

1986

NATIONAL ASSOCIATION OF EXTENSION HOME ECONOMISTS

52ND NAEHE ANNUAL SESSION

OCTOBER 6-9, 1986

GRAND AMWAY HOTEL, GRAND RAPIDS, MICHIGAN

Mid-Year Board Meeting

May 4-7, 1986

Governor's Court Hotel, Denver, Colorado

1986

"We are educators, not entertainers. Extension Home Economists need to have ---- or get, an area of expertise and be more knowledgeable in that area, than anyone else in the county. Know, tell, and report what you are about. We need to continue good program planning, become good politicians, and build a good base of support for our programs and our position. We need to accept responsibility for our future and the future of Extension." With these words, Dr. Ava Rodgers, Deputy Administrator, Home Economics and Human Nutrition, ES-USDA, addressed the Open Forum at the 52nd Annual Session, October 6-9, 1986 in Grand Rapids, Michigan.

One thousand eighty-four members, including 74 Honorary members, attended the Annual Session, addressing the theme "Marketing for Personal and Professional Excellence". Objectives for the meeting were for participants to:

- Gain a basic understanding of marketing home economics education to families.
- Develop and refine personal marketing skills.
- Explore alternative delivery systems for marketing Extension in the future.

Under the gavel of Jane Taylor, President, North Carolina, the Opening Session was keynoted by Dr. Kinsey Green, on "Marketing Home Economics Extension: To Whom? Why?" Dr. Green, former Executive Director of AHEA, is currently Dean of the College of Home Economics, Oregon State University.

In a second general session, Dr. Violet Malone, State Leader, University of Illinois, addressed the subject of "Professional Leadership and Minorities", a major emphasis of the 1985 Affirmative Action Committee and a concern expressed in a Black Extension Home Economists Minority Task Force report, presented to the Executive Board.

The third general session, sponsored by General Foods, featured a speaker discussing, "Marketing Your Business or Business Like the Big Boys Do", followed by a Reactor Panel of Extension Staff.

By scheduling 21 different concurrent workshops 2-3 times during the week, Extension Home Economists experienced a wealth of program ideas and techniques on such topics as:

- Leadership Opportunities Within NAEHE
- Affecting Change in Home Economics Programs, From a District Perspective
- Federal Legislation and You
- Marketing Extension Programs With Video Technology

- Writing: It Makes A Difference
- Volunteers and Extension Agents -- Partners in Action
- Eating Right is Basic 2
- Using Interactive Videodiscs in County Programs
- Why We Don't Agree and What We're Going To Do About It
- Community Leadership Development Programs
- Funding Sources for Highway Safety Education Programs
- Moving Toward Electronic Technology Transfer
- A New Meaning for EFNEP
- Discover a Gold Mine: MAPP
- Ready, Set, Go! Preparing for Advancement
- Nonverbal Behavior and Personal Credibility
- Balancing Work and Family
- Research in Extension Home Economics (Reports of research conducted by EHE's in 8 states)
- Successful Marketing -- A Practical Approach
- Expanding Horizons Through Research and Knowledge -- Keys to Effective 4-H Youth Programming
- Extension's Response to Farm Family Stress

An enthusiastic, ambitious group of Michigan Home Economists, in cooperation with over 100 professional colleagues --- home economists in business, the media, corporations, commodity groups, human service agencies, and University of Michigan Extension Staff, planned and conducted 24 very popular "Workshops On the Move", the final day of the conference.

The Workshops provided 1000 Extension Home Economists an opportunity to experience the unique educational resources offered by more than 100 home economics-related corporations, research facilities, and agencies based in the west and southwest part of Michigan. The 24 Workshops included:

- A Trip Into Textiles (Marushka, Herman Miller, Kendall School of Design, Past Patterns)
- Harvest Cornucopia (Michigan fruits and vegetables)
- The Productivity/Fitness Balance (Employer fitness programs by business and industry)
- All Rights -- Ore Ida! (Ore Ida Potato processing)
- Muskegon: Culture and Economics Revived (Revitalization of a depressed city)
- Forest to Furniture (History of Michigan furniture industry -- Forslund's and Kindel Manufacturing)
- String Along With Us (Celery production and processing)
- Kellogg: 80 Years of Caring (Research and marketing of breakfast cereals)
- Technology -- Here Today, Used Tomorrow (Michigan State University research in food science, nutrition, and technology)
- New Frontiers in Food Production Technology (MSU's Clarksville Experiment Station, a poultry ranch and a flour mill)

