

1979

MIDBOARD: Crown Center Hotel - Kansas City, Missouri
May 14 - 19, 1979

Miss Beverly Kindler, Kansas, NAEHE President In-Charge

1979 Regional Workshops

Directors reported on the 4 Regional Workshops.

Western - January 29-31, 1979 - Tucson, Arizona
Ellen M. Kighlinger

Central - January 31 - February 2, 1979 - Chicago, Illinois
Anna Mae Koebbe

Eastern - February 12 - 14, 1979 - Albany, New York
Margaret Meador

Southern - February 14 - 16, 1979 - Memphis, Tennessee
Margaret H. Warren

ECOP

Sub-Committee on Agents Association - had (3) Representatives from NAEHE. Katherine Everson, Pres.-Elect, Beverly Kindler, President and Patricia Jarboe, Past President.

JOURNAL OF EXTENSION

Jan Montgomery served on the Board of Directors and Wynon Mayes on the Editorial Committee.

A 15 minute slide presentation was developed for loan. This was done in cooperation with The Journal Board and Texas A & M University.

HONORARY MEMBERS

56 members received Honorary Membership in NAEHE.

45TH ANNUAL MEETING - OCTOBER 8-12, 1979

The John Marshall Hotel - Richmond, Virginia

THEME: "Issues For Action"

Objectives: Urgency for Accountability
Reality of The Political Process
Obligation of Rights and Responsibilities

PRE-ANNUAL SESSION ACTIVITIES:

October 5-7, 1979 found the Special Planning Committee, Executive Board, Advisory Council, Directors Elect, Alternate Directors, Editor, Annual Session Committee. Chairman and Program of Work Committee reviewing plans and making preparation for the 45th Annual Meeting.

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The Open Forum, Campbell Soup Luncheon for State Presidents and Voting Delegates, Regional Meetings and Swap Shop made Monday a real beginning for the Annual Session, October 9-12. The Pre-Annual Activities were climaxed with Reynolds Metals Co. sponsoring "An Evening at The Virginia Museum".

OPENING SESSION - Oct. 9, 1979 - 9:00 A.M.

Beverly Kindler, President opened the meeting with the presentation of colors by the 80th Division, Colonial Color Guard, U. S. Army Reserve, Richmond, Virginia; and a patriotic melody by Ms. Mary Parlier and Mrs. Betty Syman from Virginia.

Mrs. John N. Dalton, Wife of Governor Dalton, Virginia gave greetings and welcomed the 1,744 Registered Attendants for the 45th Annual Session. 1,183 were members.

Cheryl Fleming, National 4-H Council, West Virginia gave a report to the Nation. Fleming Compared 4-H and life experience to a patchwork quilt; some patches are new, some are worn and frayed. The most significant patches may be those yet to be added; those resulting from meaningful accomplishments and learning experiences.

Objective: "Political Process"

The Honorable William Wampler, Congressman, State of Virginia spoke on "Political Reality". His emphasis being on our second objective.

In the "Fighting Ninth" District of Southwestern Virginia, where politics is a way of life, Congressman Wampler has earned the distinctive and affectionate nickname---"The Bald Eagle of the Cumberlands". His constant vigilance against deficit spending has earned for him the coveted "Watchdog of the Treasury" Award from the National Association of Small Businessmen, once for each session he has served in Congress.

"Speakout, Home Economists" was the challenge delivered by the Honorable William Wampler. "You have a great story to tell and we in Congress need your wisdom and an awareness of your program and needs". Competition for funds is critical, so it is important that the professional Home Economist be aware of the "reality of the Political Process". He suggested this formula for informing Legislators. "Don't be afraid to get involved; provide panels of experts; contact your Legislators; publish your Viewpoint in the media. Keep in mind you are American first and political partisan second. This is critical as congress becomes more urban and rural legislators are in the minority.

General Foods Consumer Centers provided a Luncheon and a Speaker, Peggy Kohl, Vice Pres. Consumer Affairs. Following the Luncheon the Swap Shop was a popular part of the afternoon Session.

ANNUAL BUSINESS SESSION

Beverly Kindler, NAEHE President presided. Doris E. Kean, Richmond served as Parliamentarian. Deloris J. Ellis, First Vice President called for the Program of Work Committee Reports.

Distinguished Service - Margaret Warren

Recruitment - Iva E. Grubl - conducted a workshop in cooperation with Professional Improvement Committee on "The Image of an Extension Home Economist".

Research and Studies - Margie Valentine

Prepared an exhibit for the Annual Session. "You are the key link to NAEHE Research and Studies".

