

1985

51st ANNUAL SESSION

SEPTEMBER 23 - 26, 1985

TOWN & COUNTRY HOTEL, San Diego, California

NATIONAL ASSOCIATION OF EXTENSION HOME ECONOMISTS

Mid-Year Board Meeting

May 13 - 17, 1985

National 4-H Center, Chevy Chase, Maryland

1985

"Linking Research to Life Experiences," winning theme from the 1984, 50th Anniversary year, became the theme of the 1985 Annual Session at the Town & Country Hotel, San Diego, California. That state, having joined NAEHE in 1974, was hosting its first Annual Session. President, Anna Mae Kobbe, Missouri, presided over the Annual Session with 1,195 members in attendance.

Objectives of the Session were: 1) To identify the research base for Extension Home Economics, 2) To apply research to life experiences, and 3) To align delivery methods with emerging trends.

A mini-concert by the U.S. Navy Band preceeded the keynote address, "A Commitment for Excellence," presented by Lee Shapiro, J.D., San Diego. He reminded members not to pursue perfection, just excellence. Shapiro suggested "the three things which all blue-chip companies have are competence, caring and courtesy."

Satenig St. Marie, Vice President and Director of Public Issues and Consumer Programs, J. C. Penney Co., presented a "Consumer Feedback '85" in which the "singles" population was studied. This followed their study of dual income families in 1984. There are now 77 million singles in the U.S. comprising 43% of the population, largely in the 20-30 age group. This figure has doubled since 1960. Since this large segment of consumers influence program and delivery methods, we must have insight into their lifestyles.

While attending the Annual Session, Extension Home Economists had opportunity to exchange ideas for successful programs reaching "singles" through the following workshops:

- "A Look At United Singles in North Carolina"
- "Living Alone Creatively" - Michigan
- "Kiddie Letter" - Colorado
- "Family Training for Care of Frail Elderly"- New Jersey
- "Kids On Their Own - KOTO" - Nebraska
- "Working With Latch Key Families" - California
- "Survival on Your Own" - Michigan
- "Single Parenting" - New York
- "Teach Your Spouse To Survive" - Illinois
- "I've Been Waiting for a Rose All My Life" - Wyoming  
(inner strength for coping).

Other "program exchange" sessions included:

- "Extension Homemakers as a Resource in Care of the Elderly - U. of Missouri, Kansas City.
- "Welcome to Computer Store, USA" - Wyoming
- "International Extension Linkage" - Missouri, Maryland, New Jersey, and California

- "The Art of Juggling Home and Work - Brown Bag Lunch Programs" - California
- "Project Support: Minnesota's Response to the Rural Crisis
- "Motivation and Rehabilitation of Arthritis Victims" - Colorado
- "Home Based Dressmaker Business" - New Hampshire
- "Video Tape as a Teaching Tool - Poured Dress Forms" - Wyoming
- "Preventive Health Seminars" - Nebraska
- "Reaching Handicapped Adults & Youth" - Illinois
- "Working Together to Reduce Health Care Costs" - Research and Studies Committee
- "From the Ground Up - Seminar for Home Builders" - Illinois
- "The Three Generation Family - the Grandparenting Role" - Ohio
- "Meeting the Needs of latch Key Children" - Georgia
- "Master Money Manager" - Alabama
- "Master Parenting Program" - Maryland
- "Microwave Fair" - Alabama
- "For the Health of It" - Georgia
- "The Soaring Cost of Health Care" - Minnesota
- "Selling Your Story: Newsletters With Impact" - Public Relations Committee & Marketing Consultant
- "Up the Ladder With Professional Improvement" - California and Wisconsin
- "Public Affairs Education - An Issues Approach" - West Virginia and Wyoming
- "Today's Beef Consumer" - California Beef Council
- "Surviving Rising Medical Costs" - American Council of Life Insurance
- "The Wango Game" - California
- "Legislative Activity on Retirement" - ES-USDA
- "High Tech Food Facts" - National Agricultural Library

Research & Studies reports included:

