

1988

NATIONAL ASSOCIATION OF EXTENSION HOME ECONOMISTS
54th ANNUAL SESSION
VISTA INTERNATIONAL HOTEL, PITTSBURGH, PENNSYLVANIA
OCTOBER 2-6, 1988

Mid-Year Board Meeting
Marriott Hotel, San Francisco, California
May 18-21, 1988

1988

The year, 1988, was a most significant one for the Cooperative Extension Service. With severe budget cuts and downsizing in most states, the ES-USDA "National Initiatives" and the "Futures Task Force Report", gave needed direction for priority-setting by Extension Home Economists and the Association.

Dr. Barbara Eichner, president, Alaska, concentrated her efforts on image and issues. All major speakers, all concurrent sessions, all exhibits and all sponsored educational programs at the Annual Session, were required to align themselves with one of the 8 national initiatives or one of the conference objectives. She placed strong emphasis on professionalism and encouraged speaking with authority, about new directions for NAEHE ---- in spite of the risks involved.

One-half day of the Mid-Year Board Meeting was devoted to brainstorming on questions relating to the future structure of NAEHE. Questions addressed were:

1. What directions should NAEHE be taking in order to meet our members' needs and become proactive on issues?
2. What are some ideas that NAEHE can use to publicize the good work members do on behalf of families?
3. What should be the future of NAEHE?
4. How can NAEHE best support the new national initiatives?
5. What are strategies NAEHE should employ in order to get maximum use of talents of our committees, officers and appointed contacts?
6. What are the issues and concerns within NAEHE which we are not currently addressing?

Regional Officer Workshops focused on identification of the critical issues facing today's families. The consensus of state officers attending, determined the #1 issue to be "Balancing Work and Family". President-elect June James, requested that this issue be a part of every Program of Work in both State and National Associations in 1989 --- thus setting an example of issue-based programming.

Significant accomplishments for the Association, included:

- Hiring an Assistant Editor to do rewriting, proofreading and layout for The Reporter.
- Preparing a handbook for states hosting Annual Sessions.
- Investment of \$2000 in computer software to assist the Treasurer in maintaining membership lists, billing for dues and subscriptions, and printing labels.

- A reciprocal agreement with NEHC and AHEA for NAEHE to have booth space at their annual conferences and vice versa.
- A professionally printed "Report to Membership" distributed to voting delegates at the Annual Business Meeting. The report included a brief statement of the goals and accomplishments for all officers and Program of Work committees and replaced oral reports at the Business Meeting.
- The Virgin Islands and Northern Marianas formed new state associations. Several members attended the Annual Session and will have voting delegate status in 1989.
- A directive for all states to form Minority Network Committees, actively recruit minority students into Home Economics and recruit minority graduates to the profession.
- A proposal for hiring an Executive Secretary for the Association was approved by voting delegates. A part-time Executive Secretary, with a budget of \$29,000, will be hired as soon as possible.
- Voting delegates approved By-Laws revisions as follows:
 1. Added an "open membership" statement.
 2. Made the position of Editor an elective office with full voting privileges.
 3. Revised duties of the 3rd Vice-president clarifying the coordination of awards.
 4. Made the Minority Network Committee a Program of Work Committee.

Deloris Jones, FL, located information on the National Negro Home Demonstration Agents Association housed at the Florida A and M University Archives. The Association organized in 1957, and held its last meeting in 1965. Negro Extension Home Economists then joined NAEHE. Their history will now become a part of this history and is included in this narrative report.

"History Worth Remembering", a column written by Historian, Phyllis Northway, was initiated and printed in each issue of The Reporter.

The International Federation of Home Economists (IFHE) held their 1988 Congress in Minneapolis, MN. The theme, "Health For All: The Role of Home Economics", attracted over 1200 Home Economists from around the world. On "Professional Night", home economists employed in Extension-like positions, visited the Anoka, MN, County Extension Office to discuss and learn about Extension Home Economics programs in the United States.

Marion Anderson, MN, NAEHE's representative to the meeting, coordinated the Home Hospitality program. She secured 45 homes in 15 states, to host 66 visitors from 13 countries.

Dr. Ava Rodgers, Deputy Administrator of Home Economics and Human Nutrition for ES-USDA retired June 3, 1988, after 31 years in Extension work. The Executive Board expressed their appreciation for her support and contributions to NAEHE through her role as Chairman of the Advisory Council.

