

The midyear Board meeting was called to order by Mrs. Carolyn Yuknus, president, in the Cedar Room of the Denver Hilton June 11 and a prayer was given by Carolyn Yuknus.

A report was given on the two regional state presidents' workshop: the Central Region March 12 and 13 in Milwaukee and the Southern Region March 5-6 in Nashville.

Expenses had started going up, so the Board voted to raise the registration fee from \$12.50 to \$20.

Mrs. Henrietta Clark, chairman of the constitution committee, reported several proposed changes in the constitution: some because of qualifying for the tax status exemption; one to specify term of office for both regional and alternate councilors; one making the 1st vice-president ex-officio member of state presidents' group and standing committees, chairman of program of work and handbook committees.



Mrs. Carolyn F. Yuknus
(N. J.)

TITLE CHANGES

The title of the state presidents' group was changed to Council of State Presidents; the name of the Research Committee was changed to Research and Studies; and Convention chairman to Arrangements chairman.

RESEARCH EDITION OF REPORTER

Mrs. Dawn Duncan, 3rd vice-president, moved that a 4th edition of the Reporter be published annually; it was amended by Henrietta Clark to read "with emphasis on research." This motion carried and the first issue was in 1971. To distinguish it from the other three issues, the heading was in orange print.

Guest policy was discussed by the Board and it was recommended that state presidents submit the names of two state staff members who are most significant to their organization to receive an invitation to the annual meeting from NAEHE president. Also President Yuknus was to explore with the host companies the possibility of granting each distinguished service recipient one guest ticket for that occasion.

Invitations for the 1975 meeting were received from Oklahoma and Tennessee. Knoxville, Tennessee was selected.

Director Arthur B. Schulz, North Dakota, and Dr. Lowell B. Watts, Colorado, both members of ECOP, talked to the group on the workings and purpose of ECOP.

Ninety-three retired members were approved for honorary membership.

CALIFORNIA MEMBERSHIP

As a state association, California had not had membership in NAEHE; individual extension home economists had. It was the thinking of President Yuknus that if California could have representation at the annual meeting in Milwaukee, it might motivate their joining. President Yuknus made the contacts with the California state director and necessary arrangements were made.

NOMINEES APPEAR IN REPORTER

The nominating committee of which Mrs. Dawn Duncan, Texas, served as chairman, recommended that as soon as nominees were contacted for approval their pictures and qualifications be printed in the summer edition of the Reporter so all voting delegates would have an opportunity to 'know' them before the election.

HISTORIAN APPOINTED

Mrs. Maxine E. Reeves, Louisiana, was appointed to write the history of NAEHE. President Yuknus appointed a task force to study the information presented to determine how it could be used. This committee was composed of one president from each region, Dr. Evelyn Quesenberry and Dr. Ruth Hall as spotters, Miss Elizabeth Jensen and Mrs. Janet Floeter.

EDITOR APPOINTED

Publishing the EHE REPORTER and serving as 3rd vice-president entails too many responsibilities for one person to do both jobs. The Board approved the appointment of an editor and the 3rd vice-president will continue to work on public relations and publicity.

CORPORATE SEAL

The Board voted to purchase a corporate seal, with the statement if the seal requires an emblem, it should be purchased after the new emblem is selected. It was also recommended the treasurer purchase a safety deposit box for the safekeeping of savings certificates and incorporation charter.

Up until this time, the Association had two representatives to the ECOP Sub-Committee on Agents' Association. Director Schulz, chairman of this committee, wrote that the Association could have a third member. The president-elect was added. The representatives now were the president, the president-elect and the three-year representative.

President Yuknus expressed the need of past presidents being informed of the Association's activities. It was moved that copies of all Board minutes as they occur be sent to the three past presidents.

The 36th annual meeting was in Milwaukee in the Sheraton-Schroeder Hotel. "Environment for Decisions in the 70's" was the theme and the objectives were three-fold: to create an awareness of the potential resources within the community; to understand the challenge of physical factors—people, population, pollution; and to increase professional competencies to deal with the individual, family and community.

A committee workshop for all 1970 and 1971 committee chairmen was held with the Association officers before the opening of the annual meeting. The purpose was to explain to the chairmen their responsibilities, due dates, expense allowable and to answer questions regarding committee work.

Seventy-four educational exhibits were available for viewing and asking questions.

