

1960-1961



Mrs. Irby Barrett (Ala.)

The mid-year Executive Board meeting was in Denver at the Hilton Hotel, June 24-26. Miss Irby Barrett, president, presided.

One of the first acts of business was a discussion and clarification of eligibility of future members to be recognized for Distinguished Service. It was suggested that requirements be reviewed with the state presidents.

DOOR PRIZES

During the hours the exhibits were opened for viewing, the exhibitors were busy showing the newest of their products, sharing the most recent research on their products and answering the many personal or individual questions asked by the agent. Then on the last night of the meeting these same exhibitors would give "door prizes" by drawing from names registered with them at their respective exhibit booths. These were not small door prizes, but articles such as vacuum cleaners, sewing machines, electric mixers, pillows, silver service, scissors, toasters, iron and iron-

ing board, etc. Board members voted to eliminate door prize drawings and to inform the exhibitors. There were several reasons for this. It was costly to the exhibitor and it was enough for them to bring their products for display and to have educational hand-outs; sometimes it was hard for the winner to get the product home if it were not one that could be mailed direct from company donor to winner; and the total program was becoming so full there was not additional time to get every one together.

President Barrett and Mrs. Mary Donnini, Eastern Region councilor, reported on the Golden Anniversary White House Conference on Children and Youth in Washington, D. C., March 27-April 1, 1960. The two 4-H Club members sponsored by NHDAA were Marianne Gould of Massachusetts and Kenneth Schneeberger of Oklahoma. The total attendance was 7602, representing all walks of life from our country and many foreign countries. Two important thoughts were: the strength of the nation lies in the homes of its people; and, the development of a family is more important than the development of a rocket.

The Association was growing both physically and professionally. Membership was now 3384. There were 35 Florence Hall, 11 Grace Frysinger and 29 Pfizer applications submitted this year. Educational exhibits had grown to 43 in number. Honorary membership was granted to 43 retired home demonstration agents.

The Advisory Committee was most impressed with the manner in which the Executive Board handled all business of the Association, the serious deliberation and research given to the various articles of business and the continued effort to improve not only the National Association but also the individual state Association. When the Advisory Committee reported to the Board, some of the comments given by Mrs. Lillie M. Alexander, chairman, were:

We, the Advisory Committee would like to commend you:

1. On the altruistic attitude of all participants which has resulted in a fine esprit de corps, an indispensable requisite of good organization.
2. On the increasing involvement of agent participation in planning and executing the annual program, which has resulted in providing a program of high professional merit.
3. On the noticeable improvement in the chain of communications whereby the significant findings and recommendations of the respective committees are channeled into the States for circulation among agents.
4. On the general forward look by the board in guiding

this organization toward the achievement of its established objectives and goals.

The professional journal for extension workers was discussed again. NHDAA had agreed to go on record as sponsoring the proposed journal and perhaps would contribute \$1000 toward the publication. In conferring with Mr. H. H. Campbell, president, NACAA, he stated that his organization also approved the publication but they wanted to have more information on the proposal before any commitments were made.

The State Presidents' Dinner and meeting, courtesy of The Rice Council for Market Development, was a festive and entertaining Hawaiian Luau. As presidents and guests arrived, they were greeted most cordially by personnel who were dressed in Muu-Muu's.

The first part of the occasion was spent in feasting both eye and palate on beauty and tastefulness of the especially prepared food. Mrs. Dorothy Hutcheson, hostess of the Rice Council, presided during this part of the meeting.

Miss Eunice Meakin, Idaho, chairman of the State President's Group, presided during the remainder of the meeting. The handbook was discussed and the presidents were urged to become familiar with it and to use it.

The total group was divided into four smaller groups to "buzz" on units of the program of work.

The 1960 annual meeting was at the Sherman Hotel, November 3-9. Miss Irby Barrett, president, officially called the meeting to order at 2 p.m. Sunday, November 6. The theme of the meeting was "Your Profession is Showing." Dr. Reverend Harold Blake Walker, minister of the first United Presbyterian Church, Evanston, Illinois, was the keynote speaker at the opening session. "This Different World" was the topic of his address in which he stated that the reason for our spiritual need is in the fact that our changing world has imposed increasing strains on human personality. Dr. Walker further brought out:

The point of real breakdown in the world today with its surging tempo, its uprootedness, its crowdedness, and its indebtedness is in the elimination of the personal. We have no choice but to live by faith if we would live with dignity and courage in our changing times.

