

The 1962 mid-year Board meeting was June 21-24 at the Seville Hotel at Miami Beach, Florida. Mrs. Marjorie E. Gillespie was president.

RECORD STORAGE

The Association was almost 30 years old and records were accumulating—membership lists, minutes, correspondence, historical data, service recognition, files on award winners. What could be done with them? What should be kept? It was first decided to keep all material concerning policy, history, correspondence relating to specific problems, copies of HDA Reporter and minutes of the association. It was further decided that this material would go to Mrs. Mary S. Switzer, Kenmore, New York, a past president, and she would store them for future use.

The Association was represented at many other organizational meetings the last part of 1961 and early part of 1962.

Women's National Safety Conference—Chicago, President Gillespie

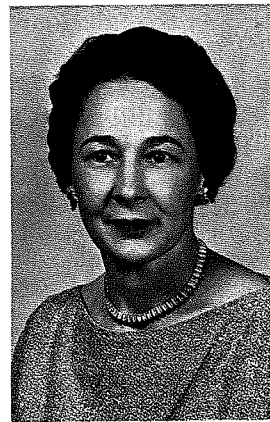
Adult Education Association — Washington, Mrs. Velma Johnson, past president

Council of National Organizations for Adult Education—Washington, D. C., Mrs. Mary Donnini, 1st vice president

National Association of County Club Agents—Mrs. Mary Donnini

National 4-H Club Congress—Chicago, Miss Irene McLoughlin, 3rd vice president

National Leadership Conference on Action for Mental Health



Mrs. Marjorie E. Gillespie
(Ariz.)

Council of Extension Organizations — Chicago, President Gillespie

World Food Forum — Washington, D. C., Mrs. Frances Mayer, councilor

American Home Economics Association—Miami, Mrs. Cleo S. Bryan, treasurer

National Home Demonstration Council — Lexington, Kentucky, Miss Margaret Whatley, councilor

The possibility of a decal for our association was discussed but no action was taken. A name change of the Association was reconsidered also.

At the fall Board meeting (just prior to the annual meeting), the Board members discussed at great length the types of publicity which best tell the story of home economics Extension programs and also publicity concerning Association recognition programs and how this should be channeled.

Miss LaRue Pollard and Mrs. Margaret C. Browne, advisory council members, presented information on a possible program which would provide an opportunity for agents from Mexico to visit counties in the United States to learn about home economics extension programs.

Mrs. Marjorie Gillespie, president of HDAA, opened the 1962 annual meeting in Chicago with a quotation from John Burroughs who said "I will find each day too short for all of the thoughts I want to think, all of the books I want to read and all the friends I want to see." "This," said Marjorie, "could well describe the full life of our profession." She continued by saying that time would be invested, not spent, by those who attended. The theme of the program was "Updating Your Profession."

The Rev. L. Claire Warden, pastor of King Avenue Methodist Church, Columbus, Ohio, gave the keynote address at the opening session: "Timely Resources for Timely Demands." Mr. Warden gave some specific values to update our needs:

1. Frightened enough to be courageous
2. God will make you intelligent enough to be teachable
3. God will make you concerned enough to be creative.

The second session was the business session of the Association, after which greetings were brought from the NACAA by Mr. George E. Burkhardt, president, New York. Then followed the address by Mr. George W. Smith, assistant director, North Carolina Extension Service. His topic was "Don't Throw Out the Baby With the Bathwater." This speech could have set the tone for the entire convention. Mr. Smith said that the two most important words in the dictionary of the home economist are change and adjustment. He continued:

In updating your profession, you find that it is no job for the half educated and the slovenly. Competence is a primary duty. We need individual excellence in all its forms, in every kind of creative endeavor, in education, in industry and, not least, we need excellence in standards of individual conduct.

When Miss Willie Mae Rogers, director, Good Housekeeping Institute, spoke on "Quo Vadis, Home Economics—an Old Question for a New World," she challenged the members with the question, "Have our programs kept up as social lives changed?" She thought home economists should be enthusiastic and should upgrade and sell home economics to people.

Thursday morning's program was devoted to cafeteria sessions on "Exploring Effective Techniques." Agents showing some techniques they had found to be successful and the areas in which they tried these techniques were: Mrs. Helen Barney, South Dakota, "Training Women for Job Opportunities"; Miss Tommie Lou Hunter, Oklahoma, "Effective Corporation—Civil Defense"; Mrs. Mamie C. Daughtry, Florida, "Upgrading Subject Matter to Meet Needs"; Miss Mildred Nuttal, Illinois, "HDA's Place in RAD"; Mrs. Mary G. Green, New York, "Effective Use of Television"; Miss Betty M. Heinback, Pennsylvania, "City—Farm Homemaker Relationships"; Miss Eileen L. Niedermeir, Wisconsin, "Finding, Developing and Utilizing Leaders"; Mrs. Marjorie Gibbs, Michigan, "Reaching Working, Young and Senior Homemakers"; Miss Vera Adams, Texas, "Professional Improvement"; and Miss Eugenia Stephenson, Wyoming, "Working With Low Income Groups."

