

1991

NATIONAL ASSOCIATION OF HOME ECONOMISTS

57TH ANNUAL SESSION

DOUBLETREE - CONVENTION CENTER - TULSA, OKLAHOMA

OCTOBER 6-10

EXECUTIVE BOARD MEETING

NEW ORLEANS MARRIOTT HOTEL, NEW ORLEANS, LOUISIANA

JANUARY 18-20

MID-YEAR BOARD MEETING

CONDADO PLAZA HOTEL AND CASINO SAN JUAN, PUERTO RICO

MAY 7-12

1991

Where will NAEHE be in the year 2000? The question led the Association into diverse avenues of exploration this year, as President Mary Wells noted the associations "chance to look at itself internally and externally". Inwardly review of 1981 management study revealed many of the same concerns to be addressed, outwardly networking with AHEA, US:USDA and internationally with South Africa were positive steps to the future of NAEHE.

The theme for annual session "Building the Family, Bridging the Future", was appropriate and timely. In the 21st century, one in 4 Americans will be Hispanic, Black, Asian or Middle Eastern, a diverse culture. The meeting held in Oklahoma were culture diversity is a common experience was equally appropriate.

Annual Session objectives determined emphasis of the session to be:

- * To enhance knowledge of trends and cultural diversity impacting families.
- * To provide information on innovative approaches and educational programs to meet the changing needs of these families.
- * To expand skills to strengthen personal and professional development.

Oklahoma Agricultural Agent and Home Economists hosted the 1216 members and guests to a welcoming western barbeque at the convention center plaza on the Sunday evening preceding the session.

Monday's opening session keynote speaker sponsored by National Dairy Council was Dr. Cleveland L. Dennard, President of Dennard and Co., Acting COO and consultant to the CEO of King Center, Atlanta, Ga.; his topic, "Building the Family in a Culturally Diverse Society."

First general session chaired by Lorna Loeffler, President-Elect, addressed "Today's Issues". The national associations president panel related "The Challenges of the 90's" as seen by their associations. Presidents were NACAA, Hal Tatum; NA4-HA, Peggy Adkins; Epsilon Sigma Phi, Nadine Hackler; NAEHE, Mary Wells.

Joan Febrve, Research and Studies chair lead the second general session topic on "Building Strong Foundations for Family and the Future through Research". The panel each addressing the topic from their role in Extension system were Dr. Lynda Harriman Asst Director, Home Economic Program Leader, Oklahoma State on "How the Extension-Research Link Can Be Strengthened From the Extension Perspective", followed by Dr. Jim Zuiches, Director, Agricultural Experiment Station, Washington State University, on "How the Extension-Research Link Can Work From the Researcher's Perspective" and Dr. Barbara Froke, Associate Dean of Extension, University of

Missouri, on "Authors' Response". The message from these experts was empowerment of professionals, becoming involved through linkage, communication between research and field staff, specific joint planning for projects, funding and stimuli for research and recognition of research.

In the third general session, Dr. Shirley Baugher, Deputy Administrator, Home Economics and Human Nutrition, ES:USDA shared philosophy of "A Family Agenda: The Role of Federal and State Partnership". Dr Harold Hodgkinson, Director, Center for Demographic Policy, Institute for Educational Leadership, was the keynote of the session, with "The Future is Here Today". The numbers of individuals and families revealed within every societal issue made an impressive impact upon the membership; points to be remembered as priorities are set for future programs.

Wilma Mankiller, Principal Chief, of the Cherokee Nation addressed the fourth general session. As a second term elected Chief, Mrs Mankiller spoke of "Breaking Traditions" she being an example in her role of Chief of her Indian nation. Her administration has emphasized many past improvements and had plans for new initiatives relating to continued help for social concerns of teen age pregnancy, health care, education, head start, and housing. National Turkey Federation of Reston Va. sponsored this luncheon session.

Dr. Edwin J. Nichols, Clinical/Industrial Psychologist, Washington D.C. called attention to the need to "Celebrating Difference-Now and In The Future", at the fifth general session.

Dr. Myron D. Johnsrud, Administrator, ES:USDA, spoke on "Excellence in the 90's" at the awards ceremony event.