- Grand Haven -- Fishing for Business (Wholesale/retail fish industry)
- New Horizons in Housing (Housing preservation and renovation)
- Marketing Food is Not Just "Hype" (Food marketing and distribution industry)
- Bil Mar -- Let's Talk Turkey (Processing low-fat turkey products)
- What's Up At Upjohn? (Current research on cardiovascular disease, diet and drug therapy)
- Public Policy in the Making (Visit legislators at State Capitol re: family policy formulation)
- Business on the Home Front (Forming and marketing a home-based business)
- Gerber Products -- A Specialty Food Company (Trends in infant feeding and nutritional labeling)
- Appliance Technology (Whirlpool product updates, energy efficiency and consumer affairs)
- Small Business Meets Tourism on the Shoreline(Holland/Saugatuck small home and family businesses join tourism efforts)
- Good Things Growing Along the Lake Shore (Mushroom, fruit and wine production)
- Discovering Kellogg's Biological Station (Bird sanctuary, dairy center, experimental forest and renowned conference center)
- Marshall -- An Investment in the Past (Historic city's architectural home tours, main street revitalization and community involvement)
- Hospitality Plus (Banquet kitchens and "behind the scenes operation" of the Amway Grand Hotel)

Sponsored hospitality was provided at the Kellogg Breakfast, Lipton Tea Break, Kraft Luncheon, General Foods reception and general session.

#### MEMBERSHIP COMMITTEE

NAEHE had 3575 active members, plus 184 Associate members on October 1, 1986. The President sent welcoming letters to all new members. A special letter, sent to all State Leaders, encouraged EHE membership in the Association. State Specialists were encouraged to join as Associate members.

An article related to Membership appeared in each issue of The Reporter:

- a) "Financial Rewards of NAEHE Membership"
- b) "State Handbook and Membership Brochure"
- c) "NAEHE Promotional Items"
- d) "Recognition of Long Tenured Members"

Current members were surveyed to determine "satisfiers" within NAEHE.

## PROFESSIONAL IMPROVEMENT COMMITTEE

A workshop "Ready, Set, Go -- Preparing for Advancement" was offered at the Annual Session. The State Chairmen's Workshop focused on "How to Publish". The Committee solicited the names of 51 EHE's from various states, as possible authors for the Journal of Extension. NAEHE has made strong contributions to the success of the Journal. Now, with a clear mission as a professional journal, it is financially sound. Jan Montgomery, OK, and Margaret Meador, WV, served as members-at-large, on the Journal's Board of Directors. Ellawese McLendon, NJ was appointed as NAEHE's representative to the Board, beginning January 1, 1986.

## PUBLIC AFFAIRS COMMITTEE

Forty-eight members attended the 2nd Public Policy Education Forum, January 19-22, at the National 4-H Center, Washington, D.C. The committee, chaired by Anna Mae Kobbe, Past President, Jane Taylor, President, Ida Marie Snorteland, Ann Hinsdale-Knisel, Public Affairs Chairman, Carolyn Hunt, President-elect, and Jeanne Preister, Chairman of the Advisory Council, set the following objectives for the Forum:

1. To understand the role of EHE's in Public Affairs Education programs.
2. To become aware of selected Public Policy issues affecting families.

The Board approved expenses for two Public Affairs Committee members to attend the Farm Foundation Public Policy Conference, as NAEHE representatives.

An active Public Affairs Committee surveyed all states to determine the number and types of changes in professional status of EHE's as a result of cuts in state and Federal Extension budgets, as well as changes in the status and numbers of Home Economics teachers vs. other teachers, grades 6-12 and a similar comparison in the Vocational School System. There is great concern over the number of FTE Home Economics positions lost. Partial results of the survey may be found in the Summer, 1986 issue of The Reporter. (See, also, results of Research Committee study)

The Public Affairs Committee contacted all states to encourage writing legislators regarding Federal budget cuts for Extension, and an article in the July '86 issue of Reader's Digest.

NAEHE contributed \$5000 to AHEA, toward the formation of the new Home Economics Public Policy Council, an Advisory group to AHEA's Government Relations Office. The Council is composed of all home economics groups and associations and is working to secure funding for home economics programs and research. Their current focus is on funding for CES and Consumer and Homemaking Education programs. Anna Mae Kobbe was appointed NAEHE's representative to the Council.

