

1981
NATIONAL ASSOCIATION OF EXTENSION HOME ECONOMISTS
MID-YEAR BOARD MEETING
MAY 19 - 22, 1981
KINGS INN - ST. LOUIS, MISSOURI

47TH-NAEHE ANNUAL SESSION
October 11- 16, 1981
Las Vegas Hilton
Las Vegas, Nevada

THEME

"Public Policy -- Tools and Techniques"

Objectives

For Extension Home Economists to Acquire
Understanding and skills in:
Initiating,
Influencing and,
Involving Families and Professionals
In Public Policy Programs

Tools and Techniques were applied to all phases of the Annual Session Program, including the programs provided by Hospitality Companies.

A Public Affairs Handbook was prepared for each State.

Margaret Warren, NAEHE President from Marrero, Louisiana, presided over the business and annual sessions.

Program Focus Committee

The first Vice-President chairs this Committee. During the Mid-Board Meeting the Board approved adding the Program of Work Committee Chairmen-Elect as Committee Members. In 1982 only 4 State Presidents will be added to the Committee. The Committee met at the Annual Session and reviewed the Program of Work and the Annual Session Program. Long-range planning was discussed focusing on the future of the Association. Beginning in 1982 the focus will be on new initiatives for Home Economics for Annual Sessions for the next five years. 1982 will focus on family strength and economic stability.

Journal of Extension

Margaret M. Meador, NAEHE Representative to Journal of Extension reported on a report from the treasurer of the Journal. The report indicated that although much interest was shown in the Journal, the outlook for the Journal is one of both optimism and

concern. On the positive side are its increasing readability and the high quality of manuscripts being submitted. Ironically, however, as the Journal improves, subscriptions continue to decrease, creating an impending financial crisis unless this trend can be reversed.

Management Study Application Submitted

The application was submitted to the American Society of Associated Executives, Washington, D. C. for a Management Study of the Association and necessary arrangements made for a team to interview the board members prior to Mid-board Meeting. In 1980 a Committee was appointed to establish the Organizational areas to be researched and to investigate firms and secure bids.

This was done.

The ASAE Evaluation Report was completed and a report given. The purposes of the study were to review NAEHE'S organizational structure and objectives; the role of the volunteer leadership; the program of activities, and the management and finances of the Association. Problems that surfaced during the evaluation are identified in the recommendations, and the Evaluation Team spoke directly to those areas judged to "need improvement". Possible courses of action were suggested; no final solutions offered. The purpose was to stimulate the thinking of the Associations Officers by alerting them to what appears to the Evaluators to be internal or external difficulties.

Tours

Grand Canyon - colorful Utah - Death Valley, Lake Havasu and London Bridge, Hoover Dam and Lake Mead Cruise - Indian Museum, Dessert Loop, Old Vegas and Night Spots in a bustling City, Disneyland and Mexican Resort Vacations were planned before and after the Annual Meeting.

Convention Site

The Las Vegas Hilton is a prime headquarter site for many of the country's largest and most prestigious Conventions. It is the largest single level Convention facility in the World. It is a County Owned Convention Center.

NAEHE Foundation Committee

The third Vice-President NAEHE served as Ad Hoc NAEHE Foundation Committee Chairman, to explore and research information regarding formation of NAEHE Foundation, and arranged for a Committee Meeting in New York City on September 28, 1981. The meeting was held in the J. C. Penney Administrative Conference Room at 1633 Broadway through courtesy of Satinez St. Marie. Guest consultants were Frank Barry, J. C. Penney Tax Consultant and Patricia Stewart, Vice President of the Edna McConnell Clark Foundation

The Project was explored. The group decided that our present guidelines and procedures for receipt of contributions from private sources under the 501 (c) (3) tax exemption allows us to function in much the same manner as a foundation. Because we currently enjoy this tax exempt privilege, there is no reason to form a foundation.

The Awards Fund can provide the membership the benefits a separate foundation would provide.

The committee recommended 4-By-Law changes to better identify the purpose of the Association Awards Fund. (Details in Attachment #39 - 1981 Minutes)

Foundation Committee Report by Arlen C. Jones - 3rd Vice-Pres.

The Reporter

An extra Awards issue was prepared.

