

1958-1959

FRYSINGER FUND



Mrs. Velma Johnson (W.Va.)

Since the time the Grace Frysinger Fellowship had become a reality (1950), the money had been placed in the regular checking account of the Association. At the June meeting in 1958, the board voted to set up a Grace Frysinger Fellowship Fund apart from the general fund. The \$863 which had been given to the Association from the Central Region at the 1957 Friendship Party had been designated for professional improvement, so this was applied to the Grace Frysinger Fellowship Fund.

PRINTED HANDBOOK

It was at the Board meeting Thursday, October 30, 1958, that Virginia Vaupe, program of work chairman, distributed the printed Handbook. Virginia recommended the Handbooks be sold for 35 cents a copy; however, this recommendation did not meet with the Board's approval. The final decision was that Board members, committee chairmen and members of the Advisory Committee be given a copy of the Handbook, as had been done with the mimeographed copies in the past, and these books be passed on to successors. Also, each State Leader was to be given a complimentary copy. Copies to individual members would sell for 50 cents.

NOMINATING PROCEDURE

At this same meeting, changes in nominating procedures were presented and accepted. They were:

1. Use revised Candidate Recommendation Form for Officers, NHDAA.
2. Forms are to be prepared in 5 copies and are to be in the office of each Regional Director by January 1 of each year.
3. Nominating Committee Chairman will write to state leader for her opinion of the candidates recommended by state association president. Information received from state leaders will be confidential data, for use of nominating committee only, and should be destroyed after election of officers.
4. A day should be set in June of each year when board meeting is being held for the nominating committee to

meet and prepare the slate of officers: suggested expenses of this committee be allowed.

5. Committee should select a slate with an alternate slate to use in case of emergency.

The Association was now 25 years old. A committee was appointed to plan a 25th anniversary celebration. The board voted to grant Honorary Membership to Miss Anna Searl, first president of the Association. Miss Searl had gone into the Illinois State Office in 1936 and was at that time the Assistant State Leader. This Honorary Membership was conferred on her November 3, 1958.

REVISED PRE-REGISTRATION LIST

Registration numbers were increasing and some problems were occurring. A pre-registration form was prepared which would help the committee do a better job and eliminate the repetition of names on more than one list. It was further decided to use different colored cards in registration. For example, blue for members, green for non-members, yellow for guests, pink for honorary members, etc.

The opening session of the 1958 meeting of the National Home Demonstration Agents' Association set the pace of the entire convention at an exciting step. Mrs. Velma Johnson, president, presided and "Open Reflections" was given as the theme of the meeting. Mr. Lynn Surles, speech consultant, Milwaukee, Wisconsin, and Dr. Marcus Bach, State University of Iowa School of Religion, spoke to the 653 agents and guests.

First, Mr. Surles thrilled the group with his dynamic delivery and convincing method for "Better Personal Communications." In becoming a successful speaker a basic pattern of preparation was recommended: (1) Word the purpose to adapt it to the needs and desires of your immediate audience; (2) Get your ideas down—as many as you think of; (3) Arrange the ideas in proper order of introduction, body and conclusion; (4) Outline, adding flesh and bones to the skeleton; and last (5) Familiarize yourself with the outline. His timely subject caught the interest of all home demonstration agents because public speaking is an important part of their work.

Dr. Marcus Bach gave inspiration and challenge with his talk, "The Will to Believe."

"At that point in life where your talents meet the needs of the people—that's where God wants you to be," was one of the fine points brought out by Dr. Bach.

The speaker on the afternoon program of the first day was Mr. Wallace G. Lonergan, assistant research director of the Industrial Relations Center, University of Chicago. In his address

on "Self Improvement," he commented on the great resistance to change. He listed four types of leadership: the Bureaucrat, who is a role-centered leader and talks only of "They"; the Autocrat who talks in terms of "I"; the individual-centered leader or Idiocrat who speaks in terms of "YOU"; and the Democrat or group-centered leader who talks in terms of "WE." He continued by saying that people must have an opportunity to assume responsibility and demonstrate it.

On Tuesday, speakers included Mr. Norman Mindrum, director, National Committee on Boys and Girls Club work who discussed developments with the National Center, and Miss Beatrice Judkins, FES, who used as her subject, "The Latent Power In You." Miss Judkins played on the theme of the meeting, "Open Reflections," by saying it was an invitation for each to carry on a little soul searching and self questioning. Also all need to have a satisfactory balance between the demands of our professional life and our personal life. This was some of the same philosophy Miss Frysinger had emphasized in the early years.

