

## Reflections from the Past: NEAFCS on WWW

Sharon Hoelscher Day (AZ)

It's hard to remember when we didn't have the internet, but it has not been too many years. Our National office didn't have an email address until early 1997. The first meeting of the NEAFCS electronic communications committee was held in Cincinnati during Galaxy I, October 1997, with committee members Sandy Brown (WA), Sharon Hoelscher Day (AZ), Hope Hunt (NC), Carol Powell (CA), Kay Webb Burke (VA), Renee McKee (IN) and chair, Chris Kniep (WI). We viewed and revised the first draft of a proposed NEAFCS website. Our first website included links to pages for all our program committees, officers, Annual Session, business documents, awards manual, affiliate officers and website links.

The first NEAFCS website was launched with the domain, [www.neafcs.org](http://www.neafcs.org), in summer 1998. I am proud to have served as the first webmaster for the NEAFCS website from 1998 to 2002. The University of Arizona hosted our website until December 2002, when our National office, Franklin Management Company in Virginia and our Electronic Communications Committee developed our next generation website. The website was a major step forward with a searchable member database, Members Only section, online forms, and internal lists added to our existing online materials. In 2003, an electronic newsletter, *eNEAFCS*, started as a way to streamline and speed up communications with members. The NEAFCS award applications went online for the first time in 2004; and in 2005, members first entered concurrent session proposals and submitted Annual Session registrations online at our website.

The [Living Well website](#) launched January 2003 as a result of the NEAFCS marketing research and campaign. The site has links to every state Cooperative Extension website and to subject matter websites for successful Extension education programs across the country. This website was developed by the Public Affairs / External Marketing Committee and Andrew Felicetti, web designer, at the University of Arizona Cooperative Extension, where the site is still hosted.

When the NEAFCS National office moved to Madeleine Crouch & Company in Texas, the website moved again. NEAFCS Endowment donations could be made online and content was expanded. The third major re-design of [www.neafcs.org](http://www.neafcs.org) went live with a new look in spring 2008. Our website has a strong Members Only section with graphics library, E-store, publication archives and much more.

Our NEAFCS website continues to expand and improve to better serve our members.

2001 NEAFCS Website



"The National Extension Association of Family and Consumer Sciences educates its professionals to empower individuals and families to make informed decisions."

<a href="#">National Officers</a>	<a href="#">State &amp; Territory Affiliates</a>	<a href="#">NEAFCS Home</a>	<a href="#">Calendar</a>	<a href="#">Related WWW Sites</a>
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#### Member News

- [Membership Forms are NEW!](#)
- [New National NEAFCS Office Selected](#)
- [Annual Session in Kansas City, MO](#)
- [Climbing the Leadership Ladder](#)

#### Association Business

- [2001 Administrative Manual](#)
- [By-Laws - 2000 Revision](#)
- [2002-04 Strategic Plan - pdf file](#)
- [Updated Millennium Map](#)
- [Millennium Map Results -4.9 MB PowerPoint](#)
- [2002 Board Minutes](#)
- [2001 Association Business Minutes](#)
- [NEAFCS WWW Site Map](#)

#### Enter Key Words for Search:

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#### Professional Development

- [Oct. 6 -10, 2002 Annual Session Kansas City, MO](#)
- [September 21-25, 2003 -Galaxy Conference - Salt Lake City, UT](#)
- [2002 Mini-Grants](#)
- [Regional Leadership Workshops](#)

#### Awards

- [2002 Awards Information](#)
- [2001 Award Winners](#)
- [Awards Sponsors](#)

#### Public Affairs

- [NEAFCS Challenge 2002](#)
- [2002 Mini-Grants](#)
- [2003 PILD - May 4-7](#)
- [Public Affairs Listserv](#)
- [Image Enhancement Project](#)

#### Members Resources

- [The Reporter / Communique](#)
- [Life Membership](#)
- [National Committee Application Online](#)
- [Membership & Committee Forms](#)
- [Extension Job Openings across US](#)

