

1987

NATIONAL ASSOCIATION OF EXTENSION HOME ECONOMISTS

53rd ANNUAL SESSION

OCTOBER 4-8, 1987

GALT HOUSE, LOUISVILLE, KENTUCKY

MID-YEAR BOARD MEETING

MAY 13-17, 1987

CLARION HOTEL, ST. LOUIS, MISSOURI

1987

Capitalizing on the Louisville, Kentucky site of the 53rd Annual Session, "Extension's Triple Crown: People, Priorities, Policies", was chosen as the theme. From the "Pre-Derby Trials" ---- a festive picnic sponsored by the Kentucky Association of County Agricultural Agents, to the "Governor's Derby Breakfast", Kentucky hospitality was a "Sure Bet", for the 1414 members attending.

For the first time, a pre-conference seminar was held prior to the Annual Session. Dr. Jim Oliver, Regional Extension Director, University of Illinois, and Jane Scherer, Coordinator of Consumer and Homemaking Education in Illinois, led the workshop on "Leadership in a Competitive Environment".

Objectives for the Annual Session were for participants to: 1) Acquire skills in assessing personal strengths and implementing professional competencies, 2) Identify and internalize the home economics partnership in Extension priorities, and 3) Acquire skills in public policy education, issue identification, analysis and participation.

Following the "Call to Post", a concert by the 100th Division Army Band, the meeting was "Off and Running", with keynoter Brenda Girton, President, Women in Governmental Relations, attorney and lobbyist, addressing the theme, "People, Priorities and Policies".

Presidents of the three National Agent Associations, NAEHE, NACAA, and NAE4-HA were invited to discuss "Extension's Visibility in the Public Policy Arena".

Michael Annison, author, educator and business consultant, spoke on "New Opportunities". He suggested that by 1990, we would be talking about questions of ethics, eating from the ocean, cars would be manufactured in outer space, there would be complete equality between men and women, competition in education, radio and TV shopping.

The third general session was addressed by Dr. Barry Flinchbaugh, Agricultural Economist, Kansas State University, on "Public Policy Education". He identified some of the current national issues as child care, nutrition, drug abuse, food safety, health, social security, school lunch and school breakfasts. He reminded Home Economists that "Extension is an objective institution and must remain so. We do not advocate a position on a specific issue. We do advocate education relative to an issue".

The traditional Friendship Event was "The Governor's Derby

Breakfast", featuring Governor Martha Layne Collins, herself a home economist.

Three sets of concurrent sessions provided a wide spectrum of topics, each identified with one of the theme tracts --- people, priorities or policies. Resource persons, Extension Staff and Home Economists from many states shared outstanding programs, trends and concepts, on the following topics:

PEOPLE TRACT:

- Networking: A Professional Development Investment, GA
- Targeting Single Parents, OH
- Paths Through Change/Crisis, NJ
- Teen Learning With Child (Teenage Parents), MD
- The Professional Environment, KY
- Life Skills (Training for AFDC Heads of Household), MD
- C.A.R.E. - A Drug Education Project, KY
- Realizing the Human Potential, OH
- Extension Network to Address Child Care Concerns, GA
- Financial Planning: Key to Financial Success, KY
- Administering Extension Education; Upgrading While Downsizing, OH
- Recognizing Reliable Research, KY
- Innovator, Mover, Supporter (Community Solution to Teen Pregnancy, VA
- Self-Disclosure for Effective Interpersonal Communication, OH
- The Long Goodbye - Alzheimer's Disease, KY
- Singles: A Positive Approach, IN
- What I'm Not Up On, I May Be Down On (Training Volunteers for Extension), VA
- You and Your Job: Personal Profile Analysis, KY
- Economic Contributions of Extension Home Economics Programs to the Household Economy, MT
- Consumer Education for Teens, NY
- Video Programming, KY
- Is There an Administrative Urge Within You?, IA,AR,OH,WY,SD
- Five Faces of EFNEP, KY
- Falling Back In Love With Your Job, KY
- Seniors and Youth Learning and Sharing, IA
- Laws That Affect Divorced Women and Children, KY

