1982

MIDBOARD MEETING

NATIONAL ASSOCIATION OF EXTENSION HOME ECONOMISTS ALEX JOHNSON HOTEL - RAPID CITY, SOUTH DAKOTA MAY 17 - 21, 1982

During the Midboard Meeting, the Board continued to act upon recommendations from the 1981 Management Study.

Recommendations

- (1) Improved communication with members.
- (2) Streamlining by-laws and writing them for more purposeful direction.

One concern is the need for support of the Federal partner in our Extension Service System. Federal Staffing cut drastically.

House of Representatives Oversight Hearings

President Cahalan appeared before the sub-committee on Department operations, Research and Foreign Agriculture, U. S. House of Representatives on March 9, 1982.

In her opening statement, the NAEHE President pointed out that "home economists are trained in a broad range of subject matter that affects quality of life, including housing, family resource management, child development, intrapersonal relationships, food and health and clothing. Home Economics programs are unique in other ways. "They are," by and large preventive education. The programs help keep people out of mental health centers; keep families off welfare rolls; help people from having to use Social Services; and help families develop self-sufficiency."

She had questions and answers covering specific questions in order to acquaint the committee on the impact of Home Economics Extension in our Nation.

48TH ANNUAL SESSION MARRIOTT'S TAN TAR-A-RESORT OSAGE BEACH, MISSOURI October 4-7, 1982

The Tan Tar-A, a spacious world of its own, covers 75 acres on the shores of the beautiful lake of the Ozarks. The peninsula's natural setting is nested amid the hills of Central Missouri. This was the Annual Meeting site with President Faith M. Cahalan presiding.

The Pre-Annual business started on October 1 and went through October 3rd. The Executive Board met NAEHE Program of Work and Annual Session Committees and Open Forum along with Program of Work Workshops, Awards Workshop, Treasurer Workshop and Regional Business Meetings were all going on to get the business underway for a good week.

The program included (3) General Session Speakers, Concurrent Workshops and Sessions, an Extension Home Economics Exchange, Directors Point of View Panel, Exhibits, Hospitality and the traditional Distinguished Service Award Dinner.

In response to member requests the conference was shortened one and a half days to save time and money.

Families managing change "Finding The Balance" was the theme of the 48th Annual Session of the National Association of Extension Home Economists.

Three General Session Speakers focused on the theme and objectives of the conference. Pauline Frederick was the Keynote Speaker at the opening session. Dr. Harold C. Breimyer and Dr. H. Stephen Glenn directed their presentation more specifically to the objectives:

Extension Home Economists acquire knowledge and skills enabling families to:

Develop economic stability and security and build family strengths.

GENERAL SESSION SPEAKERS

Pauline Frederick

Pauline Frederick was the General Session Speaker on Monday, October 4th at the Opening Session. The speaker is a reporter and analyst on National Public Radio. Her subject was "Future, Change and Families". Her talk was slanted to objectives of the Annual Session. Mrs. Frederick was a former NBC-TV Correspondent at the United Nations; First woman to be elected President of the United Nations Correspondents Association; Author of "Ten First Ladies of The World"; has degrees in Political Science and International Law with an Honorary Doctorate of Humanities. She is named to the New York Professional Journalists Hall of Fame.

She emphasized: (1) Having the Proper Perspective

- (2) That News is written for a generic audience. Listeners analyze content for themselves
- (3) Barriers are down The Future is \underline{Now}

Dr. Harold F. Breimyer

Dr. Breimyer is an Extension Economist from the University of Missouri - Columbia. He was the General Session Speaker, Tuesday October 5th. He spoke on "Insecure Present and Uncertain Future". He also spoke to the objective "Developing Economic Stability and Security in families. He has been a career economist with the United States Department of Agriculture for 30 years. His Foreign experience in the Soviet Union, Argentina, Guatemala, Peru, Columbia and Spain added an interesting contrast with America. He has authored various articles and three books. He is the Past President of the American Agricultural Economics Association.

Dr. Breimyer said deep seated changes are taking place in our country today which affect us all. The origin and nature of our dilemma stem from 3 forces:

(1) Change from an agrarian to an urban industrial Nation. A change which we resist. A struggle between classes which may end in a tearing apart of the middle class to deal with todays problems and a contrast between material and spiritual value.

