

1971

It had become the policy to hold mid-year Board meetings at the same location the annual meeting will be two years hence. By doing this Board members and committee chairmen can see what the situation is and make plans accordingly. Thus the 1971 midyear Board meeting was at Grossinger's New York, June 9-10. President Alfretta Dickinson opened the meeting with prayer. Miss Nettie Ruth Brown, 1st vice-president, was appointed parliamentarian.

President Dickinson reported a change in date of the annual meeting in Denver from October 22-27 to October 9-13 after a mail vote was taken of all board members.

Reporting on the regional State President's workshops, Mrs.



Miss Alfretta Dickinson
(III.)

Catherine Rhoads, eastern director (note change of title from councilor), reported the eastern workshop was February 18-19 in Baltimore, Maryland. Miss Jacquelen Anderson, western director, reported the workshop for the western region presidents was in Salt Lake City, Utah, February 26-27.

FLORENCE HALL APPLICATIONS

The Florence Hall Award form was revised. State leaders are to make recommendations for outstanding work on a particular job; the state committee writes the story. The project must have been done within the last 5 years. The years of service requirement was removed: youth, adult or area agent may be considered. Winners are judged on the story.

At this Board meeting quite a few changes and clarifications were made relative to expenses. The cost for secretarial help was re-evaluated from the point of view of the amount of secretarial help required, not the duties of the officer involved. The editor was granted \$75 for secretarial help. It was made clear that the \$100 allotted to public relations is for the president's use, not the public relations committee's, and \$200 was allowed for transfer of treasurer's books. It is necessary for the incumbent treasurer and incoming treasurer to meet for transferring books to insure a thorough understanding of this most responsible job.

EMBLEM AND CREED

The membership had been given the opportunity to submit a design for an official NAEHE emblem and to compose a creed.

The Association had never had an official emblem but had used the Extension Homemaker's emblem and substituted the letters N.A.E.H.E. at the base. Five entries were received for the emblem. The one selected by the committee of which Mrs. Betty Strutin was chairman was designed by Richard K. Kaiser, husband of a New Jersey extension agent, Carol. The lettering was in gold and outlined in blue. This design was presented to delegates at the annual meeting of this year for approval and it was adopted. The emblem banner was displayed for the first time at the 1972 annual meeting in Denver, Colorado.

The Association did have a creed, compiled by Mrs. Carmen Johnson. However, the Board felt a new creed relevant to the activities of the extension home economist should be written. Three entries were received for the new creed, but none was satisfactory (sounds like the first attempt back in 1944) so the committee wrote one using some of the ideas expressed by the three. This, too, was presented at the annual business meeting

in the fall of 1971 and was approved by the delegates. The new creed appeared on the inside cover under the new emblem in the 1972 annual meeting program:

NAEHE CREED

As an extension educator my
prime concern is people.

I believe that it is my privilege
to give to the best of my ability.

It is my responsibility to
develop myself to be a
better teacher and an
understanding friend.

I accept the opportunity to help
individuals, families and
communities to develop to
their full potential,

And may I always be willing to
accept the challenges of the
times.

MEMORIAL FUND

Three recommendations on scholarships and awards were presented by Miss Nettie Ruth Brown, 1st vice-president:

1. A non-academic program for professional improvement for any age group set up for travel, workshop, or subject matter tour. To be competitive among states.
2. A communications award program developed among the lines set up by Tennessee.
3. A memorial fund to be established to be used for professional improvement and contributions deposited to the awards fund.

The group acted upon the third point by starting a memorial fund with the first contribution being in memory of Mrs. Non-dess Bithell, Idaho, a member of the Research and Studies committee who passed away in 1971.

Eighty-two honorary memberships were approved; this is the largest number to be approved in any single year.

Guest speakers at the business session were Charles McDougald, deputy administrator, Extension Service, Washington,

D. C., and Dr. John Gerwig, New Jersey, Extension director. Mr. McDougald explained the revenue sharing proposal and the various changes and revisions made to the original bill. Dr. Gerwig, as ECOP liaison committee director, discussed the relationship among officers of the three professional organizations and the need for good communications among association members, officers and state directors.

Prior to the opening session, Celanese Fibers Marketing Company hosted a breakfast for the Executive Board, Advisory Council, Alternate Councilors and 1971 committee chairmen. Hostesses shared information on fibers and fabrics and their care with the guests.

Pre-convention and post-convention tours were enjoyed. They included boat trips to Nassau and the Bahamas, John F. Kennedy Space Center, Floral Acres at Delray Beach, citrus tour where 2000 acres of the citrus groves can be seen on a clear day, cyprus gardens and a trip to Vizcaya, the Miami residence of the late John Deering.

A total of 1440 NAEHE members, honorary members, guests, exhibitors and non-members met in Miami for the 37th annual meeting. The Americana Hotel was the site. Miss Alfretta Dickinson, president, presided at the opening session Tuesday, September 28.

