

1980

MIDYEAR BOARD MEETING - HILTON INN
MINNEAPOLIS, MINNESOTA - MAY 5 - 9, 1980
PRESIDENT - KATHERINE EVERSON - PRESIDING

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46TH NAEHE ANNUAL MEETING - NOVEMBER 3 - 7, 1980 - THE GREENBRIER
White Sulphur Springs, West Virginia
President - Katherine Everson - Las Vegas, Nevada
982 Registered

Business Session

49 States with 158 Voting Delegates were seated by Sharon Blase, Treasurer.

Helen Johnson was Parliamentarian and Ellen Kightlinger was timekeeper.

Program Planning Committee meets in the Fall before Midboard to plan the Annual Meeting. Margaret Warren, Chairman reported programs were printed for the Annual Session with necessary changes.

THEME: "Shaping The 80's"

Objectives: (1) Project the Future for Planning
Progressive Change
(2) Prepare to Lead with Expertise
(3) Perform Professionally to Influence
Policies and Priorities

Open Forum - 9:00 A.M. - Voting Delegates attend. State Presidents and Members are invited. Katherine Everson, President presided. All issues of business were reviewed, questions answered and questions presented that were to be voted in Business Session. This keeps membership informed on issues that comes up in business sessions.

Regional Business Meetings - 2:00 - 4:00 P.M.

Regional Business Meetings is a reunion time for States to get together in their Regions and transact business pertinent to their States and to the NAEHE Association.

Journal of Extension - Jan Montgomery - Member at Large
Vice-President of Journal
Eloise Wynon Mayes - Journal of Extension
Editorial Committee
Mary Ruth Hall - NAEHE Representative

ECOP Sub-Committee on Agents Association

Katherine Everson - NAEHE President
Margaret Warren - NAEHE Pres.-Elect
Genevieve Harris - NAEHE Past President-Chairman

ECOP Sub-Committee on Agents Association
Dorothy Thurber - California

Her role is one of providing our county based perspective to all the issues which are brought to the Committee. New initiatives for Home Economics were called for by Congress in the National Agricultural Research Extension, and Teaching Policy Act of 1977.

The Regional Meeting participants endorsed the initiative as ones essential to be pursued.

These initiatives now become Thrusts.

- Thrust I - Family Economic Stability and Security
- Thrust II - Energy and Environment
- Thrust III - Food, Nutrition and Health
- Thrust IV - Family Strengths and Social Environment
- Thrust V - Information Generating ---Disseminating Systems and Methodologies

Special Committees

Advisory Council Restructured (Recommendations)
Barbara Eichner - Chairman

The Advisory Council will be composed of 5 people:

1. Head of an academic program unit in Home Economics
2. (1) Representative from SEA -Extension Home Economics
3. (1) State Extension information Staff Members
4. (2) State Extension Home Economics Program Leaders
(Reduced from 4 to 2) (Rotation of leaders
Central - Southern - Eastern - Western)

Select in even years, the following:

- 2 - State Home Economics Extension Leaders
- 1 - Information Service Representative
- 1 - Home Economics Staff Member - SEA - EXT-USDA

In previous years (7) members have made up the Advisory Board. Beginning in 1981, it will be a 5-Member Board.

50TH Anniversary Committee - Phyllis Northway - Chairman

Plans are being made for the 1984 - 50th Anniversary of our Association. Committee Members: Pat Jarboe, Elizabeth Jensen, Naurine McCormick and Phyllis Northway-Chairman.

Program Planning Committee met December 10-14 in Greenbrier - White Sulphur Springs, West Virginia. Margaret Warren, Chairman; Charlotte Young, Margaret Meador, Ava D. Rodgers, Linda Ball, Kay Stanek, Camille Stewart.

Program emphasis included the Theme, "Shaping the 80's" and the objectives for the Annual Program.

Regional Workshops

Western - Las Vegas, Nevada - January 28-31, 1980
Central - Chicago, Illinois - January 31-February 2, 1980
Eastern - Baltimore, Maryland - February 11-13, 1980
Southern - Memphis, Tennessee, February 13-15, 1980

The Workshops placed emphasis on team approach and concerns of ECOP. Recommendation for 1981 Workshops were made. The Workshops were evaluated.