He predicted we will accept a social sale in management of industrial economy.

He felt that new institutional designs modeled after the Japanese lines will emerge and traditional values regarding education, church and social services will persist. The "Key" he said "to what happens the rest of the century will be the mores and the statesmanship of the middle class. Extension primarily administers to that class. We have a burden too. We need to cultivate a highly trained and sensitive capacity to perceive the pressures and of our day and to respond positively to them."

H. Stephen Glenn

On Wednesday Evening, October 6th, the General Session Speaker was H. Stephen Glenn, Author and Lecturer. His topic was directed to the last objective of the Annual Session, "Building Family Strengths".

Mr. Glenn is a producer of television and film programs, including an award-winning educational television series on the family. He is Director of the Family Development Institute in Washington, D. C. He is Associate of the Pacific Institute for Research and Evaluation; Member of The Board of Directors of The National Congress of Parent Teacher Associations and currently is on the faculties of more than 20 university summer school programs.

Family strength lies in the interdependency of its individuals—the support they give to one another and the dialog that occurs between adults and children and passes from one generation to the next. Family support has been subtly swept away over the past 20 years until one or two beleaguered parents entrusted their children to T.V. babysitters in the familys mortgaged home while they struggled to make the money needed for the American Dream. Children, who in years past would have benefited from "community" parenting were growing up almost entirely on their own.

Now research indicates that it's what's not happening in our society that is at fault. Children need to learn to see themselves as capable persons and they play an important contributing role in the family. They need to believe they can affect the things that happen to them and to be responsible, moral persons. Parents can turn things around by spending quality time with their children. For example, a few minutes of dialog per week with kids can change their perceptions of T.V. Programs. Teach them to be responsible, and to believe in themselves.

The program aimed at achieving these objectives were the General Session Speakers two workshops and Extension Home Economist exchanges. Other personal and professional objectives were provided by exhibits, hospitality events, sessions with Extension Directors and leaders of other organizations, and the concurrent session (five of which were sponsored by Commercial Companies).

The Theme of the Association for 1982 - "Families Managing Change: Finding the Balance". It was selected because of change impacts on the Extensions Home Economists' family as well as the families with whom we work. Personally and professionally we seek "the balance".

Extension Home Economists Exchange Programs

State Presidents were asked to nominate innovative programs which related to the objectives of the Annual Session. These and Florence Hall Programs were reviewed by a Committee at MidBoard. Invitations were then extended by the President-Elect and the Workshops were set up and conducted during the 1982 Annual Session. This was one of the most popular aspects of the program.

Panel Presentation on "Being A Professional In The 80'S"

The Three Agents Associations were represented by their Presidents on a Panel "Being a Professional In The 80's"

Faith M. Cahalan - NAEHE - pointed out a number of challenges:

- (1) We are each a part of a big picture (Total Image)
- (2) Keeping up with Progress and Technology(3) Deal with diversity as we serve clientele
- (4) Communicate

As the Professional in the 80's - trained - look professional-show it - think professionally and be willing to grow with the thought.

Dan Merrick - NACAA Pres.

Professional - Term must be earned. Hard Work - Devotion - constant self-improvement, self-evaluation-being exacting, displaying initiative and being result oriented. Fulfill the calling-24 hours a day.

Les Schaffelman - NAE4-HA

"Professional Improvement To Me", he said, "means a series of beings".

(1) Being trained and equipped

- (2) Being prepared for each situation
- (3) Being dressed for the occasion
- (4) Being able to communicate
- (5) Being able to risk
- (6) Being rested and relaxed

The important aspect is having a positive attitude.

Concurrent Workshops

All day Thursday, Concurrent Workshops were buzzing.

(1) Family Law and Family Stability - Public Affairs

(2) Family Strengths - Program Leaders and Extension Agents (3) U.S. Fruit Basket; Whose Business is It Anyway?

California Table Grape Committee

(4) Meat Selection and Pressure Cooking
Presto Pressure Cooking Institute

(5) Closet Economics - McCall Pattern Co.

