

9

1976

A little girl making her trip across the Nation saw wide rivers and deep canyons, but exclaimed "Someone has built bridges all the way".

So it is today in 1976, Bi-centennial date - Home Economists have built bridges for the National Association of Extension Home Economists.

Willette T. Merritt, First Vice-President offered the invocation and President Genevieve Harris presided over the Mid-year Board Meeting at the Crown Center Hotel in Kansas City, Missouri June 17 and 18. The theme selected for the October 25-29, 1976 Annual Meeting in Portland, Oregon was "Insight-Action and Impact".

"Insight" was the perception of the Extension Home Economists to organize in 1933.

Three new advisory council members were introduced; Dr. Jean Failing, New York, Dean; Dr. Marilyn Purdie, Mississippi State Leader; Mrs. Flora Bardwell, Utah, Supervisor Family Life Programs.

The NAEHE Council is composed of a State Home Economics Leader from each region, an Extension Publication Editor, a Dean of Home Economics and a Program Leader, U. S. Dept. of Agriculture. Each serves a two year term.

This was a year of History and a year of concern.

Charles McDougall from Es-USDA was a guest at Mid-Board. He discussed the Senate-Committee Report Bill and said it was a restoration of lost money. The 1978 budget will be \$49,000,000 more than in 1976. He talked about performance evaluation and said ES will take leadership to work out systems using the Civil Service Commission as a contractor. He spoke about energy conservation, including homeowners and business as well as apartment owners.

President Genevieve Harris reported Association concerns including collective bargaining and EFENEP guidelines. ES continues to inform State Directors of changes affecting Extension employees, place of Para-Professionals in the Association and concerns with the Civil Rights Compliance Act which she took to the ECOP Sub-Committee on March 30-31 at Richmond, Virginia. Representation on the ECOP Committee consists of three members from each of the National Associations: Past National President, President and President Elect. The Chairman rotates among the Associations.

State President Workshops were held in respective regions. This is a Joint-Session with other state associations.

4 Regional Workshops:

Western Region- Reno, Nevada - Jan. 31-Feb. 2, 1977
John Purcell, NACAA -in-charge 100% Representation
Central Region- O'Hare Inn -Chicago, Ill.-Feb. 3-4, 1977
Charlotte Schuttler, NAEHE -in-charge 100% Representation
Eastern Region- Midtown Motor Inn- Boston, Mass. Feb. 14-15,1977
Glen Chaplin, NAE4H- in-charge
Southern Region-Airport Holiday Inn- Atlanta, Ga.Feb. 16-18,1977
Charles Elliott, NAE4HA in-charge 100% Representation

GRANT IN AID AWARDS

In 1974 a Committee was named to study a scholarship fund for NAEHE members for graduate study leading to a degree. The NAEHE Grant-in-Aid Awards were given in 1976 and were to continue in 1977. The first place \$1,000.00 - Monine Miller Strode, Oregon; 2nd Place \$600.00 - Kathleen Faulk Walker and 3rd \$400.00 - Bernice Mettenbrink, Nebraska.

NAEHE PHOTOGRAPHY AWARD

The National Association of Extension Home Economists Photography Award was first given in 1976. Three winners in each of three divisions were presented by Ann Domsch, 3rd Vice-President.

- A. Black & White- Mary Wahl, Michigan
- B. Color - Lurilee Wilson, Oregon
- C. Picture Story- Marcia Simmons, Colorado

In 1974 the Awards Program and the recognition for Distinguished Service Recipients were combined into one booklet. In 1975 and 1976 this is still (1) Awards Program called National Association of Extension Home Economists Awards Program.

It is customary that a representative of ES-USDA be present to assist in the awards program for Distinguished Service Recipients.

