



President's Report – Linda Weber – Online Interim Meeting –05/31/25

Resort and Club Goals

In September and October of 2024, I communicated goals that would help us ensure that the Club and Resort information we had on file and on the AANR.com website was accurate. The goals were:

September & October Goals:

1. Verify that all information from each Resort or Club is accurate and up-to-date in the Club Directory. Report any missing or terminated Resorts or Clubs.
2. Ensure that every Resort and Club within each Region has an updated website, prominently featuring the AANR logo on the Home Page. This has been communicated through the Weekly Report.
3. Confirm that Resorts and Clubs within each Region have AANR brochures and forms available for member sign-ups.

I received notice from two Regions, AANR-FL and AANR-WC who provided updates after contacting their clubs.

Prompted by complaints by members that clubs affiliated with AANR were not open and available, in April of 2025, I looked at the Membership Report for each Region and reviewed all clubs and resorts for the minimum contracted standard. I provided each Region with a Termination of Club Memo that outlined clubs or resorts which had been consistently underperforming, in violation of their contract and the AANR Governance Manual. It is unfair to our members to advertise clubs and resorts which are not open and accessible to them. This takes into account Regional clubs that close for weather purposes. Provisional clubs have two years in which to bring their membership up to their contracted minimum, so the AANR office sent letters advising them of the fee owed for dropping below the minimum in April. I researched each club for membership, website availability, if it was on the AANR.com Club Locator, and if it was on the Regional website. All these aspects were factored in as to recommended termination. I identified 22 sub-performing clubs within five of the Regions to be considered for termination that have had long-standing issues. Two Regions, AANR-NW and AANR-SW, did not have any sub-performing clubs. I also recommended some clubs for the Regions to focus on to bring up their membership as they were just shy of their contracted numbers, and with the Region's help, could be in compliance.

A comment was made that keeping these defunct clubs doesn't hurt anything but it clearly does. The AANR office needs to review each club monthly for membership and this takes away from servicing our members and clubs in compliance. It inflates the number of clubs we have

as well as still advertises they are available to our members. I will be following up with the Regions for compliance with the club contracts as well as Ruling documents. It is my hope they will understand that we need to uphold what is right and ethical.

Membership Goals

November & December Goals:

1. Ensure 100% alignment of Resort and Club membership numbers with the AANR Membership Report for 100% Resorts and Clubs, and that membership forms and funds are being submitted promptly as per their AANR contracts.
2. Achieve a 5% membership growth in each Region. This can partially be achieved by verifying that our 100% clubs are fully compliant.

REGIONS	TOTAL Dec 2024	TOTAL Mar 2025	Difference +/- Dec to March	5% Goal 1st Quarter	Difference +/- Dec to March vs Goal	Percentage of Goal Met
AANR East	5,934	5,829	(105)	297	(402)	-135.4
AANR Florida	5,203	5,190	(13)	260	(273)	-105.0
AANR Midwest	4,573	4,527	(46)	229	(275)	-120.1
AANR Northwest	1,865	1,836	(29)	93	(122)	-131.1
AANR Southwest	1,371	1,346	(25)	69	(94)	-136.5
AANR West	6,047	6,150	103	302	(199)	-65.9
AANR Western Canada	391	387	(4)	20	(24)	-120.5
TOTAL	25,384	25,265	(119)	1,269	(1,388)	

The goal for November was to have the Regions contact their clubs and resorts and ensure that if they were contracted as 100%, that they adhered to this stipulation. I have not received any communication that this has been done. The December goal to achieve 5% membership growth in each Region was moved to encompass the December 2024 ending numbers against the March 2025 ending numbers, for a complete quarter of review. As you can see from the chart, only one Region, AANR-West, had positive growth from December to March, however none of the Regions were able to make their 5% goal. While we discuss gaining members, those efforts are meaningless without a clear goal to strive toward. What plans do the Regions have to meet this goal? It is not enough to say “we need membership.” We need quantifiable goals to work toward. The original plan was to have a 5% growth goal quarterly however, because we are far from meeting that number, the 5% will turn from a quarterly goal to a yearly one.

The Presidents and the Trustees have monthly calls with their peers. It is my hope to see a plan come forth from these calls about concrete actions the Regions will be taking to gain membership. It is of interest to note that the Regions are relying on AANR to provide a membership growth plan when as legal separate entities; they should be responsible for their own plan, with AANR supplementing this effort.

Membership Dues Modernization – The Committee has been exploring ways for the membership dues structure to be streamlined and removing some levels while considering others. Chair Joe Rives may have more information to contribute about the work the Committee has done.