(6) Consumer Trends - Winners and Losses

By Campbell Soup Company (7) Investment Dressing -"A Return To Value"

By Am-Sheep Producers Council, Inc. (8) Developing a Support Base For Home Economic Programs

(9) "Besting the Alligators; A Look at winning leadership" (10) "Making Research Real and Relevant To Your Program"

(11) "Finding the Joy you seek"
(12) "Career Awareness"

(13) "What Conclusions Can We Draw From Data?"

Hospitality

<u>Dinner</u> -"Harvesting The Future" Kraft, Inc. Retail Food Group

Provided 2 Speakers:

- (1) John White-V.P. Director of Research & Dev. - Kraft Inc.
- (2) Wayne Collins, Assoc. Dir. of Enviromental Research Laboratory, University of Arizona

Country Coffee Break - By Ball Corporation

Breakfast - The Soap and Detergent Association Speaker - Robert C. Singer - Vice Pres.

Luncheon - "Ozark Mountain Bar-Be-Cue" - Banquet Foods Co.

Reception - Reynolds Metals Co.

Luncheon - By General Foods Corp., Consumer Center

Reception - Simplicity Pattern Co., Inc.

Fashion Show - Simplicity Season Premieres Fall 82

Annual Business Meeting

148 Voting Delegates Sested East 17

Central-42 South -75

West 14

4 Resolutions Approved

Sodium Labeling of Foods be approved Resolution on Volunteers in action for aging

project of NVOILA

Resolution encouraging State Directors of Ext. and State Leaders of Home Economics Program to develop and implement systems to share state specialists expertise and researching across state lines and within regions.

Resolution to support the Minority report of the Agricultural Research, Extension and Education recommendations of July 1982 frm the users

Advisory Board.

Honorary Members

Efforts are being made to develop ways Honorary members may be involved in the Association.

84 Honorary Members received Honorary Membership

Journal of Extension

Board of Directors - Margaret Meador Editorial Committee - Barbara Eichner

ECOP Sub-Committee on Home Economics Dorothy Thurber - California

ECOP Sub-Committee on Agents Association Faith Cahalan Katherine Everson President-Elect of NAEHE

ECOP Sub-Committee on Legislation Deloris Ellis

1982 Regional Presidents Workshops

(1) Western Region - January 25-26, 1982 - Seattle, Washington Presiding - Barbara G. Eichner, Regional Director Reported 360 membership in Western Region

All of the State Program of Work Committees are cooperating with the National Chairman.

The States were commended for their contributions to "Report To America". This was a tremendous opportunity for the (3) National Associations to work together. It was designed to tell our story to the people who do not know the Extension Service.

The NAEHE President distributed a summary of comments to the Oversight Hearing Issues. A good Brain Storming Session was held. They discussed what should NAEHE be addressing? An What do members expect from NAEHE?" Results of summarized comments and suggestions were sent to the Program Focus Committee.

(2) Central Region - January 27-28, 1982 - Minneapolis, Minn.

The Central Region reported 949 members. This Region was concerned with the visibility of Extension Home Economists. The group voted to reinforce the Professional Improvement Committee's proposal to submit a proposal to the NAEHE Executive Board designing an educational experience with the Federal Extension Service (FES) to better acquaint Home Economists with FES Public Policy Issues, pending legislation and federal budgets. We do not survive if we do not start dialoging within our own system.

The meeting was a joint reporting of concerns and ideas.

(3) Southern Region - February 8-9, 1982 - New Orleans, Louisiana

All states were represented. The number one concern of the group was evaluation of Home Economics Programs. The group offered these suggestions for a more meaningful Regional Blusiness Meeting at the Annual Meeting.

(a) National Officers need more time on Agenda

(b) More discussion of issues that will be voted on at the Annual Meeting

(c) A larger room for the meeting

(d) Requests made for a simplified budget report

The Southern Region has 1814 members. It was a workshop presented in 2 days compared to 3 days in the past.

(4) Eastern Region - February 10-11, 1982 - Philadelphia, Pa.

Composed of 12 States and the District of Columbia.

The issues facing NAEHE and the Board were studied. Members input and feedback assisted in representing the Eastern Region--views and concerns. The members were urged to be active participants in the decision making and activities of NAEHE.

