in August)

We own the library names to protect the library, which recently moved to a different domain name, from having these names stolen by someone else).

NUDISTRESEARCHLIBRARY.ORG (Renews in October)

WESTERNNUDISTLIBRARY.ORG (Renews in October)

WESTERNNUDISTLIBRARY.COM (Renews in October)

We have dropped the following names this past year (owned by our former Treasurer Russell Lucia):

AANRWESTERN.COM

AANRWESTERN.ORG

AANRWESTERN.NET

FREENUDISTEXPERIENCE.COM

Our Web Site Host continues to be MEDIA TEMPLE (renews every October). This is the same service used by AANR. Many services refused to carry our site due to the nudity. It costs us \$18/year and we just renewed for 2020. Our domain names are registered through them. The Library domains are registered through Tucows, Inc in Arizona.

We continue to use Rocketboy Media as our web master and designer on a retainer of \$500/month. Shopping around this seems to be the going rate for a quality web designer who understands what we want and has the skill and tools to do the job we need. His services will continue through the foreseeable future. Under our contract we own the rights to all material posted.

Membership Marketing

Ricc Bieber, **Chair** • AANR-West Board of Directors Meeting

Claudia Kellersch ◦ Treena Saavedra ◦ Jeff Tendick

Shangri La Ranch, **New River AZ** • **Saturday, 2nd** November, 2019

9.D. Membership Marketing

Treena and I have had some conversations regarding membership marketing, and will have had more contact before the upcoming meeting, and will update at the meeting.

Club Contact

I sent out letters to all of the clubs who didn't make it to Convention, and who weren't represented in any other way by proxy. The response has been dismal. One of the clubs did contact us to tell us we were sending info to the wrong address, and that was corrected. I will continue to attempt to connect with clubs who are not represented, and, hopefully, will be represented in the future. The one big surprise was that Glen Eden had no one to represent in any fashion.

Spiffs

At the October telephone Go-To-Meeting, we discussed the upcoming spiff order, based upon past performance of the various items we use as giveaways at the various shows and events that we attend, both inside and away from the club-centered activities. Some of the items we use are best-sellers, and we are also looking into expanding to new items that may fit into what we do at the various venues. This is a budget item that will be included elsewhere.

I also forwarded contact information to Jeff Tendick in his quest for materials for sports activities. If you have a need for something in particular in the spiff department, please feel free to contact me at your convenience.

9.D.1. Passport Program

As of this writing, we are nearly out of the first run of Passports. We are contemplating a new run for the coming season, and that process will start, probably in December. We are still looking for prizes for the attendance contest. If you are able to contact your respective clubs in this regard, we would appreciate any submissions, i.e., club passes, activity passes, restaurant or gift cards, etc.



9.I. Liaison

Since I just recently received (October 11 or so) the Liaison Assignment list, I have nothing to report at this time, but will have updates ready for my assigned clubs at the board meeting in November.

Other News

With the demise of BeachFront USA, and the subsequent handling of the leftover funds by those of us on the BFUSA Board, Gary and I submitted an article on the subject to TNS for inclusion in their quarterly magazine for publication, and it will be included in an upcoming issue.

Ricc Bieber, Director

Submitted 10-14-19,

Email: ricc@riccbieber.com

Membership Count • YTD August 2019

AANR-West Board of Directors Meeting

Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019



AMERICAN ASSOCIATION FOR NUDE RECREATION

AUGUST 2019 VS YEAR END 2018 MEMBERSHIP COUNT BY REGION

	TOTAL Aug-19	TOTAL Dec-18	AMT. VARI.	% VARI.
VOTING MEMBERS				
AANR East	7657	7586	71	0.94%
AANR Florida	6119	5878	241	4.10%
AANR Midwest	5167	5142	25	0.49%
AANR Northwest	2021	2055	-34	-1.65%
AANR Southwest	1671	1666	5	0.30%
AANR West	7329	7239	90	1.24%
AANR Western Canada	461	498	-37	-7.43%
TOTAL VOTING MEMBERS	30425	30064	361	1.20%
NON-VOTING MEMBERS				
National	10	10	0	0.00%
Legacy	15	15	0	0.00%
GRAND TOTAL ALL MEMBERS	30450	30089	361	1.20%

AUGUST 2019 VS YEAR END 2018 MEMBERSHIP COUNT BY REGION

	Aug-19 TOTAL	Dec-18 TOTAL	AMT. VARI.	% VARI.
ASSOCIATE MEMBERS				
AANR East	4071	4017	54	1.34%
AANR Florida	2108	2037	66	3.24%
AANR Midwest	2449	2432	17	0.70%
AANR Northwest	772	741	31	4.18%
AANR Southwest	906	881	25	2.84%
AANR West	1912	1906	6	0.31%
AANR Western Canada	205	215	-12	-5.58%
TOTAL ASSOCIATE MEMBERS	12416	12229	187	1.53%

AUGUST 2019 VS YEAR END 2018 MEMBERSHIP COUNT BY REGION

MEMBERSHIP COUNT AUG 2019 - DEC 2018	TOTAL Aug-19	TOTAL Dec-18	AMT. VARI.	% VARI.
CLUB MEMBERS	18009	17835	174	0.98%
ASSOCIATE MEMBERS	12416	12229	187	1.53%
NON-VOTING MEMBERS	25	25	0	0.00%
GRAND TOTAL ALL MEMBERS	30450	30089	361	1.20%
MEMBER COMPOSITION AUG 2019 - DEC 2018	Aug-19 COUNT	% OF TOTAL	Dec-18 COUNT	% OF TOTAL
CLUB MEMBERS	18009	59.14%	17835	59.27%
ASSOCIATE MEMBERS	12416	40.78%	12229	40.64%
NON-VOTING MEMBERS	25	0.08%	25	0.08%
GRAND TOTAL ALL MEMBERS	30450	100%	30089	100%

REGION: AMERICAN ASSOCIATION FOR NUDE RECREATION WEST (AANR-W)

CLUB	SINGLE	COUPLE	TOTAL Aug-19	TOTAL Dec-18	AMT. VAR.	% VAR.
*Arizona Wildflowers	33	24	81	84	-3	-3.57%
~Buff-A-Teers	28	13	54	42	12	28.57%
~Canyon State Naturists	9	6	17	15	2	13.33%
~Clothesfree.com	5	0	5	14	-9	-64.29%
DeAnza Springs Resort	111	98	307	313	-6	-1.92%
~Front Range Naturists	4	5	14	15	-1	-6.67%
*Glen Eden Sun Club	686	371	1428	1443	-15	-1.04%
Hangin' Loose	1	5	11	17	-6	-35.29%
*Laguna del Sol	535	617	1769	1751	18	1.03%
~Las Vegas Bares	8	0	8	6	2	33.33%
~Las Vegas Naturists	2	6	14	15	-1	-6.67%
*Le Club	5	2	9	8	1	12.50%
#1106C Lupin Lodge	10	3	16	17	-1	Provisional 2018
Mira Vista Resort	78	132	342	305	37	12.13%
~Mahave Sun Club	7	10	27	23	4	17.39%
*Mountain Air Ranch	186	159	504	508	-4	-0.79%
~Northern California Exposure	0	4	8	9	-1	-11.11%
*Olive Dell Ranch	69	59	187	165	22	13.33%
*Olympian Club	11	5	21	21	0	0.00%
*Pacificans	1	1	3	3	0	0.00%
*Roadrunner Naturists	20	19	58	68	-10	-14.71%
*Sequoians, A Clothes Free Club, The	92	18	128	101	27	26.73%
Shangri-La Ranch	112	106	324	330	-6	-1.82%
~Southern CA Naturist Association	14	8	30	30	0	0.00%
~SunTree Travel Club	6	7	20	12	8	66.67%
~Wasatch Naturists	12	10	32	18	14	77.78%
AANR-W Associates	876	518	1512	1906	6	0.31%
TOTAL	2917	2206	7329	7239	90	1.24%
GRAND TOTAL VOTING MEMBERSHIP	11019	9703	30425	30064	361	1.20%
NON VOTING MEMBERSHIPS			TOTAL	TOTAL	AMT.	%
NATIONAL	SINGLE	COUPLE	Aug-19	Dec-18	VAR.	VAR.
	2	4	10	10	0	0.00%
LEGACY	15	0	15	15	0	0.00%
TOTAL NON VOTING MEMBERSHIPS	17	4	25	25	0	0.00%
GRAND TOTAL ALL MEMBERSHIPS	11036	9707	30450	30089	361	1.20%

Membership Marketing o Increase

Jeff Tendick • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

For increased membership, I am considering a couple options.