Official Seal of NAEHE Association

The official seal of the Association is held by the Secretary. 1981 Secretary is Marian Anderson, Ortonville, Minnesota.

Regional Directors

The Regional Directors' responsibility is to serve as a liaison between the National Association and the State Association Presidents.

Central Region - 12 States - 1,025 NAEHE Members

Recommended the Annual Planning Committee compact 1982 Session into 3 - 3½ days for entire membership with additional 1 day or 1½ day for Committee Meetings.

Eastern Region - 12 States - 418 NAEHE Members

The Eastern Region Director set two priorities for her activities:

- (1) Encouraging active participation of State Associations in the NAEHE Policy and decision making process; and
- (2) Encouraging NAEHE to reflect its program and activities on the needs of its members for professional growth as they move into broader program areas. The East has a large urban and suburban area and NAEHE has reflected the educational needs of that population.

Delaware and New Hampshire were not represented at State Presidents Workshop.

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Southern Region - 13 States & Puerto Rico - 2,103 NAEHE Members

All State Presidents attended the Presidents Workshop. State Reports included; Professional and Personal Development emphasis; Awards Program for State-Wide Home Economics Thrust Program - "Improving Management Practices as Consumers"; Programs for wives of State Legislators; recognition of female legislators; newsletters for legislators; recognizing young agents; providing scholarships for members; joint work with 4-H Agents Association and County Agents in States; Home Economics Day with a special seminar.

A total of 244 members from the South participated in the Awards Programs or served on Committees or submitted names for National Officers.

Western Region - 400 NAEHE Members

Their concerns were:

(1) Development of a membership category which would allow Specialists and others with statewide responsibilities to belong to NAEHE.

(2) Future direction of NAEHE and its responsiveness to individual members.

(3) Continue work on membership and communication within the Association and within the region.

These concerns were transmitted to the NAEHE Executive Board. These concerns also surfaced in the Management Study and many will be resolved as action is taken on that study.

A grand total of 3,946 paid NAEHE Members in 1981.

Multi Image Report

NAEHE, NAE4--HA and NACAA have joined together to produce and fund a Multi-Image Report to America "that will tell the way Extension has used its resources and what has happened within America as a result of this pioneering and continuing educational service.

The visual presentation will be of professional status and character, be national in scope and completed within a 12 month period.

Each Association pledged \$5.00 per member to support this project with a minimum contribution from each association of:

	<u>Pledged</u>	<u>Received To Date</u>
NACAA	\$15,000.00	\$15,000.00
NAE4-HA	\$ 9,000.00	\$ 4,100.00
NAEHE	\$11,000.00	\$ 6,380.00

50TH Anniversary Committee Launches "Theme Contest"

Two additional members were appointed. Maxine Reeves, Historian and Jo Ann Saumier. This completes the list serving on the 50th Year Committee; Phyllis Northway is Chairman, Pat Jarboe, Bettie Jensen and Naurine McCormick had been named in 1980.

Plans are being initiated for the 1984 program. The Committee launched with approval of NAEHE Executive Board a Theme Contest at the Annual Session that will be promoted and conducted in each state.

Recruitment

1159 "Join NAEHE" brochures were distributed to State Recruitment Chairmen.

The NAEHE Creed is to be printed for sale by the Recruitment Committee. Pins and charms were sold in an Exhibit Booth, manned by Committee Members.

The National Committee developed a Career Packet of ways State Committees can promote the Extension Home Economists Career. These were distributed at the State Chairman Workshop.

Research and Studies

Three articles were prepared for The Reporter.

(1) An attempt at encouraging the membership to submit informal studies. The article - "You Can Do It", Co-authored by Dr. Marjorie Stewart and Dr. Olive Merrill.

(2) Evaluating Economic Consequences" - written by Dr. Ava Rodgers.

(3) Evaluating the Non-Economic Consequences of Extension Home Economics - By Dr. Betty Elliott.

Professional Improvement

Plans presented at Mid-Board to secure funds for two additional fellowships, one for formal and one for informal study.

History To Be Brought Up To Date

It was voted and carried that the History since 1976 be printed as an addition to the original History.

Nominating Committee

Charlotte Young	-----	Chairman
Jane Marhefka	-----	Pennsylvania - Eastern Region
Mary Luttinen	-----	Michigan - Central Region
Nancy Norman	-----	Kentucky - Southern Region
Betty Jean Faris	-----	Arizona - Western Region

Reporter

A Fifth Issue of THE REPORTER will be published containing working documents such as awards applications and nomination forms.