PRIORITIES TRACT:

- Bankruptcy Prevention, GA
- Super Foods for Super Folks (The Functionally Illiterate), IL
- When Parents Need You (Families of the Elderly), OR
- Personal Financial Planning, OH
- Extension Programming for Cable TV, GA
- Single and Surviving, MT
- Research by NAEHE Members, MN, FL, KY, IL

- Telephone Nutrition Course, NJ
- High Tech Teaching Via Computer, MT
- Family Life Information and Data From Research, PA, DC
- Seafood - Diet - Health, NJ
- Living Choices for Later Years, OH
- Nutrition Comes Alive in the Classroom, NY
- Investing In Your Future (Retirement Planning), NY
- A New Look at Establishing Programs and Priorities, WY
- Home Economists and National Priority Initiatives, IA
- Breaking the Cycle of Abuse, KY
- Excellence in Research Award Winners, MN, WY, NY, LA
- Reaching Urban Audiences Through Cable TV, MD
- Making Food and Fitness a Community Affair, MD
- How a Financial Calculator Can Help You Make Decisions, MT
- The Literacy Quest, KY
- Designing Programs for Older Consumers, PA
- Teaching Financial Planning With Case Studies, NJ
- Adult Sitter, GA
- Marketing Money Management Programs, KY

#### POLICIES TRACT:

- Policy Issue Analysis and Participation, NY
- Toxic Waste and Clean Drinking Water, MD
- Documenting Economic Impact of Cooperative Extension Services, OH
- Funding: Legislative and Appropriations Committee Functions, KY
- Economic Decisions Made at Divorce, UT
- Integrating Public Policy Into Your Program, LA
- Practicing Practical Public Policy, NM
- Balancing Work and Family (County Government & Its Employees), VA
- Public Policy Education: A Rural Perspective, GA
- Issue Approach in Public Education, NY

#### PEOPLE, PRIORITIES AND POLICY TRACT:

- Realizing Life's Potential, SD
- Community Leadership: Linking Research to Teaching, CN

"The Winners Circle" provided an opportunity for members to visit, discuss and view materials from the winning programs of 1987 Award winners.

Extension Home Economists had an opportunity each day, to "Test the Track" with morning exercises to keep fit!

At the Annual Business Meeting, the By-Laws were revised to include Program of Work Chairmen as official voting members on the Executive Board. A State level administrator of an ethnic

background was added to the Advisory Council and the number of State Home Economics Program Leaders on the Advisory Council was changed from two to one.

All registration materials and badges were printed by computer. A single program book included a listing of exhibitors and evaluation cards.

Groundwork was laid for observing the diamond jubilee of Extension in every county in the nation, during the week of May 8-15, 1989. NAEHE contributed \$2500 toward publication of the 75 year history of Smith-Lever legislation. The Association also budgeted \$1200 for observance of the anniversary at the 1988 Annual Session.

In February, the Cooperative Extension System embarked on a new and exciting venture --- to concentrate resources on issues critical to the economic and social progress of its publics. The effort will emphasize efficiency, accountability and clarity of mission. Based upon a Joint Task Force of ES-USDA and ECOP, the eight priorities identified as "National Initiatives" were:

1. Competitiveness and Profitability of American Agriculture
2. Water Quality
3. Improving Nutrition, Diet and Health
4. Revitalizing Rural America
5. Alternative Agricultural Opportunities
6. Conservation and Management of Natural Resources
7. Family and Economic Well-Being
8. Building Human Capital

All program efforts by all Extension Staff, throughout the nation, are to be directed toward these eight initiatives.