Ten States of the Southern Region reported having 72 members serving as County Directors or County Chairman.

Special Committee - Multi-Media Program

Each member will be requested to give on a voluntary basis, \$5.00 to fund the "Extension Report to America". Recommended; A written agreement will be made for equal presentation among the three participation associations.

Seal: NAEHE secured an incorporation seal with new emblem.

Management Study

Ida Snorteland reported on the management study of NAEHE. It is to be a total association management study. A Committee was appointed to establish the organizational areas to be researched and to investigate and secure bids from Management Firms.

NVOILA - Kay Hastings - Chairman

NVOILA IS A National Voluntary Organization for Independent Living for the Aging. It is composed of 216 National Voluntary Organizations. The Member Organizations share a common interest and commitment to promote and contribute to the right of dignity, comfort, and self determination of older persons.

NAEHE sends a representative to the "White House Conference on Aging" each year.

BANNER

Wisconsin - Presented a Podium Banner. It was decided to make the banner in National Association colors of blue letters and gold background.

NAEHE SURVEY

The objectives of Surveys to involve total membership in determining the direction of NAEHE for the 1980's by obtaining information as follows:

1. Demographic Information
2. State and NAEHE Associations
3. Professional Image
4. Program Thrusts

Dr. Mary Francis Lyle, Retired Program Leader, South Dakota Extension Service, is to be commended for designing the instruments, conducting the survey and reporting results.

Nominating Committee - Delores Ellis - Chairman

Six States sent 14 Nominations for National Officers. The following Officers were elected at the Business Meeting.

President Elect - Faith Calahan - South Dakota
1st Vice President - Anna Mae Kobbe - Missouri
3rd Vice President - Arlen C. Jones - Florida
Secretary - Marian M. Anderson - Minnesota

Installation of Officers was during Thursday evening Awards Program.

Historian - Maxine Reeves - Jena, Louisiana

Monday, November 3 - Opening Session

All Registered persons try to attend the opening sessions of a National Meeting. The presentation of colors by the 160th M.P. PLN., Lewisburg, West Virginia and the pledge to the flag was inspiring. Colonel Roland Manthe was the Coordinator. The invocation by Camille Stewart, President, West Virginia AEHE, followed by the NAEHE Creed led by Mary Nell Godbey, West Va. and a musical presentation by West Virginia University Percussion Ensemble with Directa Phillip Faini, started the Annual Meeting in great style.

Katherine Everson, President, introduced guests and the speaker, Dr. David Snyder, Life Styles Editor of Futurist Magazine. Dr. Snyder spoke to the 1st Objective (1) Project The Future "Acknowledging Domestic Productivity"

"Key to Social and Economic Progress"

Dr. David Snyder is a Social Forecaster who has served as an Advisor and Consultant to public and private Sector Planners and Executives for over two decades. He is Co-Author of a recent book, "The Family in Post-Industrial America". Dr. Snyder surveys of expert predictions have been published in next magazine. He discussed the outlook for the family in the Electronic age. His remarks were based on his forthcoming book "Watersheds" - The Next Ten Years in America".

Concurrent Sessions

"Trends, Delivery Systems, Audiences in the 80's"

Tuesday the 6 Sessions were held. Members selected (1) session. The (6) sessions were held with different program participants with emphasis on "Evaluation of Social and Economic Consequences".

(1) Communication

Tuesday - Speaker - Miss Betty Fleming
Communication Program Leader, SEA Extension

Thursday - Speakers: Dr. Doris Wetters, Ass't.
Director of Extension for Family Living
Education Program, Michigan
Joan McGarry - Ext. Home Economist, Michigan

(2) Energy - Housing and Furnishing

Tuesday - Speaker - Dr. Glenda Pifer
Energy Coordinator - SEA Extension

Thursday- Speakers:

Dr. Olive Merrill - Ass't. Dean and
Chairman of Home Economics Program,
Florida Coop. Extension Service

Shirley Clark - Home Economic Program
Leader, Florida

Beverly Harrington- Home Economist, Florida

Arlen Jones - Home Economics Program
Leader, Florida

Betty Vernon - Home Economics Program
Chairman, Florida

(3) Family Economics

Tuesday - Speaker - Dr. Josephine Lawyer
Family Resource Management Specialist,
Retired.