Greetings were brought from representatives of three other national organizations: Mr. E. W. Janike, director of the Nebraska Extension Service represented ECOP; Mr. Howard H. Campbell, New York, president, NACAA; and Mr. Ralph E. Kirch, Michigan, president of the National Association of County 4-H Club Agents.

REGIONAL DINNERS

Each year the regions had conducted separate meetings to dispense with the business within their respective region. This included election of chairmen and vice chairmen, nominees on national nominating committee, friendship party, and any other pertinent business. However, these meetings had always been scheduled at the end of a general meeting and many times the general meeting would extend beyond the allotted "starting" time of the regional meetings. This would mean a "rushed" meeting in order to be finished for the next part of the program.

Regional dinner meetings were planned for 1960 on a trial basis to see if they would alleviate the rushed feeling by giving adequate time for business, and a short program and at the same time give the states within a region the opportunity to become better acquainted with each other. It proved so successful that it became a part of the total planned program and continues as such today.

BY-LAWS CHANGES

The voting delegates of NHDAA transacted a number of changes in the by-laws of NHDAA:

1. Annual dues of \$3.00 per member to be paid through the state Association.
2. Membership to be opened to "any regularly employed extension agent with a degree in home economics who is actively engaged in work in counties and cities.
3. Honorary membership shall be extended to former members who have retired and were members of the Association at the time of retirement.
4. Advisory council to consist of the FES program leader of the region in which the president is located to serve as chairman; three Home Economics Extension Leaders (one from each of the other regions); a home economics press representative from a Land Grant College of Home Economics.
5. Past president no longer an ex-officio member of the board.
6. The first vice president to serve as chairman of program committee for the annual meeting.

APPROVES PROFESSIONAL JOURNAL

Another important business transaction was the vote for endorsement by NHDAA of the proposed professional journal for Cooperative Extension Workers and to make a contribution of \$1000 for the implementation of this project.

Joseph E. Burger, manager of special products, H. V. Nootbaar & Company, presented one of the most forceful and effective outlines on good salesmanship. His title, "How to Get Better," provoked a great deal of conjecture, but simply means that on the day we stop getting better, we stop being good. He pointed out that every individual is a salesman, regardless of his activity or place in society, and the successful salesman has five qualifications in this order: "character," in which sincerity is the priceless ingredient; "industry" is to work, see the people, and put forth a little more effort than the average person; "ability" is to plan your work and work your plan; "knowledge" of your product is a prerequisite, and under "personality" a person guards his health, radiates enthusiasm, is a good loser and never gives up. Mr. Burger concluded his talk with the statement that today is the tomorrow you worried about yesterday—do it today!

"The Opposing Panel," a discussion technique, was an innovation in this year's annual meeting program. Based on the panel discussion, "The Home Demonstration Agent Keeps Pace with the Changing Scene," Miss Eva Goble, state agent, Indiana, served as moderator and panel members were Mrs. Emily H. Quinn, Arizona; Mrs. Mary R. Jordan, Texas; and Mrs. Kathryn Sughrue, Kansas.

Following the panel discussion, members met in one of 12 groups, half of which discussed the problems of some demonstration agents in keeping pace with the changing scene while the other groups discussed possible solutions to these problems. The discussion leader for the opposing panel was Dr. Ward F. Porter, extension analyst, FES, Washington, D. C.

Home demonstration agents were challenged with "The Enhancement of Life" by Dr. John E. Caldwell, chancellor of the North Carolina State College. In his address, Dr. Caldwell pointed out that any advancement made by any man or woman comes first in his own thinking; therefore the individual is still the object of our work. "How you touch that individual and the enhancements of her life is the challenge," he said.

Recipients of awards this year were Elizabeth Skeats, Connecticut; Loretta Zastrow, Wisconsin; Stella McKinstry, Wyoming and Geneva Marshall, Alabama for the Pfizer Award. Florence Hall Award winners were Mrs. Pinna Perry, Texas; Miss Betty Heinbach, Pennsylvania; Mrs. Greta Bowers, Iowa and Mrs. Ruth Coates, Utah. The recipients of the Grace Frysinger Fellowship were Miss Lorraine Sprague, Michigan and Mrs. Tyyni M. Homml, Ohio.