During the meeting, greetings were brought from the NACAA by Mr. H. K. Rippey, director, North Central Region, Indiana, and from the National Association of County 4-H Agents by Mrs. Mabel Smilanich, director, Minnesota.

Mr. Herbert L. Schaller, manager, Agricultural Public Relations, Charles Pfizer and Company Inc., recognized the 1958 Pfizer Award winners: Miss Bette L. Goddard, Butler, Pennsylvania; Miss Virginia L. Zirkle, Ottawa, Ohio; Miss Myrtle Lee McGoogan, Rome, Georgia and Mrs. Luella M. Condon, Walla Walla, Washington.

Mrs. Charlotte Lattimer, Florida, and Mrs. Mabel Ito, Hawaii, 1957 recipients of the Grace Frysinger Fellowships, reported highlights of their travel and study during the annual business session. Mrs. Lattimer's report was an leadership training and Mrs. Ito's report was on farm and home planning and balanced farming.

The 1958 recipients of the Grace Frysinger Fellowships were recognized: Miss Esther N. LaRose, Staunton, Virginia, who will study programs for young men and women, and Miss Elizabeth Word, Bowling Green, Kentucky, who will study program projection.

The Florence Hall award of \$100 was presented to one home demonstration agent in each of the four regions of the NHDA. This year's recipients were Miss Mary Lou Miller, Central Region; Mrs. Catherine Rhoads, Eastern Region; Mrs. Jessie D. Jackson, Western Region; and Miss Wilda Schaefer, Southern Region.

An air of welcome greeted the agents on Sunday afternoon

when the Nestlé's Company, Inc. provided Nescafé in the registration area. Later Sunday evening, Standard Brands, Inc. entertained with a tea. A variety of different baked products were enjoyed.

The Campbell Soup Company was host at the Monday Luncheon at which the new Pumpkin and Mincemeat pies by Swanson and a new combination of Turkey and Vegetable soups were introduced.

The Friendship Dinner Party sponsored by the Corn Products Refining Company provided a special touch of excitement when the lights were dimmed and the waiters brought in trays of flaming baked Alaska. The folk music group, The Settlers, was received so enthusiastically in 1957, Corn Products provided their talents again this year. The Eastern Region was in charge this year.

Breakfast on Tuesday was a real eye-opener. The Singer Sewing Machine Company sponsored the early morning affair.

General Foods Kitchen hosted the luncheon on Tuesday and had as a part of the meal the new Jello glazed Danish sandwiches.

Closing the meeting in an inspiring way was the Recognition Brunch sponsored by Coats and Clark, Inc. and Simplicity Pattern Company, Inc. The Gold Coast Room of the Drake Hotel was the setting for the Distinguished Service Recognition. Following a fashion show presented by Miss Lucille Rea, Simplicity Pattern Company, Inc. Miss Frances Scudder, director division of Home Economics Programs, FES, spoke on "Shared Investment." Thoughts from Miss Scudder's address:

Sharing (our career) makes the reason for this meeting . . . Together in progress we build . . . We have much to be recognized. Our career is our investment . . . success of one makes success of the career.

Seventy-three home demonstration agents from forty-two states, Hawaii and Puerto Rico were recognized for Distinguished Service.

H.D.A. REPORTER CHANGE

At the mid-year Executive Board meeting in Milwaukee, Wisconsin, the decision was made to publish the H.D.A. Reporter three times each year instead of the previous four. The three issues would be: (1) Convention (2) Program of Work (3) Pre-Convention.

There was further discussion as to size of the Reporter, and this was left to the discretion of the 3rd Vice President and Editor. The size was changed from 9½" x 12¼" to 8½" x 11" with the Summer issue in 1959 and has remained this size to date. The method of mailing was also changed. Heretofore bulk

copies had been sent to state treasurer to disperse; now direct individual mailing would be used.

It was also voted at this meeting that upon payment of dues by the home demonstration agents of Alaska, they be granted full rights and privileges of membership in NHDAA.

SILVER SERVICE

In 1955, the Western Region at the Friendship Party presented a gift of \$176 to the Association. In 1958, the Executive Board voted to use this money to purchase silver for the new National 4-H Center.

At the Eastern Region meeting in 1958, it was decided that the region's gift of \$270 to the Association at the Friendship Party be added to the previous amount of \$176 from the Western Region for the silver, and that it be engraved in the name of the National Home Demonstration Agents' Association.