Mrs. Carolyn Yuknus from New Jersey, president of the Association, presided over the opening session on October 26 in Plankinton Hall Auditorium. Miss Rita Ruff, Wisconsin, gave the invocation; the pledge to the flag and national anthem were led by Miss Julie Erickson, also of Wisconsin, and accompanied by Mrs. Barbara Kinnan, Pennsylvania. Greetings were brought to the 1113 in attendance by James Kemp, president, National Association of Extension 4-H Agents; Bert Mulroy, administrative assistant to the Mayor of Milwaukee; Larry Iverson, president, National Association of County Agricultural Agents; and Dr. Gale Vanderberg, director, Cooperative Extension and assistant chancellor, University of Wisconsin.

Mrs. Maxine Reeves, past president, NAEHE, reviewed the history and progress of the Association since it was founded in Wisconsin June 29, 1933.

Dr. Tom Haggai of Tom Haggai and Associates Foundation, High Point, North Carolina, was the keynote speaker. His topic was "Now." He stated that one of the crucial problems in our society today is a lack of communications between generations as distinct as two cultures in our society. Because of this, youth today have no sense of belonging in our society. If they don't belong they will drop out and form a society of their own.

He suggested four points for action by adults as a possible solution to this problem: be an example; take time to talk and listen; give awards, not rewards or bribes; and expect good from today's youth.

"Badger Ballads," a musical drama creation of folklore and history of the region, was presented by the Wisconsin Idea Theater under the direction of David Peterson.

Presiding Tuesday morning was Mrs. Dawn Duncan, 3rd vice-president. After a news broadcast by Howard Gernett, program host for WISN-TV Channel 13, the address, "Our Environment—What Each of Us Must Do" was presented by Mr. Eddie Albert, prominent actor. Mr. Albert is concerned about the welfare of his fellow man. He began with "Wisconsin is beautiful! The Sahara used to be just as beautiful." He proceeded to alert the home economists to their responsibilities in helping solve the very urgent environmental problems our generation faces.

PARA-PROFESSIONAL

The Pennsylvania delegates presented a \$1400 check to the Association in honor of deceased retired Pennsylvania members to be used as special awards for para-professionals.

Mrs. Henrietta Clark, 1st vice-president, presided at the Tuesday afternoon session. The Gospel Messengers presented inspirational selections under the direction of Mrs. Cecil Fisher.

"Environment for Professionalism" was the theme for the awards program with Miss Alfretta E. Dickinson, president-elect, presiding.

Eight Florence Hall Awards were presented by Mrs. Betty Strutin, 2nd vice-president, to home economists who had conducted innovative programs. They were: Mrs. Geneva James, Alabama, "Prenatal Clinic"; Mrs. Jeanette Norment, Mississippi, "Rubella Robs the Cradle"; Mrs. Katherine Hill, Missouri, "Child and Family Development Program for Low Income"; Mrs. Jane Davidson, North Carolina, "Consumerama '70"; Mrs. Margaret Lawson, New Jersey, "Direct Mail Series for Senior Citizens"; Mrs. Marcena Ver Pleug, New York, "Consumer Credit Counseling Service"; Miss Margaret Hamilton, Oregon, "Focus on Consumer Information and Education"; Mrs. Marilyn Waldbuesser, Wisconsin, "Educational Program in Better Living for Mental Patients."

Grace Frysinger Fellowship awards were presented by Miss Barbara O'Brien, chairman, professional improvement. Checks of \$500 were presented to Mrs. Sarah Hardy Walden, Virginia, and Mrs. Helen Harinoto Zueg, Hawaii.

Mrs. Carolyn Yuknus awarded the NAEHE Fellowship to

Mrs. Margaret Walsh of Virginia who will use her award to complete a graduate program in guidance and counseling.

- The J. C. Penney Company Fellowship Award was presented to Mrs. Aida Quinones deMaldonado of Puerto Rico. Mrs. Satenig St. Marie, educational and consumer relations manager, J. C. Penney Company, presented the award at the sixth anniversary for the program.

GIFT TO AHEA

President Yuknus presented a check for \$5000 to Mrs. Gretchen Beechmer, representing the American Home Economics Association. This contribution will be applied to the AHEA building fund in a designated way in the headquarters in Washington, D. C. This makes the second money gift NAEHE has presented to AHEA.

FIRST TIMERS

Preregistration showed 225 members might be attending for the first time. They were sent a special invitation to a "First Timer's Coffee" to meet the executive board, committee chairmen and advisory council. Extra goodies and information about cheeses were given by Wisconsin Dairy Council.

