

The Leamington Hotel in Minneapolis, Minnesota, which will be the site of the 1974 annual meeting, was the setting for the midyear Board meeting, June 6-9.

The general business session presided over by Miss Elizabeth Jensen, Washington, NAEHE president, began the morning of June 8 following two days of committee meetings.



Miss Elizabeth Jensen
(Wash.)

COMMUNICATIONS AWARD

The second recommendation for scholarship and awards made by Nettie Ruth Brown, 1st vice-president, at the midyear Board meeting in 1971 bore fruit by midyear 1972. The Communications Awards Program was to become a reality. It would be sponsored by the Peanut Growers of Georgia and Alabama. All members interested in taking part would have until September 10 to submit entries. Requirements were to select and mail three newsletters to respective state presidents, written for use in county work. Each state would be allowed to submit 5 entries. The winning entry would be awarded \$100.

The Memorial plan was expanded to include donations made in honor of members for recognition and retirement.

Heretofore, it had been a requirement for the recipients of the Grace Frysinger, J. C. Penney and NAEHE Fellowship awards to attend the annual meeting following the receiving of the award and give a report on how the fellowship money was used. A decision was made for recipients to prepare an abstract of their work for the Research Issue of the EHE Reporter and other recommended publications. It was also recommended that the Florence Hall Award nomination be changed to an application and filled out by the home economist submitting it.

A recommendation was made to discontinue the State President's Council. This would mean a constitutional change, but the group felt the regional workshops held for the state presidents offered a better opportunity for informing the presidents. The group felt also there were definite benefits to be gained by holding these workshops annually and scheduling them at a time and place to afford joint representation from the men's organizations.

Maxine Reeves, NAEHE historian, reported on the first draft of the chronological history. The board had thought it would be

of value to have a chronological and a narrative history, but to have them separate. Using available files, minutes and much correspondence the first draft was made but each state president was charged with the responsibility of reading through the chronological history, correcting any discrepancies and supplying additional information if available from her own state file.

NEW BROCHURE

Mrs. Genevieve Harris, 3rd vice-president, introduced an attractive three-fold purse-size brochure which had been designed and printed by the NAEHE Public Relations committee.

The cover gave the recently revised NAEHE Creed. Printed in blue on a white background and trimmed with a fine gold line throughout, the folder briefly described the purposes, benefits and pattern of organization of NAEHE and concluded with a definition of an extension home economist.

State presidents attending the annual meeting were given a sufficient supply to take home for members.

The 38th annual meeting convened Tuesday afternoon October 10, at the Denver Hilton, following a hosted luncheon by the Campbell Soup Company.

The U. S. Academy Color Guard posted the colors and the U. S. Air Force Academy Band under the direction of Major Richard E. Thurston, presented a mini-concert prior to the formal opening of the meeting by President Elizabeth Jensen.

The invocation was given by Miss Sue Osburn, Colorado, and the pledge to the flag was led by Miss Frances A. Lindstrom, Colorado.

Greetings were extended to the 1414 present by Director Lowell Watts, Colorado Extension Service; Mrs. Shirley Duane, president, Colorado Extension Home Economists Association; Russell Hibbard, vice-president, NACAA, and John Lancaster, president, NAEA.

President-elect Mrs. Cleo Bryan reviewed the agenda for the program. The theme: "A Better World Begins with Me" was introduced and the objectives given:

- Improve skills in determining and implementing educational programs
- Increase understanding of audiences in today's society
- Provide media for the exchange of ideas and methods
- Recognize outstanding leadership and achievements of co-workers
- Promote fellowship and friendship with co-workers and representatives of business and industry.

The keynote speaker for the afternoon session was Dr. Ned Bayley, assistant to the director of Agriculture, USDA, who set

the stage for the week with his topic, "Shaping the Future." Using John W. Gardner's book, "Easy Victories," Dr. Bayley quoted: "The prospects never looked brighter and the problems never looked tougher." He stated that anyone who isn't stirred by both statements is too tired to be of much help to us in the future.

He challenged the home economists to plunge and drive—we cannot save, store or hoard our talents. Taste and use because the more we use the more we have.