On Thursday evening, with Jacquelen Anderson, 2nd Vice-President, Presiding. Geraldine Bentley, Southern Region Director opened the Recognition Dinner Program with an Invocation. Edwin L. Kirby, Administrator ES-USDA was present. His topic was "Professional Challenges in Meeting Future Program Directions". The Theme "Insight-Action and Impact" emphasizes achievements and contributions of those honored. He told Extension Home Economists they have insight derived from careful study and deep concern for the people they served; they have courage, initiative and perserverance to complete well planned action programs, and families, communities, counties, states and the Nation have felt the impact of Extension Home Economists, working with success to improve the quality of life for families.

It is easy to see the Wisdom of those who organized the Association in 1933. The Narrative History 1933 to 1975 compiled by Maxine Reeves was completed this bi-centennial year and introduced at this 1976 Annual Meeting.

Two of the original objectives were demonstrated in the accomplishments of those recognized.

One of the original objectives was to raise professional standards and the other was to provide a centralized means of exchanging ideas and methods.

This week at the Annual Meeting all members had opportunity to participate in excellent discussion workshop groups and to review summaries of accomplishments of those honored. Mr. Kirby gave some challenges which we face as Extension Professionals.

Family Stability - High Divorce rates - broken families
One parent families and Juvenile delinquency are a few.

Equality of Opportunity - Meeting Civil Rights requirements.
Opportunities for Volunteers
Meeting Environmental Needs-Energy conservation-Health and safety needs.

Future emphasis will be given to high priority programs on Food and Nutrition - Housing - Home Environment - Resource Development - Family Life Education - Textiles and Clothing - Family Health and Safety.

This was the first year NAEHE listed in the Annual Awards Program the Agents receiving the Superior Award-USDA. This year Virginia Zirkle from Ohio was honored with the Superior Service Award.

The Executive Board and Advisory Council met on Saturday and Sunday October 23-24. On Monday morning, October 25, 1976 the Program of Work Committees met with the 1st Vice-President and the 1977 Committee Chairman.

A First Timers Luncheon was held at noon. "A Tisket-A Tasket Luncheon in a Basket". The First Timers felt at home and ready to begin a busy week.

Monday afternoon, October 25, The State Presidents and Voting Delegates Workshop and Business Session with Regional Directors was an important meeting. This was done in a different session for each Region. The information was passed to the membership in each Region at the Regional Dinners held on Monday evening, October 25th.

9:00 A.M. Tuesday - October 26 - was the opening session with Genevieve Harris, President, presiding. An Indian homemaker, Othelia Miller, Warm Springs gave the invocation - The Lords Prayer in Indian Sign Language. Presentation of colors were beautifully done by the United States Coast Guard, followed by the Pledge to the Flag.

Dr. Robert MacVica, President-Oregon State University welcomed the 1467 registered, honorary members, guest, exhibitors and donors who had journeyed West for the 42nd Annual Meeting in Portland, Oregon, October 25-29, 1976 - Bi-centennial Year with programs in Red, White and Blue.

A special number "God and Country" was given by Robert Brownlee of the Equitable Savings and Loan Co.

Virginia I. Zirkle, NAEHE President-Elect introduced the Speaker, Dr. Thomas R. Bennett, II, President, Media Productions. This opening session on "Insight" Analyzing Trends was highlighted with Dr. Bennetts talk. This was first part of the Annual Meeting Theme "Insight-Action-Impact". Dr. Bennett's topic was "Shaping the Future". He began by saying "we are shapers of organizations and people shapers. In the future lies the only possibility of change of action any of us has". He went on to say "we are now a society of people serving people."

"The implications for organizational survival in the 20th Century must include a built-in capacity for self criticism and more internal flexibility; they must create a hospitable environment for those we wish to recruit; create a process to combat procedures that make prisoners of our procedures and make people feel they are a part of a larger cause and believe in what they are doing". And "Do Less Better".

He said the evolution of our society that has created this atmosphere can be traced through the first three-quarters of the Century by looking at its children.

Generation #1 - People born in early part of 20th Century no longer have any influence over the future.

Generation #2 - People born before 1929. They have faced traumas; wars and the great depression. They have the ability to withstand great stress and have good built-in survival equipment.

Generation #3 - People born between 1929 to 1945 are the generation of change. They grew up in Rural America and built Urban America; they "can not go home again". They are caught in the reverse learning process of the 70's. They learn from their children.

