

2017 MIDWINTER REPORT TO THE REGION

AANR held its mid-winter board meeting February 16, 17, and 18 at Cypress Cove near Kissimmee Florida. As your elected member representative, I, and our regional president Ted Peck attended. This was three days of intense meetings and committee reports. Ted also was involved in the regional presidents meeting(s) which I was not.

For those who keep up with the events of AANR by receiving and reading AANR's Weekly Report for members, you will remember the ongoing renovation of the AANR office complex in Kissimmee. Friday the board, and interested members travelled from Cypress Cove to the office in Kissimmee for the Chamber of Commerce ribbon cutting and dedication of the building in memory to Hap Hathaway (Hap was an early pioneer of the former ASA, now AANR, president, and the one who signed the contract to purchase the present building).

A primary event was to establish and approve an annual budget, in the same manner as this region does. This was done without much screaming and gnashing of teeth. AANR, under the direction of executive director Dan Whicker and president Bev Price has pulled its self out of the financial hole left by others.

AANR Trustee Ralph Collinson reported on the Economic Impact of nude tourism in the state of Florida. It was a very comprehensive study. The bottom line is Florida has;

- 34 Nudist resorts
- 5100 total rooms at nudists resorts
- 1.2 million rooms sold in 2016
- 2.2 million nudist visitors
- \$4.3 billion annual nudist visitor direct expenditure
- \$7.4 billion annual total economic impact.

After the trip to the AANR office ribbon cutting, it was time for the Ad Hoc membership committee report. For me, this was one of the more important events of the meeting.

A bit of back ground is probably in order here. Many of you, members and club owners/operators/managers have heard, or expressed the following.

- What do I get for my dues money?
- I don't see any threat to nudism.
- I don't travel, so the discount is meaningless to me.

Now the club owners have their own issues, all legitimate.

- If a club sells an AAAR membership, they have to offer a 20% discount.
- The club collects the money, then must forward it on to AANR. (Occasionally, this has taken up to several months or more to transpire).
- AANR expects the clubs to be the source of sale for AANR membership, however, some (many) clubs see very little value in AANR affiliation, and it costs them time and money.

- If club AANR membership drops below a certain number, AANR threatens then with revoking their charter. They feel they do not need AANR. AANR only causes them extra work and cost. They are not pushing AANR membership.

President Bev Price set up this Ad Hoc committee to resolve these issues if possible. The committee consists of T. Price (chair), Karen Lahey, and myself.

It was widely recognized that depending on the individual clubs to be the point of sale for AANR was flawed. AANR should be the point of sale. However, AANR would need a sales force to make this work. The logical sales force would be the clubs. They have access to the potential market, are located in all regions. (Circular argument right?) Traditionally, sales people are paid for closing a sale (commission).

With all this in mind, the following plan was developed.

Revise AANR membership dues so that there is one price for all members. One member, one price. Associates pay the same as a membership through a club.

AANR pays the club a commission for every membership sold. No credit at the company store, no discount on advertising, no bonus at year's end, but a cash commission for every membership sold, renewed, or re-instated.

The software the clubs now use to sign up memberships would be deleted. A simple program allowing for basic information would replace it. Membership would ideally be paid with credit card. Enter the data, swipe the card, and as soon as the credit card provider processes the data, a commission is deposited in the club coffers. All money is paid directly to AANR. Clubs no longer collect and forward dues money. If the member wishes (clubs should sell this concept), check "auto renew" during the sign up period. Now every year the club is paid a commission for that individual as long as or until the individual cancels this option. So, sell one membership, and continue to receive yearly commissions.

Eliminate the minimum number of AANR members required to hold and retain a club charter. It serves little or no purpose.

