

BEACH BUZZ

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“Keeping Our Beaches Bare”

New Beach Oriented Group to Support Euro-style Beach Users

Florida Nativist Association/South Florida Free Beaches clearly recognizes the opportunity to identify, secure, establish, and promote clothing-optional beaches, and the equally apparent and rapid loss of nativist beaches throughout North America. These realities have inspired FNA/SFFB to sponsor a new sister organization to assist in accomplishing the ultimate goals of both entities, by building on FNA/SFFB's impressive record of naturism-based accomplishments.

In May, 2000 a core group of inspired and enterprising nativist activists and others participated in a weekend rendezvous with destiny. The occasion was the initial meeting of the Board of Governors Meeting of this new nonprofit corporation called B.E.A.C.H.E.S. Foundation Institute. The founding officer-directors met with interested friends of B.E.A.C.H.E.S. (Beach Education Advocates For Culture, Health, Environment and Safety), had its first planning and development meeting and inducted its first nine-member Board.

While B.E.A.C.H.E.S. Foundation's primary focus is the development of safe clothing-optional opportunities in conjunction with our seashores and inland waterways, it is also concerned with the environment, tourism, community outreach, and establishing rapport and partnership with governing agencies for improvement of public facilities while fostering body acceptance. Within the context of B.E.A.C.H.E.S., the goal of fostering body acceptance is manifested in each of these important issues.

As a foundation, B.E.A.C.H.E.S. is a 501(c)(3) tax-exempt educational organization. In practical terms, this means that any individual and corporate donations made to this organization are

fully tax deductible. In addition, the foundation is able to secure grant funding from a variety of corporate, government, and institutional entities to fund its programs in support of its mission. Most importantly, it means that the Foundation is working to have a 365-day per year physical presence on our endangered

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historic clothing-optional beaches and to establish new sites for the public. B.E.A.C.H.E.S. is legally recognized as a valid and purposeful organization sanctioned by the IRS to be of a nature that will give back to the communities where it operates.

In keeping with its name, the sevenfold mission of B.E.A.C.H.E.S. Foundation follows:

1. Protect, maintain, and improve the physical, social, and legal integrity of clothing-optional beaches.
2. Create and develop new sites for clothing-optional public beaches and lands use.
3. Preserve and advance the cause of Constitutional Rights, fundamental natural rights, and civil liberties of people whose creed (a set of beliefs or principles) includes nonsexual social nudity.
4. Protect the reputation, health, safety, welfare, and morals of individuals and families who freely choose to practice this age-old custom and creed through

education.

5. Promote activities in environments conducive to recreational social nudity.

6. Establish a working, amicable partnership between government and citizens for responsible management and maintenance of designated clothing-optional public land areas throughout North America, in order to see these areas become safe, clean, and secure havens for the benefit of the recreating public.

7. Assist individuals, the public, and private entities in establishing safe and harmonious conditions for the public at existing traditional clothing-optional areas, and facilitate the creation of new areas.

B.E.A.C.H.E.S. Foundation's founding Board of Governors includes an impressive list of nude recreation advocates with impressive business credentials as well as numerous accomplishments in the clothing-optional world.

WHY B.E.A.C.H.E.S.? WHY NOW?

Even as the clothing-optional recreation market is growing, we are losing our beaches, our activists, and our rights. Even private clubs are threatened. Though they are making honest efforts, national nativist/nudist organizations are woefully ineffective in combating this trend and resistant to changing their approach. The burden of keeping nude recreation legal has fallen on the shoulders of too few people who bother to join nativist/nudist groups and organizations.

Of those who join (about one in 100,000), only about 1 in 15 donate extra money to support the efforts against anti-nudity threats. Even fewer become

actively involved. Though the ratio at Haulover and Canaveral beaches fares better than average, still it is estimated that the number of people who enjoy clothing-optional beaches nationwide far outnumber those who support the struggle. These dismal numbers are primarily a result of the public not having visible entities to learn from or identify with at the beaches.

At most traditionally nude beaches it is rare to see any sign of organized naturism and the movement cannot survive with this closeted approach to marketing.