New Editor 1981-1983 - Host Institution - Pennsylvania State

This Fifth Issue was a special one-time project.

State Presidents Workshops

Western - San Diego, California - January 26-28
Central - Chicago, Illinois - January 28-30
Eastern - Hartford, Connecticut - February 9-11
Southern - Atlanta, Georgia - February 11-13

The President spoke at Joint Meetings on procedure for nominating field staff personnel for ECOP Sub-Committees.

Opening Session

48 States with 161 Voting Delegates were seated by Sharon Blase, Treasurer.

The Session was held on Sunday Evening at 7:00 p.m. Nelles AFB Honor Guard presented the colors.

Wisconsin Association President, Kay Stanek, made a presentation of a Podium Banner to the NAEHE Association.

Dale W. Bohmont welcomed the group. He is Dean and Director of the Nevada Cooperative Extension Service.

The Honorable Martha Layne Collins, Lieutenant Governor, Commonwealth of Kentucky, spoke on "Home Economics in the Public Policy Arena".

Lt. Governor Collins said Extension Home Economists are in the right place at the right time to take advantage of all new opportunities afforded working women in the "80's". She said "More than 43% of the Nation's workforce is composed of women. The number of children whose mothers work or who are looking for work has reached 30.7 million in 1980. We must assume additional responsibilities to suit the needs dictated by these times.

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Home Economists can affect public policy by listening to those around them and by sharing information with those in need. By involvement, by working from inside rather than standing on the outside complaining. Home Economists are involved. They are already in a busy worthwhile profession and they have endless opportunities to make positive, lasting contributions."

Monday Sessions were a 2-Session Workshop Co-sponsored by Consumer Affairs, J. C. Penney Company for NAEHE Options for Families in a Post-Industrial Era - Tools for Change.

- I. Social Change in the post-industrial era-options for families. Speaker - Satenig St. Marie, Divisional Vice-President and Director of Consumer Affairs.

J. C. Penney Company

Satenig St. Marie, Divisional Vice-President and Director of Consumer Affairs, J. C. Penney Company, Inc. started the Annual Session with a new approach to Consumer Education.

She said "we are on the threshold of a new era - a post-industrial age. The values for this new era are still in the process of being shaped. The Extension Service Program for families can play a significant role in helping families to shape this new society.

We must now consider the impact of our decisions on the macro environment as well as on our micro worlds - up to now we have taught consumers how to make decisions that lead to best use of their resources. We taught money management, decision-making, best buys, care and repair of equipment. Consumers needed those skills to function in an industrial age economy. But now we need to think about their decisions in a broader contest.

We need the old skills with a new dimension. We must move from thinking only of what is important to me to what is important for us.

Many are not used to thinking in a macro sense. We base our decisions on individual and family needs and resources. We use micro-sensible behavior which is appropriate to shortterm and to the small social unit. But the sum of all micro-sensible behaviors may not be socially responsible in the macro sense.

Micro/Macro Consumer Education presents both dilemmas and opportunities.

If families are going to play a pro-active roll in shaping society, instead of the reactive roll they have played in the past, they must begin to learn how to make a difference. Micro/macro thinking is one important aspect of this.

II. Becoming an Effective Change Agent

Speaker - Margaret Gorman, PHD Adjunct Professor of Psychology-Theology at Boston College; and Psychological Consultant to the Armed Forces.

III. Using the "Issues Approach" a Tool For Change

Speaker: Consumer Education Specialist - J. C. Penney Co.

In the afternoon - Penny Damlo, Director of Educational Services, Future Systems, Inc., spoke on Forecasting and Other Tools for Managing Change.

J. Orville Young, Director, Extension Service, Washington State University spoke on The Power Factor; What Difference Does It Make.

The Workshops focused on the Home Economics Professional as an influential force in forming Public Policy.