Generation #4 - The Baby Boom of post war years. This generation is blase about new things; they are not easily impressed; they are the real future shapers. They will educate us.

Generation #5 - People born since 1958 are governed by their peer group. They exist in a culture that conforms to peer norms and have a lack of value system. They are a Culture nutured on instant gratification and are on a collision course with Generation #4.

An effective 20th Century Professional must become organizational minded, like to work, have a keen sense of justice, develop a capacity for outrage, care more for the future than the past, strive for greater maturity, eliminate defensive behavior, recognize our own mortality and sense of immortality.

Dr. Bennetts final thought was a challenge in its own right. "We are immigrants in this land. I am on a pilgrimage to the future. Will you join me?"

Campbell Soup Company sponsored a Luncheon for State Presidents and voting Delegates. Willette T. Merritt, 1st Vice-Pres., presided. Barbara J. Shock, Editor EHE Reporter gave the invocation and Speaker Dr. Norge W. Jerome, Assoc. Prof. Human Ecology and Human Health spoke on "Food Styles for Individualized Living".

Company Sponsors, Exhibitors and Company Donors are all an important part of our Annual Meeting. They bring the latest information on research, conduct seminars, show fashions for the future, make available consumer and educational materials and the latest in Technology.

General Foods Company provided a Luncheon and a Speaker, Thursday Noon October 28th. Peggy Kohl, Vice-Pres., Consumer Affairs spoke on "The 1-A-1 of Risk".

Kraft Foods held a Reception from 5:30 p.m.-7:00 p.m., Oct. 25th to welcome the Officers and Members and provide a get-acquainted atmosphere before the Regional Dinners. A newly revised Food Buymanship Kit, recipes developed in Kraft Kitchens, T.V. Slide and tape presentation and a party plan, "What makes a party click" and Consumer Right to Know Booklets were among the more than a dozen different educational materials Kraft introduced in Portland.

Mills Laboratory gave a Breakfast on Friday morning to begin the day on the 3rd Phase of the theme "Impact". They provided a Speaker, Professor Sanford A. Miller, Massachusetts Institute of Technology, who spoke on "New Food, Fads, Fallacies and Issues".

A Special Reception was held for Exhibitors. Exhibits were open certain hours on Tues., Wed., and Thursday. 105 spaces were used. 91 Companies had Exhibits.

The Annual Business Meeting opened with the Creed--led by Mary Lockhoff.

Shirley Neel, Treas. called Roll of States. 165 Voting Delegates were seated.

The Program of Work Chairmen were introduced by Willette Merritt. Short reports were given.

(1) Professional Improvement - Mary Theresa Smith reported 29 applications were received for fellowships. The Professional Improvement Committee shared an Exhibit space with the Journal of Extension.

(2) Reports and Studies - Anna Mae Kobbe reported 1976 packets prepared and mailed to each State Committee Chairman. Ideas for Implementing the plan of work.

(3) Recruitment - Mary Kerns Meek said survey sheets were sent to 48 state committee chairmen to encourage attendance at Annual Meeting. 21 returned.

(4) Public Relations - Held Training Workshop during annual meeting. Maintained press room, prepared labels for State Treasurers, made up to date mailing lists of State Presidents, Officers and Chairmen. Contacted News Media.

(5) Public Affairs - (This was a Newly Appointed Committee for 1976) Its purpose to educate NAEHE Members as to their role and responsibility in Public Affairs issues. They held their first Public Affairs Workshop in 1976. Committee Members were all past Presidents and a Representative from each Region and (1) Representative to ECOP.

6

Special Committees reported a need for Para-Professional Awards. It began in 1973 with Donor - Ball Corp. NAEHE was the Donor in 1974. The Award was dropped in 1975 and 1976. The Para-Professional Committee suggested a plan be worked out to establish Awards for the Program.

Through the years a Membership Card was given to each member of NAEHE. It was voted to dispense with membership cards.