One program implemented through the Dues Committee is the Dual-Direct Membership and Dual-Direct Premier Membership.

Dual-Direct Membership allows two people who live at the same address and are willing to have the same effective dates, to save \$15 on the second person. The first membership is \$65 and the second membership is \$50.

For Premier Dual-Direct Membership, the same conditions apply however; the cost is \$128 for the first member and \$113 for the second member.

Clubs should already offer AANR membership at a discount so the offer applies to Direct members only. I have received member complaints that clubs are offering the same \$65 cost to their members.

We hope to gain back membership we lost when the discount was eliminated and spouses did not renew because of the cost.

Reddit AMA – Ask Me Anything

On 04/15/25, I did a 2-hour live “AMA” or “Ask Me Anything. This is a feature on Reddit where the event is announced and Redditors can ask questions via their keyboard “live” and get a response. The event was well-attended and the thread was kept open for a week to allow those who could not be at the live event, to ask questions, which were answered as they were posted. Evan Nix, Chair for the Public Relations Committee, did an analysis on the questions and answers and has provided the report for this meeting. A “Planet Nude” article was also done which provided information about how the event went which was positive.

Social Media

So far we have two Regions who have turned over their social media duties to the AANR office. AANR National, AANR-FL Region, and AANR-NW will be maintained by Jeff Baldassarre, Communications Director for AANR. Due to Facebook and Instagram changing their algorithms and X’s removal of the blocking feature and other changes, Regions are not being uniformly represented on social media platforms. One issue is the turnover from one person to another which affected AANR-SW. This loss has been noted by followers who look for information on social media over e-mails and accessing the AANR website. If we want our members and interested parties to be notified of our work and events, we need to go where they are most active.

Communication

In speaking with the Regional Presidents and Trustees when I first took office, I found out there was no regular communication outside of the meetings. In order to enhance communication within the organization and between Regional Presidents and Trustees, in January, I selected a Trustee and Regional President to lead quarterly calls. Thanks goes out to Amy Rollins of the AANR-MW Region for making the calls monthly and including the Vice-Presidents as well. The Trustees have also elected to have monthly calls as well. It was my strategy for the Leadership involved in these calls to concentrate on sharing best practices and successes in their Regions. I am anticipating the focus to soon turn to how to not only work to gain membership, ensure our members are being heard, a closer relationship with our resorts and clubs, rather than focusing on concerns at the National Board level. All concerns submitted will be reviewed and answered.

I provide a President's Recap every week to the Trustees and Regional Presidents who have signed the Confidentiality Agreement. In a listening meeting with the Trustees I initiated at the Convention in which I was inaugurated, I found out that information did not flow from the Board to the Trustees. I have provided that every week there is a call for the past nine months.

Governing Document Review

According to the Governance Manual – 1.06.00 – the Ruling Documents should be reviewed in odd years. I will be creating a special committee to review these documents to revise and update them to meet our current needs. These documents were created decades ago and a thorough review is needed to ensure we are reflecting our current needs in guiding the organization.

Club Relations

It is clear we need to work on the relationships we have with our landed and non-landed clubs. Two surveys recently went out to the clubs with a dismal return rate. We need to ensure we are in regular communication with our clubs to verify we have the right information and correct contact person. We also need to look at ways to enhance a club's affiliation with AANR. I plan on creating a Committee to work on our club benefits as well as review the documents the AANR office has with regard to contracts.

Looking to the Future

AANR will be celebrating our Centennial in 2031. This is only six years from now. We have weathered many decades of social and political change however; there has been increased focus legislatively on nudism and the places we recreate that are troubling.

As an organization, we need to look at the long-term and strategize about the steps needed to get us there. The Strategic Plan created a few years ago took a lot of research, time, and effort and yet it was never implemented. We don't have the luxury of taking valuable time from our

volunteers to disregard it because it may contain changes and work that are out of our comfort level.

The actions we take today are short-term but as long as they are stepping stones to the long-term goals of the organization, then we will be successful. As Leadership, we need to keep the following in mind if we are to meet our goals:

Do the actions we take now keep us on track to our long-range goals or do they side-track us into lower priority busy work?

When we ask questions, do they actually pertain to the work or are they “because I want to know” scenarios?

Are our priorities correct to sustain us, or are they self-serving and off-topic?

Are we keeping our efforts aligned with our responsibilities, or are we spending time assessing areas outside our scope?

I remain committed to making the changes needed to bring this organization into the 21st century as requested by the members as well as grow the membership and return AANR to the top nudist organization in the world. While change presents challenges, progress requires us to move forward as remaining static is no longer a viable option. Achieving this will require a shared commitment and clear focus from all members of Leadership.