- "Identifying Indicators of an Effective Extension Unit Program" - Virginia
- "Household Financial Management Education - Program Directions for Yuma County" - Arizona
- "Supermarket Survival - A Study of Senior Citizens in the Supermarket" - Wisconsin
- "Effective Lighting for the Home Computer and Its Paper Task: General Work Station Design" - Texas
- "Why Persons Discontinue Their Membership in County Homemakers Extension Association" - Illinois
- "Day Care Isn't Just For Kids" - Illinois
- "Latch Key Program Needs Survey" - Ohio
- "Urban Extension Volunteers Share Family-Centered Knowledge" - Minnesota
- "Evaluation of the TV Agricultural Extension Service Clothing Program" - Texas

The first computer software fair was held with Extension Home Economists from Pennsylvania, Washington, New York, Illinois, Minnesota, New York, Idaho, Virginia, Colorado, Arizona, and Maryland sharing their programs and systems.

Sheila Murray Bethel, Getting Control, Inc., addressed the second general session, entitled, "Manage Things, Not People." She suggested four things needed for success in today's world:

1. The ability to handle change and ambiguity. ("Wet babies are the only ones in the world who love change.")
2. The ability to take risks.
3. The ability to be a good communicator.
4. Commitment.

Capitalizing on resources from the area, Dr. William Fenical, professor at Scripps's Institution of Oceanography, discussed "New Marine Products for Better Living," at the Soap & Detergent Association sponsored breakfast. Kraft Foods sponsored Dian Thomas, "Reaping a Creative Harvest" at their breakfast, while the General Foods Luncheon featured A. S. Clausi, their Chief Research Officer describing the "Push-Pull Relationship of Today's Marketplace" - a description of the inextricable relationship between food and lifestyle today.

At the third general session, Dr. Shirley McCune, Learning Trends, Inc., spoke on "Restructuring the Home and Family" so as to be in tune with economic, environmental, social and organizational changes in today's society. Based upon these changes, "we will need a new form of leadership - 'leaders of change,' not managers of what is." "Computers can take over management responsibilities and families can spend time on relationships."

On the lighter side, in keeping with the relaxed California atmosphere, the entire group enjoyed an evening at Sea World, hosted by Western Region.

At the Annual Business Meeting, the president announced establishment of a permanent address for the Association - 7000 Connecticut Ave., Chevy Chase, MD, the same as the National 4-H Council.

Donna Donald, Iowa, was appointed as the new Editor of THE REPORTER and Sharon Keach, Kentucky, was appointed advertising manager for an additional 2 years. Beginning with the Fall '85 issue, subscription fees for THE REPORTER were raised from \$3.50 to \$5.00/year.

Registration for the Annual Session was put on computer for the first time.

NAEHE adopted a strong affirmative action statement. Copies were distributed to all voting delegates and State Associations were asked to develop similar statements indicating their commitment to the involvement of minority members.

A proposed By-Laws amendment which would have permitted "ballots by mail" was defeated by the voting delegates. However, all candidates for office were invited, for the first time, to attend the Pre-Session Executive Board Meeting.

#### MEMBERSHIP:

There were 3651 Active Members and 148 Associate Members in 1985. The Membership Committee in each state surveyed all eligible non-members to determine their reasons for not joining NAEHE. Reasons included commitment to other professional organizations, part-time work, high cost of membership, and cost of attending national meetings.

A major effort was made to prepare articles for THE REPORTER relating to the benefits of membership. New membership brochures were prepared, printed and distributed.

#### PUBLIC RELATIONS:

A very active Public Relations Committee made a major effort to communicate the significance of NAEHE and the contributions of Extension Home Economists to families and to society - through the media, success stories and increased publicity efforts. This thrust was the result of one of the 1984, 50th Anniversary objectives.

Over 6655 Public Relations brochures titled "Linking Research to Life Experiences" were distributed to Advisory Committees, Legislators, members, Home Economics teachers, Department Heads, Extension Administrators, Specialists, District Agents, college students, and Extension Conference participants in the states. Brochures were printed by Cornell University. A Public Relations Newsletter was prepared by the NAEHE Committee Chairman and mailed to State Public Relations Chairmen.

NAEHE co-sponsored a speaker for a membership workshop at AHEA.