The Region recommended that NAEHE develop and sponsor a leadership workshop; either Nationally or in Regions.

Internal Committee Work

50TH ANNIVERSARY

Theme Contest - NAEHE will observe its 50th Anniversary Year throughout 1983, culminating at the 1984 Annual Session.

In recognition - a theme contest was sponsored in 1982 and the winner theme announced at 1982 Annual Session. A unique meaningful 1 to 12 word statement that best describes 50 years of Extension Home Economics work with NAEHE.

Program Focus Committee

A mission statement is being developed

Ad Hoc Committee

This committee was appointed to investigate appropriate investment of the Association funds and consequences of the same. A consulting accountant was hired.

Program of Work Committee

Professional Improvement

Professional Improvement is a primary objective of the Association. Plans have begun for growth opportunities of the Educational and Awards Funds with the 50th Anniversary goal of \$50,000.00.

Public Affairs

The Public Affairs announced a very special milestone. The Farm Foundation notified NAEHE announced their willingness to support (2) \$1000 Public Affairs Awards in each of the next 3 years. Walter J. Ambrewster, Associate Managing Director said, "Recognizing Leadership and expertise in developing and conducting educational program related to a Public issue should encourage efforts in this important area of Extension work".

Public Relations

Their goal was to secure Public Relation articles for each issue of THE REPORTER.

The Committee is working on relationships and networking with other organizations and agencies. They are publicizing the 50th Anniversary.

Recruitment

New Creeds are available. The creeds have been printed in blue ink on white parchment paper. Unframed creeds are \$1.00. The calligraphy was done by a NAEHE member from Kansas. This is the second creed written for our Association. It was revised in 1972 to give an accurate picture of the work of the contemporary Extension Home Economist. Our current creed is:

As an extension educator my prime concern is people

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

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

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

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

Annual Session Committees

Hospitality

Hospitality Events were sponsored by (10) Companies. Banquet Foods Company is our newest Hospitality Company.

Registration - 1982 Annual Session

1,006	Active Members
47	Honorary Members
81	Spouses
72	Guests
52	Speakers and Program Participants
175	Exhibitors

1,433 Total

Arrangements

The arrangements committee provided for facilities and meeting arrangements.

- Membership NAEHE's Membership is 87. 19% of the eligible membership. Recruitment committee sent a questionaire. 26 States responded.
- Tours Tours were planned for an array of tours in the Lake of the Ozarks. Lake excursions, Cave trips a trip to Knoxville, Tennessee to World's Fair, Silver Dollar City and Branson; Lake Area Antique Shops; Float Trips, Trout Fishing; Antique Cars Pre-tours, past tours and tours for husbands were arranged.
- Exhibits The Exhibits committee secured educational exhibits for display. The members hosted exhibitors, assisted in the Exhibit Hall. There were (80) exhibit booths with (72) companies. Eleven new Companies.

Committee Appointments

During the Spring NAEHE Executive Board Meeting, a Committee composed of the NAEHE First Vice President, who serves as Chairman, the NAEHE Secretary, and the four Regional Directors meet to make committee appointments. This committee makes a recommendation for final approval to the NAEHE Executive Board.

After the Board approves, the Secretary contacts all members appointed to Committees. The Secretary is responsible for contacting alternates to fill committee vacancies.

Appointments are made considering Regional and State representation. Attempts are made to have each State on at least one committee. The Program of Work Committees are composed of two members per Region.

External Committees

Nominating Committee

Anna Mae Kobbe, Chairman - NAEHE Board

And (1) from each Region:

Eastern - Ellawese McLendon
Western - Marilyn Loveland
Southern - Betty Jean Moore
Central - Carmen Walgrave

Historian - Maxine Reeves, Jena, Louisiana

Advisory Board Selection

The Southern Region selected Dr. Beverly Crabtree to serve on the Advisory Board. Dr. Crabtree is Dean of the College of Home Economics at Oklahoma State University, and is the newest member of the Advisory Committee.

AWARDS Committee Established

Action was taken in 1982 to establish an NAEHE Awards Committee to find ways to streamline the application process, simplify forms, and identify ways for easier access by members. The Awards Program has expanded so much this was necessary.