The theme of the meeting was introduced by President Dickinson, "Our Goal as Educational Facilitators." She stated the objectives were for Extension Home Economists to:

- develop a more inquiring mind with adaptability to change and wisdom to know when to change
- increase motivation to participate actively in self development
- increase understanding of the utilization of volunteers to their potential
- increase understanding of relating and working with people in an unprejudicial manner.

After the invocation by Mrs. Sue Young, past president, Florida association, and the pledge to the flag led by Mrs. Ursula H. Williams, Florida association, the national anthem was led by Miss Elaine McKitric and accompanied by Mrs. Martha Norton, Florida.

Greetings were extended by the city manager of Bal Harbour; by Dr. Joe N. Busby, director of the Florida Extension Service; by Mrs. Ann Jeter, president, FAEHE; by Mr. D. W. Strohhahn, president, NACAA; and by Mr. James Johnson, presi-

dent, NAE 4-H A. President Alfretta presented a plaque to the National 4-H Service Committee for 50 years of service. Mr. J. W. Shaver, president, Coats and Clark Sales Corp., and member of the National 4-H Service Committee, accepted the award.

A special treat was a selection of sacred songs and Japanese love poems presented by the Chamber Choir of Barry College. The group was directed by Sister Marie Madonna Oliver.

Dr. John Furbay, guest lecturer for General Motors, spoke on "Revolutions: Which One!" He stated that "Living today in the 20th century is like living in a house while it is being remodeled." In our society we should do some changing, but we can't move out while it goes on. It should be better than when we started. To be a leader, one should have a blueprint to follow.

He suggested the following "rooms" for remodeling—international relations, hunger, pollution and human relations.

At the regional dinner meetings at the close of the first day, the topic "Home Economists in Community Development" was presented in each region. Dr. J. B. Claar, director, Illinois, was the speaker for the Central Region; Dr. Edward H. Smith, director, New York, spoke to the Eastern Region; Dr. W. E. Skelton, director, Virginia, was in the Southern Region and Dr. Dale N. Goodwill, associate director, Hawaii, spoke to the Western Region.

Judge Mattie Belle Davis of McDade County, Florida, was the speaker for the Wednesday afternoon session. Her topic was "You and Change."

Professional improvement was the focus of this Wednesday afternoon program. Using the same theme as the annual meeting, "Our Role as Educational Facilitators," Miss Elizabeth Jensen, president-elect, presided.

Mrs. Betty Parks Strutin, 2nd vice-president, presented Florence Hall awards to: Mrs. Ruth Beyer, Wisconsin, for a four-year program on "Sensitivity to Prejudice"; Miss Ida Marie Norton, South Dakota, for a housing education program on the Rosebud Reservation; Mrs. Ocie Newschwander, Kansas, for a program on "Quality of Living and Rural Revitalization"; Mrs. Mildred Lee Crump, Texas, for county beautification and home improvement; Mrs. Sylvia Meehan Griffin, New Jersey, for a series of classes entitled, "The Black Citizen in America Today"; Mrs. Diane Thomas Bradshaw, Virginia, for a program to bring about changes in the social and economic environment with specific emphasis on people, pigs and peanuts; and Mrs. Evangeline Thompson, South Carolina, for a program to explain the concept of pre-school education for low income and an educational program on family living for the parents of these children.

Miss Ermina Fisher of Oregon was not present but she instituted a newsletter directed to the interests and needs of the young homemaker.

Awards for the 1971 Grace Frysinger Fellowships were presented by Mrs. Mary K. Lockhoff, chairman, Professional Improvement committee, to: Mrs. Lavon D. Eblen, Iowa, who planned to use her fellowship to study two aspects of programming with emphasis on the young homemaker, working woman, the disadvantaged and the senior citizen; and to Miss Patricia A. Jarboe, Missouri, who planned to use her fellowship in visiting several states to observe successful techniques in teaching clothing and textiles to professional groups.

Mrs. Satenig St. Marie, educational and consumer relations manager, J. C. Penney Company, presented the J. C. Penney Fellowship to Mrs. Suzanne Peery, Virginia. Mrs. Peery planned to work for an M.S. degree in adult and continuing education.

The NAEHE Fellowship was presented by President Dickinson to Miss Patricia M. Coolican of New York, who was to pursue a doctoral program at Syracuse University.

Thursday started with an early breakfast hosted by ITT Continental Baking Company. Mrs. Myrtle Reed, professor in the School of Social Work, University of Georgia, was the featured speaker. Dr. Reed's address, "Change in a Changing World," was an eye-opener for a day filled with challenges by speakers and workshop sessions.

A panel of three speakers, Dr. Evelyn Duvall, Mrs. Satenig St. Marie, and Dr. Gertrude Kaiser, through presentations on youth, consumers and volunteers, set the stage Thursday morning for a series of six workshops scheduled for the afternoon.

Dr. Duvall, in her talk concerning youth, said that youth are difficult to understand because they are so numerous and varied. She said they are trying desperately to accomplish their own developmental tasks imposed upon them from the outside.