B.E.A.C.H.E.S. Foundation is the brainchild of **Shirley Mason**, the founding creator of the clothing-optional section of Haulover Beach in Miami-Dade County Florida. As past president of South Florida Free Beaches, she, along with a small group of leaders of South Florida Free Beaches, was involved in every aspect of working at the site with local and state government and area businesses to secure this beach for naturists. Shirley literally wrote a strategy and plan for "how to establish and secure a clothing optional beach."

Ms. Mason served on the founding Board of Florida Association of Nude Recreation, and as past Chair, Executive Director, and Treasurer of Naturist Action Committee and Naturist Education Foundation. She has organized several successful ground-breaking projects to educate the public and government agencies concerning the viability of clothing-optional recreation as an asset to communities and benefits an individuals well-being. Ms. Mason lives in Miami Shores, Florida, with her husband, Richard who works beside her as a strong voice for clothing-optional recreation. Together they own a 10-year-old marketing/public relations and government awareness firm.

"I've learned and grown so much through my involvement in nude recreation," states Shirley. "My national naturist travel experiences and Haulover have taught me what is required to keep our precious beaches and I will continue to work toward that end."

Shirley Mason is B.E.A.C.H.E.S. Foundation's executive director and secretary.

Marvin Frandsen, President of B.E.A.C.H.E.S., is also an officer of

Central Florida Naturists and has actively pursued legal challenges to Brevard County's anti-nudity ordinance and the National Park Services' unconstitutional First Amendment permit schemes at Canaveral National Seashore. He has won some precedent-setting cases for naturist activities and his contributions to clothing-optional lifestyles and the free-beach movement are invaluable. Marvin is a research physicist and engineer and holds a Ph.D. in physics from the University of Illinois.

Mike Abramson, B.E.A.C.H.E.S. Treasurer, hails from the "very" midwest - Nebraska and is a frequent visitor at Haulover Beach, as well as a member of FNA/SFFB. He has been involved behind the scenes in nude recreational politics and education for several years. As both a CPA and an attorney, Mike provides

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invaluable counsel to B.E.A.C.H.E.S. Foundation, helping guide the incorporation and nonprofit designation process. He will help provide sound professional financial and legal practices that will create a growing and successful businesslike organization.

Lynn Maurine-Arnett, Director, has been a nudist/naturist for more than 20 years. She has served on the governing boards of the North American nudist/naturist organizations including, ESA, ASA, FANR, AANR, and NAC/NEF. A resident of Atlanta, Georgia, her professional life combined her love of naturism, travel, people, and marketing to establish two full-service tour and travel agencies, ultimately putting together

exotic travel and tour packages around the world for the spiritual new-age market. Lynn's other profession is writing and she has benefited organized nude recreation through her creation of the internationally known brochure, "The Nude Experience: A Woman's Perspective."

Adrienne Burich, Director, has contributed to nude recreation behind the scenes and in front of the camera (still and video) from Wisconsin, as a member of The Naturist Society (as wife of its former Executive Director, Ron Burich), to Florida, as a former board member and treasurer of South Florida Free Beaches. She is currently the owner of R. A. Management, a business administrative firm providing on- and off-site management services in South Florida.

Frank Cervasio, Director, is also the president of Central Florida Naturists (formerly known as Space Coast Naturists) for the past six years. His tenure as president of CFN has been during the most controversial period with the management at Canaveral National Seashore. Only by his tenacity, leadership, native intelligence, unwavering sacrifice, and dedication to principle have naturists been able to retain nude use at the seashore. Frank and wife Marianne are entrepreneurs in the waste management service and commercial cleaning industries. He brings a wealth of skills and experience, from local and national lobbying to community relations and beach club management.

Bruce Frendahl, Director, has also been the Chief Executive Officer of the Board of FNA/SFFB for six years, and was formerly President for three terms. As one of the survivors of unlawful anti-nudity arrest, Bruce's sense of justice and love for nude recreation have contributed to his long-term activism to benefit Florida naturists. He was a key person in Haulover's success and served on the founding board of the Florida Association for Nude Recreation. Bruce is an accomplished architectural project manager by profession, and is engaged in a multimillion dollar historic residential restoration project in Palm Beach County. His design skills have been and will be helpful with site planning and beach facility improvements.