President Kobbe represented NAEHE at the '84 Outlook Conference in Washington, D.C. to report on the National Extension Home Economist survey, "Major Concerns of Families in the 80's", sponsored by Cheeseborough-Ponds. An article on the same topic was prepared for Family Economics Review. In their March, 1985 issue, Family Circle magazine cited NAEHE for the study.

A luncheon for all State Extension Administrators attending the Annual Session was sponsored by NAEHE. They, also, hosted a reception for all Award Winners.

Historian, Cleo Bryan, in cooperation with the Executive Board, pursued various channels to gain approval for an NAEHE commemorative postage stamp. However, the request was not approved by the Citizen Stamp Advisory Committee.

#### PUBLIC AFFAIRS

A special project task force was appointed to make recommendations regarding the "rising health care costs", the #1 concern of American families cited in the 1984 study. It was agreed to make this the focus of the first Public Policy Forum to be held in Washington, D.C., March 3 - 5, 1985.

The purpose of the Forum was to:

1. Help Home Economists understand the public policy making process.
2. Develop skills in analyzing issues.
3. Examine issues affecting families.
4. Clarify Extension's role(s) in public policy education.
5. Help Extension Home Economists understand how to work on public policy programs in their communities.

Forty-two Extension Home Economists from 40 states attended this first Public Policy Forum held at the National 4-H Center. The Forum was chaired by Charlotte Young, immediate Past President.

With financial and professional assistance from the American Council of Life Insurance, 5000 packets of resource materials on the rising costs of health care were mailed to every member. Packets were also distributed at the Annual Session. The special NAEHE Task Force reviewed and made suggestions regarding this curriculum developed by the American Council of Life Insurance. Workshops on this subject, as a public policy issue, were conducted at the Annual Session.

#### RESEARCH AND STUDIES:

Major objectives of this committee were to:

1. Encourage Extension Home Economists to become actively involved in research.
2. Increase competence of Extension Home Economists to understand and apply research results.
3. Define areas of research needed in Extension Home Economics.

4. Provide opportunities for Extension Home Economists to share research and studies. Ten members showcased their research results at Annual Session. Seventeen abstracts and two papers were printed in the REPORTER.
5. Communicate the need for expanded funding of research.

#### PROFESSIONAL IMPROVEMENT:

A concerted effort was made by the Journal of Extension representative and Committee Chairmen to encourage NAEHE members to author articles for the Journal. The Committee planned a workshop on writing for the Journal.

Pat Jarboe Buchanan, Missouri, a past NAEHE president, was appointed Editor of the Journal of Extension on July 1, 1985.

NAEHE committed \$2000 toward the establishment of an ES-USDA Internship. Twenty applications were submitted for the position.

The ECOP Sub-Committee on Agent Associations reported the development of a special exhibit on Extension Service career promotion.

An Ad Hoc International Federation of Home Economics Committee recommended that a non-officer member of NAEHE be appointed to serve as liason with IFHE through the 1988 International Meeting in Minneapolis.

Following the Mid-Year Board Meeting, May 13-17, at the National 4-H Center in Chevy Chase, Maryland, the Advisory Council, chaired by Dr. Ava Rodgers, ES-USDA, made the following comments: "This Board has dealt more intensively with philosophy and policy. It has allowed membership to handle the details of program and procedure. Consider expanding these efforts! Time was allocated for the exploration of issues. This created an atmosphere for all members to participate and laid a better foundation for future decision making."

#### AWARDS:

There were 64 Honorary Memberships granted. Seventy-eight members received the Distinguished Service Award. Thirty-six members received the "Outstanding Extension Home Economist Award."

The \$2000 NAEHE FELLOWSHIP was awarded to Shirley Barber, Minnesota. Dawn Perry, Georgia, received the \$1000 NAEHE FELLOWSHIP for graduate study.

The NAEHE 50th Anniversary Educational Award of \$3000 was granted to Donna M. Graham, Virginia.

The \$2500 J.C. Penney Fellowship for graduate study was awarded to Cathy Roth, Massachusetts.