1. Shangri La Ranch hosted this year's Fall Festival with a western theme. We hired a local company to provide a guide with four extra horses for the day. This "experience" had immeasurable benefits. I have already spoken to this company and discussed doing a membership drive by offering "ONLY" new members free rides in the desert. Meanwhile, they will build (their business) by offering current Shangri La residents and guests an option to go to "their" business to plan for more extensive rides. While this idea is still in the infancy stage, we believe that there may be some merit to the idea. Furthermore, I suspect that there may be other clubs within the entire western region that could negotiate a similar offering.
2. Currently, there is no region (that I am aware of) that offers significant incentives to join or become an AANR member. I am working on a "package" including a number of desirable items that could be offered to ((NEW MEMBERS)) through the aanrwest.org web site. I will address the challenge of "how to" budget this idea at the meeting.



Spanish Translation Committee

Ricc Bieber o Claudia Kellersch o Andy Walden • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

This committee is charged with accurately translate into Spanish the various collateral distributed at festivals, trade shows and other venues. The success of groups like NATURALIEZA Y NUDISMO GUADALAJARA and the growth of nudist associations from México to Central and South America have shown that our neighbours from *south of the border* have a bona fide interest in social nudism. AANR-WEST is committed to recognising, welcoming and informing the Spanish speaking community.

Este comité se encarga de traducir al español con precisión los diversos folletos distribuidos en festivales, ferias comerciales y otros lugares. El éxito de grupos como NATURALIEZA Y NUDISMO GUADALAJARA y el crecimiento de asociaciones nudistas desde México hasta América Central y del Sur han demostrado que nuestros vecinos del sur tienen un interés genuino en el nudismo social. La AANR-WEST se compromete a reconocer, dar la bienvenida e informar a la comunidad de habla hispana.

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Women in Nude Recreation

Claudia Kellersch, Chair • AANR-West Board of Directors Meeting
Rolf Holbach ◦ Treena Saavedra ◦ Danielle Smith ◦ Linda Weber
Shangri La Ranch, **New River AZ** • **Saturday, 2nd** November, 2019

New Publications

Linda sent a flyer to our committee she made with photos of AANR members who gave their permission. Rotate different people to show that "regular people are nudists."

She also suggests making presentations at spa and gym facilities, since ladies there are already nude and more likely to give an AANR club a try.

Linda also shared her article published in the AANR Bulletin and her blog post for Haulover Beach. Both make excellent handouts for trade fairs, Earth Day, and spas/gyms (instead of another folded brochure that some people will not pick up and not even open, due to their short attention span).

As mentioned in the GoTo Meetings, I have found a young top-free activist mom who works as a graphic designer, who can do the actual work, once the committee has decided what we want and the budget has been approved at the November meeting, which is scheduled to be an hour and a half long, according to Gary. I would rather split this with my other committee, Youth and Young Adults, for which 45 min have been reserved, since I am also sharing the same co-contributors.

The committee members are discussing my correspondence with the top-free activist graphic designer. A simple logo for WINR would be great. We do not need to look into branding as AANR West, as that is the job of the international team in Kissimmee.

Some promising photos were taken at the AANR West convention at Mountain Air Ranch, Colorado, in July 2019, including an infamous butt shot to show diversity among ladies of all shapes, sizes and ages to show that we are all equal. Other photos were taken at the AANR International convention at Sun Meadows in Idaho by special permission, which was obtained by Claudia. Photos include Linda and Claudia, and were mostly taken by Andy Walden with his and Linda's cameras. Linda can look through them and see what can be used. A couple of photos were taken with Treena and Claudia in New Mexico.

The cover of the October 2019 AANR Bulletin shows the group photo taken at Sun Meadows, Idaho, after the very successful comprehensive WINR workshop held at the international AANR convention, which brought together Joan Harris, the national chair, Ronna Krozy, AANR trustee, Terry Capshaw, co-owner of the hosting club, and me, on the panel. We introduced and discussed four main topics. These include safety, security and comfort levels at clubs; our shared responsibility for all fellow ladies, to leave no one behind; honest, direct communications with men about what we want and from whom, as well as attracting more female members.

For details, please read page 13 in the October 2019 Bulletin; some topics and issues were quite the eye openers.

I twice e-mailed my business contact in New Zealand, who owns the patent for the frontless shirts I have been wearing since 2011 to beach volleyball, nude hiking and other outdoor events with too much sunshine. I have received endless questions as to where other nudists/naturists could buy this design, which covers the shoulders, the entire back and is long enough to sit on, so you don't need an extra towel for sitting down; waiting for numbers. Once numbers are in, we can discuss how we can turn this into a lucrative fundraiser, and of course, the WINR logo on the back.

My Asian day spa series continues. I plan to attract more ladies by inviting them to come and enter a raffle for a free entry to the spa. Typically, the entrance fee is about \$ 20 a day. That will also get us more addresses and names. We

must design the raffle entry and what information we would like on it. Short and sweet, I put a budget request in there for driving around different areas in southern California to hold ladies' spa events.

For specific ladies events at convention and festivals, we request a small budget for supplies such as letter beads for name bracelets, chains.

The big events in the past couple of years have been in Denver and Phoenix. The Denver event is not every single year, so depending on Hayley's response we need to budget this or not.

Phoenix

I would like to see the same funding that was used last year.

Earth Day, San Diego

Comes from different budget, not WINR

Claudia and Linda could travel to specific ladies' events and day spa events/gyms for the presentations to prospective female members - to boost the female membership in AANR West. To be discussed.

In early October 2019, Claudia took advantage of cheap mid-week direct flights between San Diego and Albuquerque. Claudia recommended a Japanese spa she had visited many years ago. They drove to Santa Fe for the afternoon to the famous Japanese spa tenthousandwaves.com. We met and marketed to about 25 ladies (Treena's estimate) most of whom were nude in the clothing optional area of the spa. I had brought along the international WINR brochure and handed it out to interested parties. I also exchanged some texting numbers. Many interesting conversations were held about endless WINR subjects such as not wearing a bra/breast cancer risk, body acceptance (size/shape), visits to saunas in Nordic countries, beaches in France, monokinis, and so much more. A stellar day for WINR. Thanks, Treena, for all our conversations and picking me up at my airport hotel.

Noteworthy: the federal 10th Circuit Court of Appeals very recently ruled in favor of TOPFREE EQUALITY. Four of the six states to which this now applies are in AANR West territory, namely Colorado, New Mexico, Utah and Wyoming! (The others are Kansas and Oklahoma, where there was an almost immediate backlash in Sand Springs, OK, passing an ordinance now banning ALL people over the age of ten from taking their tops off in public, unless they are breastfeeding or experiencing a medical emergency.)

The WINR committee is open to all and looks forward to an increase in the female membership through outreach, events and marketing.

Please invite more interested people.

Respectfully submitted,

Claudia Kellersch

WINR Chair



Conventions & Facilities

Jeff Tendick • **AANR**-West Board of Directors Meeting

Barry Nielsen o Treena Saavedra

Shangri La Ranch, **New River AZ** • **Saturday, 2nd** November, 2019

So far ...

- March 2020 Board Meeting: Curt Flynn has a meeting set with Art Bell of Glen Eden to try to solicit their property for the March 2020 board meeting. I should have more information by the time of the meeting at Shangri La Ranch.
- Summer Festival: Currently have one bid in from Glen Eden to host this event.
- July National Convention: Shangri La Ranch will be hosting this event.
- Fall Festival: Currently no bids are in for this event
- November Board meeting: no bids are in for this event

A memo has been sent out to clubs requesting additional bids for these events.