Jim Lewis, Director, is also the professional administrator and executive

director of International Men Enjoying Naturism (IMEN) which he helped found in 1994. He maintains the day-to-day operation of the 1,000-member organization from Atlanta while editing and publishing their impressive quarterly magazine, the *Naturist Gay-zette*, and producing up to two week-long international gatherings a year at various locations in the U.S. and abroad. A naturist activist since 1989, Jim knows virtually every aspect of marketing, public relations, communications, organizational and administrative activities. His naturally creative side and entrepreneurial spirit were satisfied in his two businesses as an interior designer since 1972 (now part-time) and a local Atlanta Tour Service that he sold in 1994 to run IMEN. He is also program director and travel coordinator for the Atlanta Society of Decorative Arts, a professional interior design organization.

Edward Swenson, Director, is the senior and most experienced member of B.E.A.C.H.E.S. Foundation's Board of Governors. A graduate of Yale University, Edward is semi-retired from his financial investment firm. For nearly 30 years, he and his wife were the founders and administrative trustees of a private prestigious international female school in Miami, Florida, until it merged with an equally prestigious local boys' school. Now, with time for his philanthropic interests, Edward divides his time and extensive fundraising skills and political prowess to B.E.A.C.H.E.S. Foundation and Planned Parenthood. He has run major \$20 million capital campaigns for Yale as well as major fundraising campaigns for the Republican Party and other nonprofit ventures and organizations.

UNIQUE STRUCTURE

Board of Governors: The initial nine-member Board of Governors will be expanding its size in the future by looking for proven activists from established clothing-optional beaches and waterways. After all, no one knows more about the nuances and workings of clothing-optional areas than those who live near and regularly frequent the sites.

Professional Advisory Council: B.E.A.C.H.E.S. Foundation has formed a

Professional Advisory Council made up of non-voting professionals in areas of needed skills, knowledge, and services to further strengthen the Foundation and better expedite the fulfillment of its goals.

Chapters: B.E.A.C.H.E.S. will encourage and help establish localized Chapters. Chapters will be determined based on existing clothing-optional public sites as well as future planned sites. They must consist of interested dedicated people from the area where the existing or proposed site is located.

A WINNING, NOVEL APPROACH

Not everyone visiting a nude beach or park is a naturist who respects the environment and traditional naturist etiquette.

Naturists must be prepared to take responsibility for management and improvements of our beach areas and partner with the government agency that, more often than not, has stewardship of the seashore, lakeshore, or hot spring where nude recreation occurs. The particular agency may be quietly seeking and be open to volunteer help and financial support for maintenance and making needed improvements. This mutually beneficial partnership alliance produces respect, trust, cooperation, and friendship. B.E.A.C.H.E.S. Foundation is designed to foster and develop this important concept.

No matter how remote the location, there is some government entity whose laws, rules, or regulations preside over that area. Therefore, it is imperative that an organized group of local caring citizens (preferably naturists) work to establish and cultivate this relationship. Consistency is required when working with governmental agencies as well as with the community.

THE BOTTOM LINE: NONPROFIT CAPITAL

Naturists and skinny-dippers are our untapped human capital. They are also the ones to provide financial capital.

Taking responsibility and being consistent year in and year out is nearly impossible without adequate financial resources.

Since the need for basic requirements

and amenities such as food, water, shelter, sanitation, reliable transportation, and nearby accommodations is crucial, B.E.A.C.H.E.S. will engage in small concessions in and around the clothing-optional site, as appropriate for that location. This will provide the needed base for resources to make improvements to the facility, compensate staff, reimburse costs to volunteers, and underwrite educational programs and legal cases that will secure the site for continued clothing-optional use, which is the mission of B.E.A.C.H.E.S. Foundation.