JoAnn C. Tarbox, New York, was instrumental in expanding staff for "Program Outreach" from 3 agents and 4 nutrition aides to 4 agents, 7 nutrition aides, 2 program assistants and outside funding of \$75,000, in earning her Grace Frysinger Fellowship. She plans to study various staffing patterns, especially the use of Regional Specialists, working in a multi-county area with single subject matter expertise.

The second \$500 Frysinger Fellowship was awarded to Donna Mann, Illinois. She planned to study Child Protection Programs in Florida; develop teaching outlines and resource materials to be used in training school personnel; and present workshops on counseling students.

Public Affairs Education Awards of \$1000 were presented by the Farm Foundation to Joyce Carlen, Texas, who served as program chairman for a Southwest Legislative Conference, and to two West Virginia Extension Home Economists, Betty Rae Weiford and Eleanor Shanklin, who provided leadership for a 24 county program on "Family Violence - A Community Concern."

Six \$300 Florence Hall Awards went to: Kathy Volters, Illinois, for work with a volunteer committee in creating an educational program for adolescent parents called "Parenting Pals." \$9000 was raised locally to support the program which reached 99 teenage mothers, their 100 children, spouses and extended families.

Ann Hinsdale-Knisel, Michigan, piloted a leadership development program with Hispanic audiences. 67 Hispanics completed the series of leadership programs and are now more involved in their communities, are more aware of services available, feel better about themselves, serve on committees and are willing to speak out for themselves.

"Food-Fun-Fitness" was the title Bonnie B. Davis, North Carolina used to reach non-traditional audiences with nutrition information. Bonnie and her nutrition committee recruited, trained, and used 390 volunteers to reach 2300 youth and adults. Primary audiences were limited income, the less educated, and latch key children. The program later went statewide. With the help of a \$5000 grant, she assisted state specialists in training Extension Home Economists and volunteers to conduct nutrition programs throughout North Carolina.



E. Linda Ferris, Ohio, was a Florence Hall winner for the latch key program titled, "Key for Kids." The home study program included 9 topics, activity sheets and a board game. The program was piloted with 50 families and is expanding into other counties and states. Programs encouraged family interaction and communication, as well as self-care skills.

A joint county Extension program in Texas earned Shirley Long a Florence Hall Award. Recognizing that 85% of the total agriculture crop income in the county came from cotton, the office team produced a "Cotton Show." Involving the Family Life, Agriculture and 4-H program areas, local and area businesses and many volunteers, the show included exhibits, cotton judging, a youth poster contest, speakers, a cotton style show and dinner.

A total District representing 8 Wisconsin counties teamed together in planning and presenting "The Juggling Act," an educational approach to meeting the needs of working mothers. Three locations were used to test the program and materials with 400 working mothers representing "white, pink, and blue collar" positions. The program emphasized the dual roles of working mothers in managing time, household, children, money, and relationships. Home Economists involved were, Anne Cotter, Virginia Hall, Janet Kohls, Charley Mae Lee, Mary Fran Lepaska, Phyllis Northway, Mary Brintnall-Peterson, Rosalie Powell, and Marcia Salisbury.

Communication Awards, sponsored by the Peanut Advisory Board and American Income Life Insurance Company were presented to Wendy Jefferies, Oklahoma, in the newsletter category; Michelle S. Rodgers, Pennsylvania, for a news article on computers and the family; Kay M. Hastings, Pennsylvania, for a radio feature on "Nutrition and Pregnancy;" Linda Bohac, New York, for radio spots on nutrition and exercise; Judy Yates, Florida, for a TV feature on hurricanes; accurate, single concept nutrition messages presented by a team of six Iowa Extension Home Economists won the TV spot award. They were Rhoda Barnhart, Charlotte Young, Nancy Beyer, Ann Harrison, Susan Uthoff and Linda Bigley.

The overhead transparency award went to Marlene Caszatt, Michigan, who prepared a series of color cartoons, "Put Change In Your Pocket" - a program on fund raising strategies for staff and clientele. Sandra Garl, Washington, entered the winning slide set, "Baked Goods: Quality Standards Problems and Causes" developed for fair judges. A packaged program on "A Look At Health Maintenance Organizations" included a video tape and teaching packet series winning a Communication Award for Jill A. Desmarais, MA.