Under the leadership of President Carrollyn Hunt, IL, the Board convened Mid-Year, in St. Louis, MO. A number of organizational concerns were addressed:

- a) the feasibility of hiring an Executive Secretary
- b) the need to build leadership within the Association
- c) improving the visibility of Extension Home Economics and NAEHE
- d) the continued funding of Extension Home Economics programs
- e) a followup of the Management Study Report
- f) membership qualifications
- g) the allocation of time segments at Annual Session (education, organization, exhibits)

An NAEHE Awards/Program Sponsorship Committee was appointed to study the total program, the changing economic conditions causing companies to question the value of sponsorship, alternative uses for sponsors' resources, linkages between awards and national priorities, followup on use of commercial

information and materials by E.H.E.'s, and the coordination of sponsorship between all NAEHE officers and committees.

Serious consideration was given to the position and responsibilities of the Editor of The Reporter. It was decided to hire someone to do the "production work". In 1987, The Reporter took on a more professional look with more photos and graphics. It gave the publication a fresh, more readable format. Feature articles were based on a specific theme with each issue featuring programs from one of the four Regions.

Madeleine Greene, MD, represented NAEHE at the National 4-H Conference. She shared three concerns expressed by 4-H members:

1. Agents are not in tune with the thinking of 4-h'ers.
2. 4-H'ers are asking for fewer activities, with more content.
3. 4-H publications need updating to be more interesting to members.

Anna Mae Kobbe, NAEHE's representative to the Home Economics Public Policy Council, reported that the Council:

- a) Receives funds for the AHEA Government Relations Office.
- b) Supports funding of Home Economics in Extension and in Consumer/Homemaking programs.
- c) Sponsored and conducted a Public Policy Forum during the AHEA Annual Meeting.
- d) Makes recommendations regarding legislation affecting families, and
- e) Has sub-committees addressing fund raising for Home Economics programs, critical societal issues, rural revitalization and public welfare reform.

A Task Force was appointed to study the need for, feasibility, duties and funding of an Executive Secretary for the Association. The final recommendation was that NAEHE should be ready to hire a part-time Executive Secretary soon after the 1988 Annual Session.

By June of 1987, 3000 Extension Home Economists had applied for certification through AHEA. The new certification program required an initial fee of \$100 and continued acquisition of 75 P.D.U.'s over a 3-year period to remain certified, plus an annual fee. P.D.U.'s will be granted for attending the NAEHE Annual Session (20 for fulltime, 5 for pre-session seminar).

The Board established a standard format for all Annual Sessions, to include 6-8 hours of concurrent sessions, 3 days of educational content and 1-day pre/post seminar or workshop. In addition, the timeline for Annual Session program planning was extended and will begin 2 full years in advance.

In light of significant state and federal budget cuts, a major concern expressed at the four Regional Officer Workshops was employment security. With the downsizing of Extension Staff, how can morale be maintained?

Satenig St. Marie, long-time friend and supporter of Extension Home Economics programs, retired from the J.C. Penney Company, on Jan. 3, 1987. Starting as a County Extension Home Economist, Satenig joined the Penney Co. in 1960 and rose to become the Director of Consumer Affairs and Divisional Vice-President. She was instrumental in initiating the \$2000-2500. J.C. Penney Fellowship for an NAEHE member wishing to pursue a graduate degree. Since 1965, 22 Extension Home Economists have been awarded \$36,000 in their pursuit of academic excellence. In addition, the Penney Co. and Satenig often presented programs, Consumer Research sessions based on consumer surveys, was an Exhibitor and provided the Forum magazine on consumerism. She delighted in attending every Annual Session in order to present the award personally. At the 1987 Annual Session, Satenig St. Marie was recognized and honored as a long-time friend of NAEHE.

#### AFFIRMATIVE ACTION COMMITTEE

After a survey of State Associations to determine the extent of minority participation, the committee recommended a strong need to recruit more minority members, develop a recruitment plan to involve more minorities in Association leadership, and select more minority speakers, facilitators and exhibitors for Annual Sessions. The Committee also compiled the history of the Negro Extension Home Economists Association, to be included in NAEHE history.

#### MEMBERSHIP

There were 3425 active and 160 Associate members, totalling 3485 members in the Association in 1987. The President sent a "Welcome to the Association" letter to all new members.