PROGRAM OF WORK

MEMBERSHIP:

In September, 1988, there were 3,388 Active and 155 Associate members, totalling 3,543. Recent state hiring freezes and downsizing of Extension in some states, was blamed for the loss of over 100 members in the last two years.

The Membership Committee surveyed Associate members, potential members and Honorary members in every state to determine their needs, concerns and preferred level of involvement in NAEHE.

For the first time, certificates were sent to all Home Economists approved for Honorary Membership.

By running a standard order form and photos of NAEHE promotional items in each issue of The Reporter, sales increased by 30%. Proceeds from such sales are credited to the Awards Fund. The Board voted to have the National 4-H Supply Service advertise and handle the sale of these items in the future.

Articles on "Alternative Work Arrangements", benefits of NAEHE membership, and "Falling Back in Love With Your Job" were published in The Reporter.

PROFESSIONAL IMPROVEMENT:

The Journal of Extension celebrated its 25th Anniversary in 1988. A copy of its history and a teaching packet, including handouts and transparencies on writing for the Journal, was sent to each state. Ellawese McLenden, NJ, was NAEHE's representative on the Journal Board.

Ten articles on Professional Improvement --- from formal education to travel opportunities, were printed in The Reporter.

PUBLIC AFFAIRS:

The Public Affairs Forum on "Trade Gap--Its Affect on the American Consumer", was attended by 59 participants. Co-chaired by June James, President-elect, and Joyce Carlen, Public Affairs Chairman-elect, the Forum was held February 27-March 1, in Washington, D.C. Each state may send two delegates. The Forum was structured so as to be easy to replicate in each state.

Copies of AHEA's "Legislative Action Update" were sent to all Public Affairs Committee members. State Chairmen received a list of resources for Public Affairs programming. The Public Affairs Chairman and Chair-elect attended the Farm Foundation Public Policy Conference.

PUBLIC RELATIONS:

The second phase of the Media Campaign planned and initiated by states in the Eastern Region, was conducted during the week of July 4. All states in the Region participated in a media blitz based on the theme, "Extension Home Economics --- Helping People Put Knowledge to Work". An exhibit of campaign results was displayed at Annual Session.

A Public Relations Newsletter was sent to the National Committee, State Public Relations Chairmen, State Presidents and the National Board. In an effort to improve communication from NAEHE to the states, the Eastern Region Director initiated a 1-page letter to all State Presidents in her Region, recommending that State Presidents duplicate and send it to their Board members.

Donna K. Donald, IA, completed a 3-year term as Editor of The Reporter. During her term, The Reporter made significant strides in both content and professional appearance. The Reporter, in 1988, included more articles prepared by Program of Work Committees and a readership survey which will be helpful to future Editors.

RESEARCH:

Susan Branan, GA, an NAEHE member, solicited research priorities from 335 NAEHE members. As a part of her thesis project, she revealed a "Top Ten List of Researchable Problems". These were discussed in a concurrent session at the Annual Meeting and will be directed to Home Economics Department Heads and State Extension Directors.

Two research papers and 6 abstracts were selected from a field of 25, for publication in the Fall issue of The Reporter. A bibliography of the 25 abstracts and papers was available at the Research exhibit and was given to State Research Chairmen.

The Research Committee recommended that the research and studies issue of The Reporter be a refereed journal, as suggested in the readership survey. The Committee also presented a proposal for a "Research Focus" at a future Annual Session.

Fifty-three Home Economists attended the 1-day pre-conference session on "Power Communication Skills" led by Judy Bailey, President of her own training and consulting firm, Professional Training and Dynamics.

"Extension System: Visions of Opportunity", a focus on helping Home Economists see the "systems" approach positively, was the theme of the Annual Session, convened at the Vista International Hotel, Pittsburgh, Pennsylvania, October 2-6.

Objectives for the meeting were for participants to:

- Acquire skills in assessing personal strengths and implementing professional competencies.
- Identify and internalize the home economics partnership in Extension priorities.
- Identify and analyze the home economics role in the interdependency of global economics.

A diligent Program Planning Committee scheduled 57 concurrent sessions and 52 educational offerings in a "Showcase of Excellence".

The Pennsylvania Association secured cooperation from over 200 Pennsylvania corporations, agencies, businesses, individuals and educational institutions to host the Annual Session.

