

## Naturist Biographical Sketch William J. Schroer



Bill Schroer's background includes 15 years of strategy/marketing/research with corporations including the Kellogg Company. He started the WJSchroer Co. in 1987, providing research and consulting for nonprofit and public sector organizations. The WJSchroer Co. is headquartered in Battle Creek.

Bill is a long time naturist and advocate for nudism/naturism and the acceptance of non-sexual nudity on public lands and support for the right to be nude in one's home and on private property. He is a former Executive Director for the American Association for Nude Recreation (AANR). He is currently the Chairperson for the Naturist Action Committee and serves on the board of the Naturist Education Foundation (NAC/NEF). Bill has written a weekly column for the Battle Creek Enquirer where he addressed the issue of naturism, body acceptance and naturist rights. He has also written articles on naturism for the AANR Bulletin and the NEF Newsletter. His home in Battle Creek, Michigan is now in its fifth year as Nuance Naturist B&B. Nuance is a naturist resort providing a welcoming and comfortable environment for those interested in experiencing naturism on a small but meaningful scale.

Bill has a B.A. from the University of Wyoming and MBA from Western Michigan University. Bill served in the military as a Special Forces team leader, as an enlisted instructor at West Point and retired with the rank of Major from the Reserve Forces. Bill has received numerous marketing and research awards over the past 25 years. He was named Marketer of the Year in 1999 by the West Michigan Chapter of the American Marketing Association