

1977

MIDBOARD

"Reaching New Horizons" was the theme selected for the Annual Meeting 1977. The MidBoard Meeting was held in Alameda Plaza Hall, Kansas City, Missouri, June 13-16 and 17, 1977.

Virginia Zirkle, President presided. Dr. Carl Scheneman and Dr. Damaris Bradish, Missouri Cooperative Extension Service joined the program planning committee for the Opening Dinner Meeting. Reports of the Regional State Workshops were given. States had a chance to voice concerns and problems.

Mary Lockhaff, Eastern Regional Director reported 11 of 12 states met in Boston, Massachusetts, February 13-14. Maine had renewed interest after a few years of withdrawal.

Charlotte Schuttler reported for the Central Region Meeting held in Chicago, Illinois, February 3-4. All states represented. States encouraged to make nominations for national committees and encouraged distinguished service recipients to be active in NAEHE.

Geraldine Bently reported Southern Region activities. Each State reported highlights of their association work for the past year. Discussions followed on how States felt concerning Specialists and State Staff being granted membership into NAEHE. Their meeting was held in Atlanta, Georgia, February 14-15, 1977.

Laura Bowman reported for the Western Regional Meeting in Reno, Nevada, January 31-February 2. Awards and grants available through NAEHE were reviewed. Their speaker led a discussion on the topic "Women in Administration". The states reviewed their programs and goals for the year.

President Jarboe, President-Elect of NAEHE, gave a brief summary of the ECOP Sub-Committee for Agents Association which met in Las Vegas, Nevada. The Sub-Committee questioned their role and purpose and would look for guidelines. Patricia emphasized we need some real positive image building work done for the Extension Service.

Dr. Carl Scheneman spoke briefly. He indicated a renewal interest in 4H and EFNEP and said emphasis would be increased in the area of Consumer Education.

Zero based budgeting will be government wide. He announced that Dr. Neil Schaller, ES-USDA would be the new Administrator on July 1, 1977.

Dr. Damaris Bradish pointed out shortage of qualified people to fill active needs of Home Economics Administration in the State Extension Services.

Virginia Zirkle, reported for Charles McDougal, Deputy Administrator, Operations Extension Service, USDA, who was unable to be present. Research will be the big topic of the future and we must

strive to expand Extensions role in:

- Dimensions of energy for Agriculture and Extension;
- Increase in human health and nutrition;
- Rural Development;
- Extension efforts must be advertised;
- Management.

Miss Zirkle made brief remarks concerning current legislation - The Talmadge Bill (Research and Ext); HR7171; Public Law 94-39 (Provides Nationwide Energy Extension Service operated by Energy Research and Development Administration beginning October 1978).

The first session of Midboard set the pace for planning the Annual Meeting to be at the Sheraton Boston Hotel in Boston, Mass., September 20-23, 1977.

MIDBOARD PLANS FOR ANNUAL MEETING

The planning committee consisted of 12 Executive Board Members; Advisory Board Chairman; Arrangements Exhibit, Professional Improvement Chairman. Shirley Neel acted as Parliamentarian for the Session.

Virginia Zirkle, President, gave an evaluation of the Regional Presidents Workshop.

Mary Heisler highlighted the on-going work of the Program of Work Committee.

Eighty-three candidates for Distinguished Service were recommended and accepted for membership. This was the first year for pictures of award winners to be placed in the Annual Award Program Booklet.

Dr. Opal Mann, ES-USDA presented the Awards.

FLORENCE HALL

Jackie Anderson announced (8) Florence Hall winners and the subject of their reports. All were present.

- (1) Sonia Butler - New Jersey - Mobile Home Living
- (2) Barbara Spikes - Arkansas - Sharing Homemaking and related experiences.
- (3) Mary Wahl (1st Alt.) replaced Barbara Disney - Extension Home Ec., for Bay, Midland and Saginaw Co. Michigan - Study on Development of the Tri-Co. Young Family Program.
- (4) Margaret H. Nichols - Mississippi - A Multi-media - Teaching within Industry for employed homemakers.
- (5) Madeline G. Kennedy - Texas - Adult Sitter Clinic
- (6) Ann Saint - Denis, Colorado - Before and after school day care for school age children.