The Tuesday General Session continued the Theme - Public Affairs and Family Issues:

National Views - Ern Riggs - Past Pres. AHEA
National Extension Views - Bobbie Sward, Asst. Director,
Nebraska Coop. Extension Service
Chairman ECOP Home Ec. Sub-Committee

NAEHE Views - by Members
Research and Family Issues - Dr. Elizabeth Davis, Acting
Deputy Adm., Human Nutrition,
Food and Social Sciences,
Coop. Research-USDA

J. C. Penney Company Offers Public Affairs Seminar

J. C. Penney Inc., Cooperated in providing a new educational opportunity for members with an in-depth training session on Public Affairs entitled "Managing Change". Speakers, a panel and group work activities provided membership the chance to explore their personal commitment, to plan their personal goals, and to establish a time table for a workable plan within their home community environment.

Program Ideas Shared (Show Case)

The sharing of program ideas remains important to membership. This was provided in the "Show Case" with reports and displays of all award winners (a new venture) and "best of states" being seen and heard.

Emphasis was given to the division of program area to allow members to select and attend as their needs and time allowed. The program activities were grouped into public affairs --indepth; Association Business Segment; and member sharing and Awards Recognition.

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A "Show Case" display was developed, planned and executed. It was displayed for exhibit at the Annual Session.

NAEHE AWARDS BROCHURES REVISED.

Hospitality

Reception - State Presidents - NAEHE Board
By California Table Grape Commission and
American Sheep Producers Council, Inc.

Luncheon - Kraft, Inc. - Retail Food Group

The Theme of the Luncheon was "Healthy is Wealthy". A Rainbow of Choices to Teach the Young.

Speakers: "Nutrition" - Roslyn B. Alfin Slater, PHD Professor of Nutrition, School of Public Health, University of California, Los Angeles, California. "Sharing the Secrets of a Good Body", presented by John Burstein, Creator of Slim Goodbody, the superhero fo good health.

The following teaching techniques shared by John Burstein with Extension Home Economists attending the luncheon hosted by Kraft, Inc. Retail Food Group were:

- (1) Teach positive: emphasize the Do's Not the Don'ts
- (2) Promote medical professionals as friends
- (3) Make Good Health a joy, not a sacrifice
- (4) Capture the attention of your audience by using dramatic and amazing facts to focus interest on the body and good health habits
- (5) Encourage audience participation
- (6) Use music as a teaching tool
- (7) Give kids a break
- (8) Practice the art of balancing
- (9) Teach the proper words
- (10) Set a good example

John Burstein, Creator of Slim Goodbody, appears twice weekly on "Slim Goodbody's Top 40 Health Hits" seen on CBS-TV's "Wake Up" with the Captain. The series entertains children while teaching them their bodies and good health habits.

Florida Extension Agent, Beverly B. Harrington had the winning entry in the Krafts Slim Goodbody Contest, on "Nutrition Day For Kids".

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Reception - State Presidents and NAEHE Board

Proctor and Gamble - Speaker: A. W. Koppes, Public Affairs Division, Proctor and Gamble.

A. W. Koppes, Public Affairs Division, Proctor and Gamble spoke on "Observations on the Proctor and Gamble State and Local Government Relations Program". He listed (6) principles he learned before entering the field of government relations.

(1) Don't ask for an election until after the votes are counted. (Make sure you've satisfied everyone's doubts and questions before seeking approval for a project recommendation). Personal contact important.

(2) In politics, its what you know and who you know. (The point here is that what you know is equally important as who you know). In todays political world intelligence and factual information are valued commodities and will at least on average prevail in the resolution of an issue.

Who you know is important. We search to find a mutual acquaintance --then we can proceed effectively to impart what we know in a manner that is effective.

(3) Mother's Milk should Not Nurture Votes, But It's Critical To Longevity.

An unhealthy use of money to buy people or votes is largely a thing of the past. On the other hand, there is a steadily increasing need for campaign contributions.

(3) continued
As party influence has diminished and campaign costs skyrocket, political leaders are increasingly dependent on individual contributors and volunteers if they are to be elected or re-elected.

(4) Everyone has an equal voice, but constituents shout the loudest.

2 Points here:

A. President of Company - Just (1) person - 1 vote.

His letter may not get anymore attention than that from Janitor.

B. Constituents are voters; they will have more of ear of legislator than any non-constituent.

We must have a rudimentary grass roots network through which we can keep our management around the country apprised of issues of interest to the company

Your legislator listens to ones in his District.

(5) She who does her homework will probably find her way home.