Thursday- Speakers:

Dr. Karen Craig, Ass't. Dir.,
Illinois Extension Service

Kathy Wolters, Ext. Advisor, Illinois

(4) Food and Nutrition

Tuesday - Speaker - Dr. Evelyn H. Johnson, Nutritionist
SEA - Extension

Thursday- Speakers:

Mrs. Virginia White, Food and Nutrition
Specialist, Alabama Extension Service

Norma McCrory - County Extension Agent, Ala.

Grace Prince - County Extension Agent, Ala.

(5) Human Development and Family Living

Tuesday - Speaker - Dr. Ron Daly - Family Relations
and Child Development Specialist
SEA - Extension

Thursday- Speaker:

Dr. Phyllis Pirner - Ass't. Professor and
State Child and Family Dev. Specialist
Missouri - Co-operative Extension Service

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(6) Textiles and Clothing

Tuesday - Speaker - Mrs. Velma Rankin - Textiles
and Clothing Specialist
SEA - EXTENSION

Thursday- Speakers:

Dr. Jo Ann Hilliker-Clothing and Textiles
Specialist, Kentucky Co-Operative Ext. Svc.
Francine Freeman - County Extension Agent,
Kentucky

Following the Seminars the 1980 and 1981 Program of Work
Chairmen and Committees reviewed the program and prepared recommend-
ations. The 1981 Chairmen, then met with the First Vice-President,
who is Chairman of The Program of Work Committee for 1981.

ANNUAL SESSION COMMITTEE

These Committees had an opportunity to meet with 1981
Committees and prepare them for the 1981 meeting.

(1) Registration

(2) Hospitality - Barbara A. Stocksdale

The West Virginia Hostesses had a hospitality room
open daily.

(3) Exhibit - Kay Stanek

Exhibits were open (13) hours.

(4) Arrangements - Linda Bull, Chairman

This Committee is busy constantly, doing the necessary
things for an Annual Meeting to move smoothly.

(5) Tours - Vicki Keifer - Point Pleasant, West Virginia

17 Tours plus Express Tours twice daily were arranged.

TREASURERS WORKSHOP

A Workshop was conducted for State Treasurers with NAEHE
Treasurer.

Wednesday A. M. Session

Dr. Anson R. Bertrand, Director of Science and Education
was the Speaker. "Prepare to Lead With Expertise". "Priorities
For The 80's".

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Dr. Bertrand, said "not since the Depression have individuals and families been under such pressure economically, socially, and politically. Extension education programs can, and must, take the lead in teaching skills people need to promote individual growth and development -- and meet needs for food, fuel and housing. The diversity of families and their life styles and value systems requires a variety of educational programs.

Congressional mandates reflects the enduring and deep seated American belief that agriculture must be responsive to human issues.

A review was made. "Extension Home Economics in the 80's" and in other papers. Four new or expanded areas for home economics activity in research and extension that could be implemented and could have a measurable impact on national goals within the next five to ten years.

The four areas are.

- (1) Family Economic Stability and Security
- (2) Energy and Environment
- (3) Food, Nutrition and Health (and)
- (4) Family strengths and Social Environment.

In coming years the NAEHE'S input on a number of tough issues will be needed to develop sound public policy related to: Population; Resources and Environmental Quality; and Information Resources.

Wednesday General Session

Dr. Mary Nell Greenwood, Administrator, SEA Extension was Speaker.

"EXTENSION CHANGE AND OPPORTUNITIES IN THE 80'S"

Dr. Greenwood has through the years, studied Extensions needs and determined plans for the future. She has served on ECOP Organization and policy committees, Home Economics Sub-Committees, AHEA and provided assistance to USDA as a member of the Advisory Committee to revise Extensions planning, budgeting and reporting systems.

As Administrator for SEA-Extension, USDA - she provides Program Leadership and Administrative direction to a staff of 75 Professional Extension Educators at the Federal level. She works with nearly 17,000 extension area and county staff.