Western Nudist Research Library

Rolf Holbach, Chair • AANR-West Board of Directors Meeting

Shangri La Ranch, **New River AZ** • **Saturday, 2nd** November, 2019

The WNRL at Glen Eden and the ANRL at Cypress Cove are now linked together through the G-suites program and refinements in the process of sharing the information at each library are continuing. Once the procedures are standardized, the Naurist Education Library in Wisconsin and the Willamettans will be linked in also.

Since the last report the WNRL purchased a digital scanner which will allow magazines and books to be scanned two pages at a time.

Recently, filmmaker, producer, and musician Evan Nix, the great-grandson of Rudolf Johnson (president of ASA in 1951 **who helped organize the revolt against Ilsley Boone's control of ASA at that year's convention**) has been doing research on Rudolf with the ultimate goal of a possible documentary on the history of ASA and AANR.

The WNRL continues to look for volunteers to assist in cataloging and inventorying the material in the library whenever visiting Glen Eden.

Sports Committee

Claudia Kellersch o Barry Nielsen o Treena Saavedra • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

Barry, Treena and Jeff worked in unison at the Shangri La Fall Festival.
This western themed event hosted over 250 people over the weekend (10/11 – 10/13).

The format and organization were executed without flaw ...

Events started with a 5K run ... the solicitation of excellent volunteers made this event flow seamlessly. We were all involved with prepping the course with brush clearing, arrow painting, and caution tape throughout the 3.1-mile course. Then we had additional volunteers manning water stations and offering directions or first aid if needed. There was music and vocal encouragement toward the end of the course to push them through ... each runner received a t-shirt and the leaders received a SLR water bottle and SLR back pack along with a plaque indicating their efforts.

Next was the AANR club volleyball tournament. There were six participating teams...and each team had 6 members playing. After several hours of double elimination play, the winning team each received an AANR cooler and AANR water bottle. (Did I forget to mention that the winning team was SHANGRI LA RANCH?) 😊

Then there was the billiards tournament. This tournament started at 4PM with 18 participants. There were some amazing players and crazy shots that caught everyone by surprise. The tournament with 9 brackets took all of 3 hours to finally award the champion a massage (donated by) the masseuse of Shangri-La Ranch. Second place winner received an AANR cooler then third place received an AANR water bottle.

Sunday morning started bright and early with a pickle ball tournament. We had 16 registered participants. The scheduling of rotation was complex yet very effective and fair. The winners were awarded by points scored during the 8 games played. Grand prize was a cooler AND a water bottle.

Second place received a cooler and Third place received a water bottle. Weather was perfect! Competition was tight!

Lastly, we will be contacting Ricc Bieber shortly to get pricing on the duffle bag for prizes for 2020.



Liaison Committee

Andy Walden, Chair • AANR-West Board of Directors Meeting

Ricc Bieber o Ernie Wiese

Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

REPORTING

At the “in” board meeting of July last, we discussed the concerns with the Liaison programme and the seemingly lack of participation, be it from the board members or their respective affiliates. This committee has scheduled a meeting with the regional president to discuss this issue and look at ways to better communicate with the clubs, resorts and businesses represented. Our success in connecting with members of AANR Western Region is saddled in open communication. We not only need to represent our associates; we need them to know they are represented.



Speaking of communication, there was a misunderstanding at the last meeting which left this chair thinking the liaison programme was on a temporary hiatus until this session. Results of the discussion will be reviewed with the full board and a new schedule for the board will be introduced.

A budget line item has been allocated to offset travel expenses by board members to make one visit to each of their venues they represent with the understanding that this allowance will be utilised responsibly. Granted, our region is vast and the resorts are far apart.

ASSIGNMENTS

In November 2018 when the schedule was presented, there was some *good ol' horse-trading* which made assignments easier for the parties involved. It is in this spirit of coöperation that the Board ought to expect excellent reporting. Let's assure every voice has the opportunity to be heard.

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aanr west liaison schedule 2018-2019						
Andy Walden	<u>AANR Florida</u>	Ernie Wiese	<u>AANR East</u>	Ricc Bieber	<u>Bay Area Naturists</u>	
	<u>AANR West Canada</u>		<u>Front Range Naturists</u>		<u>Beachfront USA</u>	
	Hangin' Loose		<u>Mountain Air Ranch</u>		<u>Bonny Doon Beach</u>	
	<u>Living Waters Spa</u>		<u>Wasatch Naturists</u>		<u>Las Vegas Bares</u>	
	<u>Naturists in the OC</u>		<u>Arizona Wildflowers</u>		<u>Las Vegas Naturists</u>	
Claudia Kellersch	Swim Free Hawai'i	Jeff Tendick	<u>Buff-A-Teers</u>	Rolf Holbach	<u>Lupin Lodge</u>	
	<u>AANR Northwest</u>		<u>Canyon State Naturists</u>		<u>The Sequoians</u>	
	<u>Blacks Beach Bares</u>		<u>Mira Vista Resort</u>		<u>Whales Cave Conservancy</u>	
	<u>Camping Bares</u>		<u>Mojave SUN Club</u>		Arroyo del Sol % B&B	
	<u>de Anza Springs Resort</u>		<u>Shangri La Ranch</u>		<u>Canyon Sun Club</u>	
	<u>Friends of Blacks Beach</u>		Mike Glenzak		<u>ClothesFree.com</u>	Casa Cahava % B&B
	<u>Friends of San Onofre</u>				<u>Harbin Hot Springs</u>	Casa Jardín Paraiso % B&B
<u>Le Club</u>	<u>Laguna del Sol</u>	% Home Network				
<u>Olympian Club</u>	<u>Nº California Exposure</u>	<u>Friends of Bates Beach</u>				
Don Giles	<u>AANR Midwest</u>	<u>Olive Dell Ranch</u>		<u>Glen Eden Sun Club</u>		
	<u>Roadrunner Naturists</u>	<u>River Dippers</u>	<u>Pacificans</u>			
Treena Saavedra	<u>AANR Southwest</u>	<u>South Valley Travel Club</u>	Sº Calif. Naturist Ass'n			
	<u>Suntree Travel Club</u>	<u>Tahoe Area Naturists</u>	<u>Western Nudist Library</u>			

Liaison Report • BfUSA

Ricc Bieber • AANR-West Board of Directors Meeting

Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

BEACHFRONT USA

Beachfront USA, one of the most energetic keepers of the flame of nudist activism during the late quarter of the twentieth century, finally doused her Lady Liberty lamp a month shy of 46 years.

Born in October 1973 during the turbulent campaign to create a nudist area at Venice Beach, California, that effort ultimately failed after Los Angeles County passed an anti-nudity ordinance in 1974 that was sustained on appeal in 1993 **after a long court battle financially supported by the club's defiant members.**



Cec Cinder, author of *The Nudist Idea* (1998), and others reorganized the group in 1986 into what Cinder called “a leaner, meaner” non-profit corporation whose purpose was “solely to establish legal clothing-optional beaches and recreational areas in the United States and to retain those areas that have been traditionally been enjoyed in the nude. We believe that a citizen’s right not to wear clothing extends beyond his or her own home or private resort to publicly-owned (that is, citizen-owned) lands.”

Over the years, the group financially supported the “Top Freedom Seven” in New York who ultimately got that state’s ban on top free women overturned. They were less successful battling federal officials who were intent on shutting down nude sunbathing along Cape Cod, and also in trying to keep clothing-optional beaches at Smuggler’s Cove, near Palos Verdes, and Pirate’s Cove near Point Dume, both in Los Angeles County.

At one time, they had as many as 350 paid members (\$10 each or \$20 couple) including some of the Who’s Who names of local nudist history including Irene Shannon, Suzy Davis, and ____ Callen. Lee Baxandall of the Naturist Society, Ed Lange of Elysium Fields, Hap Hathaway and Beverly Price of ASA (now AANR), and SCNA’s Ricc Bieber were all charter members.

The organization was prolific publishers of pamphlets, manifestos, and newsletters, publishing *Bare in Mind* and *The Free Beach News* on a monthly and sometimes bi-monthly basis. In the days before computers, word processing or the Internet, these were all published using a typewriter and copy machines and distributed either by mail or from a table set up at the beach, to anyone who would take one.