Proctor and Gamble Company again sponsored the leadership breakfast where six Extension administrators shared their views on "Extension Home Extension Vision in the Future". They were Dr. Patrick Boyle, University of Wisconsin; Dr. T. Roy Bogle, Oklahoma State University; Dr. James F. Johnson, VA Polytechnic Inst. and State University; Dr. Judith Bailey, University of Maine; Dr. O.E. Smith, Oregon State University; and Dr. Ann Hancock, Purdue University, as moderator.

The final general session topic was MACAP Third Party Volunteers by Dr. Rebecca Lovingood, Dept of Housing, Interior Design and Resource Mgmt, Blacksburg, Virginia.

In the Showcase of Excellence, there were 33 displays presented by NAEHE Professional Improvement, Research and Studies, and Public Relations winners and Extension Home Economists. Exhibits ranged from leadership development, comprehensive training, meltdown challenge, resource management boards, marriage roundtable childcare providers and youth issues, to literacy, drinking water quality, recycling, nutrition and infant mortality, to guide to working families survival and take a break with your kids. All the

topics are examples of the diversity of the Extension Home Economist programming.

Friendship Night was an "Oklahoma" special with presentation of excerpts from the Rodgers and Hammerstein musical of that name by the cast of Discoveryland at the Tulsa Performing Arts Center.

NAEHE members participated by sharing their outstanding programs in special presentations, in Concurrent Sessions and Dialogue Circles all relating to Annual Session objectives.

Concurrent Sessions:

1. Big City Issues: Our Challenge
2. NEHC-Its New and Improved
3. Controlling Your Finances: The Emotional Aspects of Managing Money
4. Take Care Project
5. The Blended Family
6. Working With The Media
7. Enabling Caregivers of the Elderly:Helping Families and Professionals
8. Changing a Community's Water Practices-Six Heads Are Better Than One
9. Solid Waste Management-Extension Home Economics Role
10. Taking Action for High Risk Families and Youth- Building Community Collaborations. Facilitating School Age Child Care Programs and/or Increasing Literacy
11. Addressing Teen Pregnancy Through Marketing Panels
12. Juvenile Diversion
13. School Age Child Care-A Community Approach
14. Making Food Safety Choices in the 1990's
15. Winning at Widowhood
16. Marketing Extension Programs to Businesses
17. Building Strong Families:Parenting Young Children With Limited Literacy Level Audiences
18. Dealing With Difficult People
19. P.A.L.-Partner-Assisted-Learning: Nutrition and the Pregnant Teen
20. Child Care Providers Education
21. A Multi-Cultural Perspective of Caregiving for the Elderly
22. Keeping it in the Family
23. Building Rural Bridges to the Future
24. Infant Mortality: What is the Answer? Life Choices and our Cost in Dollars and Cents
25. Financial Concerns at Divorce
26. Creating a Foundation for Families of the Future
27. The Agent as Coach
28. Diversity Anew, Realities Anew:Implications for Minority Professionals
29. Mobilizing Communities to Establish School-Aged Child Care
30. Home Based Businesses and Global Niche Marketing Staking a Claim on the Future
31. Is your Family normal? Or is it Healthy?

32. The Art of Negotiating
33. Fishing for Seafood Safety Facts
34. Nutrition Misinformation
35. High on Life

Research and Studies Reports

1. Be Wise About Your Diet-Nutrition Education Project
2. Meat and Dairy Producers' Attitudes and Behaviors Regarding Diet and Health
3. It's What's Inside That Counts
4. Older Rural Men and Women: The First Three and One Half Years of Widowhood
5. Unique Learning Styles of At-Risk Youth
6. Model for Agency Cooperation and Program Delivery of EFNEP to Preformed Group

Concurrent Sessions on Cultural Diversity:

1. Extending a Vision for the Future
2. A Global Perception Within Our Profession
3. Will All the Pieces Ever Fit
4. Teaching Lifeskills to Diverse Audiences
5. Extension Programming for Native Americans' Experiences on the Navajo Reservation
6. Japan/Ohio Link: Bridging the Cultural Gap
7. Media Delivery Strategies for Low-Income Audiences
8. Managing the Dynamics of Difference

Dialogue Circles:

National Initiative: Building Human Capital

1. How to Get Published in a Professional Journal
2. IFHE Brings the World Closer
3. Developing Leaders
4. Determining Directions-The Plaza Experience
5. Our Home Economics Extension Team

National Initiative: Family and Economic Well-Being

1. Disruption and Dislocation
2. Conquering Negaholics
3. Image Builders
4. Housing Decisions-What kind of information is needed to make sound decisions
5. Balancing Work and Family

National Initiative: Improving Nutrition, Diet and Health
Food Safety

1. Nutrition and Lifestyles Factors (3)
2. Health-Promoting Behaviors
3. National Initiative: Youth at Risk
4. Child Care (2)
5. Effective Parenting (3)
6. Effective Parenting: Skills for Parent Educators
7. Teen Pregnancy
8. Positive Self Esteem
9. Step-Parenting-How to Win as a Stepfamily

National Initiative:Revitalizing Rural America

1. Community Problem Solving and Public Policy Concerns(2)
2. Diversification of Economic Bases
3. President Bush's Tree Planting Initiative

National Initiative:Water Quality

1. Community Control of Water Quality

An especially delightful cultural evening was provided first timers, and honorary members when they were hosted to an Oklahoma Heritage Evening at Gilcrease Museum of American History and Art. Sponsored by Oklahoma Natural Gas and Oklahoma EHE, the guests viewed the art exhibits, Oklahoma Indian culture, and costuming in a fashion show of American Indian and western influence and enjoyed tasty snacks.

Members continued with their educational opportunities with evening sessions. "What's New in Appliances" was presented by Connie Steffan, Senior Marketing Home Economist, Maytag Company; "Consumer Products and the Environment" by Dr Margaret K. Conditt, Analytical/Environmental Chemist, Proctor and Gamble Co.;"Water Quality Update", Maribeth M. Robb, Water Quality Association and "Pressure Cooking in the 90's", JoAnne O'Gara, Home Economist, National Presto Industries, Inc.

ASSOCIATION BUSINESS

Annual session business meeting was the followup and decision making for many issues that membership had viewed during the year 1991. By-Law changes surface regularly, this session passed the following;

- The immediate Past President and Editor shall be elected as officers of the Executive Board:
- The Immediate Past President shall be the Chairman of the National Nominating Committee:
- The Advisory Council shall select their facilitator from within their group:
- The Advisory Board shall meet once a year with the Executive Board:
- Standing Committees shall be renamed Program of Work and Annual Session Committees:
- An indemnification clause was added stating that NAEHE shall support the action of any officer done in good faith.

The section of the by-laws on membership of the association was changed and approved to read "An extension employee working in any capacity with Home Economics programming, who has a degree in Home Economics or a related field, who belongs to their state association of Extension Agents, may upon payment of dues become an active member of NAEHE. An individual who has a degree in a related field, but not in Home Economics shall have their credentials reviewed for approval by NAEHE." This action follows interest of many states to provide opportunity of additional extension staff to belong to the association and also to increase

the membership numbers effected by cuts in extension home economics staffing in many states.

After much participation, the dues of the association were set at \$30. This plus a major action by the Board in cutting expenses by \$20,000 was necessary to regain a firm financial footing for the Association.

On January 18, 1991 the first Winter Executive Board meeting was held at the New Orleans Marriot. In this anniversary year of the 1981 Management Study by American Society of Ass'n Executives, an extensive review of the study and continued implications for the association were heard. A summary of recommendations were; Improvement of financial situation and method of accounting; Training of the board; and Communications. More effective use of the Headquarters staff was recommended; accrual system of accounting; establishing a three (3) year budget; size of the board being atypical from the usual, in that NAEHE board has increased since the last study rather than diminishing, was another suggested change to be consider by the Board.

With budget a great concern, a task force was appointed to bring forth suggested changes, hence the discussions at Regional Presidents meetings and at annual business meeting to address the issues.

Headquarters Study committee continued their task resulting in moving the headquarters in April 1991 to Fairfax, Virginia. Officers and Committee chairs were asked to review their job and identify those tasks that could be more effectively done by the Executive Director.