The Allegheny County Board of Commissioners presented NAEHE a proclamation commending the Pennsylvania Association for its zeal and fervor in hosting NAEHE, and proclaimed October 2-7, 1988 as "Extension Home Economist Week". The Board of Commissioners also sponsored a dance program by the renowned Duquesne University Tamburitzans, for the Opening Session.

The 1,040 members, including 64 Honorary members, found Esther Peterson, Consumer Affairs Advocate, to be a delightful keynoter for the Opening Session. Her remarks, titled, "Home Economists: A Strong Force For A Better World?" addressed the interdependency of global economics objective.

She stressed the importance of nutrition and worldwide agricultural policy vs nutrition, encouraging members to seek governmental support of such issues. "Home Economists need to know and tell the public what good nutrition can save the taxpayer".

The second general session, "Acknowledging Our Past -- Affirming Our Future", laid the groundwork for the 1989 celebration of the 75th Anniversary Smith Lever legislation. Lamartine F. Hood, Dean of the College of Agriculture and Director of Cooperative Extension at Penn State, Judith Bailey, Assistant Vice-President and Director of Extension, Maine, and Dr. Hollis Hall, Legislative and Inter-Government Affairs, ES-USDA, stressed the importance of research linkages to Extension programming; traced the history of Extension Home Economics; and emphasized the need for Extension to be pro-active and issue-oriented in the future.

Dr. Alvin Poussaint, MD, author, educator, and expert on family issues, addressed "Contemporary Dilemmas" at the 3rd General Session. He suggested required parenting classes for all students in Jr. and Sr. High Schools. "Our society must become more interdependent --- supporting and assisting each other".

The Kellogg sponsored breakfast and general session gave special recognition to the 20th Anniversary of the EFNEP program. Beginning in November 1968, the EFNEP program is still highly successful. Nancy J. Healey, Head of Biochemistry and Associate Chief of Nutrition and Endocrinology, American Health Foundation, spoke on "Healthy Lifestyles".

Concurrent sessions covered the following topics:

- National Agricultural Library
- Extension Service -- Our Role and Responsibility in Legislative Matters
- Human Nutrition Information Service
- National Association of State Universities and Land Grant Colleges (NASULGC)
- Rural Information Center
- 20 Years of Expanded Food and Nutrition Education Programs
- Research The Making of Family Economic Decisions in Third World Families
- Why Is It Important To Be Aware Of The U.S. and Global Economy
- Effective Stress Management: Coping Skills and Prevention Techniques
- Taking Charge -- Water Quality Issues In Youth Programming
- Falling Back In Love With Your Job -- Again
- Career Passages in Extension Home Economics
- Stress and Coping Research

- Parent-to-Parent --- A Master Volunteer Program
Designed To Provide Support For Families At Risk For
Child Abuse
- Family Financial Stability: Program Expansion in
Maryland
- Kites That Don't Fly
- Consumer Information Center -- How Can It Help You?
- Excellence In Research Award Winners
- Team Power
- Women At Risk: Housing And Economics Around The World
- Health Care Delivery and the Economy
- How to Become a Winning Person: Maximizing Your
Potential
- Revitalize Your Professional Life
- Agents and Volunteers: A Delicate Balance
- Child Care Providers Training School
- Working With Public Decision Makers
- MAPP: A Gold Mine of Family Life Information and Data
From Research to Radio Scripts
- Women...Choices in Changing Times
- Making This A Nice Place To Live
- Strategic Management: Assistance For County Government
- New Ideas For Home Economists With 4-H
Responsibilities
- Technology Transfer -- Extension Agent's Role
- Textiles In The Global Economy
- Extension Agents In Dual Roles
- Dealing With the Reality of Issue-Based Programming
- Managing Change At Work, Home Or For Yourself:
Strategies For Success
- Finally, A Home Economics Program Focused On Critical
Issues!
- Pennsylvania Family -- Community Water Issues Program
- School-Aged Child Care: Assessing and Meeting
Community Needs
- Extension Improves Child Care Services
- PENpages...To Keep You Informed
- Revitalizing Rural America: the Role of the Extension
Home Economist
- Playing Your Cards Right -- Managing Your Credit
- Volunteering For Partners of the Americas
- Who Nurtures The Nurturer
- TV and Video, Learn The Success Factors
- Build Your Life On The Runway Ahead Of You
- Improving The Quality of Child Care Through A State-
Wide Training Program and Support System For Child
Care Providers
- MOM --- Mastery of Motherhood, Nutrition and Pregnancy
- Money Talk\$ For Farm Families
- Nibbling Away At Nutrition Nonsense
- It's Fresher From Ohio -- An Interdisciplinary
Approach