The financial engine for Beachfront USA was the Callen-Davis Memorial Fund (CDMF) which raised thousands of dollars in hopes of overturning anti-nudity laws everywhere, but specifically the Los Angeles County law. Sadly, they never raised enough funds to take their appeal to the US Supreme Court, which was always the goal. The fund still exists, administered by a board appointed by AANR-West, The Naturist Society, and other local groups, with David Tiktin of SCNA as its Executive Director.

Unfortunately, almost all the original leaders of Beachfront have either passed on or are too infirm to continue the cause. The *Free Beach News* continued under various editors until Spring, 2018. The Beachfront web site was not renewed in July 2019 and the Board decided to disband itself in mid-September. And the icon that was Nude Lady Liberty passes into nudist history.

Liaison Reports • FL ◦ WC • HL ◦ LWS ◦ NOC ◦ SFH

Andy Walden • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

AANR — FLORIDA REGION

Jeff Baldassarre has returned the responsibilities of the web site and social media back to the region. The AANR-FL convention was June last at Hidden Lake Resort near the town of Jay. No response received to enquires thus far.

aanr-florida.org

AANR — WESTERN CANADIAN REGION

No response to queries from the regional office. Their website is several years out of date and there has been no reply for a current itinerary received by report deadline.

aanr-wc.com

HANGIN' LOOSE CLOTHING OPTIONAL RETREAT & BOTANICAL GARDENS

This year's *Serendipity Park Web Award* went to HANGIN' LOOSE at the AANR Convention in August. The accolades for **developing and maintaining an "amateur" web page came as a surprise and honour to owners** Michael and Janet Smith. They have been busy with regular and new visitors once again booking their Puna District hideaway. Articles in THE BULLETIN and international publications like *Health & Efficiency* have bolstered their media exposure. A visit to Kehena found the clothing-optional black sand beach as carefree as usual.

hanginloose.com

LIVING WATERS SPA

With sadness, this will be the last report from the old Kismet Lodge as Jeff and Judy Bowman sold their unique, QUIET European-style Desert Hot Springs spa this past September. The new owners are turning the property into a therapeutic rehabilitation and healing centre — albeit not clothing optional. Jeff and Judy are working on their next venture which will surely be another nudist success story.

livingwatersspa.com

NATURISTS IN THE O C

As a non-affiliated travel club based in Orange County, they also have several members who are affiliated with AANR-WEST as well. **Contrary to the club's name**, NitOC supporters are from across Southern California! Monthly pizza nights, trips to Southern California clubs, hikes to Deep Creek and activities with SCNA, including an upcoming Thanksgiving celebration, are just some of the activities found on their calendar. No reply for current information was received by report deadline.

nitoc.weebly.com

SWIM FREE HAWAI'I

Capt. Chuck Hauptert reports a steady influx of enquiries as well as bookings from readers of THE BULLETIN as well as social media. The good captain has been boating and fishing the Kona Coast waters for more than three decades and knows a number of secluded coves within a short distance of his Honokōhau base to assure a pleasant, safe experience.

swimfreehawaii.com

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Liaison Report • FoBB

Gary Mussell • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

FRIENDS OF BATES BEACH (a division of SCNA)

Saturday, Aug 24 – It was a beautiful day for a picnic and about two dozen nudist were enjoying the beach in our traditional spot, when around 3 pm we saw a ranger's SUV driving down the sand towards us. We all got dressed before four sheriff deputies got out of the vehicle to remind everyone nudity was still illegal and to stay dressed. Sgt. Padilla and office Mendez did most of the talking. Rolf asked if there had been a complaint and they said yes, although we encountered no problems with other beachgoers ourselves. Our agreement with the county is deputies can come down if they receive a complaint, so we complied.

This is the first time in several years such a large group of officers had come down at once. The officers left, but about an hour later we noticed a large drone came and hovered over us for about 15 min.

A few days after the incident, I met with the County Supervisor's deputy; she said she didn't know why law enforcement came down. She agreed the harassment by the drone overhead was "a bit too much." I also found out the longtime county park guard who lives in the trailer above the beach had retired a month earlier. Perhaps the new one didn't know about our agreement? She said she would call the Supervisor.

A few days after that, I met Kathleen Riccoli the new Rincon Park guard, who said she heard it was the county park ranger who acted on his own about the nudity and went down to the traditional clothing-optional area with four sheriff deputies just to scare us. She said after the Supervisor called, he was transferred elsewhere. Kat said she has no problem with simple nudity and was impressed we had the Ambassador program in place to handle beach behavior.

On Saturday, September 21, once again, SCNA and Friends of Bates Beach coordinated the cleanup of Bates Beach as part of the annual California Coastal Cleanup Day. 19 volunteers (see photo above) cleaned up 113 pounds of trash and 14 pounds of recyclables at Bates.

That morning I met briefly with Mark Guy, who is the new county ranger assigned to the beach. He agreed he would let the nudists be, if they stayed in the designated area, and unless there was a complaint. We agreed.

After the cleanup was complete, our nudist group enjoyed the afternoon at Bates and had no hassles at all.

Avocado Festival

Two weeks after that, from Friday through Sunday October 4-6, 2019 - AANR-West co-hosted a booth with SCNA and Friends of Bates Beach at the annual Carpinteria Avocado Festival. An estimated 80,000 visitors from around the Santa Barbara and greater Los Angeles area came over three days to visit the 400 booths that line the main street of the city, and to eat every kind of food imaginable using avocados as one of the ingredients.

Our booth attracted a lot of attention due to the spinning prize wheel and free raffle for beach towels and a grand prize of a weekend stay at a local clothing-optional B&B. We ran out of several hundred each of beach balls, emery boards, lip balm, writing pens, and other things with the [AANRWEST](#) name and web site imprinted on each. The booth attracted many under age 30 visitors who were looking for a place to give nude recreation a try. Literature about many of the local AANR clubs was also given out.

As we had last year, we had a free raffle for beach towels (2 per day) plus a grand prize of a 3-day/2-night stay in a local clothing-optional B&B. On the entry form we asked people some questions about nude recreation. The results:

Yes! I support a nude beach be established in Santa Barbara County	75.0%
No, I disagree. There should be no nude beach	4.9%
No Opinion	15.5%

These percentages track closely with previous years: 68% Yes in 2017 and 71% Yes in 2018.

This year we added a question to see if people supported women having the right to be top free wherever men can. Results 48.6% said yes.

I observed many more young people stopping by the booth this year, all seemed receptive to the nude beach and especially the Top Freedom question on the form. Many of the local Carpinteria residents told us they grew up on the nude beach and were glad it was back.

Two Carpinteria city council members came by, one on Friday and one on Saturday, just to say hello, as did John Palminteri, the popular feature reporter for KEYT-TV in Santa Barbara who says he wants to put me on the radio for an hour-long interview.

It was a great weekend for communicating the joy of social nudism to the public who were very receptive. Many good potential members were met.

Liaison Report • SCNA

Rolf Holbach • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

The SOUTHERN CALIFORNIA NATURISTS ASSOCIATION is the largest non-landed naturist club in California with about 141 paid members. It is affiliated with both The Naturist Society and AANR, but dues for these two national organizations are voluntary. Currently about 30 members also belong to AANR and about 29 also belong to TNS, with perhaps a dozen people overlapping and belonging to both. SCNA annual dues are \$90/individual or \$115/couple.

All members and event guests undergo a background check before admittance to events or before being accepted as participating members of this non-profit California Corporation.

The SCNA has found that our members enjoy us offering a variety of new and traditional activities, inviting and including members of other local affiliated non-landed clubs, all of which continue to attract new naturists to the SCNA. While **we've lost some members due to inactivity on their part and age-related problems** our paid membership has remained steady this last quarter at 141 and a mailing list that remains at approx. 450. The followers on our Meetup.com page have increased to 2400, and 648 Facebook followers. Unfortunately, our Twitter page was hacked, suspended, and **we're still waiting** to get it reinstated.

"Disrobed," the immersive play that the SCNA and AANR-West co-sponsored was a qualified success, selling out each **performance at the Hollywood Fringe Festival. The play was nominated for the "Best Immersive Production" and although it didn't win that award, it did win the "Producers Encore Award" and earned an encore performance.** Additionally, the production is continuing and has moved to a new theatre for a monthly run of performances starting on Nov. 2.