Her emphasis was on the opportunities that one can take in the 80's to make the changes necessary. She spoke to the NAEHE's first objective for the Annual Meeting "Project the Future For Planning Progressive Change".

The NAEHE Program of Work Committee Chairman met with State Committee Chairman in a Workshop at 8:30 p.m. on Tuesday. Reports were given by Dr. Alice Jane Hendley, New Mexico; Janet Johnson, Kentucky, Alicia M. Hamrich, Florida and Laurie Johnson Boyce, Wisconsin.

Seminars were conducted during the Annual Session on Wednesday from 2:00 - 4:00 p.m.

Seminars: Members could select one to attend. Presiding were Chairmen of the Program of Work Committees.

- (1) Public Affairs - Ballot Issues and families building a network for change.

Elizabeth Miller - Ext. Home Economics - Michigan
Mary Luttiner, County Extension Director and Home Economist, Michigan

- (2) Public Relations - Jan Christensen, Media Editor, North Carolina State University.

- (3) Recruitment - "Salesmanship - promotion of ourselves as Home Economists and Home Economics as a Career".

Dr. Leonard Davis, Professor, Speech Communications,
West Virginia University.

- (4) Research and Evaluation; What is needed and what is valid?

Speakers: Dr. Jim Summers, Research Specialist
West Virginia Extension Service

Dr. Robert Miller, Education Psychologist
West Virginia Extension Service

Panel - Reaction and Questions

Alice Kempen - Wisconsin
Glenda Duckworth - Nevada
Virginia M. Perez, Texas
Annette Holden, Connecticut

Thursday General Meeting

A speech by Dr. Sara Steele, Program Development Specialist, University of Wisconsin - Extension was "Perform Professionally To Influence Policies and Priorities".

Dr. Steele enjoyed being a 4-H member in the 40's. She served six years as an Extension Home Economist, seven years as Assistant State Leader - Home Economics Training and Studies, and seven years as an Extension Training Specialist. Since 1974, Dr. Steele has served as Professor and Program Development Specialist focusing on program evaluation and accountability. She has done a follow-up of Home Economics programming in which Extension Home Economists in two counties each in Arizona, New York, North Carolina and Wisconsin participated.

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The 3rd Objective, "Perform Professionally" to influence policies and priorities" was stressed.

NAEHE & COMPANY HOSTESSES FOR EVENTS AND MEALS

- MONDAY - Campbell Soup Luncheon
Sharon Blase - Presiding
State Presidents and Voting Delegates
Greenbrier Reception 4:30 - 5:30 P.M.
(All Members and Guests)
- Tuesday - Breakfast, Inc.- Retail Food Group
Ellen Kightlinger, Western Region Director, Presiding
- Wednesday-The Soap and Detergent Association Breakfast
Presiding - Frances Voliva - 3rd Vice President
Greetings - Mildred Gollik - Dir. of Consumer Affairs
Industry Update - Robert C. Singer, Vice-Pres.
- Reception For First-Timers - 4:30-5:30
Reception for Honorary Members, Past and Present NAEHE Officers
- Friendship Party - Eastern Region
"An Evening in Appalachia" - Margaret Meador, Presiding
- Thursday- Ball Corporation Breakfast
Delores Ellis - Presiding, First Vice President
- General Foods Consumer Center Luncheon
Jane Taylor, Southern Region Director Presiding
- Friday - Breakfast and Fashion Show
Simplicity Pattern Co. Inc.
Presiding - Mary Wahl, Central Region Director
Invocation - Louise Ovilette, Maine
Greetings and Fashion Commentator
Janice Hipp, Educational Representative

AWARDS PROGRAM Thursday Evening

Charlotte Young - 2nd Vice President Presiding

The Distinguished Service Awards were presented to (81) Extension Home Economists for their leadership and implementation of well-planned programs with results and accomplishments.

Forty-three were approved for Honorary Membership.

NEW AWARD

- (1) Past President Award is a grant of \$200 provided by the NAEHE Past Presidents to provide an opportunity for a member with a maximum three years experience with Extension to attend NAEHE Annual Session.