Hospitality was again extended by many companies. Not

only did these friends entertain, they also brought new products, shared their research work and inspired agents through interesting speakers. The Nestle Company served Nescafé during registration hours, Standard Brands, Inc. hosted the reception on Sunday afternoon and the "Best of Show Fair" featured prize winning baked products. Monday's luncheon was hosted by the Campbell Soup Company and the program featured the story of soup production and their research program. The Friendship Dinner Party featured Norman Ross, Chicago news columnist and commentator whose topic was "The World Today." The Singer Sewing Machine Company was the Tuesday morning breakfast host. Miss Marion Ross, fashion coordinator for the host company, addressed the group with the topic "Is Your P.A.Q. Plus?" The P.A.Q. meaning "personal appearance quotient." General Foods Kitchens was luncheon host on Tuesday. The new "All About Home Baking" book was presented to the group. Mrs. C. G. Mortimer, chairman of General Foods Corporation, addressed the group concerning the work of the Nutrition Foundation. "Christmas Mobile" was a unique presentation of Christmas customs of other lands, jointly hosted by California Foods Research Institute, the Greist Manufacturing Company and the Kenneth Stacy Corporation. Everything was on wheels—even the people were on skates.

Coats and Clark, Inc. and Simplicity Pattern Company, Inc. were co-sponsors of the Recognition Brunch on Wednesday. The program featured a fashion show of Simplicity pattern designs and knitted fashions of Coats and Clark yarns. This was followed by the address of Miss Eunice Heywood, FES, on "The Past is Prologue." She said that it was good to look back occasionally, not only to see how far we have come but also to check on our direction for the future. Seventy-two agents were recognized.

REGIONAL CONTRIBUTIONS

At the post board meeting, the western region contributed \$95 to the Florence Hall Award and the southern region also voted \$110 for this purpose.

Thus came to a close a most successful meeting.

HDA REPORTER MAILING

At the 1961 June board meeting at the Sheraton Cleveland Hotel in Cleveland, Ohio, it was voted to send the HDA Reporter to Extension directors, state leaders, Extension editors, Federal Extension staff, retired members and Agricultural and Home Economics deans.

REPRESENTATIVE-PROFESSIONAL JOURNAL

Miss Irby Barrett, president, was the first appointed representative of NHDAA to the board of directors of the Cooperative Extension Quarterly. Further recommendations were made; one of the board members be a state home demonstration leader and one member from ECOP be a home economist.

WHITE HOUSE CONFERENCE ON AGING

Miss Iris Macumber, Central Region councilor, and Mrs. Frances McKay, Southern Region councilor, represented NHDAA at the first White House Conference on Aging, January 9-12, 1961. Three thousand people attended. Emphasis was placed on coordination of professions concerned with services and programs provided for senior citizens.

When Mrs. Mary Donnini, Maine, first vice-president, gave her program of work report, she made three recommendations to strengthen the work of committee chairmen:

1. Invite new chairmen to the last day of the Executive Board meeting preceding the annual meeting to hear committee reports.
2. Current committee chairman pass along to their respective successor files relative to their committee.
3. Agents who have served on a national committee work with individual state committee in helping them to understand and assume responsibilities.

NEW BANNER

On Saturday, October 7, 1961, Mrs. Mary Donnini, first vice-president, and Mrs. Frances B. Mayer, Eastern Region councilor, presented the new NHDAA banner, a gift of the Eastern Region, to the Board.

A revised form for submitting recommendations for national committees was presented and accepted.

"Frontiers in Our Future" was the theme of the 27th annual meeting in Boston, Massachusetts, October 10-13, 1961. President Irby Barrett, in her opening address, charged the members of the association with the responsibility of measuring up to the changes facing the extension worker.

J. Roger Deas, executive office representative, American Can Company, New York, speaking at the opening session on "Horizons Achieved," also challenged the members to responsibility in a time of national decision. He said each moment is decisive in our struggle for peace and the responsibility in attaining this goal depends upon those who would lead people to the American concept of life.

In welcoming the National Home Demonstration Agents'

Association, Dr. Lloyd H. Davis, associate director, Massachusetts, discussed the importance of women as a potent force in bringing about developments that will make communities a better place in which to live.

In her speech entitled "Frontiersmanship," Mrs. W. W. Rostow, assistant professor of history, M.I.T., stated that our current role is to adjust American values to the world in which we live. Her definition of frontiersmanship was "survival under difficult circumstances when it would be easier to go backwards than forward."