One of the two big events of the summer for the SCNA was the Annual Nude Summer Games staged at Olive Dell Ranch on Aug 10. We had five different landed and non-landed clubs represented in the good-natured competition and for the first time in four years, the SCNA finally took back the trophy.



The other big event was our Pool Party and Talent Show **at the eclectic Zorthian Ranch artist's enclave in the hills of Altadena.** We had over 60 members and guests from other clubs attending on a warm September afternoon.

Other notable events in the latter part of the summer included nude beach parties at Bates Beach, Nude Comedy Shows, a **Women's Only Gathering**, and ending September with our traditional Ice Cream Social.

In the month of October, we will have a Nude Bowling Party on the 20th, and our traditional Halloween Party on the 26th. The SCNA usually only has two events in November, our annual Friendsgiving Party on the 16th and the following day we will have the TreeSpirit photographer/activist, Jack Gescheidt, visiting us to take photos with nudes in and around local trees. Like last year we will hike up into the nearby Angeles Crest National Forest for some photos on

November 17th. This year the SCNA will also present the World Premier screening of “Act Super Naturally”, JP Riley’s sequel to his nudist comedy film of 2013, “Act Naturally”, both of which were largely filmed at Olive Dell Ranch.

In December we will have our only clothed event, a Holiday Awards Party, where we **recognize club members who’ve** distinguished themselves above and beyond others to the SCNA or the local naturist community at large.

Our naturist activities in 2020 will tentatively begin in January with our Museum Scavenger Hunt in which we return to the amazing Getty Museum where participants will not be able to wander the museum nude but will answer a **humorous questionnaire about all the nude artwork. Since it’s a great cold weather event, we’re also planning to return** to a Korean Spa owned by one of our members for a Co-Ed Nude Spa Evening.

February begins with our traditional Super Bowl Chili & Soup Cook-Off Party. The weekend of Feb. 15-16, several members of the club will head to the annual Travel and Adventure Show in Los Angeles to help staff the AANR-West booth there.

On Saturday, March 14, we’ll have our Think Green Party to celebrate the arrival of spring with a best salad themed **potluck. Although the date has yet to be set, we’ll host another** Nude Bowling afternoon in March or April.

Paralleling these events will be our monthly Nude Yoga **classes in Altadena and Canoga Park, and we’ve recently added a** third in Hollywood. We also continue to host monthly Meetup dinners in Van Nuys, and Torrance. We are still searching for a replacement location for our Pasadena Meetup as the restaurant we were using closed. In April we will resume our Meetup dinners in Ventura and Carpinteria.

Contact Information:

SCNA • **Southern California Naturists Ass’n**

23679 Calabasas Rd Suite 940

Calabasas, CA 91302

Messages: (818) 225-2273

Email: scna@socalnaturist.org

Web site: www.socalnaturist.org

Youth & Young Adults Committee

Claudia Kellersch, Chair • AANR-West Board of Directors Meeting

Rolf Holbach ◦ **Rolando Mantilla** ◦ Treena Saavedra ◦ **Linda Weber** ◦ **Ernie Wiese** ◦ **Hayley Zimmerman**

Shangri La Ranch, New River AZ • **Saturday, 2nd** November, 2019

Thanks to GARY, my historical research shows there have been budget requests in previous years for various amounts (up to \$ 500 for the annual convention and for each festival, 3-4 x per year), but actual spending has not matched these requests in the past.

So, I have requested \$ 200 (down from \$ 500 of predecessors) for each of the festivals and the convention for youth/young adult activities planned locally by the hosting clubs and young adults inside these clubs. Some ideas are: ice breakers, pool games with prizes, arts and crafts (name beads), and what the young adults would like to do. I am waiting for feedback from the young adults, Rolando and Hayley, which I will share in our discussion at the Nov. 2, 2019, board meeting.

I have been in touch with Rolando on WhatsApp and invited him to join me on MeWe, which he has, and has already invited another young adult to create a new group on MeWe, which is safer than FB.

YOUTH CAMP

Gary has given me an Excel spreadsheet that shows actual money spent on previous youth camps. That was \$ 2455.96 for 2014, and \$ 2216.50 for 2015.

So, my request of \$ 2000 for the 2020 youth camp is lower than previous camps.

I have confirmed two experienced Young Adults as counsellors, Trent Rogers, 25, of Boise, Idaho, educator, lifeguard, and Breland Parker, a well-known current SCNA member.

TRAVEL

Trent will get reimbursement for a round-trip ticket between Boise, Idaho and San Diego, which I have prized on Alaska Airlines at approximately \$ 300 - \$ 450 roundtrip based on day of the week and sales, which can be compared to mileage reimbursements for trips between Glen Eden/Shangri La and MAR, which tend to be higher. Parker has accepted a mileage reimbursement from his registered home address (Fontana, CA) to De Anza Springs and back (190 miles each way, at 52 cents a mile, \$ 197.60).

MEAL PLAN

All counselors and kids will be included in a meal plan. Ally, a professional chef whom I met on the last Camping Bares **campout, has offered me to develop popular kids' camp meals for kids and young adults, who I will also get approved by** the kids, plus, they get to help prepare them as part of the team building effort. Past food expenses are around \$ 750.00. We of course shop at Costco; grocery store etc. like Cyndi did for the 2018 MAR youth camp.

Dates are directly after the Glen Eden camp, so parents and grandparents may choose to enroll kids in both. That is in the third week and late June to be arranged with Glen Eden. Location is De Anza Springs, as I can help out a lot with logistics there.

Materials should be reused from existing supplies currently ware-housed at Glen Eden and Shangri La, most likely not to be shipped from MAR.

New materials estimated at \$ 100 - \$ 200 to be developed by counselors. Additional counsellors local to Glen Eden and/or Southern California are also welcome and invited to contribute in the planning and event.

So far, we have two boys and two girls and will be searching and recruiting more kids from southern California. Once the dates are confirmed, the announcement will be open to all of AANR West parents and grandparents in the entire region to plan their summer vacations.

INCOME

The kids camp registration fee per child has been \$ 50 in the past and we can discuss, if we want to keep it that way, or raise it. It is largely a symbolic amount and commitment. If we raise the camp fee to let's say \$ 200, which is how much Sunsport Gardens has charged for their one-week camp including the meal plan and camping in tents, it is more in line with other non-nudist summer camps and we could offer scholarships (AANR Florida offers scholarships for AANR Florida youth to go to the Sunsport Garden youth camp each year). To be discussed.

FROM ROLANDO

So, my idea is to connect the AANR young leaders and start by submitting articles on these sites like Buzzfeed, Elite Daily, Reddit among others to start getting some traction and have a blog to have a repository for these articles, or even invite young writers to see what AANR is all about.

Now for IG traffic creating adds like the one Jaybird uses but shows what AANR is all about which is fun healthy people who do cool stuff without clothes, following the IG nudity guidelines. Also have an official snapchat and/or IG account that AANR youth leaders from around the country manage for a day or a week to do short stories of things that they do and what the AANR is and how awesome it can truly be for them also and how to become part of it.

There will be more information and always room for discussions at our November 2019 board meeting.

Current committee members are Rolando Mantilla/Glen Eden, Hayley Zimmerman/MAR with Ernie Wiese/MAR, Treena Saavedra/Roadrunner Naturists, and Linda Weber/Rolf Holbach from SCNA.

Cyndi Faber has specifically asked to be removed from this committee due to other work commitments. This committee is also open to additional youth and young adults at all times.

Respectfully submitted

Claudia Kellersch, Chair

Scholarship Committee

Ernie Wiese • AANR-West Board of Directors Meeting

Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

Many changes have taken place over the last year and a half. We looked at how the program could be changed, if needed, how the program, the application process, and the awarding of the scholarship itself could be streamlined.

A major change to the basic program was the addition of a new category; the trade school and on-going training for adults.

First, the application process was moved to an online form. Previously, applications and the accompanying essay were to be written out and all paperwork was on hard copy. Mailed by snail-mail and copies were distributed to committee members as hard copies.

The on-line form has been shortened.