Midyear Board met in San Juan, Puerto Rico in May. At this time Dorothy Martin, Advisory Council member took responsibility for board training, a second management study emphasis, conducting the Myer-Briggs Type Indicator evaluation of board members.

Report by Pres-Elect Lorna Loeffler indicated the planning for the Galaxie Conference by the Joint Council of Extension Professional, (formerly, Sub-Committee on Agents Associations) is on target. Priority issues of the Joint Council are conflict of interest and risk management. Liability insurance is being sought.

A special Galaxy Conference planning committee appointed were; Southern region, Judy Hetterman, Kentucky; Eastern, Joan Hamilton, Maryland; Western, Joanne Ross; Central, Joyce McDowell, Ohio.

Dr. Shirley Baugher replaced Dr. Saltford at ES:USDA and onto the Advisory Council. Dr. Ruth Conone, Ohio and Dr. Rita Walker, Maryland were elected to Advisory Council for their two year term.

"Future of NAEHE" task force was appointed to carry out the long-range planning priority from the management study update. Dr. Bonnie Braun, Virginia agreed to be facilitator of the three

section; Fiscal Management, Leadership and Staff Development, and Program Development.

NAEHE Home Economics Public Policy Council representative, Jan Hartough, Michigan is a key to the networking with AHEA, and other organizations with concerns for families. Her report at midyear board indicated Youth and Families at Risk was the new public policy issue for this council for 1991, and was to be the forum issue at AHEA. Kathleen Sheehan, AHEA Legislative Liason spearheads activity for the Council which is shared with NAEHE Public Policy Chair.

Awards were approved. (listed in the Awards booklet, 1991) The board voted to increase the Grace Frysinger Fellowship to \$1000 for 1992, and to seek funding to support the increase in the future years.

With an increase in dues, \$1.00 will to be added to the members contribution to the Awards Fund for a total of \$3.00.

A new award for "Diversity" will begin in 1992 as proposed by the Minority Network Committee.

JC Penney Co., an award sponsor for twenty eight (28) years, cancelled its support in 1991 due to changes in company priorities, as did the Peanut Advisory Board.

NutraSweet will begin a nutrition education award of \$300 each, for three research based programs focusing on healthy food choices including low calorie alternatives.

"Continued Excellence Award" will be given on the basis of percent of membership within a given state, rather than one per state as originated.

Program of Work

The Membership committee researched, prepared and received approval for new membership criteria that was approved by membership at the annual business meeting. The committee is to be congratulated for their successful effort.

Their committee concurrent session workshop was "Balancing Work and Family Enabling Caregivers of the Elderly: Helping Families and Professionals."

Professional Improvement Committee reported having 33 applications for fellowships amounting to \$7000.00 for 5 members of the association. The committee requested an increase to the Grace Frysinger award to \$1000.00 which was approved at midyear board. Continued Excellence awards were presented to 32 members from as many states. In the future this award will be given on basis of percentage of members in the state.

A two hour credit course at Oklahoma State University was negotiated for those attending the Tulsa annual session. The topic being "The American Family: A Futurist Perspective"

A continuing objective is to provide for non-traditional professional development opportunities.

The Public Policy Education Forum, a special activity of the Public Policy Committee was attended by 48 members at the Nation 4-H Center. The issue topic addressed was "Regaining the Competitive Edge: Are We Up to the Job? The premise being that Home Economist in the Association have an opportunity to impact economy, the workforce and productivity, and these influences on families by working with business, government, education and special interest groups. Marketing Public Policy issues through media and other speakers on quality workforce by year 2000 was an emphasis that can be addressed by partnerships of the groups mentioned above. Innovations in training, daycare provision by economic development, changing policy and laws that negatively impact quality, financing and culturally diverse workforce were seen as a key to change.

The committee continues to select Two Public Policy award winners, sponsored by Farm Foundation, which are in the Showcase of Excellence and shared with state chairs of the committee.

Public Relation Committee believes that public relation is a state of mind and had a goal of Extension Home Economists incorporating public relations in every activity as naturally as the learning objectives. The mentor program continues for state chairs and NAEHE committee members. Two concurrent sessions were held, one on the Extension Home Economists role around the world; the second on the future of Extension Home Economists. A cooperative display was prepared by AHEA, NEHC and NAEHE.