#### PUBLIC RELATIONS COMMITTEE

One thousand two hundred thirty redesigned brochures entitled "Extension Home Economists Make a Difference All Across the Nation", were mailed to the states for distribution to a wide variety of audiences.

Two Public Relations Newsletters were sent to State Chairmen and a public relations article appeared in each issue of The Reporter. One of these articles, "Business Cards: Never Be Caught Without One", spoke poignantly to the EHE.

Guidelines for a state Public Relations Communication Award were developed. Two workshops, "The Write Team" and "How to Recognize News", were offered at the Annual Session.

NAEHE began networking with Forecast magazine and with the Society for Nutrition Education. Dolores Dixon, MD was appointed as NAEHE liaison.

#### RESEARCH AND STUDIES

The national committee surveyed all states regarding identification of "researchable problems" within each state. The Fall issue of The Reporter included abstracts of 10 Research Papers. A "Research and Studies Notebook" was prepared for all State Chairmen. Annual Session Workshops featured members reporting on research results and a popular booth, "Meet the Researcher", included brief abstracts and bibliographies for distribution.

The Board approved establishment of an "Excellence in Research" Award designed to encourage members to conduct, report and use applied research. Four \$100 awards, one per Region, will be given in 1987.

The Committee studied and evaluated the effects of budget cuts on program delivery in the states. Western Region states showed a loss of 30.24 FTE positions in Home Economics (24.91 county and 5.33 state). Southern Region states permanently lost 36 Home Economics positions and 9 states had hiring freezes.

Eastern states lost 13 fulltime positions and Central states lost 23.5 FTE's.

In light of this, all Regions reported a serious need for becoming more skilled in publicizing Extension Home Economics programs among the general public, the University and at the Federal level.

#### AFFIRMATIVE ACTION COMMITTEE

With the adoption of a strong Affirmative Action statement at the 1985 Annual Session, an active committee was chaired by Alletta Schadler, PA. A survey of all states showed that 11.33% of NAEHE's membership is a minority. However, of the eligible minorities employed by CES, nationwide, 80.5% have joined NAEHE.

A Minority Leadership Development Workshop at Annual Session, gave emphasis to securing minority members, speakers, officers and committee members. One issue of The Reporter featured nine articles on minority programming in different states.

Geraldine Hammond, County Extension Director and Home Economics Agent, Somerset County, MD was selected as the first field staff member to serve a 6-month internship with the Extension Service, USDA. The new Agent Intern program is a joint project sponsored by the three Extension Agent Associations and USDA-Extension Service. The three Associations contributed financial support to the project.

Barbara Eichner, AK, served as a representative on the ECOP Sub-Committee on Home Economics. She expressed concern over Extension Homemakers and budget constrictions, and reported a move toward leadership development, urban programming and the restructuring of ECOP around issues, as opposed to subject matter.

With the goal of encouraging more input from members, The Reporter, edited by Donna K Donald, IA, featured a regional program theme for each of the four issues. Themes included:

- Farm Crisis Programming -- Central Region, Spring '86
- Programming for Minority Audiences -- Southern Region, Summer, '86
- Volunteer Use -- Eastern Region, Spring, '87
- Programming for the Elderly -- Western Region, Summer, '87

The Fall Issue is always devoted to Research and Studies, while the Winter Issue features Annual Session highlights. Beginning with the Winter, '86 Reporter, an "R.S. V.P. column was initiated which enabled members to "speak" to a selected question in each issue.

Thanks to a tremendous effort by Cleo Bryan, OK, former president and NAEHE Historian, the first bound volumes of the 50-year NAEHE History, 1933-1984 were presented to the National Agricultural Library, Beltsville, MD and to the AHEA Headquarters. The bound volumes included nine volumes of minutes, two volumes of Annual Session Program Books, five volumes of Fellowships and Awards, two volumes of NAEHE Newsletters and Reporters, one volume of chronological and narrative histories, and one volume of Miscellaneous History.

On January 2, Deloris Ellis, IL, 1983 president of NAEHE, was appointed as the Virginia State Program Leader for Home Economics.

Marian Anderson, MN, was appointed as NAEHE's representative to IFHE. She will be involved in planning and conducting the 1988 IFHE Congress in Minneapolis, MN. This is only the second time the United States has hosted this meeting since its initial Congress in 1908.