- Cooperation -- And A Community Flourishes
- Vulnerable Youth: Extension's Response
- Dialogue Of Research Priorities Of The 1990's
- Feeding With Sensitivity

For the first time, Exhibitors were invited to make educational presentations, in addition to their exhibit. Ten companies chose to present the following "Educational Options":

1. Sharpen Your Marketing Savy -- Borden, Inc.
2. Clothing Care Labels -- There May Be More To Them Than Meets The Eye -- International Fabricare Institute
3. National 4-H Council Support of Extension Initiatives Through Private Sector Support -- National 4-H Council
4. Effective Demonstrations -- Oster
5. What's Ahead In Food Safety Education -- USDA Food Safety and Inspection Service
6. Tailoring For Today -- The Road To Becoming An Entrepreneur -- Clotilde
7. Why Made In U.S.A. Apparel and Home Fashions Matter To U.S. Households -- Crafted With Pride In U.S.A. Council, Inc.
8. Kitchen Appliances: Where They Are, Where They're Going, And Where They Could Go -- Jenn-Air Company
9. Promoting Good Nutrition In The Community -- Pennsylvania State University
10. Drinking Water Alternatives For The Home --Water Quality Association

Twelve exhibitors were recognized with longevity plaques or certificates.

Members could choose two of eight Mega Sessions to attend. Choices included:

- "Styles and Stiles: Professional Growth Revisited"
- "Global Interdependency: Relevant to United States and Communities Implications For Home Economics"
- "No Trivial Pursuit"
- "Creating The Future For Extension"
- "The Future of Home Economics In Extension Issues"
- "Crossroads For Black Families In The 21st Century"
- "Creative Evaluation"
- "Changes In The World: Economy and Implications For Home Economics"

The "Showcase for Excellence" featured 52 table-top exhibits of outstanding programs and 1987 award winners.

Enjoyable "nutrition breaks" were sponsored by the Florida Department of Citrus, General Foods, Kraft, and T.J. Lipton, Inc. A delightful "Friendship Night", planned by the Eastern Region, found members and guests enjoying "Octoberfest" aboard a moonlit Gateway Clipper Cruise.

At the Open Forum, presidents of the three National Agent Associations presented a stimulating discussion focusing on "Professionals In Transition". Future needs and concerns of NAEHE were solicited from a very responsive audience.

AWARDS:

Honorary memberships were granted to 50 Extension Home Economists, while 85 Distinguished Service and 31 Continued Excellence Awards were presented.

The NAEHE Fellowship of \$2000 was granted to Pat S. Barber, FL, for the pursuit of a doctoral degree in educational leadership. Mary Jane Crooks, IA, received the \$1000 Fellowship to be used in pursuing a Master's degree in Social Work.

The Greenwood Doctoral Fellowship of \$3000, sponsored by NAEHE, went to Martha Lopez Stehman, CA. She plans to focus her studies on multicultural education.

Earline Byrd Orndorff, VA, was the recipient of the \$2500 J.C. Penney Fellowship. She plans to earn a doctorate in the Department of Adult and Continuing Education with hopes of becoming an administrator in the Cooperative Extension Service.

Two Farm Foundation Public Affairs Education Awards of \$1000 were awarded. Janet Johnson, KY, worked with several local agencies in presenting a series of public policy programs titled, "Water Is Life: The Farm-City Connection". A Missouri team of Lu Harper, Sharon Gann, and Beverly Coberly also presented a program on water quality, titled "Water, Safe Or ?"

Nine Home Economists were honored with \$100 Excellence in Research Awards. This year's recipients were Ramona Gordon, Catherine Koch, Delores McBride and Kaye Shroul, AR; Jane E. Hough, IL; Carla Fitzgerald and Glenna Kindberg, NV; Nancy Ellen Kiernan and Natalie M. Snyder, PA. Their research ranged from the teaching of breast self-examination to housing and neighborhood satisfaction, school enrichment, and non-traditional needs determination.