AWARDS Fund Committee Formed

Also this year, 1982, the NAEHE Educational and Awards Fund Committee was formed. This is chaired by the 3rd Vice-President and includes the Treasurer, 2nd Vice President, Public Relations Chairman and Professional Improvement Chairman. The major focus is the NAEHE Endowment Fund.

AWARDS Program - Center and South Windgate
Osage Beach, Missouri - October 6, 1982

Florence Hall - 6 (\$300 Grants)

This award is continued by NAEHE.



(1) Ruth Brunton, PHD - Arizona

Ruth developed a program of nutrition and consumer education for the county's fast growing elderly population (59% of the state's elderly).

Dr. Brunton hired seven part-time Senior Aides from all areas of the county, men and women of every race, economic and educational level. To fund this program she wrote proposals and received grants during the past 4½ years from Title I of the postsecondary Education Act, HEW Consumer Education Act, and Titles IX, V and III C-1 of the Older Americans Act.

Ruth provided lessons on: Understanding older adults, Appropriate Teaching Methods, Available Resources

The Senior Aides adopted to meet the needs and interests of 12,000 other older adults. Each aide taught 20-30 minutes in 6 or 7 Centers twice a month. 23% improved daily habits.

(2) Nancy Jo Kent - Kansas

In Kansas and Ford County, there has been a growing concern about Colorado Rectal Cancer. 13 Colorado Rectal Screning Clinics were held. 1689 (20% of target audience) were involved in the Clinics where they received information on how to complete the hemocult test. 43% submitted slides to the County Health Nurse. Individuals saved a total of \$14,640 in medical costs and peace of mind.

(3) Mary Search - Michigan

Your automobile dollars and sense is a newly developed program that determines all of the costs involved in car ownership. The unique feature of the program is that the T1-59 Programmable Calculator or Micro-Computer is used as a teaching tool. Each participant closely examines car costs based upon his/her input data.

(4) <u>Sharon Plahy Blase</u> - New Jersey

"Families in Crises - Organizing a Community Network", a conference for professionals and lay leaders was used by Sharon as a method for mobilizing county residents to become aware of the problem of child abuse and neglect. The Cumberland County Coalition on abuse and neglect was organized by Sharon and community leaders in January 1981. Awareness of child abuse and neglect would be the central focus.

Speakers Bureau - Skit approach - and developing special resources such as parents anonymous groups, host homes, and parenting education classes to assist families in crisis situations. Through agency cooperation--this serious problem is being addressed.

(5) Nancy Ford Lockhoof - Texas

Nancy found home residents had real problems with air flowing into and out of the home and that infiltration needed control.

"Draft Parties" was devised. The Draft Party was generally 2 hours in length and focused on 3 major concepts: (1) location of draft points; (2) How-to demonstrations on sealing draft points; (3) general discussion on air infiltration, water heating and sun control. A small grant from the Department of Energy helped carry out the project.

(6) <u>Kay Hendrickson</u> - Washington)--Team

This team planned, designed, prepared, promoted, presented and evaluated "A Personal Safari". They also wrote a 79 page handbook for class use. Since its inception approximately 1500 people have been reached by a "personal safari".

This encourages participants to search for and develop their potential. Results were positive personal growth and higher self-esteem.

NAEHE - Grace Frysinger Fellowship - \$500 Grants

(1) Anna M. Fletcher - Maine

Anna will study Extensions family resource management programs in South Carolina and Virginia. She sees a need for improved skills of present and potential clientele. Anna will train volunteers, adopt needed program materials, use mass media and gain knowledge of available computer programs to use in Maine.

(2) Peggy H. Vuylsteke - Michigan

Peggy has been involved in Michigan's nine-county farm family survey which identified community farm related and family needs and concern of 634 families. This fellowship will allow Peggy to observe Farm Family Programs in progress in Missouri and Iowa. She will study resources that will benefit Michigan families in coping with or adjusting to the States recessed economy.

NAEHE Fellowships (2)

(1) Kathleen A. Rau - New York - \$2000

Kathleen works in a suburban county adjacent to New York City with a population of $1\frac{1}{2}$ million. She will pursue a certificate program, "Management for Women", at Adelphi University, Long Island. It can be transferred to the MBA Degree Program. Management skills can be enhanced, she believes.