FRYSINGER

The two Frysinger Recipients were announced by Ruth Beale, Professional Improvement Committee Chairman.

(1) Judy Rommel, Wisconsin - will study methods of Extension Programming to help families change from an energy intensive life cycle.

(2) Jean Clay, Louisiana - will study new approaches of teaching clothing to adults. Correspondence courses - self-teaching kits - visuals will be on a loan basis to Home Economists, lay persons and leaders. It will extend the educational arm of Extension.

GRANT IN AID

The second year NAEHE Grant-In-Aid Awards were made.

- (1) Janice C. Nixon, Colorado - \$1000.00 - working on a Masters Degree in Consumer Service and Housing. Her special interest in Solar Energy.
- (2) Peggy Pletcher, Idaho - \$600.00 - plans to complete a PHD in Administration at the University of Idaho. Her goal is to move into a leadership position in administration.
- (3) Marlene Coszatt, Michigan - \$400.00 - will use her fellowship to continue work on a Masters Degree in Adult Education at Michigan State University. Special interest in "Media" - effective delivery systems.

NAEHE FELLOWSHIP

Oma D. Jones - Illinois was the NAEHE Fellowship recipient. Oma sought out reasons why much of the administration of the Extension Home Economics program is allocated to individuals who do not have a Home Economics background.

NAEHE SCHOLARSHIP FUND

It was voted that \$1.00 of each members dues be earmarked for the Scholarship Fund each year. Members should be encouraged to use the Memorial Fund.

Rename the Grants-in-Aid. Call them NAEHE Scholarships.

Money from sale of Histories go into Scholarship Savings, effective 1977.

Copies of the Chronological History were on sale for \$4.00 per copy. All money applied to Scholarship Fund.

Some \$7,000 is granted annually through NAEHE to its members for advanced study. An additional \$2400 is awarded annually in recognition of innovative and effective programs at the community level.

Recommendations for Award Winners:

Jackie Anderson headed a committee to look into the question of what NAEHE does for their award winners.

It was recommended and adopted to:

- (1) Have a uniform certificate designed for all awardees and out-going Board Members.
- (2) Three top winners in all communication awards categories receive certificates.
- (3) USDA Superior Service Awardees who are Home Economists, receive some type of recognition at NAEHE Annual Meeting.

J. C. PENNEY CO. FELLOWSHIP

Ruth Scarlett, Washington-will complete a Masters Degree at Central Washington College. She is interested in Community Development. Knowing more about Public Policy will enable her to broaden the scope of the role as Home Economist.

PHOTOGRAPHY CONTEST

The Public Relations Committee recommended the Photography Contest be discontinued due to few entries and poor quality. These awards were given in 1976 and 1977.

EHE EDITOR - EHE REPORTER

Recommended mailing dates for EHE Reporter:

- December 1 - Program of Work and Presidents Message
- February 1 - Annual Meeting Program and Tour Information
- May 1 - Reports and Studies and Nominees
- October 1 - Annual Meeting Review

Recommendations Adopted (Editor) and Reporter:

- (1) New Editor - Wilma Carr Lower - Missouri
Add new column: Committee Progress Reports; Reports on State Presidents Workshops and Board Meeting in issues of THE REPORTER.
- (2) Computerize Mailing List. Establish a Master Card computer system of members. This to be maintained by Treasurer. Procedures to establish the computer system with the Editor-in-charge.
- (3) A subscription rate of \$3.50 be established for the EHE Reporter for everyone but Active Members.
- (4) A notice be published in EHE REPORTER, giving past Award Recipients an opportunity to write and receive a certificate of achievement if they were recognized before certificates were given.

EXHIBITS:

Direct contact to be made by members with the personnel of the Companies. Look for new project ideas, new techniques, display ideas. Exhibits provide opportunities to see, talk about and try new products. Consumer information useful in keeping up with the times. Twenty year Placques were given (7) long-time Exhibiting Companies for their participation in NAEHE Meetings.