Concerns regarding eligibility for membership have intensified with the changing staffing patterns in Extension. Concerns focus on "who is eligible for Associate membership, paraprofessionals holding Home Economics degrees, male members and their orientation to NAEHE, part-time home economists and county-funded home economists".

Committee objectives were reflected in four articles for The Reporter. They included balancing work and family, encouraging and retaining membership (including minorities), what does NAEHE do for its members, and the promotion of sale items which support funding of the awards program.

## PROFESSIONAL IMPROVEMENT

The Committee continued to encourage subscriptions to the Journal of Extension, as well as writing for the Journal. A workshop on "Publishing in the Journal, Simplified", was conducted at Annual Session by Ellawese McClendon, NJ, NAEHE's representative to the Journal Board.

A panel discussion at Annual Session encouraged Home Economists to move into administrative roles, while two articles in The Reporter motivated members to think creatively about professional improvement opportunities. These might range from plans for formal education to international travel.

## PUBLIC AFFAIRS

Perhaps the strongest emphasis for the entire Association was in the area of Public Affairs. It began with President Hunt's comments to the Board at Mid-Year. She said, "Involvement in public policy must continue to be a high priority for our members. Public policy education will be a vital part of the 1987 Annual Session", --- and it was!

The third Public Policy Forum was held Jan. 24-27, in Washington, D.C., with 41 members attending. These forums have reached 160-170 members in the last 3 years. Two delegates from each state are eligible to attend. Objectives of the '87 Forum were for participants to become:

1. Better informed on how to conduct public policy education programs and the role of E.H.E.'s in them.
2. Aware of the difference between public policy education and advocacy.
3. Aware of successful programs conducted by members.
4. Aware of nationwide public policy issues affecting families.
5. Knowledgeable about resources at the federal level.

Participants had the opportunity to visit legislators on Capitol Hill, dialogue with Extension System policy makers, and gain a Washington update on issues facing Extension in Congress.

The Committee plans to focus attention on several issues of national significance to families, then prepare and distribute information on these issues to State Public Affairs Chairmen.

The Board voted to invite 1-2 representatives of the National Extension Homemaker Council to attend the Public Policy Forum, each year.

Six articles on public affairs/policy appeared in The Reporter.



## PUBLIC RELATIONS

The Eastern Region led the way by undertaking a 2-phase project on marketing Extension Home Economics. Phase I was conducted during the week of June 1, 1987. The public education program on Cooperative Extension and how the E.H.E. has made a difference in every community in every state, included a media blitz. Packets of educational materials used, were displayed at Annual Session.

The goal of the Public Relations Committee is to have a nation-wide marketing strategy focusing on the image of E.H.E.'s and their impact on people. "Wellness in the Worksite" was the topic selected for communication to decision-makers and various publics, nation-wide.

A public relations booth at Annual Session featured Award Winners "showing and telling" about their winning entries and programs.

In a public relations gesture, the Board voted to send complimentary copies of The Reporter to the Business Manager of the Journal of Extension and to all exhibitors at the Annual Session.

Six public relations articles for The Reporter featured, Questions and Answers on Certification, Marketing Cooperative Extension and Home Economics Extension, "Writing -- It Makes A Difference", How to Recognize News, and Using the Media to Tell Your Story.

## RESEARCH AND STUDIES

The decrease in state subject matter Specialists, in spite of a growing field of knowledge, prompted the Research Committee to make members more aware of sources of reliable research, research which has already been done and how to access additional resources.

Concurrent sessions at Annual Session gave members an opportunity to share research completed, as well as to learn of additional sources. The Fall issue of The Reporter was devoted to 10 articles on current research/studies of NAEHE members.

Cleo Bryan, Past President, OK, completed a 4-year term as Historian. She reported completion of the 50-Year History of NAEHE, 1933-1984, and has had 46 volumes of minutes, Reporters, Annual Session programs, fellowships and awards, bound in triplicate. Phyllis Northway, Past President, WI, was appointed new Historian, 1987-1991.