"The Jelly Making System of Writing" was presented by Miss Genevieve Callahan and Miss Lou Richardson, Ames, co-authors of "The New How to Write for Homemakers." Miss Richardson said, "Writing is just like making jelly—first you have to extract the juice; next measure and add sugar or pectin; then cook until it holds together; and finally pour, taste and judge." This talk was given at a breakfast sponsored by the California Raisin Advisory Board and Pineapple Growers Association.

Grace Frysinger Fellowship Awards were presented to Mrs. Alfreda McGuire, Michigan, who plans to use her award to study the responsibility of the Extension Service to the growing number of unemployed; and to Mrs. Floyd T. Denison, New Hampshire, who is interested in developing programs for older homemakers that will help them adjust to rapid social and economic changes.

Recipients of the Florence Hall Awards were: Mrs. Mary Cannon, Idaho, who developed a program called "Parenthood

in a Free Nation"; Miss Edith E. Smith, Oklahoma, who helped the Home Demonstration Council in a five-year program that keeps the wheels of safety turning; Mrs. Barbara Rice, Wisconsin, who developed a program of home management for persons receiving public assistance; and Mrs. Rella Butcher, West Virginia, who helped unemployed and others in food preparation using surplus commodities.

COMPLIMENTARY EXHIBIT SPACE

Exhibit space was sold to 53 companies and complimentary space was given to three groups: The 4-H Supply Service, NHDAA Research Committee, NHDAA Exhibits Committee. The 4-H Supply Service had on display many of the available supplies for persons involved with the 4-H program to view and also had a representative to discuss and answer any questions. The Research Committee had brochures on current research for agents to get views and addresses for further information. Six book publishers sent approximately 50 of their newest Home Economics books for display and browsing in the Book Nook of the Exhibits Committee.

Recognition awards were presented to 67 home demonstration agents at the Recognition Brunch in the grand ballroom of the Sheraton Hotel on Friday, October 27. Again Coats and Clark, Inc. and Simplicity Pattern Company, Inc. sponsored the Brunch.

The Fashion Show, presented by them, was begun by a definition of a home agent by Doris Johnson Saderholm. She said:

You look like a girl
Act like a lady
Think like a man
And work like a dog.

The speaker on the program was Dr. E. T. York, Jr., administrator, Federal Extension Service. Dr. York said:

The challenge which lies ahead for all of us is summed up in a remark made more than 50 years ago by President William Oxley Thompson of Ohio State University. "An institution," he said, "is to be operated for the good it can do, for the people it can serve, for the science it can promote, for the civilization it can advance."

This is a continuing challenge to all of us in Extension as we look to the future.

The 1963 mid-year Board meeting was at Hotel President, Kansas City, Missouri, June 20-23.

President Gillespie reported that President-Elect Helen Whittington and First Vice-President Joyce Clark had attended the

ECOP subcommittee on Council of Extension Organization with her in April.

Twenty-two applications for honorary memberships were approved for 1963.

REGISTRATION COMMITTEE

A special committee on registration was added for the national meeting and would be named with all the other 1964 committees. This committee would have a co-chairman who would benefit from this before she assumed the chairmanship.

JUNE BOARD MEETING

Up to and through this year, the mid-year Board meeting had preceded the AHEA meeting. This was to save travel cost for board members who would be attending AHEA too. At the September Board meeting, it was voted to have the June NHDAA Board meeting immediately following AHEA instead of preceding it.

PROGRAM OBJECTIVES

The theme for the 1963 annual meeting at Hotel Utah in Salt Lake City, Utah, was "Expanding Opportunities." The program committee set up four program objectives for the annual meeting.

To enlarge our vision of the scopes of potential AUDIENCES.

To broaden our concepts of BASIC PROGRAMS.

To be more effective COMMUNICATORS with our various publics.

To be challenged to the many DIMENSIONS for self-enrichment for ourselves.

Mrs. Marjorie E. Gillespie, president, was in charge of the meeting.

Dr. William H. Bennett, director of Extension, Utah State University, brought greetings.

The keynote speaker was Richard L. Evans, commentator, CBS Broadcasting Company, Mormon Tabernacle Choir. His topic was "The Spoken Word." Commenting on the theme, "Expanded Opportunity," Elder Evans told the 500-plus delegates Sunday that the opportunity for service is not only expanding, it is staggering. He said:

No woman is educated who is not equal to the successful management of a family. I have convictions about this. The real importance of your work is to develop and improve the home.

He added that we cannot expect others to teach our children the things they should learn at home.

At the afternoon session at which Mrs. Helen Whittington presided. Mrs. Florence Low, AHEA president, extended greetings from the organization, officers and the headquarters staff. Mr. Grant Esplin, Western director, brought greetings from NACAA.

An interesting feature of the afternoon program was music presented by a County Agricultural Agents' Quartet from Utah.