PARA-PROFESSIONAL AWARDS

- (1) One recommended \$2500 Saving Bond be awarded to the outstanding Para-Professional in each of the four regions.
- (2) State Winners be presented a certificate.
- (3) Awards to be made in 1978. A Grant from the Pennsylvania Association will be used for awards to recognize the work of Para-professionals.

Recommended that future program planning committee consists of the President-Elect as Chairman, President, 2nd Vice-President (by virtue of her responsibility for the recognition ceremony), Chairman of Advisory Council, Arrangements Chairman and President of the State Association hosting the next Annual Meeting. Exhibits and Tour Chairman are invited for a portion of the Program Planning Meeting.

Three new Advisory Council Members were named.

- (1) Helen E. Bell, Coordinator of Family Living Program for the Cooperative Extension Service of the Pennsylvania State University
- (2) Joan Peters, Consumer Information Coordinator-University of New Hampshire
- (3) Marilyn Richert, Statewide Program Director, Family Living Education - University of Wisconsin

Advisory Council Recommendation's:

- (1) Method of Distribution of NAEHE Histories
 - (1) Sell at next (3) Annual Meetings
 - (2) Place in State Dean's Office in each Institution of higher learning that has a Home Economics College
 - (3) Place in Campus Libraries in each State
 - (4) Place in each County Office, State Leader Office and in Public Libraries
 - (5) Present to new members, retiring members and honorary members.
- (2) Analyze guidelines for selection of NAEHE nominations for Officers and State of nominees include more than one candidate for each office.
- (3) Study criteria for Distinguished Service Award
- (4) Annual Meeting Program be submitted annually to AHEA for approval as a Home Economists Professional Improvement activity. This to be published in Table of Contents page of program.
- (5) Honorary Members should be charged same fee for maintaining themselves as life members.

Because of an "Open Flame Ordinance" in Boston, candles were not allowed in the Awards Program Installation Service.

(Remember Mrs. O'Leary's cow that kicked the lantern over!)
Battery operated candles were used this year.

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Song went something like this:

"One dark night when I was asleep in bed
Mrs. O'Leary took a lantern to the shed
And when the cow kicked it over
you could hear them shout----
There'll be a hot time in the old town
tonight. Fire! Fire! Fire!

North Carolina Reports Woman Chairman

North Carolina in Southern Region reported their first woman chairman of a County Extension Service in April 1975. Frances Voliva said "I imagined the farmers were sitting around saying, I don't think a woman's got any business tramping around in my hog parlor". She now says she has gained their respect.

In 1967 the first man joined the Association of NAEHE.

Dues Increase - proposed and passed that Article II, Section I and Section II of Constitution be changed to read that membership due are ten dollars per member annually.

The pre-annual Executive Board met September 17, 1977 at the Boston Sheraton Hotel in Boston, Massachusetts with Virginia Zirkle, President, presiding.

Sue Laubhan, President-Secretary was introduced. Shirley Neel was appointed Parliamentarian and Barbara Shock, Timekeeper.

The Fashionettics - a firm with an Up-beat offering in home serving equipment, entertained the Executive Board and Advisory Council with a reception and dinner on Saturday evening. Leona Rocha, President, emphasized that "the well dressed have a two and one-half minute advantage". In other words, first impressions DO COUNT. Len Ennis, Executive Director of the Home Sewing Council, introduced their advertising campaign to transform the "light and latent sewer into a "heavy" sewer." Outstanding models with caption such as "I made it" will appear in National Magazine advertisements.

Genevieve Harris accepted appointment to the ECOP Agents Association Sub-committee for a three year term.

Alice Epple is NAEHE Representative to Journal of Extension. Forty-three members were appointed to the six program of work committees and 62 to the four Annual Meeting Committees. Detailed plans for State Chairman Workshops were given. Advisory Council Members served in an Advisory capacity for the six program of work committee meetings and state chairman workshop.