Professional Improvement - Eunice Tibbet

Public Affairs - Virginia I. Zirkle

Three NAEHE members have written the Public Affairs Column for THE REPORTER.

Public Relations - Frances S. Voliva

Developed a two-page State Public Relations Chairman report form to be used during the current year by all regions. A training workshop for State Public Relations Chairmen was conducted. A Workshop for all members was held during the Annual Meeting on Thursday.

Annual Session Reports: Katherine Everson, President Elect presided. These committees worked long hours to make the Annual Meeting go smoothly.

Arrangements - Elizabeth C. Donald - Chairman

31 Tours planned and Special Tours for husbands.

Hospitality - Paula Stanley - Chairman, and her 33 Committee members along with the Virginia Delegation proved hospitable. The Southern Welcome Mat was out. The Welcoming Committee at the airport and in hotel lobby was great help. The husbands appreciated the Special Hospitality Room during the week.

Exhibits - Pat Leslie - Chairman and 17 Committee Members. Eighty-four Companies rented 109 spaces. Exhibitors had booths for members to study. Educational materials were given and the latest information available from Companies. Exhibits were open 12 hours.

Registration - Diane Brown

3,985 paid members in 1979.

1,744 registered - 1,183 were members.

NEW BUSINESS

A Committee was named to plan for the 50th Anniversary of NAEHE.

Dr. Ruth D. Harris - Virginia, was appointed to Advisory Committee for 1979-1981 term. She is the Extension Home Economics Leader Representative.

Brochure

"Extension Home Economists are Making a Difference All Across The Nation" - printed and available. Future Directions Committee reported.

Kraft, Inc. - Retail Food Group sponsored a Holiday Potpourri Luncheon. Anna Mae Kobbe, Central Region Director introduced Speaker, Jeanette White, Consumer Education Manager, who spoke on "Looking Beyond Nutrition".

Objective: "Accountability"

In the Wednesday General Session, the Objective: "The Urgency for Accountability" was emphasized. Dr. Constance McKenna, Association Director, Cooperative Extension Service discussed "This Is The Way It Is Baby".

Organizations which can prove their contribution to helping society achieve its goals are the most likely to stay in existence. A general definition of accountability is holding someone responsible for doing what they are supposed to do. It is by this means that we will justify our existence.

There are economic and social consequences of accountability. Consequences of an economical nature have clout because they exist as facts. Home Economic teaching is directed to improve quality of life -- so it is necessary to develop a means of placing these changes in measurable terms. Identify both factual data and clientele reported benefits. What extension has been, is, and will continue to be depends on how each of us contributes. There is no one that can do the job that needs to be done for us. There are only ourselves. "That's the way it is, baby".

Dr. Gale L. Vandenberg, Chairman, ECOP spoke on "Evaluation of Extension".

He said "Each of us must work to develop an effective lay lobby to work with our elected officials. Since we are the center of learning throughout the U.S., it is critical for us to develop a strong support group to insure our continued teaching activities.

WORKSHOPS

Eight Workshops provided Action. The subjects showed where Educational emphasis had been placed in 1979. Members had a choice to select one section on Wednesday.

Insights and Perspectives

1. Energy - Judith Hampton, Director, Consumer Affairs, Mobil Oil Corporation.
"The Energy Crisis - What You Can Do About It."
Moderator - Jane Bozeman, Montana.
2. Family - Sheila Raviv, Director, National Voluntary Organizations for Independent Living for the Aging. (NVOILA) Moderator- Ruth Coates, Utah

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3. Health - Dr. Harry Smith, Pesticide Specialist, Professor of Entomology, University of Nevada, Reno, "Pesticides and Food".

Jim Hansen, Manager, Public Relations, Washington, D. C. area, Dow Chemical "Cancer and Chemicals."
Moderator - Betty Jo Thompson, Hawaii

4. Housing - Dr. Joseph Wysocki, Associate Professor and Housing Specialist, Pennsylvania State University. "Consumer Housing Concerns". Moderator - Peggy Pletcher, Idaho.

5. Inflation - Joyce E. Bryant, Vice President - Director, Money Management Institute of Household Finance, "The Cruellest Tax of All".

Barbara Bey, Specialist, Community Relations, American Council of Life Insurance. "Families in Transition: Living with Changes". Moderator - Margaret Warren, New Mexico.

6. Nutrition - Audrey Little Cross, Nutrition Policy Coordinator, Office of Secretary, USDA. "Nutritional Concerns Today". Moderator - Dorothy Wheeler, California

7. Public Affairs Workshop
"Talk Softly, But Carry a Big Story!" Jan Hartough, Michigan. Dr. Doris Wetters, Director, Family Living Education Program, CES, Michigan.