Factual, informed, and well prepared statement--are very important in the favorable resolution of an issue.

(6) Honesty isn't the best policy---It's the ONLY Policy.

A lobbyist is going to be effective as long as his legislative contacts can trust him to be telling the truth.

Breakfast - Campbell Soup Company

Speaker: Dr. Margaret McWilliams, Professor of Food and Nutrition, California State University, Los Angeles

Nevada Night - Western Region (Western Rodeo) and Meal

Breakfast - The Soap and Detergent Association

Speaker: "How you can help make public policy"
Robert C. Singer, Vice President, The Soap and Detergent Association

Luncheon - General Foods Consumer Center

Speaker: Dr. Gilbert A. Leveille, Director of Nutrition and Health Science, General Foods Corporation

Breakfast - Simplicity Pattern Co., Inc. with contributions by Pellon Corporation

Program of Work Workshops

State Committee Chairman working with The National Committee Chairman was a popular session. This strengthens the State Committees and their plans of work.

The Thursday General Session was on "Public Policy", "Rally the Forces". Representatives ECOP, NACAA, NAE4-HA and the National Extension Advisory Council spoke.

The media was invited to speak. Murray Westgate, TV Channel 5, Las Vegas, Nevada spoke on "As Media Sees the Extension Home Economist".

Mike O'Callaghan, Executive Vice President, Las Vegas Sun Newspaper, Las Vegas, Nevada also spoke on the same subject.

The Last General Session on Friday, concluded the Annual Session for 1981. Dr. Mary Nell Greenwood, Administrator, Extension Service, USDA, spoke on "Challenge of The Future For Extension Home Economists".

Distinguished Service

78 Distinguished Service Applicants were received in March and April and submitted for approval.

Honorary Membership

73 received Honorary Membership.

Revision of Awards Certificates

Recommended the certificates be printed commercially - not framed - same size as DSA certificate - professionally lettered name of awardee - unfolded - no cover - flat certificate with seal.

Florence Hall (6) Awards - \$300.00 Grants by NAEHE

The six awards are presented for an outstanding program conducted by a home economist or a team who has recognized new concerns and interests of families and has involved people in planning and implementing programs that have benefited families.

The award was initiated in 1952 by Miss Florence Hall, Regional Field Agent - Eastern States, Federal Extension Service and is now continued by NAEHE.

(1) Flo Biehl - Kansas

Flo developed a wheelchair fashion show for residents of nursing homes who are in wheelchairs, are incontinent, or have trouble buttoning their garments and wear specialty designed clothing. Families of the residents comprise the audience. They learn choices for special clothing needs, how to make them or how to obtain them.

(2) Rosemarie C. Hoffman - Michigan

The "Employability Plus" pre-employment training program was conducted. It was a six week course which helped participants overcome the barriers to employment and enhance personal growth patterns to meet their individual needs.

(3) Jo N. Howard - Arkansas

Jo worked with Homemakers and Advisory Committees to develop a learn-by-doing program. The program involved the purchase and renovation of an old frame house and utilized workshops. Families learned to hang wallpaper, paint, stain woodwork, kitchen cabinets, install paneling, tile, etc. The result was a permanent maintained learning laboratory.

(4) Nancy K. Layman - Ohio

Energy Superstars is a learning packet designed for children 3 - 7 years of age to help them develop an awareness of energy, an interest in understanding energy and a source of responsibility to use energy wisely. The (14) activities in the packet provides an interaction between parent and child, teacher and child, or between peers. This project has involved over 2,000 children.

(5) Dianne S. Lennon - New Jersey

Dianne supervises nutrition aides in a two-county situation. Her program focused on prenatal nutrition for pregnant teenagers. The goal - to create an awareness of good nutrition and to change food behavior patterns. Fifty-four teens enrolled.

(6) Ann Tyndall - North Carolina

With current interest in jogging and health spas, Ann initiated "pounds away at Caraway". It was a 3-day weight control seminar, set in a resort atmosphere. The objective was to participate in an enjoyable experience of nutrition, weight control, self-improvement, behavior modification, and total fitness.

NAEHE - Grace Frysinger Fellowship - 2 - \$500.00 Grants

First year to be called this name.