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Mary E. O'Donoghue - Massachusetts

A "Fish Bash" acquainted 4,000 participants with the importance and benefits of increased usage of under-utilized species of fish and how to prepare them in tasty dishes.

FLORENCE HALL AWARDS - \$300 GRANTS

Presiding Officer - Charlotte Young, 2nd Vice President, presented (6) Awards to (11) individuals. The Team approach was used by Florida. Six members participated. This is the largest team on record working on one project to submit for a Florence Hall Award. The Florence Hall Award was initiated in 1952 by Miss Florence Hall. NAEHE has continued the award.

(1) Delores McBride - Arkansas - \$300.00

Delores planned and gave leadership to an educational project in food buying designed to reach young families and hard to reach audiences at the point of purchase.

(2) Linda Barber --- Jo Hancock
Jane Burgess --- Eliza Jackson
Sue Elmore --- June Stoutamire

The six team members from Northwest Florida did an in-depth educational program on financial resource management for your families. These Agents are in adjacent Counties. To maintain existing resources and a desirable lifestyle are the goals they are striving to attain.

(3) Kathryn K. Jenkins-Maryland - \$300.00

Kathy chaired a Committee to establish a resocialization Center for Frederick County residents who have had histories of psychiatric hospitalization. Teaching basic skills and learning to cope in today's world is one of the goals of the Center.

(4) Cathy A. Roth - Massachusetts - \$300.00

"Berkshire County is a Neighborhood" was an 18-month program devised by Cathy in celebration of the 1979 International year of the Child. Fifty-one groups and agencies serving children and families in the County were pulled together in an attempt to overcome "turf" consciousness and work as a single entity in behalf of the County's Children. Total 18,500 persons involved.

(5) Susan E. Brown - Nebraska - \$300.00

The working womens Newsletter was developed to provide additional economic information to employed homemakers by a single sheet enclosed with her paycheck. This Newsletter is personally delivered every month to participating businesses in Hastings.

(6) Patricia Q. Brennan - New Jersey - \$300.00

Through youth involvement in the Innes City Nutrition Education Program, low income Passaic County Hispanic children and volunteers developed a sense of community and took an active role in bettering it while building leadership qualities.

Patricia's challenge was to make it fun and irresistible- Plant-A-Patch (Vegetable Garden Project); Kids Care Project; Summer Times (Nutrition Newspaper) and media message contests.

GRACE FRYISINGER - \$500.00 FELLOWSHIP

The first fellowship was initiated in 1951 by Miss Grace E. Frysinger, Home Economist of the Central States FES-USDA. The second fellowship was established by NAEHE in 1954. Both fellowships are continued by NAEHE.

This year Betty Oliver, Professional Improvement Chairman presented the two fellowships:

(1) Sharon Johnson - Iowa - \$500.00

Quality child care has been a goal of hers since becoming an Extension Agent in 1973. She helped organize a baby-sitting cooperative and nursery school that are functioning and growing because inflation is causing many homemakers to seek outside-the-home employment. Through a study of the New York Family Day Care Model, she hopes to expand and improve her program.

(2) Jo Jones - Ohio - \$500.00

Jo empathizes with needs of people. She bases her teaching on available research and her focus on work with preschoolers. She will visit other states with successful child-parent programs for ideas.

NAEHE FELLOWSHIPS

(1) Marygale Hartzell - Indiana - \$2,000.00

Marygale wants to work with Agents in an administrative role to develop and utilize nontraditional educational methods. Because of her interest in unique Extension teaching methods, she enrolled in the Instructional and Development PHD program at Purdue University.

(2) Alma Mancilla - Texas - \$1,000.00

Alma is enrolled in the graduate program at Texas Women's University. She will study design merchandising and advanced clothing construction.

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(3) Judith Burrige - Oregon - \$600.00

Judith plans to study toward the Doctor of Philosophy in the field of educational policy and the management at the University of Oregon.

(4) Kathryn Hostetler - Pennsylvania - \$400.00

Through her graduate program, Kathryn hopes to be updated in subject matter and teaching methods for young homemakers in areas of legal issues.

