

EHE REPORTER

Something new was added to the format of the EHE Reporter—color. The title was printed in blue and it definitely added something to the appearance of the front page. Miss Helen Birchard was serving as Editor at the time.

The first official business in 1967 was conducted at the mid-year Board meeting at the Statler-Hilton Hotel in Dallas, Texas, June 25-26. The meeting was called to order at 8:05 a.m. by the president, Mrs. Maxine E. Reeves. Mrs. Alfreda McGuire, central councilor, was appointed parliamentarian.



Mrs. Maxine Reeves
(La.)

MALE ADVISORY COUNCIL MEMBER

President Reeves introduced the Board members and Advisory council. Among the Advisory council members was Dr. William M. Smith, Jr., the first man to become a member. Dr. Smith was well qualified to serve in this capacity. He was assistant director for Family Youth and Community Development, Cooperative Extension Service, Pennsylvania State University, and was well aware of the problems, activities and accomplishments of Extension home economists, and he had appeared on NAEHE programs.

CHAIRMAN ELECT

Although it had been voted at the post board meeting, 1966, for the program of work to be a two-year plan and for the co-chairman to move up to chairman, it was further decided at this mid-year board meeting to have it become effective as 1968 committees were selected. By so doing, careful consideration would be given to the selection of the co-chairman. Dr. Bill Smith suggested using the term "chairman-elect" instead of co-chairman. The board approved this change.

Discussion followed relative to selection of officers, qualifications versus rotation by regions. The recommendation of the 1966 Nominating Committee composed of Mrs. Maxine Reeves, chairman, Mrs. Grace Wright, Mrs. Martha Kate Phillips, Miss Frances Vannoy and Miss Helen John Wright, was that the most qualified person be first consideration in selecting president-elect, rotation by region being the second consideration. The advisory members reviewed this when they were in separate session and they were in accord with the recommendation made by the nominating committee. Their statement was:

We feel that selection of nominees for national officers be based primarily on professional excellence and competence, with secondary consideration being given to region, length of service, etc., and that states be encouraged to screen nominees very carefully.

This recommendation was adopted.

Through the years, both the number of Florence Hall Awards and location of recipients had changed. Originally four awards were given—one in each region. Then eight awards were given—one in the Eastern Region; one in the Western Region; two in the Central and four in the Southern Region. Now eight recipients are selected, regardless of region.

REGIONAL WORKSHOPS

Each year state presidents would have a workshop at the annual meeting. This made for more informed presidents and stronger state associations, but there were always questions left unanswered due to time. The Board instituted Regional Presidents' Workshops with the first one being the Central Region in Chicago May 12-13, 1967. The Western Region was next, meeting in Denver, Colorado May 26-27. The Southern Region followed, meeting in Atlanta, Georgia June 8-9, and the Eastern Region met at Moorestown, New Jersey, September 8-9. All were rewarding. When possible, advisory council members and national officers living in a respective region attended and had a part on the program. The president's notebook was used, the handbook was used, questions were asked and answered. Ex-

penses were allowed for all attending, and attendance was almost 100%.

Now that every region had received training, the Regional Workshops would continue every two years, subject to approval of the Federal Administration, the schedule to be 1968—Central and Southern Regions; 1969—Western and Eastern Regions.

PRE-REGISTRATION INCREASE

The one dollar pre-registration for meetings did not solve the problem. Maybe 1000 would pre-register and 750 would attend. Something had to be done to get a more accurate count. Pre-registration was raised to \$5, payable by September 1 and not refundable after October 1. This was for the current year.

The eligibility requirements for Distinguished Service Award were reworded: "Have held membership in NAEHE for a minimum of 10 years (or a total of 10 years membership in NAEHE and State Negro HDA Association)." The Negro HDA Association was no longer active and the members were becoming members of NAEHE.

The annual meeting moved to the South in 1967, Jackson, Mississippi, October 24-27. The theme selected was "Launching Our Potentials for Tomorrow's World." The objectives were:

Extension Home Economists to have—

- AWARENESS of the great need of understanding human behavior.
- Knowledge of RESEARCH finding in all task responsibilities.
- Techniques which help implement desired ACTION.

Miss Esther Kerr, president of the Mississippi Association of Extension Home Economists and registration chairman for the meeting, gave an official welcome to board members as they met in session October 21. She also presented Mrs. H. K. Johnson, president of the State Homemaker's Council, and Mrs. E. L. Robbins, chairman-elect, who extended greetings to the group. They presented charming cottonball corsages and earrings, pecan pralines, and cookbooks to each board member from the Mississippi homemakers. Later, all members were given cottonball corsages and pecan pralines as they picked up their registration packet.

Mrs. Owaisa Crites, program chairman for this meeting, presented the printed programs to the board members and called to their attention that a Who's Who had been added to shorten introduction of speakers, also information had been added relative to NAEHE and future meetings. Evaluation of meetings is one method of improvement, growth and meeting needs. The evaluation sheet was also included on a perforated page in the program book.