Dr. George R. Gist, Associate Director, Cooperative Extension Service, Ohio.

Dr. Ava Rodgers, Deputy Assistant Administrator, SEA-USDA. Chairman - Virginia Zirkle - Public Relations.

8. Reports - Research and Studies
Chairman- Margie Valentine - Arizona
Jeanne Markell - Minnesota
Gloria Runyan - California
Lorilee R. Sandmann - Minnesota

SOUTHERN STATES HOSTS RECEPTION

The Southern States and Virginia Association of Extension Home Economists gave a reception for the First-Timers, Honorary Members, Past and Present Officers.

Ball Corporation sponsored a Reception "Colonial Ball". Carol Owens, Manager of Consumer Affairs saw that members were welcomed.

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TOURS - Elizabeth Donald - Chairman

Wednesday evening was open for the Association Members to have a "Night on the Town". Thirty-one Tours, Pre-Tours and Post-Tours were available for those wishing to see Richmond and surrounding Areas.

The Soap and Detergent Association sponsored a breakfast to start the busiest day of the Annual Meeting. Theodore E. Brenner, President made opening remarks and introduced the Speaker, Kirby Hendee, Lawyer and Former State Senator, Wisconsin. His topic "How To Be Effective With Your Legislature".

The Installation of Officers and NAEHE Annual Session Chairmen and Committees 1979 - 1980 prepared 1980 program of work and made recommendations.

The State Treasurers met with NAEHE Treasurer.

The Program of Work Chairman and Committees 1979-1980 reviewed the Program of Work and prepared recommendations. A Workshop of the State Committee Chairman and the National Chairman proved helpful.

SWAP SHOP

The Southern Region shared programs which had proved successful. Such topics as:

- (1) Tour Through Alabama - Peggy Prucnal, Alabama
- (2) Child Learning Development - Mary McKnight, Arkansas
- (3) Choices For Change - Dorothy Gifford, Florida
- (4) Your Home, Your World - Helen Barrett, Georgia
- (5) Plan and Conserve Energy - Rowena I. Sullivan, Ky.
- (6) Energy Efficiency in the Home - Michele Cooper, La.
- (7) Consumer Education For Elementary Children - Mary Welch, Mississippi
- (8) It Takes Good Tools To Build a Strong Program - Rose Massey, No. Carolina
- (9) Community Cheese Festival - Gail Laminack, Oklahoma
- (10) Living With Change in South Carolina - Linda Durham, South Carolina
- (11) Energy - Use It Wisely - Marsha C. Flanigan, Tenn.
- (12) The Adult Sitter Clinic - Wilma Hall, Texas
- (13) Food Mobile - A Community Nutrition Project - Marilyn Grizzard, Virginia

THURSDAY WORKSHOP

Seven of the Workshops emphasizing Methods and Means were repeated twice in the afternoon with 75 different program participants.

	<u>1:30 - 3:00 P.M.</u>	<u>3:30 - 5:00 P.M.</u>
(1) Energy	- 7 Program Participants	- 7 Participants
(2) Family	- 7 Program Participants	- 7 Participants
(3) Health	- 6 Program Participants	- 6 Participants
(4) Housing	- 7 Program Participants	- 6 Participants
(5) Nutrition	- 6 Program Participants	- 6 Participants
(6) Inflation	- 6 Program Participants	- 6 Participants
	<u>39 Participants</u>	<u>38 Participants</u>
(7) Improving Our Professional Image		

Dr. Barbara Froke, Program Leader, FLN
"How Do We Look To Others"

Betty Fleming - SEA
"Building Extension Image in Urban Area --Is It Possible?"

Chairman - Iva E. Grubl - Recruitment;
Eunice Tibbot, Professional Improvement
(Same Participants for Both Sessions)

- (8) Public Relations Workshop
Betsy Owens, Director, Growers' Peanut Food Promotion
Chairman - Francis Voliva, Public Relations

AWARDS

Margaret Lawson, Second Vice President presided over the Awards Dinner. Bridget Howrigan, Vermont gave the Invocation.

The Distinguished Service Award Certificate of Recognition was presented to (71) Home Economists nominated by their states.

The resumes in the Annual Awards Programs points out the outstanding service rendered and the reason for their selection.

FLORENCE HALL - 6 AWARDS - 11 WINNERS

The team approach is gaining in popularity. Iowa, Oregon and Wisconsin had (3) teams involving (8) members, winning (3) of the awards.