The silver tea service was purchased and the presentation made on June 16, 1959 at the National 4-H Club Center in Washington, D. C., by President Velma B. Johnson and Miss Irby Barrett, president-elect, and was engraved as follows:

Presented To
The National 4-H Center
By
National Home Demonstration Agents' Association
1959

Receiving this gift were J. O. Knapp, West Virginia, director of Extension and chairman of the National 4-H Foundation Trustees, and W. W. Eure, 4-H Center program director. In the presentation, Mrs. Johnson said,

As home demonstration agents we have always shared the responsibility of the 4-H club program with the other county workers of the Cooperative Extension Service. We have been actively interested in the development of the National 4-H Club Center in the nation's capital.

We have chosen our gift of sterling silver with a great deal of care and with significance. We hope that our gift will be a lasting one which will serve the Center for its lifetime, and that it will signify to all who enjoy it, the gracious living which we try to help all families whom we serve to attain.

The National Home Demonstration Agents' Association presents this silver service with our best wishes to the National 4-H Club Center for a long, noble and useful life of service to the Nation's youth.

WHITE HOUSE CONFERENCE

After President Velma Johnson gave her report on her attendance at Council National Organization on Children and Youth of the Golden White House Conference, she reported that NHDAA was granted the privilege to send two adults and two youths to the conference in Washington, D.C., March, 1960. The Executive Board voted to sponsor two 4-H Club members, preferably girls, and to pay their expenses. Miss Irby Barrett, president-elect who would be president at that time, and Mrs. Mary Donnini, Eastern Region councilor, were named as delegates. It was also voted to contribute \$50 to the White House Conference.

PROFESSIONAL JOURNAL

The possibility of a professional journal was discussed. This had been brought to the attention of the Board at previous meetings, but no action had been taken. ECOP had suggested the possibility of NHDAA sponsoring such a journal, but again action was postponed for further study.

TWENTY-FIFTH ANNIVERSARY

The 25th anniversary meeting of NHDAA in New Orleans, Louisiana, made history. The registration of 1164 from 46 states and Puerto Rico made it the largest annual meeting ever held by the Association.

Tours of interesting places in and around New Orleans started convention week for many agents. Louisiana agents, identified by a stalk of sugar cane, were hostesses and guides.

Registration started at 8:00 a.m. on Tuesday, October 20 with a friendly cup of coffee being served by the Nestle Company, Inc. The 24 exhibits were opened for viewing from 10:00 a.m. until 5:00 p.m.

Standard Brands, Inc. sponsored the home demonstration agents' reception in the grand ballroom of the Roosevelt Hotel.

Delicious omelets made before your eyes were breakfast fare Wednesday morning for the state presidents, National Committee chairmen, Executive Board and Advisory Council, courtesy of the Rice Industry.

A creole breakfast brought the Executive Board and Advisory Council members together a little earlier than usual when they were guests of the Electrolux Corporation.

Luncheons sponsored by Singer Sewing Machine Company, Campbell Soup Company, and General Foods Kitchens gave agents a chance for fellowship which was one of the objectives of the Association and also to learn the newest ideas and products of the host companies.

The Creole Christmas theme opened the "Christmas in Oc-

tober" party on Wednesday evening, courtesy of California Foods Research Institute, Greist Manufacturing Company and Kenneth Stacy Corporation. These Companies filled the ballroom with wonderful foods, gifts and decoration ideas. Home demonstration agents were seen with pad and pencil jotting down these clever ideas to take home and use.

The meeting was officially called to order on Thursday, October 22 at 8:30 a.m. in the Tulane Room of the Jung Hotel by Mrs. Velma B. Johnson, president.

The theme, "You Hold the Key," was most appropriate for this silver anniversary meeting and set the course of the meeting, putting stress on the individual in Extension work.

The Invocation was given by Reverend Sherwood C. Clayton, Rector, Grace Episcopal Church, New Orleans. Mrs. Maxine E. Reeves, Louisiana, gave the Home Demonstration Agents' Creed.

Following the welcome to New Orleans by the Honorable James E. Fitzmorris, member City Council, Miss Ellen Lenoir, state home demonstration agent, Louisiana, spoke on "The Home Agent's Role and Challenge." Miss Lenoir traced the development of the home demonstration program and the changing program of the home demonstration agent. She said, "We have to keep ourselves and our home economics information geared to the life of the people by the knowledge of their needs obtained from them and by our own study of the trends that are affecting families today."