#### Regions/Regional Directors

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March 2004



### President's Message

Sharon Hoelscher Day, 2003-2004 NEAFCS President

**Greetings Friends and Colleagues,** NEAFCS is celebrating 70 years as a professional organization. NEAFCS national and state affiliate officers are dedicated to meeting the current and emerging needs of our members, balanced with our proud traditions. I just had the honor and pleasure of meeting our association leaders from every state at the four JCEP regional leadership workshops. I am impressed with the high energy, insight and talent at the NEAFCS meetings. Kudos to our Regional Directors, Karen Thomas, Judy Breland, Patty Merk and Suzie Brown for leading great regional leadership workshops this winter.

We had lots of good discussion, sharing ideas and discussing the future of NEAFCS and Extension. Williams' 2002 book, *The Paradox of Power: A Transforming View of Leadership*, "An effective vision produces a number of powerful, transforming results in the life of an organization."

- A vision provides a sense of direction and an impetus for growth.
- A vision gives everyone in the organization a sense of involvement, purpose, and significance.
- A vision clarifies decision-making.
- A vision keeps the focus on what's important.
- A vision motivates people over the long haul.
- A vision empowers people.
- A vision calls people to attempt the impossible.

How powerful is our vision?

Over the coming months, you will learn about our new strategic plan, meeting new challenges and successful projects completed by state affiliates.

Affiliate leaders learned about the structure and goals of ECOP, the Extension Council on Policy which is part of NASJLG, the National Association of State Universities and Land-Grant Colleges. ECOP includes 15 state directors from all regions of the country who represent the state partners of the Extension system. ECOP works in partnership with USDA-CSREES to initiate strategic planning and identify nationwide issues that lead to program and budget priorities. If you are interested in learning more about ECOP, talk with your state president or go to [ECOP website](#).

Several states have been proactive in making the case of the impact and importance of extension family and consumer sciences programming. They are well aware of the old Chinese proverb --

### Other News

#### 2004 Annual Conference Brochure Available Online

The first promotional brochure for the upcoming NEAFCS Annual Conference & Exhibits was mailed last week. You can download the brochure from the NEAFCS web site and view the latest information on the conference. [more>>](#)

This year you can also register for the conference online! By registering online, you can reserve your space for pre-conference seminars and in-depth sessions where attendance is limited and available on a first-come, first-served basis. You can register online using Visa, MasterCard or American Express credit cards OR, with a new electronic check feature, you can have your registration fee deducted from your checking or savings account. NEAFCS has obtained a secure-site certificate from Thawte, a leading provider of security certificates for processing secure transactions using 128 byte encryption technology so you know your transaction will be secure. [Click Here to Register Today.](#)

#### NEEDED! A Few Talented Members

NEAFCS Past National President and Nominations Committee Chair, Ingrid Holmes, encourages members to run for national office. [more>>](#)

#### The Reporter Call for Submissions

Vice President for Member Resources, Juanita O'Campo Waits, reminds members to submit Research and Program Highlights for next year's issue of NEAFCS' research publication. [more>>](#)

Juanita also reminds you of the benefits of life membership and NEAFCS and encourages life members to provide feedback on how we can serve you better. [more>>](#)

#### 2004 Coalition Survey

Luann Boyer, Vice President for Public Affairs, announces a new survey members are asked to complete. The results will be presented at the 2004 Annual Conference in Nashville, TN. The results of the survey can be used by extension staff to identify new partners in

## 2009 NEAFCS Website

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Network  
grow  
SUCCEED

become a member

National Extension Association of Family and Consumer Sciences (NEAFCS) educates and recognizes Extension professionals who improve the quality of life for individuals, families and communities. We provide education in:

- Food preparation, food safety and nutrition
- Financial Management
- Healthy Lifestyles
- Home & work environment and safety
- Relationship and parenting skills
- and much more!

[Learn More](#)

NEAFCS 75th Anniversary  
Celebrating Our Heritage,  
Embracing Our Future  
1934 - 2009

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2009 Annual Session  
Information to help you plan  
and register. Check here for  
the latest information.

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2009 JCEP  
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