One Grace Frysinger Fellowship was awarded to Mary Crave, WI. Mary will study ways in which Extension Agents in Michigan incorporate International Development Education into their training at MSU.

Florence Hall Awards of \$300, were awarded to outstanding programs from five states. California's creative and effective "Lunch Box Program" on nutrition education for preschoolers won an award for Shirley S. Peterson. Virginia Ann Romero, CN, and her EFNEP Staff implemented a nutrition and community garden project for low income families. When it had to be destroyed, due to high levels of lead in the soil, they pooled community and state resources to launch a massive educational effort informing the community about lead issues and ways to reduce the risk of lead poisoning.

The Iowa team of Mary Jane Crooks and Patricia Steiner used an Advisory Committee to determine the need, and then developed a six-lesson home study course on "Families Take Time", used by over 300 families in three counties.

Katherine O. Hester, NC, had recruited over 300 leaders and resource people to assist in carrying out program goals. A seminar, "Families in Transition", helped individuals deal with separation, divorce and remarriage, and resulted in a support group for divorced persons.

Recognizing a serious problem among 7th graders in her county, Alby K. Peters, TX, conducted bi-annual retreats for 6th grade students for five years. "It's Better to Build Children Than to Repair Men", taught students to make wise decisions about personal conduct and to be responsible for them. Public and private donors continue to support the inovative and successful program.

Communications Awards:

Communication Awards of \$100 were granted in nine categories, by the Peanut Advisory Board and American Income Life Insurance Company. 1988 winners were:

Newsletter	Patricia Claiborne Darlene Price Ann Zander	NY
News Article	Laura Willett Wilson	KY
Radio Feature	Sharon Fontenot	LA
Radio Spot	Beth A. Bell	TN
TV Feature	Tina Sandy Peter	KY
TV Spot	Glenna Fennell	MS
Overhead Transparencies	Ginny Atkins	GA
Slide Set	Carolyn Leontos	NV
Packaged Program	Linda Narum	ND

General Foods Consumer Center Media Grants of \$500 recognized Home Economists from five states for their development of media materials emphasizing nutrition.

Anita Curpier and Rose Hendrickson, NY, will show their audience how to prepare inexpensive foods following dietary guidelines, emphasize moderate eating and exercise for improved health.

A 5-part program called "Hearty Health and You" will emphasize health and basic nutrition practices to prevent heart disease. Carol Jean Schwartz, NE, will design the program for 3rd graders!

Following a needs assessment, Margaret Viebrock, WA, will develop 6 lessons on menu and snack ideas for day care providers.

Marcia J. Salisbury, WI, will develop a newsletter series to disseminate current research-based nutrition information to a large audience. The series will be promoted via organizers of runs and marathons and through the media.

The CO team of Luann Boyer, Giselle Jefferson, Jan Nixon, Brenda Rucker, and Colleen Simon plan to develop a student activity workbook for youth in grades 3-5. They hope to reach 3000 youth with the workbook, part of a fitness and nutrition program involving volunteers and other agencies.

Past Presidents of NAEHE increased their New Professionals Award to 2-\$250 awards. The awards go to Home Economists who are conducting an outstanding overall program and who wish to attend their first Annual Session. Awards went to Eastern Region Home Economists Elizabeth K. Babbitt, MA and Eileen Patz Newman, MD.

The International Fabricare Awards of \$250 were awarded to Madeleine Greene, MD, for a multi-faceted program "All About Textile Care", which reached 1500 professionals and consumers. A second award went to Ann B. Yelton, SC, for a consumer program, "What Do You Know About the Clothes You Wear?"

Financial Management Awards of \$500 are provided by Household Financial Services. The WI team of Linda Boelter and Joan LeFebvre developed a learn-at-home program utilizing audio tapes and a notebook on "Using Credit Wisely".

Patricia A. Myer, NV, received the second award for her school children's program on "Kids and Cash". The program taught decision-making skills related to money management.

This year's \$100 Paraprofessional Award was granted to Larry Wilson, NJ, for his work with youth in the EFNEP program. He has fostered volunteer involvement and led food drives for needy families.

President Eichner summarized accomplishments for the year in her "Report to Membership". "Association leadership has concentrated on our issue-based focus; exploration of the Executive Secretary proposal; image strengthening; cooperation with minority membership; futuring; encouragement and praise to restore/strengthen the self-esteem of our membership".

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