The Nominating Committee, Ann Betz, Janet Leoder, Mary Crooker and Jean Donley presented the slate of Officers for 1977. The nominating ballot was the elected ballot.

Representation at Other Meetings

- (1) California Association - Director-Grace Kay
- (2) AHEA - Genevieve Harris-President
Virginia Zirkle - Pres.-Elect.
Hope Nightingale-Exhibits Chairman
The meeting was held in Minneapolis, Minnesota.
- (3) NACAA-Richmond, Va. - Virginia Zirkle
- (4) National Voluntary Organization for Independent Living
for the Aging Conference - Washington, D. C.
- (5) National Extension Homemakers Council - Genevieve Harris
Morgantown, West Virginia

A question arose in the business meeting as to the official colors of the Association. In 1945 - Green and Gold were adopted as colors. In 1976 Annual Business Meeting it was voted for NAEHE'S official colors to be Blue and Gold.

The Friendship Dinner with Western Region as Hosts and Grace Kay, Western Director presiding provided Action-Western Style.

Wednesday October 27 and Thursday October 28, the second phase in the Theme for the Program (Action) began with Speaker Dr. Barry L. Flinchbaugh. Topic - "Too Much Home - Not Enough Economics".

Dr. Flinchbaugh, is an Extension Economist, Public Affairs, Kansas State University. He emphasized that we live in an international economy now. The energy crisis and the production and sale of feed grains are illustrations of the worldwide connections and influences. Dr. Flinchbaugh closed his remarks by saying that the solutions to economic problems are political. That means each of us must be informed participants and voters. He stated young people need economic education in preparation for their future participation.

Barry Flinchbaugh suggested we must be objective. We must guard continually against letting our own feelings on an issue become fact. There becomes no such thing as a private conversation when you are discussing a public issue. Not even with close friends and sometimes not even with your spouse.

The Action really began at 10:00 a.m. Wednesday, October 27 in the 5 sections of the Discussion Workshop Groups. 26 Resource Persons were involved. These sections were repeated Thursday at 10:00 a.m. with 29 resource persons taking part.

- 7
- Section I - Human Service or Human Resources
 - Section II - Public Decision Making/People Involvement
 - Section III- Communication Information
 - Section IV - Management VS. Supervision
 - Section V - Program Design - Program Development

FELLOWSHIPS AND AWARDS:

Thursday evening, October 28, various Chairmen cooperated in introducing Fellowship and Awards Winners. Fellowship Awards are a big help in encouraging members to continue their education and professional growth. Contributions made to NAEHE Memorial Fund assists in increasing the Fellowship Fund. These memorials are made in honor of deceased members, retiring members and special recognition of outstanding members.

Joyce Bisbee, Manager, Educational and Consumer Relations, J. C. Penney Company presented Marilyn E. Waldbußer, Wisconsin, the J. C. Penney Fellowship. Marilyn plans to enroll in the University of Minnesota to obtain a PHD in the Department of Family Social Sciences.

The Chairman, Professional Improvement, Mary Theresa Smith announced the (2) Grace Frysinger Fellowship Winners: Ann Gray of Mountain View, Arkansas will visit areas in the S.W. District of North Carolina to study Marketable Crafts in order to improve quality of Stone County Marketed Crafts.

Ruth Beale, Jackson, Michigan, is interested in energy and its use and plans to study and evaluate programs in the North Central States in the area which will deal with adjustment to the high cost of energy.

The NAEHE Fellowship recipient, Linda Hiscock, Albany, Georgia, was announced by Genevieve Harris, President. Linda will pursue a Masters Degree in Home Economics Education at Florida State University. She hopes to increase her skills with the handicapped; primarily the deaf.

Six Florence Hall Awards were presented by Jacquelen Anderson, 2nd Vice-President.