As co-sponsor with AHEA, HEIB, and the Administrator of Home Economics, NAEHE contributed \$2000 toward the production of a 5-minute video, "Home Economics Careers", for use with high school students and others, in recruiting for the home economics profession.

At its Annual Session, NAEHE voted to support the concept of an "impact" program, whereby every county in the nation would program on the same topic for one month of the year. A task force was appointed to select an appropriate topic.

NAEHE will recognize the 50th Anniversary of the National Extension Homemakers Council by contributing \$5000 toward implementation of the Family Community Leadership program, at the local level.

The Board approved a recommendation from the Exhibits Committee to establish an Advisory Task Force of 5-9 members, chosen from companies with at least five years of exhibit experience with NAEHE. The president-elect will serve as one member of the committee, to begin in October, 1987.

NAEHE was saddened by the death of Dr. Mary Nell Greenwood, on November 15, 1986. A loyal friend and colleague, Dr. Greenwood began her Extension career in 1951, as an Extension Agent in Missouri. In 1980, she became the first woman Administrator of ES-USDA, a position she held at the time of her death. Because of her interest and encouragement for Home Economists to move into administrative positions, the new \$3000-50th Anniversary Award has been renamed, the Greenwood Doctoral Fellowship.



## AWARDS

Eighty-three members received the Distinguished Service Award, while 84 persons were granted Honorary Memberships. Thirty-three Extension Home Economists were honored with the Continued Excellence Award.

The NAEHE Fellowship of \$2000 was awarded to Cynthia T. Zager, GA. Karen Bogenschneider, WI, received the \$1000 Fellowship for graduate study.

The Greenwood Doctoral Fellowship was awarded to Marilyn R. Spiegel, OH. This \$3000 -50th Anniversary Educational Award was renamed in honor of Dr. Mary Nell Greenwood.

Carolyn Ainslie, GA, received the \$2500 J.C. Penney Fellowship for graduate study.

## NAEHE-GRACE FRYSSINGER AWARDS

Believing that Extension Home Economists should become actively involved in home water quality programs, Karen Kuchta, CN, will use her \$500 Grace Frysinger Fellowship to study programming in three other states.

Cheryl Rew Stapleton, WI, proposes to study "New Parents As Teachers", with her \$500 Fellowship. Her project is targeted for the parents of children from birth to 3 years.

## PUBLIC AFFAIRS EDUCATION AWARDS

Presented by the Farm Foundation, the two \$1000 Public Affairs Education Awards were granted to Ann C. Mathews, NY and Ellen D. Teller, OH. Ann provided leadership for a community education program on prevention of child sexual abuse. Research and study led to the development of a public school curriculum in preventive education in Ithaca, NY.

Ellen's educational programs on the need for land use planning in her rural Ohio county, followed by a public policy forum, led to a contract for a county land use plan.

## FLORENCE HALL AWARDS

The six \$300 Florence Hall Awards went to five individuals and one team. Georgia Burton, KY, gave leadership to a county-wide public awareness program encouraging proper use of solid waste dumpsters. The project involved the use of Extension Homemakers, as volunteers.

The Women's Agricultural Forum, a program designed by Madeleine Greene, MD, addressed the growing, multi-faceted concerns of agriculture in MD. The program created an awareness of the contributions women make in support of the agricultural community and gave visibility to Extension Home Economics, as a resource for farm families.

A Michigan team of Mary E. Bellows, Margaret Bethel, and Elizabeth B. Daly, spearheaded an overnight weekend leadership program titled "Retreat and Move Ahead". Geared to working clientele, the weekend featured experiences in self-realization, goal setting and accomplishment.

Christine Greene-Harris, NC, recognized the need and organized a support group for singles in a tri-county rural NC area. Over 700 singles were reached with relevant programming. Subsequently, a "Widow-to-Widow" support group was organized.

Recognizing the needs of 5000 "at-home entrepreneurs" in Rhode Island, Patricia A. Millar, piloted a business start-up course. Positive response by 250 program attendees resulted in an ongoing program in business management skills.

Because rural women of South Dakota were concerned about preservation of the family farm, June James' "Time Out For Women In Agriculture" conference, was born. The 500 women attending, demonstrated attitudinal changes, diversion from isolation, improved marketing and management skills, and a feeling of self-worth.