Director of the Maine Extension Service, George E. Lord, addressed the assembly on the subject "Extension's Multiple Role in the Community of the Future." In his presentation, Mr. Lord discussed the new pattern of mobility, and homogeneity of the community.

Dr. Malcolm Knowles, professor of adult education, Boston University, addressed the convention on the subject "Preparation for an Explosive Decade" and challenged the members to think of their respective extension programs in terms of changing clientele; changing program methods; and shifting program emphasis.

Greetings were brought from the National Association of County Agricultural Agents by Mr. B. H. Trierweiler, president, and from the National Association of County 4-H Club Agents by Mr. George E. Burkhardt, first vice-president.

In making the presentation of the Pfizer Award, Mr. Herbert Schaller, manager, agricultural public relations, Charles Pfizer and Company, stated that home demonstration agents exemplify to America and to its people:

1. Character—a cornerstone upon which we build, based on service to others.
2. Attitude—a positive attitude to look up and strive for higher goals. In helping others, you help yourself.
3. Knowledge—no substitute for this.
4. Energy—is necessary.

These exemplifications spell CAKE—without calories.

Mr. Schaller presented the Pfizer Awards to Miss Alga Weaver, Ohio; Miss Margaret F. Morton, Tennessee; Miss Dorris Ray, Oregon; Miss Carolyn Wolfe, West Virginia. This was the last year Charles Pfizer and Company would present this \$1500 Award.

Grace Frysinger fellowships were awarded to Miss Margaret E. Holloway, Maryland, and Miss Beverly Kindler, Kansas. Miss Holloway received the fellowship in recognition of her work to reach more young homemakers in the labor force, while Miss Kindler received her award for work with young homemakers.

Four agents honored with the Florence Hall Award were Mrs. Ray B. Theaux, Louisiana; Miss Carolyn O. Boegley, New York; Mrs. Clara Hay, Michigan; and Miss Lucinda Hughes, Arizona.

Recognition certificates were presented to 67 home demonstration agents from 40 states and Puerto Rico on Friday, October 13 at a brunch sponsored by Coates and Clark, Inc. and the Simplicity Pattern Company, Inc. in the Somerset Hotel in Boston. The traditional Boston meal of fish cakes, brown bread and baked beans was followed by the fashion show of new fabrics and patterns. Home demonstration agents modeled all but the teen fashions. Dr. E. W. Aiton, program director of the Federal Extension Service, Washington, D. C. made the presentation.

Companies hosted various events. Rice Council for Market Development hosted the State Presidents' Dinner. Mr. Clayburn Ross and Mrs. Dorothy Hutcheson presented, for the Rice Council, a program on growing and processing rice as well as using rice in meals today and also for the space age ahead.

The home demonstration agents' reception was presented by Standard Brands, Inc. Yeast breads were exhibited and sampled.

The Campbell Soup Company not only served their newest soup products for luncheon Wednesday, but had as guest speaker Dr. Phillip L. White, secretary, Council on Foods and Nutrition, American Medical Association. Dr. White spoke on the "Modern Concepts in Nutrition and Education" and emphasized the need for better diets for young girls.

The California Raisin Advisory Board and the Pineapple Grower's Association served breakfast on Thursday and had as speaker Mrs. Elena Zelayeta, the food consultant famous for her traditional Mexican recipes. Mrs. Zelayeta, blind, related her experiences in overcoming her handicap and in developing a philosophy which has helped her to be of service to others.

Luncheon, courtesy of General Foods Kitchen, was an informative occasion with foods from the new Frozen Foods Cookbook being served. Quickie demonstrations from Martha Kelly and Dorothy Lee were presented.

The annual Friendship Dinner party was hosted by Best Foods Division of the Corn Products Company who brought entertainment in the form of the Bell Ringers of Cape Ann. Professor Allen Richard Foley, department of history, Dartmouth College, both entertained and informed the members and guests of the "Yankee."

The Nestle Company again served coffee during registration and the Florida Citrus Commission hosted breakfast for Board members, committee chairman and Advisory Council on Sunday morning preceding the annual meeting.

TOUR FOR HUSBANDS

A special tour for the 17 husbands of members attending was arranged by county agents in Norfolk and Plymouth counties. While the wives were attending the meeting, these men toured the shipyards of Quincy, carnation fields, cranberry bogs and other points of interest in the area. The husbands thoroughly enjoyed this tour and special tours have been planned for them each year since. The group has become known as the "HABA's," the Home Agents Husband's Association.