Two BELTS Awards of \$500 went to Extension Home Economists for innovative ideas used to carry out an occupant/safety/protection educational program for families. Clara Maynard, Texas, organized a child safety seat loaner program, time payment purchase plan and public education program. Nancy Wilson Norris, Georgia, developed a child safety seat program by educating community professionals such as child care providers, day care licensing inspectors, health officials, law enforcement officers, Red Cross and hospital volunteers.

At the Annual Meeting, the Association voted to transfer the two \$500 BELTS Awards to NEHC in order to strengthen their educational effort in the BELTS program, with Extension Home Economists supporting and assisting Extension Homemakers in this educational effort.

Eight \$350 grants, sponsored by General Foods comprised the Consumer Media Grants. 1985 winners were Nancy Layman and Janis Thompson, Ohio, for a survey of employed males regarding food and nutrition habits, followed by a series of monthly newsletters distributed at their workplace.

Rebecca Versch, Nebraska, will develop a cable TV series on "Food Facts and Follies" designed for young, suburban working mothers. "Make Magic With a Microwave," a program designed for women with limited time, included a series of demonstrations, leaflets, display board and quarterly newsletters, was a winner for Kathy Jump, Kentucky.

Susan Kahl, South Carolina, prepared a leaders guide and coaches' packet for 100 coaches on teenage athletes and nutrition, "Why Eat For Defeat." It included statewide training for coaches. Marilyn Goad, Nevada, developed and printed a teaching guide for 6th grade teachers designed to help students make better food choices at fast food restaurants. A computer nutrition program will reach 50 schools.

The \$250 Nestle Nutrition Education Award is presented to four Extension Home Economists who develop nutrition education programs for families living on limited income. This year's winners were:

Beverly Lynch, Indiana, "Go, Grow, Glow - The Power of Food," a program for teenage mothers in which basic nutrition principles are explained by relating the body to a car.

Juanita Allen, Louisiana, a fitness program for underweight and overweight teens stressing the serious health risks involved.

Marie W. Moyers, Tennessee, "The Thin Lifestyle," a workshop and home study course on techniques for achieving and maintaining desirable weight for homemakers.

Margaret A. Viebroch, Washington, a nutrition program teaching basic shopping and cooking skills to refugees from Mexico, Cambodia, Poland and Laos, through use of volunteers.

The American Gas Association presented two \$500 awards to the most outstanding energy education programs relating to use of natural gas. Rebecca Carlross Page, Kentucky, won an award for her community coverage of an energy conservation awareness program. Karen L. Hinton, Nevada, won the award for her program on home weatherization, energy conserving practices, energy efficient window coverings, mobile home weatherization and computer energy audits.

The Paraprofessional Award was increased to \$100 in cash, with certificates to be given annually to a paraprofessional from the Region hosting the Annual Session. Previously, one \$50 award had been granted to each of the four Regions. Awards were presented to Barbara Jean Coleman Jones, Michigan; Linda M. Monteparte, Pennsylvania; Lillian Scott, North Carolina and Pedro D. Vera, Arizona.

Past Presidents of NAEHE present a \$200 award annually to an outstanding new Extension professional, with one to three years of experience, who plans to attend her first Annual Session. The award goes to an Extension Home Economist from the Region in which the Annual Session is held. Judith Knudsen, Montana, was praised for her development of a latch key program, her ability to assess community needs and develop programs to meet those needs in two very rural counties.

The first Jessica Nason Loy Award of \$100 went to Mary Ann Fugate, Illinois, who had served as Chairman and Chairman-elect of the Exhibits Committee, was Chairman-elect of the Public Relations Committee and served on the Site Review Committee. This award was given in memory of the wife of Ed Loy, long time representative of the exhibits decorating company.

One Extension Home Economist received the USDA Superior Service Award in 1985. Bonnie McDaniel, rural Madison, Louisiana parish with 60% minority, low income population recognized a serious health-nutrition problem. She did extensive programming to reach more than 90% of her county population.

NAEHE's expanded Awards Program has indeed encouraged and recognized some effective, innovative programming throughout the country.

History compiled by Phyllis Northway, Wisconsin  
NAEHE Historian 1987-1991