As a nonprofit 501(c)(3), B.E.A.C.H.E.S., as well as other nonprofit organizations, can engage in profitable enterprises for furtherance of its educational and charitable activities.

THE PRESENT AND FUTURE

The B.E.A.C.H.E.S. Board of Governors has selected two Florida clothing-optional beach sites to begin its second order of business. That business will be to raise funds to establish small beach enterprises, providing a steady, reliable stream of income that will also fund a seven-day-a-week physical presence on the beach. These two sites will act as model locations, leading to the movement to branch out to other existing clothing-optional beaches, first in Florida and then throughout North America. If B.E.A.C.H.E.S. can enlist the assistance of other existing naturist groups in clothing-optional areas, it will establish additional new sites during this initial period.

A preliminary business plan and budget has been completed for producing a new newsletter publication called "Beach Buzz." Start-up funds have been pledged and the debut of "Beach Buzz" and B.E.A.C.H.E.S. Foundation to take place the fall of 2000 with a beach festival at Haulover Beach.

The next order of Foundation business will be to hire a grant writer for soliciting funds from private and public foundations, a "Beach Master" for the oversight of beach activities, and an executive director and assistant for management and execution of B.E.A.C.H.E.S. Foundation's day-to-day operations, programs, and projects.

If these items are achieved over the

next fifteen months, by late 2001, B.E.A.C.H.E.S. will have established an additional clothing-optional beach in Florida, and by early 2002, had its first major naturist educational and social public event.

WANT TO DONATE TO B.E.A.C.H.E.S.?

B.E.A.C.H.E.S. Foundation has developed a useful and inventive "thank you" incentive package of benefits for both individual and corporate donors. If

you are interested in donating now to B.E.A.C.H.E.S, or investing the start-up funds for its beach enterprises, just call or e-mail. Donations are tax deductible in the tax year given. See donation benefits below. ☆

B.E.A.C.H.E.S. Foundation Donor Benefits

<u>CLASSIFICATION LEVEL</u>	<u>ANNUAL DONATION</u>	<u>APPRECIATION PACKAGE</u>
FRIEND	\$50 - \$199	<ol style="list-style-type: none"> 1. Beach Buzz Newsletter (1 yr) 2. "Alert" & Event Mailings and Phone Tree Updates (1 yr)
PATRON	\$200 - \$599	<ol style="list-style-type: none"> 1. Beach Buzz Newsletter (1 yr) 2. "Alert" & Event Mailings and Phone Tree Updates (1 yr) 3. Notification of All Major Events 4. The Naturist Society (TNS) Membership w/ "N" Magazine 5. (1) T-Shirt
GUARDIAN	\$600 - \$1,999	<ol style="list-style-type: none"> 1. Beach Buzz Newsletter (2 yrs) 2. "Alert", Event Mailings and Phone Tree Updates (2 yrs) 3. Discount to all B.E.A.C.H.E.S. Events, SFFB/FNA Socials and Political Receptions 4. The Naturist Society Membership w/ "N" Magazine (2 yrs) 5. (2) T-Shirts 6. (1) Selected Beach Annual Parking Pass (1 yr) 7. Discounts on Haulover Beach Food Concession 8. Free COSTCO Membership (2 yrs)
ACTIVIST	\$2,000 - \$4,999	<p>All of the above 8 benefits, plus:</p> <ol style="list-style-type: none"> 9. Free Room Upgrade OR 15% Room Discount (select So. Florida hotels) 10. Free World Guide -OR- Free 2 yr Naturally magazine 11. (3) Naturist Video Tapes
ENDOWMENT ADVISOR	\$5,000 plus	<p>All of the above 11 benefits, plus:</p> <ol style="list-style-type: none"> 12. Guest at B.E.A.C.H.E.S. Annual Meeting with free 2-night accommodations; 13. Minutes, Quarterly Financial & Annual Reports 14. Legal Club membership 15. Int'l Naturist Federation Membership through Federation of Canadian Naturists (2 yrs) 16. Professional Estate Consultation

NOTE: Corporate Appreciation Package available by request:

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