AWARD CERTIFICATES

The professional improvement committee had recommended the giving of an award certificate to all recipients of Florence Hall, NAEHE, J. C. Penney and Grace Frysinger awards. After the recipient had cashed her award check, she did not have anything to show for having received the award; a certificate would be a nice memento. Mrs. Carolyn Yuknus was responsible for the certificates and she presented a supply of them and folders sufficient for several years.

The length of office for the person representing the Association on the Board of the Journal had not been specific. Mrs. Grace Wright was completing the unexpired term of Miss Doris Staidl. According to the by-laws, a person was not to serve more than two full terms. Grace stated that three years would be a good term to serve on the Journal Board. With this, the board voted that the term of office as a representative of NAEHE to the Board of the Journal be limited to one term of three years.

More color was added to the EHE Reporter in 1967. The spring issue title was red; the summer green; and the fall (convention issue) was blue.

Miss Nettie Ruth Brown presided at the state presidents' meeting. Dr. M. O. Watkins, director, Agricultural Extension Service, Florida, presented a challenging talk, "Tomorrow's World—How Do We Prepare For It?" The answer he gave was "We must face change and be masters of it."

Mrs. Margaret Edsel Fitch, president, Oklahoma Extension Home Economists, in speaking on "Our Role as a Professional Leader," said, "We need to be where the action is." She continued, "Our responsibilities are increasing to the point where we are expected to be both Univac and Socrates with a touch of Dear Abby."

The opening session of the 33rd annual meeting was Tuesday, October 24 at 1:30 p.m. in the Olympic Room of Hotel Heidelberg. Mrs. Maxine E. Reeves, president, presided. Posting of Colors by the United States Marine Corps Color Guard, followed by the Pledge to the Flag and singing of the National Anthem made for an impressive opening for the 1037 persons in attendance.

The Invocation was given by Bishop John M. Allen of the Episcopal Church in Jackson.

Greetings were brought by Mr. W. M. Bost, director, Mississippi Extension Service; Mr. Ansel Estess, Mississippi, president NACAA; Mrs. Willie F. Felder, state leader, Home Economics programs, Mississippi; and Mr. John A. Hassert, New Jersey, NAEA president.

Mrs. Velma Johnson of West Virginia, a past president, read the Creed.

"Changes, Challenges, Choice" was the topic of Dr. Naomi G. Albanese, dean, School of Home Economics, University of North Carolina. "One of the greatest dangers we face is the population explosion," said Dr. Albanese. She called for a massive educational program to combat overpopulation in countries which are least prepared to provide for increasing numbers of persons.

A reception for honorary members and past and present national officers was given on Tuesday afternoon by the Mississippi Association of Extension Home Economists.

After the business session had adjourned and everyone had an opportunity to 'Stand Up—Stretch and Buzz,' the home economists settled back to listen to a man in the know talk about mental health—rather, the lack of it.

"Go by a school yard and observe 25 children at play," suggested Dr. Joe Mark McKenzie. "We have enough research on hand today," he said, "to know that only one of them will escape completely some degree of mental illness during his lifetime."

Dr. McKenzie is chairman, guidance education, Mississippi State University. As a consultant for NASA he developed a test which is still being used to determine the mental health of potential astronauts.

And so his audience listened as he discussed "The Positive Attitude in a Changing World."

Change, Dr. McKenzie indicated, is the "culprit" behind most mental illness. "If we did not have to face up to constant change," he said, "we would probably not need any mental hospitals."

Dr. McKenzie suggested that we need to look at the cause of mental illness and study the prevention rather than the cure.

The Wednesday afternoon session began with "Opportunities Unlimited." That was the subject of Dr. Carl S. Winters, lecture staff consultant, General Motors Corporation, Detroit.

He spoke of the great opportunity Extension home economists have . . . the opportunity to deal daily with the human element in their educational programs. He said: "It's the human touch in this world that counts: No man ever stands so tall as when he stoops to help a boy or a girl. You have to begin with yourself, to improve yourself. Then your opportunity to help others is unlimited."

One of the highlights of the 1967 meeting was a tea for past and present officers, advisory council, state presidents, state Extension directors, state leaders and national committee chair-

men. This was given at the Governor's mansion in Jackson and was through the courtesy of the Mississippi Association of Extension Home Economists. Governor Paul V. Johnson had to be out of town on state business, but Mrs. Johnson was present to greet each guest. After being served refreshments, guests were free to 'roam' through the mansion to view the objects d' art. Quite a memorable occasion.

The second Awards night was that Wednesday and it was conducted in the City Auditorium, and for 12 people this evening will long be remembered, for they were recipients of awards and fellowships ranging in value from \$200 to \$2000. The theme of the evening was "Keys for Tomorrow."