CHARTER MEMBER NHDA

Another note of interest was the attendance of Miss Edith Bangham of Madison, Wisconsin, who was at the organizational meeting of the national association in 1933 and served on the nominating committee in 1935. Miss Bangham came to Wisconsin from Ohio in 1929 and served in Marathon County. At that time there was only one other home agent in Wisconsin. She left Extension in 1936 to become assistant director of the Farmer's Home Administration and returned to Extension as assistant state leader in Wisconsin in 1942.

At each of the four regional dinners the topic, "Home Economists and Their Place in Tomorrow's World," was used. One Extension director spoke to each region on this subject. Dr. John C. Stone, South Dakota, spoke to the central region; Mr. Henry Hansen, Connecticut, spoke to the eastern region; Mr. C. A. Vines, Arkansas, was guest speaker at the southern region; and Dr. Lowell H. Watts, Colorado, addressed the western region.

Dr. Stone said, "I do not believe you should accept any set of changes as inevitable. You have a far greater challenge to provide leadership in shaping the structure of the family unit in the future."

Mr. Hansen said, "You've come a long, long way baby."

He continued: "There has never been a time when we have had as full an opportunity to more effectively outline our educational competencies as an integral part of the unique Land Grant College system."

Mr. Vines in his opening remark said, "Your presence here indicates devotion to your job, and on behalf of all Extension directors, we do appreciate your sincere interest." He continued, "There are adjustments to be made during which we need internal understanding and open communication. I predict home economists and Extension Homemaker's Councils will play a vital role as you have in the past."

In his speech, Dr. Watts stated, "You and your colleagues represent the core group in Cooperative Extension to tackle the human problem. You have a very difficult job, worthy of the best of any of you. Today you have administrative and political support as never before but with that support also comes a public surveillance of your effectiveness."

Mrs. Margaret Fitch, presiding Wednesday morning, introduced Mr. Charles R. Cavagnaro, director for field operations for the Presidents' Committee on Consumer Interests. He discussed the development and role of consumer organizations on the state and local level. He challenged Extension home economists to become involved and be where the action is.

Mrs. Janet Floeter, treasurer, presided over the afternoon session, and introduced Dr. Andrew Cyrus, Jr., associate professor, Department of Pathology, Marquette School of Medicine, who spoke on "The Phenomenon of Life." Dr. Cyrus, after giving a description of the functions of the human body and mind in a humorous and "mod" manner, left the home economists with the knowledge that we can achieve in our work up to the potential of each of us. We must utilize our facilities to succeed in what we hope to accomplish in our efforts to give to ourselves and our jobs the best that is in all of us.

Next came the dialogue "Your Choice—Public Issue Versus the Basics," by Dr. Kathryn Clarenbach, University of Wisconsin Extension, and Dr. Bardin Nelson, professor of sociology, Texas A & M University.

Dr. Clarenbach said that the home economist cannot do an effective job in the teachings of basic techniques of home and family life unless they involve themselves and those they teach in the broader aspects of the political and social areas.

Dr. Nelson suggested that Extension home economists may be spreading themselves too thin and perhaps should concern themselves with concentrating more on the problems which can be solved by using the competencies for which they have been trained.

Hostesses in native costumes of many countries greeted members at the Friendship Dinner. Best Foods, a division of CPC International, Inc., was host and Miss Jean Burtis extended greetings. The International Institute of Milwaukee presented for everyone's enjoyment the Milwaukee Highlanders, Lesa Bulgarian Dancers, Korean Association of Milwaukee and German Rougs.

Central Region, NAEHE hostess, under the direction of Mrs. Mary Heisler, modeled their costumes to point out America is truly the melting pot of the World. "America the Beautiful" was sung in closing.

The Recognition Breakfast on Thursday, October 29 climaxed the 35th annual meeting of NAEHE. The breakfast was hosted by Coats and Clark, Inc., and Simplicity Pattern Company, Inc., with Mrs. Betty Strutin, 2nd vice-president, presiding. Mrs. Joyce Clark, past president, gave the invocation.

Mr. Edwin Kirby, Administrator, FES, delivered the main address, presenting challenges and assurances as he spoke on the "Future of Home Economics Extension." He challenged agents to take the leadership in bringing agencies and organizations together while working with people to solve local problems.

Mrs. Carolyn Yuknus conducted the recognition ceremony honoring 75 recipients of the Distinguished Service Award. Assisting in the candlelight ceremony were the four regional councilors: Mrs. Mary Heisler, Miss June Wilke, Mrs. Mary Ruth Hall and Miss Elizabeth Lee Jensen.

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