

Reflections from the Past: Everything Has Changed and Nothing Has Changed

Donna K. Donald, (IA) NEAFCS Past President (1996) and Editor (1986, 1987, 1988)

"Everything has changed and nothing has changed" succinctly describes the history of official publications for NEAFCS. In 1986 I assumed the role of editor for *The Reporter*. I was excited to have the opportunity having just graduated from Drake University with an M.A. degree in Mass Communications with an emphasis on magazines.

I remember making a trip to Kansas City to meet with Anna Mae Kobbe, 1985 NAEHE President. A representative from Ashcraft Inc., which was the printing company for our publication, took us to lunch and then gave us a tour of their facility. I drove home feeling more than a little anxious as I realized the magnitude of the job awaiting me. But I also thought, "Wow, this is the real thing!" My usual work day did not include having a business lunch at a nice restaurant, receiving attention as a customer, and being chauffeured around a city.

Thus began three years of writing, proofing, soliciting, nagging, and doing whatever was necessary to get a professional magazine published on schedule four times a year. The telephone, fax machine and red pen became my best friends. I remember Jane Taylor (1986 President) calling often as we proofed and proofed again. David would answer the phone and hand it to me saying, "That Jane woman is calling for Donner again." At least that is how it sounded to him with Jane's North Carolina accent. I was thrilled when Jeanne Priester told me she was proud to have the "slick magazine" on the coffee table in her office at USDA. There was no higher compliment she could have paid me.

It was interesting to go back and read the *Information Exchange* column of the first issue I produced. I set several goals as I blended my knowledge of NAEHE and journalism to produce a professional magazine for the membership.

- Share information about NAEHE
- Offer interesting stories of a personal nature
- Be as slick and professional as budget and talents will allow
- Serve as a program showcase for innovative programming
- Use material written by the membership
- Report on Annual Meeting
- Share work from committees

As I delved into the history of the Association's publications, those goals appear to be constant. A bulletin was prepared in the beginning years of the National Home Demonstration Agents Association. We have one in the historical files from 1943, which is 10 years after the Association was organized. This 3-page mimeographed bulletin was sent to each state to keep them informed of Extension doings and to encourage participation in National Meetings. Today we still get newsletters but these are sent electronically each month. There is an annual edition of *The Reporter* (now called *The Journal of NEAFCS* since 2006) containing research articles and abstracts. A *Communiqué* also arrives once a year with Annual Session highlights and committee reports.

Names of publications changed throughout the years to reflect the evolution in the profession and delivery methods.

1945-46	<i>The Letter</i>
1947-48	<i>The News Letter</i>
1949-1964	<i>The HDA Reporter</i>
1965-1977	<i>The EHE Reporter</i>
1978-2003	<i>The Reporter</i>
2004	<i>The Reporter, The Research Journal of Extension Family and Consumer Sciences</i>
2005	<i>Research Journal of Extension Family and Consumer Sciences</i>
2006-present	<i>The Journal of NEAFCS</i>
1990-present	<i>Communiqué</i>
2003-present	<i>eNEAFCS</i>

(click any image to see a larger version)

1975 Reporter

SPiRiT OF '76: SPOTLiGHT ON PROFESSIONALISM

Could you believe 1976 active members, honorary members, guests, and exhibitors? That was the official count on Tuesday of the 41st annual meeting of the National Association of Extension Home Economists. The "Spirit of '76" was everywhere as the Hyatt Regency and several other nearby hotels were jammed with the record NAEHE attendance. By Friday over 2000 had registered for the meeting.

Kyle Testerman, Mayor of Knoxville, welcomed NAEHE to Knoxville by proclaiming the week as Extension Home Economist week in Knoxville. The spotlight was directed at Extension Professionals as local media expressed a great interest in the meeting.

At the opening session, Dr. Toombs H. Kay of the Church Street United Methodist Church challenged the group to gain a new perspective on their profession: to become actively involved in community and individual development; and to be committed to an improved quality of living for all.

Virginia Trotter, Assistant Secretary for Education, Dept. of Health, Education, and Welfare, was the keynote speaker on the subject of "The Myth - The Reality". Dr. Trotter emphasized the role of women in community education through Extension programs.