The first fellowship was initiated in 1951 by Miss Grace Frysinger, Home Economist of the Central States, Federal Extension Service. The second fellowship was established by NAEHE in 1954. Both fellowships are continued by NAEHE as a tribute to Miss Frysinger because she promoted the organization of a National Association and because of her fine contribution to the Extension Service during her years as a field agent.

(1) Mary Gruenwald - Wisconsin

Mary plans to use her fellowship to investigate the possibility of forming a volunteer financial counseling program in Portage County.

(2) Susan Harris - Iowa

Susan is in the largest populated county in Iowa. She plans to visit a Financial Advising Clinic at Purdue University in Maryland, with hopes of preparing herself in recruiting, training and scheduling qualified volunteers to do one-to-one budget counseling with families in Polk County Iowa.

National Association of Extension Home Economists Fellowships

Two Fellowships - a \$2,000 and \$1,000 are awarded to provide Extension Home Economists an opportunity to pursue graduate study aimed toward a graduate degree.

(1) Nancy Gruel - Wisconsin - \$2,000

Nancy plans to complete her PHD in the Department of Food Science at the University of Wisconsin. This will provide training to adapt emerging food technology into sound food and nutrition programs for families in Wisconsin.

(2) Betty Potts - Ohio - \$1,000

Betty plans to complete her PHD in Agriculture Education with minors in Management Science and Industrial/Organizational Psychology.

J. C. Penney Company Fellowship

A \$2,500 Fellowship is presented by the J. C. Penney Company to be used for graduate study aimed toward a graduate degree.

(1) Janet Voorheis - Michigan

Janet is a County Extension Director in a Metropolitan Michigan City with a population of approximately 700,000. Janet's goal is to receive a masters degree in Public Administration. With additional training in the area of public policy and public administration, she feels she will be better prepared to tie together the complex urban political structure and Cooperative Extension Service philosophy to help strengthen the family unit.

Past Presidents Award - \$200 Grant

This Award to provide for an Extension Home Economist with a maximum three years experience with Extension to attend NAEHE Annual Session.

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(1) Patricia Adams - Oregon

Increased membership and improved program quality of Hood River Homemakers is the result of Pat's belief that leadership training ranks high in an educational program. There is less spectator and more player attitude. This reflects real learning and understanding.

National Association of Extension Home Economists Para-Professional
Award

In 1970 the Pennsylvania Association of Extension Home Economists presented a \$1,400 check to the Association in honor of deceased/retired Pennsylvania members to be used as special awards for Para-Professionals.

A Para-Professional is an individual who is an employee of the Cooperative Extension Service and works under the supervision of Extension Professionals.

Voted in 1972 - \$50.00 be given 8 recipients - Total \$400.00
Presentation of awards to be made at a County Area or State Meeting of Para-Professionals.

In 1973 President Cleo Bryan contacted Ball Corporation and set up (16) Para-Professional Awards and (1) First Place Winner, who would receive \$400.00 and a trip to NAEHE Meeting in Grossingers to give her report. 16 Regional Winners would receive \$100 each - \$2,000 total in Awards.

In 1975 \$900 was set up by NAEHE to be given. It took some time for plans and details to be worked out.

Not until 1978 were awards given again. NAEHE took over the sponsorship and it continues.

1981 Winners - \$50 Savings Bond and Certificate to 1 in Each of 4 Regions.

Central Region - Kathryn Schaffer - Wisconsin
Sponsoring Agent - Barbara Haynes

Eastern Region - Alice Green - New York
Sponsoring Agent - Anne Meyer Wilber

Southern Region - Annie M. Atkinson - North Carolina
Sponsoring Agent - Dorothy G. Johnson

Western Region - Connie Rames - Colorado
Sponsoring Agent - Marilyn Hill

Chem-Pak Award

Awards were presented to (2) Extension Home Economists. One in each region, who developed a multi-media packet which conveys the positive aspects of chemistry in Home Economics Programs.

(1) Laura C. Bitter - New York - \$500.00

Her program spotlighted methods to help consumers become aware of their consumption of sodium, identify sodium as a component of salt and identify hazards of excess sodium in the diet. "Salt or Sodium" - How Much is Too Much".