"The Changing Home in a Changing World" was the topic of the address by Mr. Owen Cooper, executive vice-president, Mississippi Chemical Company.

At this time four \$1500 Pfizer Scholarship Awards were presented by Mr. Herbert L. Schaller, manager, Agricultural Public Relations, Charles Pfizer and Company, Inc. Those receiving these awards were: Mrs. Phyllis Anderson Goodey, Idaho; Mrs. Anna B. Brown, Michigan; Mrs. Elizabeth Hill De Young, Tennessee; and Miss Esther R. Hart, Pennsylvania. This was the fifth year the fellowships had been sponsored by Pfizer and in presenting the awards Mr. Schaller said; "It is our hope that these awards will serve to express in a small way our gratitude to the thousands of HDA's for the selfless service to the rural and urban families of America."

Special music was presented by Fayette County Kentucky Homemakers' Chorus with Mrs. Lewis Robinson directing.

Miss Irby Barrett, president-elect, presided over the afternoon program at which time Miss Olga P. Brucher, president, American Home Economics Association spoke on "Home Economics—New Dimensions" and greetings were brought from NACAA by Mr. Carl Rose, Arkansas, and from the Extension

Committee on Organization and Policy by Director C. A. Vines, Arkansas.

The keynote speaker for the afternoon program was Mr. H. C. Sanders, director of Louisiana State Extension Service and his subject was "Our Public Relations."

Mr. Sanders said, "Your public relations are you; they grow out of your attitude." He closed his talk with the thought:

Our public relations are a composite of the reactions, opinions, and attitudes of all the people with whom all extension workers have contact, and the negative reactions of those persons with whom we have no contact and who know nothing about us. Good public relations result when all of these contacts result in favorable reactions so that we are believed to be what we are, a great educational organization founded upon the basic principles of our republic, now doing a good job, but capable of assuming still further responsibilities.

The Friendship Dinner party on Thursday night, courtesy of Corn Products Company, was a chance for the agents to get a glimpse of Mardi Gras.

At the close of the business meeting Friday, October 23, the recipients of the Florence Hall Award were recognized and presented checks of \$100. Mrs. Mildred A. Brady, Virginia, was recognized for her program on family economics; Miss Helen Meinzer, Colorado, conducted a "Boost Better Breakfast" campaign in Rio Grande County, Colorado; Miss Mary Ellen Hawkinson, Indiana, held a Finance Forum for homemakers to learn about financial needs and banking facilities; and Miss Alma Page, West Virginia, worked to improve the health situation in her county through education and action.

Grace Frysinger recipients this year were: Miss Mildred Omler, Michigan and Miss Margaret Isenhower, Pennsylvania. Mildred's plan was to study methods and media through which homemakers would like to receive homemaking and family living information. Margaret will use her scholarship money to study program planning and projection for all her many people.

The importance of listening as a key to good relations and management was illustrated by Dr. Wesley Wiksell, professor of Speech, Louisiana State University. He said that listening is more than keeping one's own mouth closed while the other fellow opens his. Dr. Wiksell closed with the following thought:

We cannot see, hear, or touch the listening tool. Perhaps its intangibility explains our neglect. Listening is a difficult tool to use. But neither past neglect nor present difficulty should deter us from learning to use one of management's most important tools.

This full busy day came to a close with a twilight cruise on the Mississippi, courtesy of the Wesson Oil People. All of the Louisiana agents had dressed in Antebellum costumes and formed a line on either side of the walkway to the boat for all of the other agents and guests to walk through. It was a most spectacular scene. On the trip up the Mississippi River, the host had provided Dixieland jazz and prepared gumbo with all the trimming for the finishing touch.

The Recognition Brunch in the International Room of the Roosevelt Hotel, Courtesy of Coats & Clark, Inc. and Simplicity Pattern Company, Inc., formed a perfect setting for the convention highlight and the close of the meeting. After the fashion show, narrated by Miss Helen Wright, educational stylist, Simplicity Pattern Company, Inc., Mr. C. M. Ferguson, administrator, FES, USDA gave the address of the day: "Your Job Tomorrow." Mr. Ferguson said that we can no longer be satisfied to be only "merchandisers of facts" but as Extension workers we are charged with the responsibility of being educational leaders.

Distinguished Service Awards were then presented by Mr. Ferguson to 74 agents representing 41 states and Puerto Rico.