Last year we found the BoD of AANR-West approved a budget of \$5,000 for awards. We approved and disbursed \$4,500 of those funds. The applications received were entirely for students enrolled in programs working toward four-year degrees. There were three applicants and each was awarded \$1,500.

No applications were received for trade school students. The program was not sufficiently advertised. The Scholarship Committee has put together a couple of ideas which will be presented at the November 2nd meeting at Shangri La Ranch. The goal is to have the printed brochures completed and distributed to all member clubs by Thanksgiving 2019 for the 2020 school year beginning in August.

We feel that this program is worthy of growing in that it is a direct benefit to members. However, we feel strongly that the BoD should establish a rule that would restrict scholarship awards to two years in a row. A motion to that effect will be brought forth for consideration at the upcoming meeting.

The 2020 brochures will be distributed with a rack card holder which can be placed on a check-in counter so we can better assure that the AANR-West name is prominently displayed at each club. The cost of these holders is \$1.89 each.

At the annual meeting in July, Cyndi F. was elected Treasurer. Cyndi accomplished so much in her previously held position on the committee and we thank her for all her work to make the transition to the new scholarship program.

Government Affairs Committee

Gary Mussell, Chair • **AANR**-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

One of the primary reasons to belong to AANR (besides having fun) is to support our work that protects our right to be nude through legislation and the courts and, where possible, to expand social nude recreation opportunities.

1. GAT and NAC Working Together (and now CDMF)

A year ago, I reported on the verbal agreement between GAT and The Naturist Action Committee (NAC) to begin working together where possible on issues of common concern. Since then several of the NAC Directors have participated in the monthly GAT phone conference calls with positive results. Bob Morton receiving the AANR GAT Award at the August convention is a reflection of that cooperation.

On September 30, I received an email that Bill Schroer has been replaced as Chair of the Naturist Action Committee by Susan Shopiro (Susan.Shopiro@naturistaction.org) and the new head of the Naturist Education Foundation is Dog Hickock (Doug.Hickok@naturistaction.org). Both will continue our progress of cooperation with their AANR counterparts.

Meanwhile, in the Western Region, NAC Director Ron Weimer from Orange County, CA continues to participate in all of our discussions here in the West. He participated as a volunteer at our trade show booths this year at the LA Travel Show and at the recent Avocado Festival in Carpinteria.

David Tiktin, whom I appointed as CEO of the Callen-Davis Memorial Fund a few months ago, now has assumed control of that Board of Directors and bank account with the demise of the Beachfront USA organization that used to oversee its use for important court cases involving clothing optional beaches. CDMF is a totally independent 501(c)4 non-profit but works closely with both AANR and the Naturist Society on the West Coast.

2. Legislation

Here is a summary of legislative activity, state by state, since my last report in July:

Arizona

Bev Price reports that there has been no legislative activity in Arizona. The legislature is adjourned, and the state and federal park superintendents seem content with the status quo.

California

CA AB1762 - For the first time, dogs may be allowed on certain state beaches. The Parks Department has to issue a report by next spring listing the beaches it will accept. We anticipate it will only be a few at first. Nudists like to bring their dogs with them so this affects us a little bit.

AANR-West helped underwrite the Friends of Bates Beach booth at the October 4-6 Avocado Festival in Carpinteria. Several thousand spiffs were given away to the crowd, estimated at 100,000 people over the three days, and many good contacts were made with civic and business officials in the town regarding nude use of Bates Beach just south of the city. An informal written survey taken at the booth showed 75% of the people in favor of the nude beach (with proper signage) and only 12% opposed. These percentages track closely with previous years: 68% Yes in 2017 and 71% Yes in 2018. This year we added a question to see if people supported women having the right to be top free wherever men can. Results 48.6% said Yes.

There was a police presence at Bates a few weeks ago, quite out of proportion to the usual occasional deputy saying hello. We were concerned our verbal agreement to allow the clothing optional section had been

changed, but I spent a lot of time talking to several local officials who said nothing was different. It turns out the local Bates park security guard above the beach had retired and a new one knew nothing of our agreement. When a Park Ranger received a phone complaint, he gathered 4 county sheriff officers to come down to our **beach picnic to scare us (we don't scare easily)**. I asked the local county supervisor to call County Parks about the incident and the next week that ranger was reassigned elsewhere. I got to meet with the new Park Ranger and the park security guard the following week and got things straightened out. Everything is back to normal there now.

On Saturday, September 9, once again, SCNA and Friends of Bates Beach coordinated the cleanup of Bates Beach as part of the annual California Coastal Cleanup Day. 19 volunteers cleaned up 113 pounds of trash and 14 pounds of **recyclables at Bates**. Other volunteers cleaned up **Black's Beach in San Diego, Pirate's Cove near San Luis Obispo**, and Bonny Dune Beach near Santa Cruz.

The Auburn Dam Recreation Area (near Sacramento, CA) public comment period continued through the summer **on revising the park's rules and regulations**. There is a **traditional clothing-optional beach** on a beach just south of the dam that we want to protect. Both AANR and NAC had representatives at the hearings, and they report nobody seemed to care about the nude beach at all as other park issues were of higher concern. Much thanks to Susan Comforti of the River Dippers club who sent in a written comment saying we want to retain the nude beach, so our opinion is now on the public record.

California Parks and Recreation trade show - every March, we have a booth promoting nude recreation in the state park system. About 10,000 park employees, superintendents, and an occasional state park official will walk through the exhibit area and we always receive a positive response from those who stop by. Our annual AANR pin is a coveted show souvenir. The event hosts perhaps 100 workshops on various topics of interest to the park employees.

Last year, CPRS send us an email suggesting we do a workshop for them about nudity in the state park system. I put together a 90-minute interactive workshop and submitted it for approval. We are waiting to hear back. I have two other speakers already lined up in case we are approved.

Colorado

As I wrote in the October 2019 AANR-West **Newsletter**, **women have won the legal fight to "Free the Nipple" in 6 mid-country states**. In mid-September, the federal 10th Circuit Court of Appeals ruled that laws banning **women from being top free are not enforceable in all the states within the court's jurisdiction**: Colorado, Wyoming, Utah, New Mexico, Kansas and Oklahoma. (AANR-West has a copy of the actual court ruling should anyone want to read it.)

The ruling said, in part, "Any law that says 'women are prohibited from...' is unconstitutional and really just intolerable in a society that should treat women as equal to men." Fort Collins has decided they are not going to try and win at the US Supreme Court. However, in 2017 the 7th Circuit Court of Appeals ruled to uphold **Chicago's topless ban**. That means there are two districts in the country with opposing views on the matter. If more lawsuits pop up around the country, the Supreme Court may have to rule on the issue after all. Meanwhile a Free the Nipple group in New Hampshire has asked the US Supreme Court to rule on their local topless ban. So, our victory could be either short-lived, or else suddenly apply nationwide. The Court has not yet agreed to hear the case. Stay tuned.

Hawai'i

The legislature is adjourned with no bills passed of any interest to us.

Nevada

The annual Burning Man Festival at the end of August saw no arrests for nudity on the playa although there were several drug busts over that long week of fun and revelry. Law enforcement has decided to ignore the stricter anti-nudity law passed by the legislature three years ago, at least when a half a million people are involved!

New Mexico

We saw no legislation of consequence this year and there were no issues at the hot springs or hiking trails worth noting.

Utah

The legislature is adjourned with no bills passed of any interest to us.

Wyoming

The legislature is adjourned with no bills passed of any interest to us.

Addendum

AANR-West Board of Directors Meeting

Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

GO-TO-MEETING SCHEDULE 2019-2020

At the 2019 convention at Mountain Air Ranch, we all agreed that *Go-to-Meeting* should remain on the first Thursday of the month, although a few wanted the meeting to start fifteen minutes earlier than before (6 pm) while a few others wanted it to start at 6:30 pm Pacific Time. For at time being, we will keep the time and dates. While I have reserved the meetings to last for 60 minutes, we usually run 15-20 minutes overtime. Plan accordingly.