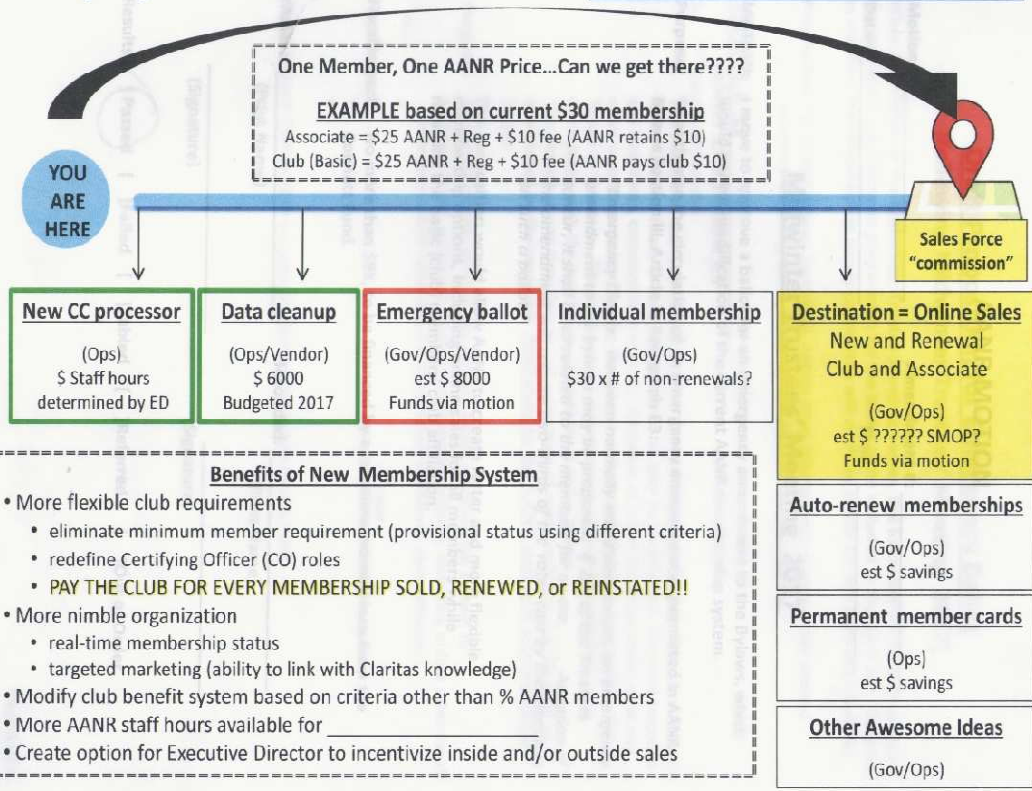
So what is the cost of all this? Presently, the committee is looking at \$10 commission to the clubs. The suggested numbers at this time are \$25 AANR + Regional dues + \$10 fee.

This is a work in progress. Nothing is cast in stone. The committee is looking for input from members and clubs. Please contact me with ideas, suggestions, complaints.

Of course, all this will require a change to the AANR ruling documents. There should be an emergency ballot in the May Bulletin. Please review it and vote. I personal will be supporting it.

A copy of the presentation is provided below for further information.

Today's presentation is about the destination...online sales



Measurement criteria (staff hours, renewal rates, time frames, etc) will be developed for applicable projects

Other news from AANR.

Eric Schuttauf (AANR's legal council) reported on the legal issues he had been involved in. An excerpt from his report.

“Assistance to Members and Clubs – On a week-in-week out basis, I work with Carolyn Hawkins to provide help and legal information to clubs and members. Here is a sampling of the more significant issues occurring in 2016:

- Assisting persons cited for nude bathing in remote /traditional area
- Providing referrals to attorneys on various matters
- Providing background on nudism and legal standards directly to counsel representing members
- Assisting clubs which are seeking financing to educate lenders about the value of the nudist market
- Responding to subpoenas for information
- Custody issues involving nudist parents and grandparents
- Preparing communications to lawmakers, law enforcement, and agencies
- Evaluation of situations where nudity has been incorporated into public statements or protests

Melissa Sigman’s (AANR Director of Marketing) marketing report included a request, a plea if you will. In her own words, “We need to know what our members are thinking, what they are saying about us, and about their needs. Our focus has to be on the members and potential members.”

Melissa (as well as all the AANR staff can be contacted at 800-879-6833, or try-nude@aanr.com

The Young Nudists Leaders(YNL) summit was held at Blue Bonnet. It was reported to have been a fantastic success, with returning members and many new members. Congratulations YNL and Blue Bonnet. The next YNL summit will be Sept 8 to 10 at Sun Meadows in Idaho.

The regional Presidents reported they supported the Ad Hoc membership committees proposal in principal.

That’s the highlights folks.

Until next time,

David (Slim) Heide