As Mrs. Satenig St. Marie, manager of J. C. Penney's consumer and educational relations department, presented the J. C. Penney Fellowship to Mrs. Sara N. Watson, Alabama, she said:

This annual fellowship not only emphasizes my company's belief in the importance of home economics, but also is designed to encourage Extension home economists in their work by providing financial support for graduate work.

The NAEHE Fellowship was awarded Mrs. Ellen Ruth Thomas of Iowa.

Two Grace Frysinger Fellowships were awarded to Miss Annie Shobe, West Virginia and Miss Clara Houtz of Nebraska. The presentation was by Mrs. Henrietta Clark, professional improvement chairman.

INCREASE IN FLORENCE HALL

Florence Hall awards, increased to \$200 per recipient, were presented by Miss Eunice Meakin, 2nd vice-president; to Miss Anne Holloway of Connecticut; Mrs. Nellie D. Mills, Florida; Mrs. Elizabeth K. Mowery, Michigan; Miss Mary Emma Hulshof, Missouri; Miss Edna Bishop, North Carolina; Miss Alma Flippo, Texas; Mrs. Erna Carmichael, Wisconsin; and Mrs. Bertieann Levings, Washington.

Miss Holloway's award had come as a result of conducting two separate workshops on "Family Finances"—one for professional people and the other for homemakers.

Mrs. Mills had as her project, "Glamour Therapy." She provided guidelines, training and leadership for Extension homemaker clothing leaders to share their abilities with women patients at a Florida mental institution.

Mrs. Mowery conducted a "Preparation for Marriage" series.

Babysitting clinics was the program area Miss Hulshof worked in. More than 300 girls age 12-17 have graduated from these clinics.

Miss Bishop worked with a home industries project in a ten county area, improving skills and increasing income.

Miss Flippo conducted a homestead improvement and county beautification project.

Mrs. Levings was outstanding in her dedication to help people understand the challenges in family stability.

Mrs. Erna K. Carmichael conducted a 12-week course on "Consumer Problems" for nine families in which breadwinners were on the verge of being fired from a large Milwaukee corporation because their wages had been garnisheed for the fourth time.

"A Woman's Work" is a 15-minute film telling a story of how Cooperative Extension Service has changed the lives of young homemakers and their families in rural Alabama. This film was presented on Thursday with Miss Shirley Harrison, Miss Elna Tanner and Mrs. Eugenia Small serving as a panel following the showing of the film.

Dr. E. Neige Todhunter, visiting professor of nutrition at Vanderbilt University, addressed the group Thursday morning on "Current Nutrition Research and Some Applications in Home Economics Extension." She said:

We have nothing to replace the basic foods of meat, milk, fruit and vegetables. If we are going to help make tomorrow's world, we must start now. Too often we have been influenced by what has happened in the past, not realizing we have the power to influence the course of events that are going to happen in the future.

The Recognition Breakfast on Friday was the closing program. Mrs. Eunice Meakin, 2nd vice-president, presided and the invocation was given by Mrs. Mary Donnini, immediate past president. After greetings from Miss Janice Tompkins, educational field representative, Coats and Clark, Inc., one of the host companies, and the fashion review presented by Miss Juanita Gray, assistant education division, Simplicity Pattern Company, Inc., the co-host company, Dr. Margaret C. Browne, director, "Division of Home Economics, FES, gave the address of the day. The title of her speech was "T.N.T.—Fuel for Focus." What did she mean by "T.N.T."? Are we explosives about to go off? Dr. Browne explained:

These ingredients combined in the right proportion in the right person make a mighty potent mixture for launching an Extension home economics program.

The ingredients are Targets, Nil Desperandum (Never Despair) and Time. Targets are that part of the fuel mixture

that provides program directions a tool for communications, the basis for requesting tax support for our program.

Nil Desperandum or Never Despair teaches us that when we are experimenting with new programs we have the right to fail but we don't have the right to give up.

The third ingredient is Time. With a time schedule that is understood and accepted by your supervisors, and which provides for your professional responsibilities, your family life, your community responsibilities, and your sense of fulfillment as an educator and a woman, then you will have made Time a very potent force.

Mrs. Maxine Reeves was in charge of the Recognition Ceremony. Seventy-four home economists from 37 states and Puerto Rico were presented Distinguished Service certificates.

Host companies, not previously mentioned, who added to the enjoyment, the fellowship and the sharing of ideas which helped to make the annual meeting the success it was included: Ball Brother's Company, Inc., Rice Council for Market Development, Sunbeam Corporation, Electric Power Association of Mississippi, Talon Educational Service, General Foods Kitchens, Florida Citrus Commission, Dudley Anderson Yutsy, Continental Baking Company, McCall's Patterns, Green Giant Company, Armour & Company, Standard Brands, Inc., and Best Foods Division Corn Products Company. Flowers at registration area and general session were courtesy of J. C. Penney Company, Inc.