Gary

- *No phone meeting in November*
- Thursday December 5 at 6:00 pm Pacific Time
- Thursday January 2 or January 9 at 6:00 pm Pacific Time
- Thursday February 6 at 6:00 pm Pacific Time
- *No phone meeting in March*
- Thursday April 2 at 6:00 pm Pacific Time
- Thursday May 7 at 6:00 pm Pacific Time
- Thursday June 4 at 6:00 pm Pacific Time
- Thursday July 9 at 6:00 pm Pacific Time

We will send out the site link and telephone access code about a week before the meeting to everyone invited.

2020 Draft Budget

Cyndi Faber, Treasurer • AANR-West Board of Directors Meeting

Rolf Holbach, Chair • Gary Mussell o Barry Nielson

Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

AANR-West 2020 Draft Budget

Budget
Draft
2020

Income

Committee/purpose	
Club Memberships	5,200
Times \$8/member	\$ 41,600.00
Associate Memberships	1,700
Times \$8/member	\$ 13,600.00
Total Income	55,200.00

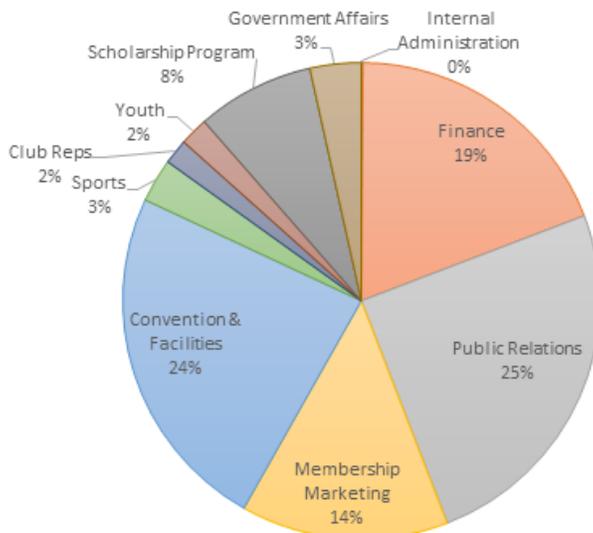
Expenses

		Percentage of Budget
Internal Administration	100.00	0%
Finance	16,755.00	19%
Public Relations	21,935.00	25%
Membership Marketing	12,350.00	14%
Convention & Facilities	20,880.00	24%
Sports	2,600.00	3%
Club Reps	1,500.00	2%
Youth	1,700.00	2%
Scholarship Program	7,000.00	8%
Government Affairs	3,050.00	3%
Legal	0.00	0
Credentials	0.00	0
Facility Improvement Loan	0.00	0
Legislation	0.00	0

Total Budget Expenses 87,870.00

Net Loss (32,670.00)

2020 AANR West Budget



President's Priorities

Gary Mussell, President • AANR-West Board of Directors Meeting
Shangri La Ranch, New River AZ • Saturday, 2nd November, 2019

Compiled from Discussions at Incoming Board Meeting July 28, 2019

At the end of the AANR-West convention, we went around the room asking for suggestions and priorities that the new board should be looking at as they prepare the 2020 budget, to be presented at the November 2019 Board meeting. The information below is a compilation of these things, subdivided by standing committee, so we can further define our goals for next year. Please review the information for your assigned committee (feel free to add additional items we may have overlooked!), then communicate your thoughts among your committee members to come up with a plan. The officers and Finance Chair are available any time to help you through the process.

Do not feel overwhelmed. Many of these ideas will prove impractical, or they could take several years to achieve. Use **this document as a starting point for your discussions. This isn't a hard task if you all start now and divide up the work into manageable parts (in other words, don't wait until the last minute!)**

Here are the ideas from both the directors and the club delegates

Secretary

- Get business cards and medallions to all Board members at Fall Board meeting. Needed for trade shows and club liaison town halls.

Better Board Communication

- Reduce use of emails as primary medium for board and club communications. Start using text, Skype, and Go2Meeting more. Talk to each other, not just top-down communications!
- **Andy: "Monthly Go-to-Mtg is essential; even at committee level."**

Finance Committee and Treasurer

The Finance Committee manages all the overhead expenses (insurance, professional services, office expenses, etc.) not specifically assigned to the committees. A review of these expenses is done every year to be sure waste is eliminated or minimized. There are many reforms that were delayed these past few years that need implementation:

- We would like to establish a budget report broken down by anticipated income & expenditures by month, not just YTD because the latter does not anticipate cash flow needed for the future.
- The committee should have the ability to compare actual bank statements to QuickBooks entries, so we can catch typos and other human mistakes. We should not have only a QuickBooks report to tell us how we are doing.
- Find new sources of revenue besides memberships (such as web/newsletter ads, sales from books and merchandise, donations, etc.) Report back to Board at November 2019 meeting.
- **Increase our region's "fair share" of national dues from \$8 to \$12 if national dues are increased in 2020. We are currently running a deficit at the regional level and need additional revenue to run all the programs we are advocating.**
- Explore closing the Youth Bank Account. Currently, the Youth Fund is a separate bank account with a Debit card for purchasing items for the Youth and Kids Camps. The account had about \$800 in it as of the end of 2017. **Should this separate account be closed, and the funds consolidated into the region's main bank account?**
- At present, the Treasurer is the only one with a debit card, so he must pay all bills. It make sense for the President to also have a debit card as a backup. The President will only be authorized to pay when the treasurer is unavailable and only those amounts previously approved in the budget.

- Change back card (who can sign checks): add Jeff and Andy, remove Russell and Bev. Bank will need convention minutes for bank.
- Move our QuickBooks to online, give President, VP, and Finance Chair viewing privileges.
- Audit – do we change companies or eliminate except when we change Treasurers?
- Review our Co-op advertising payout program. (Procedure Manual 7.06) reimbursement for advertising in non-nudist publications). In 2018 the budgeted amount was \$8,000. Suggestion: broadening the definition of what qualifies to encourage more club participation. Or else reduce the payout to save some revenue?
- Remember, the deadline for budgets from committees is September 23 so the Finance Committee has time to review and present consolidated draft in the Board Meeting packet October 15. Rolf: Budget requests deadline is Sept 23, figure what you want and then put a price tag;
- Reminder: each year the Treasurer needs to update the required SI-100 CA Sec of State forms for new officers and change please change our address to California from North Carolina!

Public Relations Committee (external-facing)

- **Purpose: Improve our image with the general public through trade shows, speaker's bureau, college classes, legislative contacts.** PR is Branding: Sell the Nudist Experience (joy) not the product (membership)
- Create Spanish versions of several of our most-used AANR-West brochures.
- **Declare a "\$2 Bill week for Nude Recreation Week and have clubs get involved. Program is designed to promote awareness in community of our presence;**
 - Cyndi: Shangri La Ranch has printed introductory cards and leaves them at restaurants. She will get everyone master copies.
 - **Russell prefers we use a stamp to deface the bills (Secretary's Note: Review US Title 18, § 333).**
- Gary: develop a Lady Godiva Award for Excellence in Film, TV, and Social Media. Southwest region holds an annual film festival of nudist-positive films.
- Public Relations have several subcommittees that focus on specific areas:
 - **Speaker's Bureau**
 - Finish the PowerPoint presentation and other material for Meetup and Service clubs and college classes
 - Create a process for contacting clubs and colleges where to send speakers
 - Develop list of qualifies speakers for the program geographically.
 - Trade Shows
 - Develop Trade Show Schedule for 2020
 - Find a new Quartermaster (who stores and counts the trade show spiffs).
 - Expand trade show opportunities to increase exposure to the public.
 - Review trade show backdrops and photos (several need updating)
 - Partner with travel agencies to attract visitors interested in a NAKATION™.
 - Web Site
 - AANR-West has a contract with Scott Weber at Rocketboy Media in Chatsworth, CA, to be our Web Manager. He is to keep the aanrWest.org site fresh with both fun activity announcements and background FAQ information and articles for those seeking educational materials about nudism ("**we provide both the sizzle AND the steak!**"). Weber provides us with monthly statistical analysis so we can track who is visiting the web site and what their interests are. Scott is paid a monthly retainer of \$500. He may charge an additional (negotiated) fee if we ask for rewrites of pages or ask for major changes in the future beyond what would be considered normal monthly maintenance.
 - Suggestions for future additions to the web site: a store to sell AANR-West logo merchandise, a video library showing off clubs in the region, personal classifieds, etc. We might also consider soliciting advertising from nudist friendly products and travel destinations as new source of revenue.
 - Add more local Pioneers to the web site. Local clubs need to nominate their founders and others who made major contributions.