Research and Studies had a busy year, Eleven abstracts application were received; eight papers were submitted for review; all to be printed in The Reporter. Concurrent/posters sessions presentations we sent by seven state members; eleven Program Excellence through Research awards were submitted with four winners., and two winner were chosen for the new NutraSweet Nutrition Research awards.

Minority Network committee carried out their objectives effectivelly. A concurrent session was held featuring Dr. Gladys Vaughn of AHEA, names were provided of minority speakers for annual session, and Dr Edwin Nichol was aponsored as keynote speaker. Eighteen states have increased involvement in committee issues. Geraldine Peeples, Chair. served on the ECOP committee developing a CES strategic plan for achieving and sustaining diversity. The committee was able to institute a new award on Diversity.

1991 AWARDS PROGRAM

Honorary membership were bestowed upon 34 retired Extension Home Economists. Distinguished Service Awards Certificates were gifted

to 66 Home Economists and Continued Excellence awards were presented to 32 Home Economists.

The **GREENWOOD DOCTORAL FELLOWSHIP** sponsored by NAEHE was presented to Karen Roth Gehrt, Illinois who is seeking a program to help her to become a more effective resource for EFNEP.

Carol Garlitz, California received the \$2000 **NAEHE FELLOWSHIP** for Masters Degree in Public Administration to enhance her work in Public Policy as a home economist. The \$1000 was earned by Colleen Chadwick, Texas to aid her doctoral in Home Economics Education at Texas University. Her research is titled "Work and Family Satisfaction Related to Work Performance of Texas Extension Agents"

The **FARM FOUNDATION** sponsors two \$1000 awards for public policy programs. This years recipients were Ann M. Robson, New York for her concern for Water Quality issues, and Laura L. Wilson, Kentucky, for a program to increase awareness of earthquake preparedness for 45 percent of her clientel who live near the New Madrid Fault in Lyon County.

Two recipients of **GRACE FRYISINGER FELLOWSHIPS** of \$500 each were Sharon Hoelscher Day, Arizona for her program visits about teaching women to balance work and family as they leave welfare and Ann Hinsdale-Knisel, Michigan for her search for funds and cooperation, as well as development of policy to help the homeless.

WATER QUALITY ASSOCIATION sponsored a two new \$500 awards for outstanding educational programs. A University of Maine Nutrition and Health committee developed a package program about health impacted by water suppliies and individual behavior. Lana M. Thomas, Washington developed a school enrichment program on Experiencing Water Resources, a guide to the Yakima River Basin.

MONSANTO sponsored two new \$500 awards for programs on a safe nutrition abundant food supply. An Illinois team developed a self study course on food supply and food handling that was used by 160 families and 100 professional home economists. Mary Meehan-Strub, Wisconsin, conducted a survey on food safety issues, sharing information with media and followed up with media and psa's on holiday food safety.

Two other new awards were begun by **DOW BRANDS-MAYTAG** for program recognition to understand garment/textiles care, laundry products and laundry appliances. Barbara H. Drake, Ohio answered a request for educational assistance in transition from religious habit to secular clothing by local Catholic sisters. Marjorie Frankenbach, Missouri, presented programming relating to all aspects of Coping with Incontinence.

The **INTERNATIONAL FABRICARE AWARD** of \$250 each went to Beverly K. Dunning, Kansas for her lesson on Care Labeling that reached 885 persons for a saving of over \$60,000, and to Sheila Settles, Tennessee who surveyed and provided the needed information on

fiber, purchasing, care, finishes and government regulations for over 175 Extension Homemaker members and senior citizens.

FINANCIAL MANAGEMENT \$500 awards from Household International were given to Rose I. Ford, New Jersey for her workshop program on "Financial Concerns of Divorce". and to Marsha A. Goetting and Bernice Mason of Montana for their study guide on "How a Financial Calculator can help Secondary Student make Decisions about Finances."