J. C. PENNEY COMPANY FELLOWSHIP - \$2,500.00

Lyla Tomsheck - Walker - Montana

Lyla's goals include studying inter and intrapersonal communications and conflict management relating to both personal and organizational conflict. She will study to complete her Master's Degree at the University of Oregon and hopefully become a Human Development Specialist or 4-H and Youth Specialist with Extension Service.

The award was started in 1965.

NATIONAL ASSOCIATION OF EXTENSION HOME ECONOMISTS
PARA PROFESSIONAL AWARDS \$25 Savings Bonds

Frances Voliva, 3rd Vice President announced (1) Winner in each of the (4) Regions.

Western - Louise Lucy - Arizona
Eastern - Elizabeth Kent - Maryland
Central - Janet Rater - Iowa
Southern - Evelyn Sharp - Kentucky

RECOGNITION OF AWARD SPONSORS

General Foods has been NAEHE Associations friend for many years. In 1947 they sponsored a luncheon for the Executive Board, State Presidents and Committee Chairman and was one of the eight Exhibitors at the Annual Meeting. In 1947 they had a Snack Luncheon; 1948 a Buffet Supper. The Luncheons have continued. It was only fitting that Martha Kelly, with General Foods Corporation receive the NAEHE Appreciation Award Sponsor Placque.

In 1979 they began the General Foods Awards. This is the 33rd Year for this Association with General Foods.

CHEMM PAK AWARD

In 1979 one winner was announced. In 1980 (4) winners were selected. This is the 2nd year for Chemm Pak Awards.

(1) Judy Irene Rommel - Wisconsin - \$500.00
Her program spotlighted methods of assisting consumers in making the best choices in cosmetic products.

- (2) Virginia R. Warner - Idaho - \$250.00
"Say Cheese" was her title
- (3) Vivian C. Cooper - Georgia - \$100.00
"Laundry Principles and Problems"
- (4) Annette T. Holden - Connecticut - \$100.00
"Revitalized Furnishings - Fabrics ...The Clean Scene"

GENERAL FOODS AWARDS - \$150.00 Grants

Seven Grants were presented. The Grants are provided by the General Foods Consumer Center to individuals desiring to develop media materials emphasizing nutrition.

General Foods Awards were first given in 1979.

Central Region - Margaret E. Griffith - Ohio
"Teaching Basic Nutrition to dual career families and single parent families where adult has fulltime employment".

Southern Region
Betty Gottler - Alabama
"Teaching nutrition to Elementary students".

Lucy B. Forbes - Kentucky
"Learn How You Can Can" - Emphasis on Stretching The Food Dollar".

Sue G. Schlosshan - Tennessee
"Exploring Teenagers reasons for their eating habits and factors influencing what they eat".

Zen E. Stinchcomb - Oklahoma
"Amount of Protein needed in the balanced diet".

Western Region - Roberta Rios - New Mexico
"Teaching Basic Nutrition and Food Purchasing Information in Spanish to Spanish Families".

Stella McKinstry - Wyoming
"Creating an awareness of the 4-Foods Groups and their importance to good health among students in grades K-2".

COMMUNICATION AWARDS (3)- \$100.00 Grants

Recommendations were made and approved to expand the Communication Awards Catagories in 1981. At the present, Grants of \$100.00 were made to the winning entry in Newsletter, Radio Solo and News Column.

- (1) Newsletter - Sharon K. Junge - California
- (2) Radio Solo - Kimberly K. Cook - Georgia
- (3) News Column - Susan Lewis Wells - Massachusetts

American Income Life Insurance Company, Public Relations - Special Risk Division, Louise Dearman, agreed to sponsor the additional Awards for 1981.

FRIDAY GENERAL SESSION

A news update was given by the Department of Information and Education Technology - WVAU.

Rev. Sam and Dr. Sharon Nickols spoke on "Seeds of Time: Shaping Values in the 80's". This Session closed the 1980 (46th) Annual Session.

They have a joint Publication, "Ethical Implications in Changing Lifestyles", Journal of Home Economics.

The presentation of gavel to the 1981 President adjourned the meeting.

Post Annual Session Activities of Greenbrier options and the Executive Board Post-Board Meeting concluded the week in Hospitable Virginia.