Miss Pat Jarboe was discussion leader for the workshop Thursday afternoon on youth. During the workshop Dr. Duvall divided those present into groups of four. Each discussion group formulated one or two questions for discussion.

One of the questions posed was: If the parents of young people haven't learned their own developmental tasks, how can they help the youngster? Another question was related to competition and its effect on youth. A third question was: Why do parents mind their children and what about punishment? The fourth question was: How much guidance should a parent have in choosing friends for a ten-year-old?

Another challenge was presented by Mrs. St. Marie, manager of educational and consumer relations, J. C. Penney Com-

pany, Inc., as she explored with her audience the "Consumer." She asked each person to identify important concepts that should be taught to consumers.

The audience was involved as they responded to a survey for value clarifications. Then Mrs. St. Marie focused on five major social trends, namely: psychology of affluence, anti-functionalism, reaction against complexity, weakening of the Protestant ethic and permissiveness in child rearing. She challenged each person to give consideration to the implications these trends give to programming.

Mrs. Jane Davidson was in charge of the Consumer Workshop session, with Mrs. St. Marie serving as resource person. Two home economists representing J. C. Penney, Inc., Mrs. Kirstin Eriksson, coordination of field programs and Miss Grace Richardson, managing editor of publications, led the program.

All of the participants were involved in an hour and a half of action in learning how to conduct an education workshop.

The third speaker during the morning session was Dr. Gertrude Kaiser, University of Illinois, who discussed the role of the home economist when involving volunteers in the teaching-learning process.

Dr. Kaiser presented a visual step-by-step procedure for the process of teaching—learning, program development, and problem solving. She stated that the key to utilizing volunteers to their greatest potential is three-fold: identify their roles in the program; involve them or their representatives in developing their educational program; and use the principles of teaching-learning to guide them into new patterns of behavior. In the afternoon workshop, Mrs. Rachel Palmer, Kansas, served as discussion leader.

Three other workshops were included in the afternoon program: legislation, with Miss Ida Marie Norton, South Dakota, as the discussion leader, and Leonard Holland, attorney, Senior Citizens Center, Florida, serving as the resource person; drugs, with Mrs. Margaret Pratt, Iowa, as the discussion leader, and Mrs. M. Athalie Range, secretary, State of Florida, Department of Community Affairs, the resource person; and an EFNEP panel with Mrs. Yancey Walters, Florida, the panel moderator and Mrs. Mable Dorsey, Florida, Mrs. Walter Mae Davis, Florida, Miss Elna Tanner, Alabama, Miss Alfretta E. Dickinson, Illinois, Miss Elizabeth Jensen, Washington and Mrs. Virginia Nance, Virginia, serving as members.

Each morning Bill Moore, Extension agent, communications, Dade County, Florida, presented "Today in the News." This was a quick resume of both the serious and light side of the news.

At the General Foods Kitchen luncheon that Thursday,

when Mrs. Martha Kelly was presented, she was recognized as hostessing this particular meal since 1944. Guest speaker at this luncheon was F. I. Posner who highlighted certain dominant behavioral changes to expect in the next decade in his presentation, "Age of the Individual."

The Friendship Dinner, always scheduled for the final evening of the week, and hosted by Best Foods, was a time to meet and make friends. There were grand southern belles, pioneer dames, Indian maidens and notables from the Southland at each table to welcome all who attended.

Miss Jean Burtiss, hostess of Best Foods, a Division of CPC International, Inc., introduced guest speaker, Willie Mae Rougers, director of the Good Housekeeping Institute, who spoke on the impact of the consumer on food trends.

The last morning of the annual meeting was the Recognition Breakfast and the Recognition Service which is an inspiration to all who attend and to anyone who has ever received the Distinguished Service Award.

Mrs. Betty Parks Strutin, 2nd vice-president, presided and the invocation was given by Mrs. Carolyn Yuknus, immediate past president. "Fashion Communication" was the theme of the Fashion Review presented by Miss Catherine DeVrils, educational stylist, Simplicity Pattern Company, Inc. This event is sponsored annually by Coats & Clark, Inc. and Simplicity Pattern Company, Inc.

Greetings were extended by Jan Thompson, Coats and Clark, Inc., and Ruth Simon, Simplicity Pattern Company, Inc.

Edwin L. Kirby, Administrator, FES, challenged all with his address, "The Opportunity of Program Balance." He concluded with this statement, "If we desire to strive for program balance, then we must keep our program relevant to today's needs."

The highlight of the breakfast was the Recognition Ceremony for the 77 Distinguished Service recipients, conducted by Miss Alfretta Dickinson, president, NAEHE.

FIRST RESEARCH ISSUE

The first time a complete issue of the Reporter was devoted to Research and Studies was the post-convention issue in 1971. The National Committee felt that Extension Home Economists carrying out projects and activities in research and studies should be provided recognition for their accomplishments and that the results collected should be shared by others who could use the information. The committee also hoped that this issue will be filed and used as a future reference.