- Winners: (1) Mary Ann Peterson - Colorado - \$300.00
"Combating the Cookie Monster"
Thousands of individuals are learning the importance of child nutrition and helping preschoolers learn to make the association between food and a healthy body. She developed "Fun with Food", a 56 page publication. It was distributed to more than 4,000 individuals in 28 states. "Combating the Cookie Monster" program was distributed to an additional 5,500.
- (2) Peggy M. Hoafe and Linda L. Swenson - Iowa - \$300.00
These girls developed a two-year program thrust in parent education for low income and minority parents based on an identified need for health care for children, and parenting skills.

"Children's Health , A Common Sense Approach" dealt with immunization, medical procedures for illness and accidents, and an awareness of developmental stages of children.
- (3) Mary D. Welch - Mississippi - \$300.00
When the Mississippi Legislative passed a bill requiring consumer economics be taught in the school, Mary spent hours in research and conference with Extension Specialists to develop lesson plans and resource materials. She provided in service training for teachers in grades one through six and Home Economics Teachers.

- (4) Barbara Moyer - Ohio - \$300.00

A home study course on emergency medical procedures "Save A Life". Information dealing with emergency health situations.

- (5) Evelyn Brookhyser - Judy Burrige - Gloria Shibley-
--Oregon

"Rise" - Reach Independency and Security Through
Education and Employment

Rise, a Program designed to involve unemployed men and women receiving public assistance to help them reach employment on education skills. Over 450 RISE graduates are employed or enrolled in school.

- (6) Mary Brintnall-Peterson, Anne Cotter and Phyllis
Northway

Energy - It Affects Me - was an example of an effective team and community effort. They developed and implemented an intensive 5-week series of Energy Conservation and Awareness Programs. General Sessions plus 8 Workshops in areas of Family Housing, Small Business and Agricultural Business reached over 1,200 people.

Alternates - A First Alternate, Janet Voorsheis- "Parent - To Parent - Child Abuse" and a Second Alternate, Deborah Murray - "Rural Housing Program" were named.

GRACE FRYSSINGER

The first fellowship was initiated in 1951 by Miss Grace E. Frysinger. The second fellowship was established by NAEHE in 1954. Both are continued by NAEHE as a tribute to Miss Frysinger.

One fellowship was given in 1979. Marma Jean Moser was the \$500.00 Awardee. "Parent Care Programs" was her study. She plans to visit and study Family Focus, a non-profit, privately endowed Agency which establishes parent care centers to provide an innovative, comprehensive service and educational program for parents of children under 3 years of age in Evanston, Illinois.

NAEHE FELLOWSHIPS

The (4) NAEHE Fellowships providing members opportunities to pursue graduate study were awarded to:

Carolyn A. Manning - Iowa	\$2,000.00
Pamela Chiverton - New York	1,000.00
Paula Dance - Oregon	600.00
Doris Thomas - Pennsylvania	400.00

Carolyn Manning - recognized the value conflicts created in families faced with the traditional one-family dwelling value and the impact of inflation. Alos, high concern areas of energy and natural resources. For these reasons she enrolled at Iowa State University, working toward a Master's Degree in the Family Environment Department with an area of concentration in housing.

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Pamela Chiverton - chose to pursue a Master's Degree in Home Economics Education at the State University College in Buffalo, New York. Her work in "Summer Funtrition" a program paralleling EFNEP to provide food experience and nutrition education to selected youth audiences was outstanding.

Paula Dance - After Paula researched University Programs, consulted with Key Leaders, identified educational needs in her county...she chose a course of study emphasizing family decision making, role of values, teaching methods to develop human and non-human energy potential. She is pursuing a Masters Degree in Home Management.

Doris Thomas - wishes to improve her effectiveness as an Administrator and Educator. She is working toward a Master's Degree in Education at Capitol Campus of The Pennsylvania University.

THE J. C. PENNEY \$2,500 FELLOWSHIP - went to Catherine R. Mauck who will complete a Master's Degree in Educational Administration and Supervision in 1980. She wishes to increase her competency in managing and supervising a home economics program and to be prepared to accept supervision responsibilities at middle or State Management level when the opportunity arises.

THOMAS WILSON FELLOWSHIP

A \$2,000 Fellowship was given to Fay B. Strickler, Pennsylvania. The Home Economist must have shown competence and achievement in the Home Economics Program with emphasis in the Area of Meat and Nutrition. Fay has a special interest in food and nutrition for low income families. She is an effective leader of EFNEP. Her graduate research project is to study food shopping practices of families enrolled in the EFNEP Program, which include a number of Spanish and Black groups.