"Extension has always been able to seek and understand, reach out and touch people with education," Dr. Trotter told the group. "Teaching is a fundamental part of the Extension program and through action and interaction between communities and families, you build better communities."

NAEHE members were reminded of the importance of more qualified women in leadership decisions. Dr. Trotter stated that "attitudes must change about women's roles, and some of the changes must come from the women themselves." Delegates were challenged to respect each woman in what she wants to do. She urged the Extension home economists to support qualified women in leadership positions and let voices be heard.

Dr. Trotter noted that "there may be a gas, electric or fuel shortage, but no shortage in the human resources." Each delegate was asked to accept the responsibility for the development of these resources.



In recognition of the National Association of Extension Home Economists national meeting in Knoxville, Mayor Kyle Testerman has proclaimed this week National Extension Home Economists Week. Pictured with Mayor Testerman as he signs the proclamation are (l-r) Mrs. Mildred Clarke, Assistant Dean, Agricultural Extension Service, University of Tennessee; Miss Mary Frances Hamilton, President, Tennessee Association of Extension Home Economists; Mrs. Ann Domsch, 3rd Vice President, NAEHE; and Miss Nettie Ruth Brown, President, NAEHE.

HERITAGE FOR THE FUTURE

Dr. Opal H. Mann, Assistant Administrator, Home Economics, ES-USDA, challenged NAEHE delegates to remember "as we prepare ourselves to meet the increasing knowledge base from which clientele demands must be met, we should add the managerial and administrative skills which challenge the professional woman today. Basically, being well prepared for opportunities which the future holds for you is the first step to continuing to write a history of progress for yourself and for extension home economics."

Professional excellence demands that we be ready to accept responsibility; we must accept new responsibilities when presented; we must anticipate the close scrutiny accorded those who perform in new roles and be ready to pass the test with flying colors."

Continued on Page 3

1987 Reporter

National Association of Extension Home Economists

1987 Summer Issue

The REPORTER



MARKETING for PERSONAL and PROFESSIONAL EXCELLENCE

Programming for the Elderly

Annual Session Speakers

Three State Conference


National Extension Association of
Family & Consumer Sciences

Communiqué

Annual 2008

Presidents Message

Embracing the Future... Reaching for the Stars



Judith Edwards Breland

Thank you very much for the opportunity to serve as your President of NEAFCS during our 75th Anniversary Celebration. I hope you are planning to join us in Birmingham, Alabama in 2009 for the celebration. As you read your eNEAFCS newsletter, you will find interesting contributions from members through the decades that add to our rich story as we *Celebrate our Heritage and Embrace our Future*.

As a brief introduction to those of you I have not met, I am a County Director in Stone County, Mississippi, having responsibility to the County Board of Supervisors as well as responsibility to make sure Extension's program flows well. I also have some responsibility for the Food and Nutrition Program, and have been involved in Katrina Recovery.

Personally, I have a 5 year old, of whom I am the guardian. I have had the privilege of having both my mother, who is a young 87, and Angel with me since Katrina. If you were at Annual Session, you know I have a grown daughter, Vanessa, who lives in my mother's rehabilitated home in Gulfport. Along with two sisters, that is my family.

Moving on to the needs of our Association, let me ask, do you recall the story of Jonah and the whale? For most of us, we say, yep, he was the guy that didn't listen, spent 3 days in the belly of a large fish, then got spit out and did what he had been sent to do. If you go to the rest of the story, you find that after he delivered his message, Nineveh was saved – but we don't know if Jonah accepted the message, which is to say the readers are left to choose what happens next. I say this to remind you that our Association needs to make some choices. We may not want to do so, but if we don't Embrace our Future, no one is going to do it for us.

As you look at the documents from the Ad hoc Committee on Annual Session on our website, and review the budget information in this *Communiqué*, I hope you will reflect deeply and share your input and strategies to move us forward at this very important time in our Association. When we do a web survey, we typically get a response of 30%. That means roughly 1,000 members are making the decisions for 3,000 members. If you choose to let someone else make decisions affecting you, that is your prerogative – however, please give some real consideration to staying in touch with your Association. The Board works to communicate with you in the least expensive way because we understand that we cannot operate a budget in the red. We need to look closely at the Board structure to see if it is operating most efficiently. We need to look at new ways to provide member benefits. We need to consider Annual Session locations and the ability of our states to accept the challenge of hosting Annual Sessions. Most of all, we need your input as we work to make choices for the future. I am as close as your email, your phone, or your written note. I want to hear from you. Let's join together in embracing our future and reaching for the stars!