- Add Hiking Trails to web site from Arizona, New Mexico, Nevada, Colorado, Wyoming to the ones already posted about California.
 - More Club Visit Reviews
 - Add expanded sports calendar
 - Club videos (partner with club on production costs?) Need equipment and good editor. Partner with college students to take videos of local parks and activities to post on our web site.
- Social Media
- Find volunteers to monitor and upload memes that present positive image of nude recreation and upcoming AANR/club events.
 - A chart of all the social media sites that our Board members belong to is below. As a starting point, we should divide up the task of promoting AANR and AANR-West on these sites where we currently are.
 - Social Media Used by AANR-West Officers and Directors 2019

Media Name	"West"	Gary	Jeff	Andy	Cyndi	Walt	Rolf	Ricc	Ernie	Claudia	Treena	Don	Barry			Totals
Facebook	X		X	X		X	X	X	X		X	X	X			10
LinkedIn		X		X		X	X	X		X	X		X			8
Twitter	X	X	X	X			X	X	X			X				8
YouTube		X	X			X	X		X	X		X				7
MeWe	X	X		X			X			X	X	X				7
Instagram			X				X	X		X	X					5
Snapchat			X						X	X	X		X			5
Tumblr							X				X	X				3
Meetup		X					X			X						3
Vimeo							X			X		X				3
Pinterest											X	X				2
Reddit										X		X				2
True Nudist							X									1
WhatsUp				X						X						2
	3	5	5	5	0	3	10	4	4	9	7	8	3	0	0	15

Membership Marketing (internal)

- Focus: Ricc is concerned about member apathy toward AANR. Goal is to improve AANR West membership numbers! **Members must feel they are receiving their money's worth so they will renew.**
- **VP Jeff Tendick's main task these two years: bring in 150 new members including more "minority" (blacks, Latinos, Asians, etc.).**
- The photos in many club brochures and on social media need to stop showing empty swimming pools and nobody on the lawns. We need to show people having fun! Add minorities (black and Latino) members to the photos, and people of different ages and sizes. How to do it at the club level?

Ad Hoc Committees

Several Standing and Ad Hoc Committees work within the Membership Marketing umbrella to service our members:

- Passports
 - Budget for reprinting Passports in 2020.
 - Start collecting prizes from clubs for the Passport Raffle in Summer 2020.

- Singles Committee
 - Rename committee and redefine its purpose as promoting at clubs anti-discrimination by gender, age, sexual preference, race, etc., as stated in the AANR By-Laws.
- Newsletter
 - Start sending AANR-West Newsletter to club members in those clubs who do not forward it to their members.
 - Start using new AANR management software to send out newsletter instead of MailChimp.

Club Liaison Committee (has a coordinator but the entire board are its members)

The main purpose: Opening new and better forms of communication, more than just web sites, newsletter, & the AANR Bulletin Each Director gets assigned a few clubs each, so the liaison process is more evenly shared by all. Andy will send out a signup sheet, so Directors can select which clubs they want to be the official contact.

Directors can either visit their assigned clubs or communicate via phone or email to keep up with the latest news.

Assigned directors report back to the full Board at the Fall and Spring Board Meeting and summer convention in writing via the reports due before each of the three board meetings/year.

- Treena: We need to contact clubs throughout the year regarding credentials for better representation. Jeff personally committed to visit any of the smaller clubs not in attendance at the regional assembly.
- Increase Town Hall meetings at clubs to show members what AANR-West does for them, and also to listen to members directly.
- Helping AANR implement its new member management software in all regional clubs
- Fight apathy at clubs with liaison programs and marketing, order tchotchkes through AnyPromo.com.
- Create (and fund?) Meetup.com sites for non-landed clubs to use. Encourage more clubs to start posting on social media sites.
- Succession Planning: It is important both the regional board and all clubs implement plans for their next generation of leaders.

Facilities Improvement Subcommittee (5.14)

- **“The purpose of this committee is to award a maximum of one interest-free loan per year, not to exceed \$5,000.00, to an AANR West club. The loan is to be repaid at a rate of at least \$1000 per year. A club may reapply for another loan once any outstanding loan is repaid. This loan is to be used for the improvement of the club’s facilities.” (Procedure Manual 5.14.00).**
- This function was moved last year into Club Liaison committee as it is one of the items to discuss with individual clubs. AANR-West can offer short term loans to 100% clubs who may need funds to improve their property. This is often coordinated with the AANR Bob Miller Fund (up to \$10,000) out of the main office.
- Suggestion: Expand the eligibility to non-landed clubs who have no facilities. Expand to clubs that are not 100% since the Bob Miller Fund allows this?
- Annual Awards Subcommittee (traditionally coordinated by the VP)
- This subcommittee was moved to Club Liaisons to better communicate its availability directly to the clubs.
- Purpose: to discover members of local clubs to nominate for annual Man/Woman/Family/Hall of Fame awards.
- Suggestion: Eliminate these awards since we so rarely see any nominations made.
- Awards Committee gets a budget of about \$ 400.00 to cover the cost of plaques and postage.

Scholarship

- Ernie: Create new 3-fold scholarship brochure to be produced by end of year and distributed to all clubs.
- Ernie: I will add the vocational education teacher who lives at MAR to help with Scholarship committee.
- Improve Web Site forms.

Sports

- Establish inter-club sports competitions and trophies within nearby geographic areas (northern California, So Cal, Arizona, etc.). Look to use Summer and Fall Festivals as times for these competitions.

- Get new and expanded sports rules into separate document and out of the Procedure Manual.

Women in Nude Recreation

- Claudia: This committee will create and publish a **new women's brochure with updated photos and "experience-focused" text, less sales talk.**
- Will host several Women-only events around the region and encourage the clubs to schedule the same.
- AANR-West can provide sample agendas and material for these workshops.

Young Adults (18-30) Youth (0-17) & Kids Camps

- Advocate a reduction in club gate fees for families if bring kids.
- Support and subsidize youth programs at the clubs instead of having our own Regional Youth Camp. Will save \$\$\$ and support the local needs better.
- **Create an "AANR Kids" Facebook page specific to help promote special events for young people (bike ride, camps, art projects, etc.)**

Legislation Committee

- Move named committees from Bylaws to Procedure Manual and combine some and create new ones to reflect how we are really working these days.
- Legislation for next year: Move committees from By-Laws to Procedure Manual, combine or create new ones;
- Review and reduce number of awards as we are not receiving nominations.
- By-Laws and Procedure Manual: Simplifying our governing documents to allow better flexibility for future needs.
- Separating out all Sports Rules into their own booklet for use in inter-club competitions.

WNRL

- Western Library – reminder to clubs to have members bequeath money in their wills and to have clubs donate old park records and photos.
- WNRL asks clubs to encourage members to bequeath the library in their wills, donate photos;

Legal Committee

This committee is tasked with making sure that AANR-West complies with all federal non-profit regulations, state corporate law, and local business regulations. As acting parliamentarian at all formal meetings, the attorney also assures that AANR-West follows all bylaws and procedures as specified by the AANR International organization.

Since our existing attorney left at the start of 2019, we have not replaced him and decided to hold off (and save the retainer fees) until such a time as we feel it necessary to hire a new one.

- The attorney provides legal advice to the attorneys of nudists who may have received tickets for simple nudity in areas where it is traditional to be nude.
- The attorneys will also provide advice or appropriate assistance to AANR members involved in legal custody disputes where nudity has become one of the issues.
- The attorney will protect all trademarks and club logos used within the western region and defend the region and clubs against copyright infringement on our text and photographs on social media.
- As required by law, the committee needs to collect all legal documents of the region (Articles of Incorporation, By-Laws, IRS non-profit status letter, California state resale license, etc.) and put them into a binder for safekeeping.
- Reviews the residency requirements for all officers and board members to insure in the future their legal home residences are within the boundaries of the Western region.

There are other committees as we (Nominations, Conventions & Facilities, etc.) but no suggestions were made for these committees as of this time.