An Exposition Advisory Committee, composed of 5 representatives of Exhibitor Companies and the Exhibits Chairman, was appointed. Because of company reorganizations, business reversals and the volatility of the marketplace, a number of traditional exhibitors have been lost. The importance of members communicating with Exhibitors on the use and value of their educational materials, was stressed.

AWARDS:

Two new awards were presented this year. The first was the "Excellence in Research" award, a \$100 award presented to one member in each Region. It recognizes their role as both a researcher and a user of research. Sponsor: NAEHE. The second new award was the "Financial Management" award, a \$500 grant to one or more Home Economists who have developed a successful program in financial management. Sponsor: Household Financial Services.

Honororary Memberships were granted to 86 Home Economists, while 85 Distinguished Service and 32 Continued Excellence Awards were presented.

The NAEHE Fellowship of \$2000 was granted to Cherie Bertsch, IL. Susan James, WY received the \$1000 Fellowship for graduate study.

The \$3000 Greenwood Doctoral Fellowship, sponsored by NAEHE, was awarded to Sarah Foulke, DE, who is pursuing a doctorate in family studies at the University of Delaware.

The J.C. Penney Fellowship of \$2500 went to Nikki L. Conklin, OH, who plans to pursue a doctorate in Extension Administration.

Two awards of \$1000 for outstanding Public Affairs Education programs, awarded by the Farm Foundation, went to Denise Lujan Coleman, FL and the IL team of Catherine Mauck, Janet Burnett and Linda Crawl Stovall.

The first four recipients of the new Excellence in Research Awards were Alwyn Ann Wegenhaft, LA, Linda Bradley, MN, Darlene T. Price, NY, and Karen Ross Milmont, WY. The grants of \$100 each, are sponsored by NAEHE.

Two \$500 Grace Frysinger grants were presented to Myrtis Akins, GA, and Judy Wilson, KY. Myrtis plans to study teenage pregnancy prevention efforts in Indiana, while Judy will study farm family stress and research programs in MO and IL.

The \$300 Florence Hall Awards were presented to six individuals in recognition of innovative, successful programs. Glenda Rushing's 3-year program on "Meeting Needs of Farm Families in Crisis" served 410 families in the Arkansas Delta area. Methods included stress management seminars, monthly Extension Homemaker meetings, workshops in factories, news articles, school faculty programs, farm stress videos for TV, a Farm Leader Workshop and a county Extension video library.

Donna Mann, IL proved what could be done when the community, professionals, and parents care enough about an issue to plan and work together. The issue --- "Kids" -- the personal safety of children. The program enlisted law enforcement officials, school administrators, mental health counselors, dentists, nurses and 147 volunteers. 930 parents participated in parent awareness nights and 165 teachers were involved in a Teacher's Institute on sharpening listening/counseling skills.

A strong drug awareness program for the local school system was launched by Pat Curtsinger, KY. A need identified by County Extension Homemakers, Pat assisted in researching information, developing attractive materials and presenting the information to 9000 youth and adults. \$1,017 was raised by 4-H to purchase educational materials for grades K-6.

Sandra Drahein's creative leadership produced P.O.W.E.R. -- (Project on Waste, Environment, and Recycling), a first for her MI county. Some 350 people explored the "Solid Waste Dilemma", while 75 attended an in-depth symposium on water quality, recycling, hazardous household wastes and solid waste management alternatives.

Through her work with EFNEP, Dorothy Johnson, NC, organized and conducted preventive nutrition workshops for 5,446 participants, while 33,948 persons became aware of diet-related diseases. Sandra is credited with getting a County Diabetes Association and a County Heart Association organized.

Doris Broten, NY, worked closely with the development of the State Energy Office and Small Business Efficiency Program. After 3 years, the project was funded to provide energy audits to 57 counties, including New York City. 6000 audits were done statewide, and the average potential savings for each small business owner was \$1,200, annually.