(2) Kimberly K. Cook - Texas - \$1000

Plans are to pursue a Masters Degree in Clothing, Fashion Merchandising, and Business. Kimberly wishes to increase her skills and knowledge in the retail and wholesale clothing business which will expand the 4-H educational opportunities relating to careers and business in clothing. Kimberly is studying part-time at Texas Women's University.

J. C. Penney Company Fellowship - \$2,500

LeAnn K. Handel - Illinois

LeAnn has planned a Master's Degree program at Purdue University that includes courses in family and consumer economics plus adult and counseling education. She wants to be prepared with the expertise to help them cope in all aspects of family resource management.

Past Presidents Award - \$200 Grant

Central Region - Beverly Lynch - Indianapolis, Indiana

NAEHE Para-Professional Awards - \$50 Savings Bond

Central Region - Donna Hart - Illinois Sponsoring Agent - Lois T. Mitchell

Eastern Region - Bernice E. Dayne, Maryland Sponsoring Agent - Mary Dallavalle

Southern Region - Beth Norman - North Carolina
Sponsoring Agent - Christine S. Green

Western Region - Penny Xochill Elek - California Sponsoring Agent - Carol C. Watkins

Chemm-Pak Award

- (1) Janeth Johnson Kentucky \$600
- (2) Beverly Wiles Missouri \$350

<u>lst Former Member Award</u> - Dr. Mary Nell Greenwood, USDA Extension

Jeanne Priester, Program Leader, Home Economics, USDA, congratulated Dr. Greenwood on receiving the 1st NAEHE "Most Outstanding Former Member Award" for superior leadership, professional excellence and competent administrative expertise award.

General Foods Consumer Center Media Grant - \$350 Grants

- (1) Gwendolyn B. Bell Maryland
- (2) Beverely B. Harrington Florida
- (3) Marie W. Moyers Tennessee
- (4) Wanda Shelly Arkansas
- (5) Tammy Powell Alabama
- (6) Ann Cotter Wisconsin
- (7) Emily W. Brown Ohio

Communications

Sponsor: Georgia, Alabama and Florida Peanut Growers Association \$100 Grants

- (1) Newsletter Elizabeth Szymenski Michigan
- (2) News Article Marsh A. Foerman Arizona
- (3) Radio Feature Ramona Gordan Arkansas

Sponsor: American Income Life Insurance Company - \$100 Grants

- (1) Radio Spot Chris Bailey Alabama
- (2) T.V. Feature Joanne Gage New York
- (3) T.V. Spot Judy Johnson Arkansas
- (4) Overhead Transparencies Lynn R. Horton Arkansas
- (5) Slide Set Sue Schlosshan Tennessee
- (6) Packaged Program Judith J. Bush New Hampshire

Public Affairs Award (Farm Foundation) 2 - \$1000

15

For the first time "The Farm Foundation" provides (2) Awards of \$1000 each to NAEHE members for outstanding public affairs program. Programs provide information about a public issue, encourage citizen participation and improve informational basis for decision making.

(1) Barbara Hug - Wisconsin (Juneau County)

"Community Child Care Services Education"

A child care needs assessment was conducted which resulted in the formation of a non-profit community child care organization that opened and operates an after-school center and a full-time care center.

(2) Janice Hartough Dorothy Bildner)---Team - Minnesota

"We the people----your involvement in Local Government"

This project, evolved over more than a year of researching, planning, visual development, piloting and evaluating with assistance public affairs specialists. A \$500 Grant was received for the endeavor. The objective of the program was to assist people (especially women) in understanding the history and evolution of government, the decision making process and the citizens role in the affairs of local government.

Exhibits Supporters - Plaques

Nutrition Education Special Award

Nestle Center for Nutrition announced Awards for 1983

Textile and Clothing Scholarship

Jeanswear Communications announced Awards for 1983

Distinguished Service Award

77 received the Distinguished Service Award

Donation Presented to Awards Fund - \$2000

Phil Warren, husband of Past-President Margaret Warren,
presented President Faith Cahalan, a \$2000 donation in Margaret's
name to NAEHE'S Awards Fund.