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Twenty Tours were arranged before and after the Annual Meeting. From the Mountains to the Ocean, Massachusetts offered a Wealth of history and education for the Extension Home Economists. It was an invitation to enjoy New England through Professional Tours.

The 43rd Annual Business Meeting was called to order at 1:30 p.m. on September 20, 1977 by Virginia Zirkle, President in the Boston-Sheraton, Boston, Massachusetts. Claudia Noell of Georgia led the Creed. 154 Voting Delegates were seated by Shirley Neel, Treasurer.

982 Members, 62 Honary Members, 38 Guests and Speakers, 106 Non-Members, 199 Exhibitors and Hospitality Representatives and 7 Advisory Council Representatives registered for a total of 1394.

The Credentials Committee accepted membership of a housing agent in Washington, D. C. who is possibly our first male member of NAEHE.

Jacquelyn Anderson, Chairman of Nominating Committee presented a slate of candidates for office for 1978. They were elected and installed on Thursday night of the Annual Meeting.

Beverly Kindler	- Pres.-Elect. - Kansas
Margaret Lawson	- 2nd Vice-Pres- New Jersey
Novella Wininger	- Treasurer - Kentucky

A Volume of bound copies of the REPORTER were presented to the New Editor. All years were not complete through 1976.

Claudia Noell, Chairman of the Reports and Studies Committee and her Committee grouped together formal studies conducted by County or area EHE'S, research and thesis reports. These were placed in the EHE Reports and Studies Issue 1977 of the EHE REPORTER. These clearly show timely concerns during 1977.

The Annual Meeting Opening Session began Tuesday, September 20th with President Virginia Zirkle presiding. The Pre-Board Meeting was September 16-17-18-19. These days were filled with a bee hive action - Reports - Meetings with old and new committees - A review of plans for the week - 1st timers happenings - Kraft Reception and Regional Dinners.

At the Opening Session, the Coyle-Cassidy Folk Group sang the Invocation. Presentation of colors was made by the Taunton, Massachusetts Young Marines Color Guard. Massachusetts Senate Minority Whip, John F. Parker welcomed EHE'S from 50 states and Puerto Rico. The Sheraton Boston Ballroom in Boston, Massachusetts was filled to capacity.

Sheila Tobias, Associate Provost, Wesleyan University, Middletown, Connecticut was the Opening Speaker. Her topic was "Chance Favors - The Prepared". Mrs. Tobias talked about the managerial woman. She discussed results of a study of 25 women in managerial positions. The study showing characteristics which may limit their careers.

- (1) Lack a sense of movement in their careers
- (2) Focus on immediate work to be done
- (3) Women don't see themselves as acting on assignment
- (4) Women's ambitions are not legitimized and supported by family and society as for men.

She warned that women should see risk as challenging; not as a negative factor. They must risk themselves when it is time to move to the next job.

Campbell Soup Company sponsored the Luncheon for State Presidents and Voting Delegates.

After the Annual Business Meeting on Tuesday, a reception was held for Honorary Members, Past and Present NAEHE Officers, followed by the NAEHE Friendship Dinner "Clambake" - an opportunity to learn how to eat steamed clams.

The Food Preservation Seminar by Ball Corporation climaxed the Tuesday Session. Table Decorations were Antique Canning Jars.

Wednesday began with the Soap and Detergent Association hosting a breakfast. Laura Bowman, Western Region Director, presided. Ruth Beale, Chairman of Professional Improvements gave the Invocation and President of the Soap and Detergents Association gave an "update on detergents". Geoffrey Godsell, Overseas News Editor of the Christian Science Monitor discussed "where the U.S. stands in the World".

At the 8:45 a.m. Wednesday Session, Patricia Jarboe, President Elect presided. Elsie Castille, Louisiana and Harriet Meldahl, Minnesota were recognized for having received the 1977 "USDA" Superior Service Award.

James Meston, Manager of Organization Development, Westinghouse Credit Corporation, Pittsburg, Pennsylvania was the morning Speaker. "Developing Potential" was his subject. Personal growth involves change. These points were made.