In This Issue:

Annual Session Highlights
2009 Budget
Endowment Campaign Update
Board Member and Committee Annual Report

Important Dates:

2008
Dec. 22 - Member Renewals Due
Dec. 31 - Subchapter S Applications Due

2009
Jan. 15 - Living Well Week Mini Grant Applications Due
Jan. 15 - Showcase & Consumer Session Abstracts Due
Feb. 1 - Awards Eligibility Membership Deadline
Feb. 4 - Online Awards Application Period Opens
Mar. 8-14 - Living Well Week
April 1 - National Officer Candidate Applications Due
April 1 - Award Entries Due
April 22-29 - FRED Conference
Sept. 15-18 - NEAFCS Annual Session & Exhibits, Birmingham, AL

Regional Leadership Workshops
Feb. 10-12 - Eastern and Southern Regions
Feb. 18-20 - Central and Western Regions

2010
Sept. 20-24 - NEAFCS Annual Session & Exhibits, Portland, ME

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The Board appointed the editor until 1990. Then with a bylaw change, the position became an elective office and a voting member of the Executive Board. Shortly after in 1995, the responsibilities moved to the Vice-President for Member Resources. An editorial task force formed in 2003 to publish a refereed research journal which transformed the focus of the annual print publication. In 2003, the editorial functions of the electronic newsletter as well as the *Communiqué* officially transferred to the Secretary.

Everything has changed — names of the publications, delivery methods, position and role of the editor. Nothing has changed — publications still provide members with current and relevant news relating to the Association and Extension programming in an efficient, cost effective and timely manner.

My mantra as President was *"The more voices heard, the stronger the organization. The more viewpoints and knowledge available, the better the decisions."* These words were just as relevant in 1934 as they are in 2009. The official publications for NEAFCS will always be a vehicle for conveying information, viewpoints, and knowledge to the membership. They are a means to connect Extension educators from across the country and territories. The publications are a written archive of the history of the Association, depict the progress of a professional association through the years, and delineate the vast changes in home economics Extension work.

As you sit at your computer this month and read eNEAFCS or file the 2008 *Journal of NEAFCS*, pause and connect with the past. Share a common moment with the Home Demonstration Agent who received a mimeographed newsletter in 1943. Give some thought as to how *"everything has changed and nothing has changed"* in 75 years.

PAST EDITORS OF PUBLICATIONS

32 women representing 20 states served as editors

1943-44	Anita Dickson (MO)
1945-47	Charity Shank (MO)
1948	Margaret Bracher (TX) Mary Cornwall (NC)
1949-50	Elizabeth Robins (VT)
1951-53	Jeanette Dean (IL)

1954-55 Dawn Duncan (TX)
1956-57 Katherine Rodgers (GA)
1958-59 Myndall H. Stanfill (FL)
1960-61 June Wilke (PA)
1962-63 Louise Welch (SD)
1964-65 Carolyn Yuknus (NJ)
1966 Helen Birchard (NY)
1967-68 Betty Hamilton (AL)
Margie Bennett (GA)
1969-70 Dawn Duncan (TX)
1971-73 Pauline Deem (MT)
1974-75 Virginia Price (OK)
1976-77 Barbara Shock (IL)
1978-79 Wilma Jean Lower (MO)
1980-81 Linda McCrystal (NY)
1982-83 Sharon Keach (KY)
1984-85 Jan Thompson (OH)
1986-88 Donna K. Donald (IA)
1989 Lorna Loeffler (OR)
1990-91 Jenta Wyatt (FL)
1992-94 Ellen N. Varley (MD)
1995-96 Emily A. Remster (IN)
1997-98 Ingrid Holmes (MD)
1999-2000 Marilyn Y. Gore (NC)
2001-02 Geri E. Mason (MD)
2004-06 Jan Scholl (PA)
2007-08 Rebecca J. Travnichek (MO)

Note: The information is gleaned from historical records and we apologize for any errors or omissions.