"Our Audience Opportunities" was the title of the address given by Mrs. Kathryn Zimmerman, assistant director, Extension Service, Missouri. She began her remarks by recalling a thought that had been made at an annual conference and had nudged her time after time . . . "Remember we are not working with an audience, we are working with a passing parade." She asked the question:

How many in the parade did we in Home Economics help? If we fail to hear their sometime faint call for help; if we cannot reach out and touch their way of living (regardless of station in life)—then we have missed our opportunity as Extension Home Economists.

So many different audiences, but the base of it all is the family . . . Let us speak the language of today and not yesterday.

The speaker for Tuesday afternoon was Mr. John N. Christianson, a former vice-president of Valley National Bank and now president of Market Impact. In his talk on "Who Does What to Whom," he said in part:

The basis of all economics . . . there ain't no such thing as a free lunch. There is need for a good public image in this "goof-off era." Today there is too much tolerance of mediocrity—the half-done, half-baked job. We need to expect from ourselves and others a topnotch job.

People aren't as careful as they should be. It's the little things that count. There are no magic doors. Make up our minds to change right now.

We can do a monumental job in changing the standards of performance, but not enough people know what a home demonstration agent is. We'll have to toot our own horn, but we do so to benefit ourselves.

MEXICAN PROJECT

Helping a neighbor has been the way of life in rural America since early colonial times. Delegates voted to extend their program to other countries. Starting next year, 1964, the Associa-

tion plans to bring Mexican home agents to observe the work of U. S. home agents.

Mrs. Maria Elena Jimenez, national supervisor of the Rural Home Improvement Program, FES, United States of Mexico, was brought to the annual meeting as a guest. She talked of the work of their recently established Home Economics Extension program and exhibited handwork done by the Mexican women. She brought 100 handkerchiefs which had been embroidered by her women and she presented one to each national officer and each state president. Maria Elena said their greatest need was to learn how to develop individual leadership and how to work on community projects by coordinating agencies and other organizations.

Florence Hall Awards of \$100 were presented to one agent in each region for outstanding work in the adult extension program. Recipients for this year were Mrs. Frema S. Grant, Maine; Mrs. Ollyne Jeffries, Missouri; Mrs. Majorie L. Knight, Florida and Miss Violet Shepherd, New Mexico.

Mrs. Grant's award was given as a result of extensive study of people past 40. Mrs. Jeffries' award was on the basis of an outstanding urban extension program. Mrs. Knight's award was based on a program to meet the needs of young homemakers in one of the six impact counties surrounding Cape Canaveral. Miss Shepherd's award was for her pioneer work on an Indian reservation.

Grace Frysinger Fellowships were awarded to Mrs. Helen Schreiber, Washington, who received her award for nutrition work with teenage boys, and Mrs. Marion B. Valentine, Florida, who had done an outstanding program on consumer education for special interest groups.

The concluding event was the brunch in recognition of outstanding work by 68 agents, courtesy of Coats and Clark, Inc. Dr. Margaret C. Browne, new director, Division of Home Economics, FES, USDA, was the speaker for the occasion. The title of her talk was "Who Needs a Zip Code?" She said, "As you know the Zip Code is a five digit expediter designed to speed up mail. I came up with the idea that agents do have a Zip Code—Agents who get things done. They are: (1) vision, (2) initiative, (3) management ability, (4) adaptability and (5) administrative leadership.

Other highlights of the meeting in Salt Lake City included special music for NHDAA by the Mormon Tabernacle Choir, tours to the great Salt Lake, copper mines up Brighton Canyon, the Capital and the Tabernacle and Temple Square. All were enjoyed. The production of "Unsinkable Molly Brown," by drama students, University of Utah Theatre, through the courtesy of Best Foods Division, Corn Products Company, was an unfor-

gettable occasion. The beautiful floral arrangements furnished by J. C. Penney Company and enjoyed throughout the meeting were seen at the head table in general assembly room, regional luncheons and in the registration area.

The post board meeting produced many recommendations for improving the mechanics of the annual meeting. Most of the recommendations came from the current committees, hoping to improve and strengthen committee work for the ensuing year. Recommendations such as: registration fee be in round figures; a deadline be set for preregistration and adhere to it; a more comprehensive pre-registration form be developed; avoid planned tours at time exhibits are open, and exhibit hours be listed in program.

TREASURER'S BOOKS

The outgoing treasurer, Mrs. Cleo S. Bryan, recommended travel expense be allowed in order to transfer all treasurer materials and to work with the incoming treasurer on suggested bookkeeping procedures. This was approved and became a policy.

INCREASED AWARDS

It was also voted to increase the number of Florence Hall Awards from four (one in each region) to eight: one each for northern and western regions; two for central region and four for southern region. This scale was based on membership for each region.

NAEHE FELLOWSHIP

Two \$500 NAEHE Fellowships to be used for professional study were established. Application forms were to be developed, and the first presentation would be at the annual meeting the following year, 1964.