- (1) Behavior is chosen - we make the choice
- (2) Most of us live for the moment - rather than in the moment. Do we enjoy the changing colors of leaves on the trees in the Fall or do we think about them when all have blown away?
- (3) What are our values?
- (4) Behavior can be changed.
- (5) Accept the challenge of life because the only thing we have is this hour, this day. Life can be exciting if we choose.

The Annual Meeting Objectives "Reaching New Horizons" was reached through Symposiums. Wednesday afternoon Inter-action groups were scheduled. Every member could choose the subject she felt most needed. Listed were the Inter-Action Groups. These were repeated Thursday afternoon.

- Group I - People business (How to succeed with people)
- Group II - Futurology - (A Futuristic approach to decision making and long range planning.)

- Group III - Who's the Real Me? (An approach to self-development)
- Group IV - Teamwork (Creating an environment for teamwork)(Teamwork as we see it)
- Group V - A career in management (A constructive approach to Extension Careers in Management)
- Group VI - FUNDS you can find (Program expansion using outside resources and funds)
- Group VII - Affecting public policy at the Grass Roots- (Public Affairs)
- Group VIII - Are you legitimate?

The Group VII was changed on Thursday afternoon to Legislative Concerns that affect the family -- Can Home Economists influence? (Public Affairs)

General Foods Consumer Center sponsored a luncheon for the Members. Kay Hastings, 3rd Vice president, presided. Martha Kelly, Sally Ketcham and Mary Bell were hostesses. Food samples and a cook book were given each EHE after the luncheon.

From 2 to 6 on Wednesday and 10:00-12:00 on Thursday, Exhibits were viewed. In the afternoon the State Committee Chairmen met with the NAEHE Chairmen and Wednesday evening the members were free to have a "night on the town".

Thursday, September 22, 1977 at 7:30 a.m. the Fashion Show and Breakfast by Simplicity Pattern Company, Inc. started the day. Mary Heisler, 1st Vice President presided. The 1977 and 1978 Annual Meeting and Program of Work Committee had opportunities to make plans of work and prepare recommendations. The workshop for State Treasurers with the NAEHE Treasurer was held.

The last day of the Annual Meeting began with a Breakfast by Kellogg Company. Shirley Neel, Treasurer, presided and introduced the Speaker, Vala Jean Stults, PHD, RD., Kellogg Company Nutritionist who spoke on "Energy at Sunrise".

Geraldine Bentley, Southern Region Director, presided over the final Session, Friday Morning, September 23rd. The Speaker, Max Lerner, Syndicated Colulnist for New York Post chose the topic "Design For the Future".

He made the following statements. "The great danger is being sleepwalkers; to be unaware of things around us and the powers and resources we have within us".

The future isn't a set of random happenings. In looking at the past look not just at what happened but what didn't happen. At every point there were many roads from which to choose the future. The choices we make now will make a vast difference. That is why education, work-profession have meaning".

Mr. Lerner calls himself a "Possibleist" rather than a Pessimist or an Optimist. He explained (5) themes which help him organize for the future.

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- (1) Insight - knowing ourselves - who we are.
We need flights and perches. A person who can not plan his day can not plan his year--or his life.
 - (2) Capacity for growth. Choose experiences that give you growth. Without growth we incur death in life.
Greatest freedom is freedom to grow. Never give up the Dream.
 - (3) Capacity to meet crises - (Everyone faces tragedy)
Are we destroyed or strengthened by them. We have a self corrective capacity.
 - (4) Self renewal or Self Actualization. (Unless there is love in our lives -- work won't mean much. Find proper relation between thought and action.
 - (5) Values - (What we think worthwhile and the question we put to life) - Great American Disease is "I". We forget about the web that ties us together. Ego - it strips away all concern for others. We need to ask questions that unlock feelings within us.

The Post Board Meeting met September 23, 1977 after the Annual Meeting adjourned. Recommendations were presented by the Committee Chairman and dates announced for the 1978 President Workshops.