Miss Marie Hendriksen, treasurer, presided at the beginning of the Wednesday morning program; Mrs. Genevieve Harris gave the invocation. Each morning Don J. Dallas, Extension radio and TV specialist, Colorado, gave "Today in the News."

The Awards Program was at a luncheon this year and Mrs. Cleo Stiles Bryan presided. Eight home economists were honored because they were Florence Hall winners. Mrs. Beverly Kinder, 2nd vice-president, gave the recognition. Mrs. Elizabeth Roth, New Jersey, worked with senior citizens assisting with programs and incorporating their organization to sell handmade items and was instrumental in establishing a division of aging office in the county. Mrs. Ann C. Mathews, New York, developed training sessions for Day Care mothers. Miss Edith S. Hinshaw, North Carolina, developed a kit to help the handicapped take care of themselves. Mrs. Beverly K. Dunning, Kansas, carried out an extensive program making use of volunteer clothing teachers. Mrs. Lee Stover, Indiana, conducted a series of consumer education programs in cooperation with many business groups and homemakers. Mrs. Betty Ferguson Oliver, Arkansas, chose money management for young families. Mrs. Alga D. Weaver, Ohio, carried out a countywide program for community beautification—"Operation TRUE," Tuscarawas Rural—Urban Enhancement-Beauty. Mrs. Helen C. Feagas, Virginia, involved 22 agencies and organizations in environmental workshops.

Miss Ida Martin, professional improvement chairman, presented the Grace Frysinger Fellowships to Mrs. Jeanette Hauschild, Minnesota, who planned to visit states who make and market handmade items; and to Mrs. Joan Plunkett, Indiana, who planned to visit extension offices, schools and homes of Mexican-American migrant families in Texas.

Mrs. Satenig St. Marie, educational and consumer relations manager, J. C. Penney Company, presented the \$2000 J. C. Penney Fellowship to Mrs. Ruth Conone, Wisconsin, who was to use it to work toward her Ph.D. in the field of Early Childhood Education.

Mrs. Katherine Whinnery, Ohio, was the recipient of the NAEHE Fellowship, presented by President Jensen. Mrs. Whin-

nery planned to continue her graduate study in Family Living and Child Development.

FIRST RECIPIENT—COMMUNICATIONS

Kathryn B. Reese of North Carolina had the honor of being the first recipient of the newly established Communications Award Program sponsored by the Peanut Growers Association of Georgia and Alabama. A total of 259 entries from 41 states was received. Placing second, third and fourth were Veree Kepley, Nevada; Mary Wise, Maryland; and Patricia Jarboe, Missouri.

The presentation of the award was made by Martin O' Farrie. He announced on behalf of the Peanut Growers Association that the 1973 program would be expanded to include broadcasting and news columns. Each would be a \$100 award.

Miss Loreta Cowden, assistant administrator, Home Economics Extension Service, USDA, spoke at the Awards Luncheon. In her talk on "Challenge of Continuity," she said, "Life shouldn't get boring if we have curiosity and enthusiasm and not lose our senses of humor." Miss Cowden closed with the quote, "Tomorrow holds no fear for me since I have seen today."

The remainder of the afternoon was devoted to Rap Sessions—seven in number. Members were to attend the one of their choice. (1) Health Education and Health Services was one session, with Mrs. Bertha Brown as chairman; leaders were Miss Helen J. Johnston, Miss Virginia Zirkle and Mrs. Ocie M. Mack; resource persons were, Mrs. Madeline Moos, Miss Margaret Fitch and Gene M. Lear. The followup of White House Conference on Aging had as chairman Mrs. Betty Strutin; leaders were Miss Alfretta Dickinson and Mrs. Myra McGuire; resource persons were Miss Velma McGaugh and Miss Jeanne Preister. Extension Homemakers had Mrs. Frances McKay as Chairman; leaders were Mrs. Shirley Blackner, Mrs. Fayola Muchow and Mrs. Nancy L. Prior; resource persons were Miss Loretta Cowden and Mrs. Kathryn Sughrue. Mrs. Beverly Kindler and Miss Ida Martin served as moderators. The recipients of the various fellowships and awards gave their reports with questions from the audience. Other Audiences SWAP Shoppe was one session with Miss Margie Valentine as chairman and with Young Families being discussed by Mrs. Janice A. Kukar and Mrs. June Lacy; Working Woman by Mrs. June Trammell, Mrs. Marjorie Mason and Mrs. Edwena J. Robertson; Day Care Programs by Mrs. Sadie R. Roane, with Dr. Alma Beth Clark as resource person. Chairman for the Housing session was Miss Mary Tucker and discussion leaders were Miss Juanita Fuller, Mrs. Lillian Price, Miss Cora Webb, Mrs. I. Pauline N. Nickel and Mrs. Jean