- (1) Patsy Glass, Gallopolis, Ohio - Co-ordinated the "Annie Anybody Pilot project for a 9 county area and a goal state-wide. The object to get Food buying information to more people.
- (2) Billie LaSueur, Klamath Falls, Oregon - Instrumental in forming a local Consumer Council. The Council provides educational Programs to inform citizens on new legislation affecting them and their legal rights.
- (3) Ruth Scarlett, Zillah, Washington - Her work was with family centered groups and individuals to assure the needs of the family be expressed in Washington's State future planning.

- 8
- (4) Joanne Miller, Albuquerque, New Mexico - Her work was with Program Assistants in Consumer Education. The program is designed to train volunteers and agency personnel to teach consumer and homemaking know-how to families with limited incomes.
 - (5) Marlys Jundt, West Mobridge, South Dakota - Served as area Home Economist for the Standing Rock and Cheyenne River reservation communities for seven years. She initiated a lasting, self-supporting sewing club project to offer income and social activity to Indian women who don't or can't work outside their home. They learn the traditional Sioux Craft and Needlework skills.
 - (6) Margaret Meador, Bluefield, West Virginia - Developed a 10 program series on food preservation, produced by WSWP-TV and viewed on three TV Stations. It was accepted for Nationwide distribution and has been purchased by several states in the Eastern Television Network. It covers canning, freezing, drying, pickling and jelly making. Margaret hosted the programs - wrote the scripts and guide books that was made available to viewers.

Distinguished Service

84 Agents for 42 States received the Distinguished Service Award.

Honorary Membership

Betty Heinbach reported 71 members approved and accepted for Honorary Membership.

A Reception was held for Honorary Members, Past Presidents, NAEHE Officers following the business meeting.

Friday-October 29, 1976 - the final day of the Annual Meeting - the third phase of the Annual Meeting Theme was discussed. "Impact".

A 7:00 a.m. breakfast started the day with Miles Laboratory, Inc. Sponsor; Jane Schroeder presided and Monine Strode of Oregon gave the Invocation. Speaker, Professor Sanford A. Miller, Massachusetts Institute of Technology spoke on "New Food; Fads, Fallacies and Issues". After Breakfast a General Assembly was held at 9:30 a.m. Betty Heinbach, NAEHE Secretary asked Margaret H. Warren, Southern Region Director, to give the Invocation.

ECOP Sub-Committee on Agent Associations gave a teamwork approach. The Chairman of the panel was Dr. Clark Ballard, Dir. of Extension Service and Chairman of ECOP, Utah.

The Panel was: Robert L. Jones - Pres. NACAA
E. Wayne Colette - Pres. NAE4-HE
Virginia Zirkle - Pres. Elect. NAEHE

The ECOP Panel said "The purpose of Public Affairs education is to increase the level of understanding among the public so that they can make their own informed decision. It is a distinct challenge to rise above personal values and to be intellectually honest in dealing with your audience.

An effective Public Affairs brings together facts and principles surrounding an issue.

To deny your roll as a public affairs educator is to deny the dynamic nature of our society."

Officers for 1977 were installed by Genevieve Harris.

NAEHE History

The Narrative History 1933 - 1975 is completed. Maxine Reeves showed copies. It was agreed to sell copies at \$4.00 each. Cost was to cover cost in mailing. Maxine urged Secretaries to keep accurate minutes. The NAEHE Secretary keeps minutes in her book for past ten years. All back minutes are in possession of Historian.

The Friday morning Speaker, October 29 - Dr. Dale Turner, University Congregational Church, Seattle, Washington spoke on "Keeping the Record True". (Impact)

In his speech, he said that problems make life worthwhile. He suggested (4) things we must learn to do if we are to make our records true.

- (1) To think confusion clearly;
- (2) To love our fellow man sincerely;
- (3) To act from honest motives purely;
- (4) To trust in God and Heaven securely.

Dr. Turner gave everyone cards which read "I'm Third". God first in his life - fellowman second and he's third.

Seventy-six persons participated in the annual meeting program.

The post Board Meeting of Executive Officers concluded the Annual Meeting. They met at 1:00 p.m. Friday October 29th.

The 1976 and 1977 Officers, Committee Chairman, Advisory Council met together to finalize plans for a great beginning for "1977".