Sponsored by the Peanut Advisory Board and American Income Insurance Company, \$100 grants were presented to winning entries in nine categories of Communications. Winners included:

Newsletter	Margaret Faillace, NY
News Article	Mary S. Williams, FL
Radio Feature	Susan T. Eaddy, SC

Radio Spot	Catherine Carlson, NY
TV Feature	Brenda Vick, AR
TV Spot	Judy Yates, FL
Overhead Transparencies	Margaret Olds, NY
Slide Set	Jo Marilyn Townsend, FL
Packaged Program	Rebecca Dollman, Victoria Coffee AL

GENERAL FOODS CONSUMER CENTER MEDIA GRANTS of \$500 recognized 5 EHE's for their development of media materials emphasizing nutrition.

Sharon Hoelscher Day, AZ, developed 5-7 minute videos on the use of dry milk, supermarket strategies, nutritious snacks for kids, slim eating and reducing health risks through nutrition. The videos were for use in the county's Human Resource Centers.

Overhead transparencies, a nutrition trivia game and a slide/tape set on basic nutrition were developed by Judith Johnson, SD, for use with chemically dependent teens in the youth ward of a Treatment Center.

Functionally illiterate or limited literacy students will be the target audience for nutrition materials to be used at the Literacy Center, food pantries, commodity distribution centers, nutrition sites and handicapped centers, by Donna Kaufmann and Beverly Kruse, IL.

"Living With Less Sodium" was to be the focus of a 35-minute videotape to be used in a variety of Extension programs and on Cable TV by Anne-Michelle Marsden, NJ.

Maria S. Sant'Angelo, NY, will prepare a home study-by-mail series for parents and caregivers of 3-5 year olds. The nutrition lessons will build on a program for 2-year olds already underway.

The four NAEHE (formerly Nestle') NUTRITION EDUCATION AWARDS are \$250 grants for nutrition education programs designed for families of limited income. This year's awards went to Janette L. Bowman, LA, for an "EFNEP Teen Venture" -- marketing nutrition and Extension information to others; a team of Marilyn Myers, Jeanne Darling, Rose Hendrickson and Katherine Haeling, for a personalized computer program for low-income elderly and young families in four NY counties; Julie S. Holman, FL, for a 12 lesson home study, "Buy Better, Eat Better" for low income homemakers; and Marilynne J. Ross for a volunteer leaders packet of 12 nutrition lessons titled "4-H Pep". Youth were organized into "Pep Clubs".

Household Financial Services was the sponsor of the new \$500 FINANCIAL MANAGEMENT AWARD. Two successful programs were recognized. Janet Coapstick Bechmen, IN, designed "The Great Banking Bazaar", focusing on banks, their services, deregulation and current changes.

New Jersey's Barbara O'Neill says, mass media played an important role in teaching large numbers of people about financial planning. Case studies were published in newspapers and effective use of an Advisory Council helped plan and present programs at conferences and on the radio.

Past Presidents of NAEHE presented their \$200 award to Kathleen M. Stadler, VA. The award recognizes a NEW PROFESSIONAL (1-4 years experience) for a strong overall program. It is intended to encourage EHE's to attend their first Annual Session and become involved in their professional Association.

The PARAPROFESSIONAL AWARD recognizes paraprofessionals for outstanding accomplishments. The \$100 award goes to a person from the Region hosting the Annual Meeting and went to Miriam C. Roman, SC, an EFNEP Aide for 16 years.

Donna Mann and Evelyn Prasse were members of an IL team receiving the USDA DISTINGUISHED SERVICE UNIT AWARD. Their development of the F.A.C.T. (Facing Agricultural Crisis Together) program was cited for providing education and information to marshal volunteers and facilitate networking among public and private agencies on this critical issue.

For NAEHE, 1987 should be remembered as the year of intensive emphasis in the public policy education arena and its leadership should be recognized for beginning to look futuristically at the purpose and role of this professional Association. Serious thought and study was given to such issues as public image, marketing Extension and Extension Home Economics, the awards program, the exhibits program, minority networking, Regional Officer Workshops, THE REPORTER publication, the Annual Session format, membership qualifications and the hiring of an Executive Secretary.

Addressing concerns such as these, will be critical to the future of NAEHE.

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