(2) Nyla B. Musser - Wisconsin - \$250.00

"Medications without prescriptions" was Nyla's subject. Objective of the lesson was to assist consumers in understanding "wellness" as it relates to self-medication; safety, and effectiveness through the purchase of over-the-counter drugs. She enabled consumers to understand Federal Food and Drug Administration regulations related to over-the-counter drugs and in utilizing information found on labels.

General Foods Consumer Center Media Grant

These awards go to individuals desiring to develop media materials emphasizing nutrition. (2) grants of \$250 awarded in each Region.

(1) Sharon M. Danes - Iowa - \$250.00

Sharon developed Slide Tape sets on foods and nutrition which she showed in grocery stores. Low income families were the primary audience. The point of purchase project was to help consumers make decisions that would help them in getting the most nutrition for their food dollar.

(2) Ellen Larvick Dunlop - North Dakota - \$250.00

Ellen works on a one-to-one basis with Native Americans on the Turtle Mountain Indian Reservation, counseling on nutrition. Her project purpose was to inform impressionable youngsters, kindergarten through fourth grades about good eating habits and wise food choices for promoting healthy bodies.

(3) Joanne Gage - New York - \$250.00

The target audience is Youth (preschoolers through teenagers) in need of nutrition information. The purpose of the project was to create nutrition public service announcements for youth using local celebrities that are well known to local children and teens. She will balance commercial food advertising with sound nutritional information on television. The announcements were made daily during varied hours.

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(4) Marilyn Lunner - Oregon - \$250.00

Her project is a self-contained teaching packet "Nutrition is Kid's Stuff". It is detailed enough so the 1½ hour presentation can be divided in 3 parts and taught by Volunteer Community and Organizational Leaders who become the outreach teachers of child nutrition.

(5) Mary Lois Madsen - Utah - \$250.00

Mary's target audience is a local fourth grade elementary school class. Her goal is to increase nutritional knowledge of children and parents, improve children's attitudes toward food, and decrease waste in the school lunch program. Mary developed a play for children entitled "Good Food Attitude".

(6) Barbara Moyer - Ohio - \$250.00

"You're Never Too Old For Nutrition" was the title for Barbara's project proposal of nine lessons taught monthly at the main congregate meals nutrition site for senior citizens.

(7) Carmen R. Walgrave - Illinois - \$250.00

Carmen developed a slide set and script providing nutrition information to be used by wrestling coaches with their teams. It showed without nourishment, accomplishment by physical conditioning and expert coaching can be limited, and good nutrition should be an integral part of a training program.

Communication Awards - \$100.00 Grants

Three Communication Awards were implemented in 1972 by the Georgia and Alabama Peanut Growers to encourage excellence in Home Economics Communication.

In 1981 - six additional categories were added and the Florida Peanut Growers and American Income Life Insurance Company were welcomed as additional sponsors.

Awards: \$100.00 to winning entry in each of (9) categories
3 Original Since 1972

Newsletter - Jacqueline Johnson - New York

News Article - Helen Neighbor - Texas

Radio Feature - Elaine Rose Ruderman - New York

6 New Categories Added in 1981

Radio Spot - Maureen Richardson - Colorado

T.V. Feature - Delores Bonander - California

T.V. Spot - Evelyn Wunderlick - California

Overhead Transparencies - Alicia M. Hamrick - Florida

Slide Set - Lorilee Sandmann - Minnesota

Packaged Program - Barbara Hug - Wisconsin

Special Recognition

Jane B. Davidson - North Carolina - USDA Distinguished Service Award

20 Year Plaques Awarded

5 Companies were invited to the Awards Luncheon and presented a Plaque for 20 Years participation, either as a sponsor or an Exhibitor or both.

- (1) J. C. Penney
- (2) National 4-H Council
- (3) Faultless Starch/Bon Ami Company
- (4) Ball Corporation
- (5) Kellogg Company

Exhibits - Open 11 hours for members to study and discuss problems with Exhibitors.

82 Companies with 94 booths - 2 complimentary booths

Registration

NAEHE paid members in U.S. - 3,946

Registered attendance at Annual Meeting:

806	Members
48	Honorary Members
122	Sponsors
60	Non-Members
<u>219</u>	Exhibitors

1,254 Total Registered

Advisory Board Re-Structured

This was proposed in 1980 and began the 5-Member Advisory Board in 1981. In previous years it was a 7-Member Board. (Refer to 1980 for Method of Selection).