#### COMMUNICATION AWARDS

Sponsored by the Peanut Advisory Board (GA, AL, & FL Peanut Growers) and the American Income Life Insurance Company, \$100 grants in various communication categories, were awarded to: Carolyn Rude, WA, - Newsletter; Teresa C. McDonald, AL, - News Article; Jean A. Baugh, KY, - Radio Feature; Marlene J. Young, NY, - Radio Spot; Phoebe "Joan" Grabel, FL, - TV Feature; Judy Johnson, AR, - TV Spot; Susan James, WY, - Overhead Transparencies; Nancy H. Hudson and Christine F. Olinsky, OH, - Slide Set; and Judy Yates, FL, - Packaged Program.

Two \$500 Belts: Occupant Safety Educational Awards were granted Extension Home Economists and their sponsoring groups.. Ramona Gordon, AR, and the County Extension Homemakers Council designed a safety belt education program for families and 4-H'ers.

"Buckle Up Bartow County - We Love You", was a program designed by Emma Thornton and a steering committee in Georgia. The program used a large number of community resources to reach 4-H, pre-school, kindergarten, civic groups, work places and Cable TV.

Five \$500 grants were sponsored by the General Foods Consumer Center to EHE's developing media materials emphasizing nutrition. 1986 honors went to Shirley Peterson, CA, for a preschool brown bag lunch program to improve nutrition and safety.

"Kid-chen Help for Kids", a program to help 5th and 6th graders become more adept at fixing after-school snacks and starting supper preparation, was designed by Jean M. Hickman, KY. Kay McKinzie, NE, planned a food and nutrition school enrichment program to help students learn basic nutrition and its relationship to diet, body growth and development. She says, "Nutrition can be exciting!"

A calcium education program targeted to low-income youth, young women, and older women reached 850 families in eight New York counties. The slide-tape program was conducted by Marilyn M. Myers and Katherine Haeling. Deborah L. Bingham, OH, planned to develop a learning packet for low-income pregnant teenagers in a prenatal clinic.

The four \$250 Nestle' Nutrition Education Awards go to one EHE in each Region who develops a nutrition education program for families living on limited incomes. 1986 awards went to Connie Weed, ND, for a video tape on "Nutritious Snack Ideas" for school-age and latch-key children. Louise Ouellet Kirkland, ME, reached school children, ages 9-12, with classroom activities and ideas for the preparation of foods produced and harvested in Maine.

"Urban Barnyards" is an EFNEP nutrition information program targeted to urban low-income youth. Children could see, touch and learn about farm animals, while receiving nutrition information in an innovative way, from Rebecca Carlross Page, KY. Janice O. Harwood, CA, developed a food and nutrition program as part of a 12-week curriculum based on a needs assessment of 30 Southeast Asian refugee homemakers.

The American Gas Association presented two \$500 awards to the most outstanding energy education program related to the use of natural gas. A Nevada team of Alice M. Crites and Glenda R. Duckworth trained 19 senior volunteers to teach energy conservaton one-to-one, and at nutrition centers.

Debbie W. Despain, OK, taught weatherization practices and energy management techniques to low-income, aged, handicapped and isolated households.

The Paraprofessional Award is a \$100 award given to a paraprofessional from the Region hosting the Annual Session. The 1986 award went to Karen C. Crowe, IL, for her work with the EFNEP program in Rock Island County, over the past 13 years.

The Past Presidents of NAEHE presented their \$200 award to Ann L. Keim, WI. The award recognizes an outstanding EHE with 1-3 years experience, encourages them to attend their first National Meeting, and to become involved in their State and National Associations. The recipient is selected from the Region hosting the Annual Session.

Chem-Pak Awards are presented by the Chemical Manufacturer's Association, to four authors of multi-media packets which convey the positive aspects of chemistry in Extension Home Economics programs. The first place \$600 award went to the Montana team of Judith Knudsen and Gayle Muggli for a program on the potentially dangerous issue of pesticide-contaminated clothing.

The second place \$350 award went to Susan Russell of Texas. Her 4-step multi-media program on "Furniture Refinishing" taught the basics of refinishing. Two \$200 Honorable Mention awards went to Ann W. Parramore, FL, for a program on "Contemporary Concerns About Food and Health" for persons aged 35-55, and to Jean P. Reed, IN, on the safe use of normal household cleaning products.

NAEHE proudly recognized Peggy Hilton, KY, upon her receipt of the USDA Superior Service Award. Peggy has displayed 24 years of exceptional leadership in her county's rural community development and improvement program.

All in all, NAEHE had a very productive year, with all officers and program-of-work committees working cooperatively to realize their goals.

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