Hubbard; Dr. Ava D. Rodgers was resource person. Expanded Food and Nutrition Education Program had Mrs. Inez Bruner as chairman; discussion leaders were Dr. Tom Cunningham and Mrs. Suzanne O. Dunning; resource persons were Mrs. Nancy Leidenfrost, Dr. Evelyn Spindler and Miss Janet Reed.

Following breakfast, hosted by ITT Continental Baking Company, Thursday morning, Miss Barbara O' Brien, secretary, presided. The invocation was given by Miss Nettie Ruth Brown, 1st vice-president. The speakers of the morning featured communications media in a two-part program.

What happens when one person attempts to get through to another to communicate? According to Dr. Adam Diehl, professor emeritus of instructional technology at California State University, very little happens. "The ills of this work are due to the failure of people to understand each other," he said. Continuing, Dr. Diehl explained that most communication difficulties can be eliminated, listing these causes of language difficulty: overestimating your listener, underestimating your listener, making inferences instead of using facts, complete bypass of ideas which occurs when there is no common ground and vagueness exists. In order to overcome such communication difficulties, he suggested one learn to listen, question, and check assumptions and feedback for meaning.

In the second half of the two-part program, Kirby Brumfield, KATU-TV in Portland, Oregon, presented, "Who Will Answer?" Using a multimedia program of movies, slides, projections, taped music and poetry, he discussed the problems that people, especially young people, face.

"Life is full of problems and problems are a part of life," he said. "Determining success in life depends upon how one handles problems. Everyone has a cross to bear and problems to face and answers to find."

Four seminars were conducted in the afternoon program: Communication Methods, with Mrs. Genevieve Harris as chairman, Mrs. Helen Stocking, Mrs. Mary Alice Carlson, Mrs. Kathryn B. Reese and Mrs. Virginia Hunsaker; Youth Programs, with Mrs. Kay M. Hastings as chairman, Rudolph B. Pruden, Miss Mary Frances Latham, Mrs. Kathy Wolfe as discussion leaders and Mrs. Kirby Brumfield as resource person; Paraprofessionals Expand Extension's Program, with Mrs. Mollye Briley as chairman, Mrs. Janet Montgomery and Mrs. Emily Evans as leaders and Mrs. Doris Lane as resource person; and the 4-H Foundation and the 4-H Service Committee and ES-USDA, with Mrs. Anna B. Elcan as chairman, Miss Lois Howard, Mrs. Margo H. Tyler and Dr. Dean Vaughn.

The recognition breakfast, courtesy Coats and Clark, Inc.

and Simplicity Pattern Company, Inc. brought the 38th annual meeting to a close. Mr. Gene M. Lear, associate administrator, Extension Service USDA, spoke on "New Successes — New Challenges." He used a quotation from Emerson as a basis for his talk: "This time, like all times, is a good one if we know what to do with it." Mr. Lear emphasized that special and new programs need to be kept in balance with the other programs we know so well.

Following his address, President Elizabeth Jensen conducted the candlelight recognition ceremony with the four directors assisting: Miss Jacquelen Anderson, Mrs. Catherine M. Rhoades, Mrs. Anne B. Elcan and Mrs. Jean C. Leach. Eighty-one agents were recognized for Distinguished Service.

One final word about this meeting—those in attendance can well remember how sick more than 100 of the members became after the luncheon on Wednesday. Many were hospitalized and some had to stay after the meeting was over. The Health Department confirmed the illness was traced to frozen chicken breasts served at the luncheon.