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“Keeping Our Beaches Bare”

New Kid on the Nude Recreation Block

By Shirley Mason

The next quantum leap forward in organized nude recreation is happening here and now! This leap ahead is being accomplished through the new kid on the block, the B.E.A.C.H.E.S. Foundation and its new subsidiary organizations, B.I.G. and B.O.D.I.

Let me explain the serious meaning behind these fun terms.

B.O.D.I. (B.E.A.C.H.E.S. of Distinction, Inc.) and B.I.G. (B.E.A.C.H.E.S. Investment Group) are two different types of corporation – providing two different and new corporate venues. Together the three B.E.A.C.H.E.S. entities achieve a new level of organization, which for the first time, truly bridges the gap which has traditionally existed between private clothing optional facilities business interests in for-profit corporations, versus nonprofit corporations and public “free” beaches.

The B.E.A.C.H.E.S. family has been established with the goal and means to vastly improve public acceptance of nude recreation and gain political clout through economic power to accomplish the mission and goals of B.E.A.C.H.E.S. Foundation – to secure safe clothing-optional beaches for the recreating public.

Many naturist/nudist consumers have openly wondered why there has long been such a schism between these facets of nude recreation.

Logically, these facets should be united in a harmonious marriage. However, until now, this union has never been accomplished.

This union has come about by listening to opinions and experiencing firsthand the thought process and behavior of leaders in the nude recreation movement. As I and others have done this, I began to understand the fears and motivations which exist on all sides. Although I may not fully agree with all of the various fears and stereotypes, I have come to understand the very human nature of people who hold these ideas. In traversing my learning curve, I’ve also spoken to thousands of people who use clothing optional beaches and who attend private landed clubs. While doing so, I have carefully observed their recreation and travel patterns. My natural tendency to ask, “why” followed by “why not” must have been irritating to some, but the answers have been invaluable. At times I may have appeared to buck the status quo with my questions, conclusions, and subsequent actions to test my theories, but this has all been for the ultimate good.

In putting my theories into action, one of my most ambitious goals and experiments has been to see if a clothing-optional beach could be safe, thrive, and be a true asset to a community while being located within that community rather than being located in a far-away, remote part of a beach. Accomplishing this goal first

required convincing South Florida Free Beaches’ leaders and members that this seemingly improbable feat was indeed possible if only we would work together to obtain a portion of Haulover Beach for clothing optional use. A plan and strategy was designed and executed by SFFB leaders. In carrying out this plan, SFFB leaders found it necessary to prove to government officials, the public, and the business community that a clothing-optional beach was not going to be their worst nightmare, but rather a good move for local business, tourism, and everyone involved.

Our plan and predictions has borne fruit well beyond everyone’s expectations. (I must thank our many supporters and must also thank the naysayers and the detractors; because without knowing, they helped too!).

Our second accomplishment has been to find a way of documenting and duplicating the Haulover Beach experiment in a formal way. Since every successful venture begins with a good idea, a sound plan and flexible strategy for achieving success was developed and put to paper. After several years of discussion and planning, in 1999 this formal entity took the form of a nonprofit educational organization called **Beach Education Advocates for Culture, Health, Environment and Safety Foundation Institute, Inc.** (BFI), a.k.a. **B.E.A.C.H.E.S. Foundation.** (It is the producer of the publication, *Beach Buzz*).



As part of our plan the B.E.A.C.H.E.S. Foundation has been working with and helping to establish “homeowner association” style clothing-optional beach groups (Chapters) to adopt similar standards, philosophy, and concession operations in creating and securing their clothing-optional beach sites. This “franchise” type of operation will provide the communications and support network necessary to gain the political and economic power we need to accomplish the mission and goals of B.E.A.C.H.E.S. Foundation.

Now that we have demonstrated that safe designated clothing-optional beaches can be accomplished and that a network of organized Chapter groups can work together to save and expand our beaches, the next phase of our plan is to create an ‘industry’ from the raw material of the beach ‘movement.’ This ‘industry’ has materialized in the form of **B.E.A.C.H.E.S. of Distinction, Inc.** (BODI). BODI is a full service travel agency, sales and marketing, developer and management company, all in one. In addition we think it is only logical and prudent for BODI to add the safeguard of real estate as its basic foundation in the form of an investment holding company so investors can park funds while enjoying respectable profits and steady growth. BODI’s associated real estate and investment holding company is called **B.E.A.C.H.E.S. Investment Group, LLC** (BIG).

To elaborate on BODI’s mission, BODI’s goal is to provide the naturist traveler with an attractive variety of clothing optional accommodations to stay at while visiting near-by clothing optional beaches throughout North America, along with accompanying travel-related services, as well as premier resorts which may not be near beaches. These travel services will include arranging airline reservations, car/limousine rental, private bus transportation, cruises, and charters

for individuals and groups of all sizes. BODI will also handle sales and marketing of land and sea timeshares (nowadays termed “vacation ownership”), and discount vacation travel clubs for the nude recreation market.

Since a major portion of BODI’s activities involve real estate (hotels, resort and bed & breakfast facilities), the primary investment funds needed from BIG will be used to purchase real estate in prime resort destination areas. This is the basis for securing BIG and BODI’s desired growth, leverage, and flexibility. The next tier

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of investment growth for BIG will be realized as a result of BODI selection of a variety of attractive products, competitive pricing, sound business operations, and professional dedicated management with expertise in various specialty areas.

For the serious nude recreation/naturist aficionado and the occasional casual skinny-dipper, the knowledge that their consumer travel dollars are also directly contributing to improving and securing clothing-optional choices in North America is an added bonus. Plus, those who are willing to give direct donations of cash, real and personal property, stock, etc. to B.E.A.C.H.E.S.

Foundation, will receive a federal tax deduction each year in which they contribute.

We as naturists, too long ignored and misunderstood, but great in numbers on the beaches of North America, have always had the ability to do this. However it is only now, through the vision of B.E.A.C.H.E.S. Foundation, its Chapters and subsidiaries (BODI and BIG), that we naturists have a means and vehicle to accomplish naturist opportunity, equality and prosperity.

The new kid on the block is in its infancy but born with wisdom and without fear, at the right time, with the best opportunity for success, and a very bright future. But to grow, a kid must have support to be its best. When B.E.A.C.H.E.S. Foundation has supporters and B.E.A.C.H.E.S. of Distinction has loyal clients, and B.E.A.C.H.E.S. Investment Group has investors in its future from both sides of the nude recreation block, every naturist will enjoy the benefits.

Now that’s a natural harmonious marriage – and it’s logical.

FOR MORE INFORMATION

For more information about B.E.A.C.H.E.S. Foundation and its Chapters, or B.E.A.C.H.E.S. of Distinction, Inc., go to the web site: www.beachesfoundation.org

For information on B.E.A.C.H.E.S. Investment Group, write to: B.E.A.C.H.E.S. Foundation, c/o BIG, Post Office Box 530702, Miami Shores, FL 33153

(Please include your full name, street address, contact phone numbers, and \$1 for return postage)

– OR –

Fax information to: 305-893-8823

NOTE: Putting those acronyms in a sentence, it would look like this:

“It’s not uncommon to see a BIG BODI at clothing-optional B.E.A.C.H.E.S.” ☆