CHEMM-PAK AWARD

Margery Hall from Juneau, Alaska, was the winner of the 1st Chemm-Pak Award sponsored by Chemical Manufactures Association. The \$500.00 Award goes to the Extension Home Economist who developed a Multi-Media Packet which conveyed the positive aspects of Chemistry in Home Economics Programs.

Margery spotlighted current misconceptions about the common food supply and the beneficial race of chemicals in food production and preservation. Her target audience were senior citizens of Flingit and Haida Indian Ancestry.

1st Year for General Foods Consumer Center Media Grant

\$150.00 Grants were provided by the General Foods Consumer Center to (6) individuals desiring to develop media materials emphasizing nutrition:

Two Agents from the Central Region.

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- (1) Sharon Demko - Michigan
Her object is to assist the employed mothers in selection and preparation of quick, nutritious snacks for her family members.
 - (2) Jo Jones - Ohio
Jo will develop a learning packet for pre-school teachers, and another for parents and their children. "Jelly Jo and the Nutrition Gang".
 - (3) Jo Nelda Cole - Kentucky
Award to be used to help defray expenses incurred in Video Taping of "Vegetabella", a nutritional musical designed to bring about behavior modification of the eating habits of elementary age children.
 - (4) Marie Turner - Virginia
Plans are to develop T.V. cassettes and slide sets of a program "Efficient Entree" (used in business on lunch breaks, mall shows, clinics, waiting rooms, libraries, half-way houses and traditional groups).
 - (5) Barbara R. Mefferet - New York
Award to be used in making 6 tapes for her regular T.V. shows for target audience (low income families).
 - (a) "The Art of Snacking"
 - (b) "Gramma Called It Roughage"
 - (c) "Meals in Minutes"
 - (d) "Brown Bag Blues"
 - (e) "Teaching Your Child to Cook"
 - (f) "Food in the Morning"
 - (6) Jean Gray - Nevada
Plans to reach men with sound nutrition. Target audience is men in 30-plus age group with sedentary jobs. A series of 4(15 min.) slide/tape presentations is to be developed. Topics are "de-calorizing meals, balancing calorie intake with energy expenditures, reducing calories and saturated fats and recognizing food fats.

COMMUNICATION AWARDS

The (3) top communication awards went to:
Mary Kudlacek - Nebraska - Newsletter
Jean Bauerband - Georgia - Radio Solo
Pam Leong - Ohio - News Column

PARA-PROFESSIONAL AWARDS

NAEHE Presented 4 (\$25 Saving Bonds) to a winner in each of the 4 regions.

Central - Mary Ellen Schubert - Missouri
Eastern - Beatrice French - New York
Southern - Florence Ethlington - Kentucky
Western - Camille Black - Colorado

Following the Awards Program, Morningstar Farms Division, Miles Laboratories, Inc. sponsored a reception to honor the Awardees.

Friendship Party

The NAEHE Friendship Dinner is an old custom with the Association. In early years each region was responsible for being hostess and Corn products sponsored the luncheon and provided entertainment.

The Region where the annual Meeting is held acts as Hostesses. It is a very special evening.

Objective - Obligation of Rights and Responsibilities

The final day of the Annual Meeting started with a breakfast and Fashion Show sponsored by Simplicity Pattern Company.

Faith Cahalan, Secretary, presided with Mary Theresa Lowry giving the Invocation. Margaret Carlisle, Educational Representative gave greetings and served as Commentator for the Fashion Show. Simplicity has presented a fashion show of latest styles for 40 years. For detail in yearly styles see Volume in Historians file on Recognition and Awards Programs. The fashions styled are listed in the Annual Recognition Programs.

Survey: Laura Bowman, chairman of a survey committee reported on the NAEHE Survey, "Extension Home Economics 1980's". The consultant was Dr. Mary Francis Lyle, South Dakota.

The last session of the program featured Dr. Jean Harris, Secretary of Human Resources, Virginia's Governor's Office. Dr. Harris is the first Black and the first woman to hold a cabinet level position in Virginia. In 1955 she was awarded the Dr. of Medicine Degree from the Medical College of Virginia and became the first Black person ever to receive such a degree from that institution. Dr. Harris is an outstanding authority on community health care. She has authored or Co-authored more than a dozen articles ranging in diversity from Rheumatoid Arthritis to Politics and its relation to health care.

POST-BOARD

The Executive Post-Board meeting concluded the 1979 Annual Meeting. It is customary and necessary for The Executive Board to meet with the next years Officers, Committee Chairmen and Advisory Council Chairman - to evaluate and announce plans for beginning the next years work.

It was announced that 21,000 copies of REPORTERS were mailed in 1979.

Annual Committees for 1980 were announced.

Past Presidents Award of \$200.00 was announced for 1980.