There are seventeen media awards given. **GENERAL FOODS CONSUMER CENTER** awards five \$500 grants to be used to emphasizing nutrition. Ann W. Parrimore, Florida will developed lesson modules on snack for 3rd graders; Rebecca B. Moore, Georgia plans to designed a program to restore confidence of the food supply and food choices; a team of three Home economists from Iowa are developing teaching kits with nutrition materials for developmently disabled adults and teens; Patricia A. Berstein, Maryland will make available information on diet and heart disease specifically for Hispanic population; and a team from North Carolina will prepare a tape and edit weight control videos relating to weight related diseases.

Seven \$200 media grants from **AMERICAN INCOME LIFE INSURANCE COMPANY** were given in 1991. Radio Spot on USDA food preservation methods was made by Teresa Carter McDonald of Alabama; Wynon Mayes and Alby K. Peters of Texas targeted TV segments toward parents on twelve parenting topics; a TV Instructional Video on Discipline for Young Children was prepared and presented by Diana L. Mires, Florida; Overhead Transparencies on the place of fruits and vegetables in a well balanced diet was designed by Patsilu Sheely Reeves, Mississippi; Shirley L. Barber, Minnesota, prepared a slide set discussing the life cycle of a consumer product from a ecosystems perpsective. There were two package programs winning the grant, one by a team from Tennessee on concerns of landfills, recycling and waste disposal, the second by two Home Economists from Idaho on an in-store nutrition education series.

Five **COMMUNICATION AWARDS** grants sponsored by NAEHE for \$100 were won by Earline B. Orndorff, Virginia for a newsletter for parents of 0-6 year olds entitled "The Magic Years"; a newsletter by a team from Maryland named "Urban Living" covering areas of home economics, nutrition, urban agriculture, natural resources and youth development; news article on recylcing by Martha Ray Sartor, Mississippi; a radio feature "Consumer Affairs Update" by Chris Olinsky, Ohio; and a computer program by Joan Chandler, Texas to create an awareness of how to limit fat in the diet when eating out.

FLORENCE HALL AWARDS of \$300 grants are presented to six individuals or teams. 1991 winners are; from Iowa a team training day care providers on "Keeping Kids Healthy"; Georgia Stuart-Simmons, Missouri supports a task force assisting 750 homeless with programs on understanding homelessness; a North Carolina team on "Caution, Adult under Construction" which was team teaching youth about drugs and personal development; Anne-Michelle Marsden, New Jersey, won

with a program "Understanding and Interfacing with the Elderly in a Long-term Care Facility" aimed at nursing home staff and family care givers, a team from Texas on "Raising Parents"; a cooperative team from Virginia and West Virginia on "Quality Child Care" a series for child care providers.

NUTRASWEET sponsored three new \$500 Nutrition Research awards. The first winner were Joy Richey, Illinois with a twelve part series "Be Wise About your Diet" with emphasis on less sugar, salt, fat, sodium and add better nutritional choices. Cheryle Jones Syracuse, Ohio whose program was on food labeling information for better selection entitled "It's What's inside That Counts".

NEW PROFESSIONAL AWARD provided by NAEHE past presidents were awarded to Patricia Ann Stevenson, Mississippi and Deborah B. Myatt, North Carolina.

EXCELLENCE IN RESEARCH recipients were Janet Benson and Robert G. Koehler on "Meat and Dairy Producers' Attitudes and Behaviors regarding Diet and Health"; Carol Joan Plate, Nebraska titled "Older Rural Men and Women: The First Three and One Half Years of Widowhood"; Dianne S. Lennon, New Jersey " Model for Agency Cooperation and Program Delivery of EFNEP"; Karen R. DeBonis, New York, the unique learning styles of At-Risk Youth through "The First Step"

The PARAPROFESSIONAL award was presented to Dorothy Murphey, North Carolina who has made an impact on teen mothers.

The 1991 EXHIBITOR RECOGNITION receiving plaques were;

Heinz	45 years
Reynolds Metals Company	20 years
Viking White Sewing Machine	15 years
Pfaff American Sales Corporation	15 years
American Fiber Manufacturing Ass'n	15 years
Borden Inc.	5 years
Dacus Incorporated	5 years
The NurtaSweet Company	5 years
Rural Route Tours	5 years
The Pillsbury Company	5 years
American Home Economics Ass'n	5 years
USDA Food Safety & Inspection Service	5 years

1991 summarized by Faith M. Cahalan, South Dakota
Historian 1992-1995