

Milestones That Mark Our 50th Year

Cleo Stiles Bryan (OK), President 1973 and Historian (1983-1987)

The following is the third of five installments of the history as compiled by Cleo Bryan. This mimeographed booklet was distributed to members attending the 50th Anniversary Annual Meeting in New York City September 8-13, 1984.

IMPROVING PROFESSIONAL IMAGE

In-service training became increasingly necessary as home agents recognized and worked with many new audiences such as working homemakers, urban families, women employed outside their home, elderly citizens, beginning homemakers, handicapped, gardeners and landscape enthusiasts. With the expanding population, increased interest in educational assistance and a determination to meet these requests, agents expanded their use of mass media—radio, television, newsletters, newspapers and correspondence.

In 1946, the first Advisory Council was chosen, with Mena Hogan as Chairman. Charles Pfizer Awards were presented from 1965-1961. Honorary memberships were first given in 1955.

In the early years, Association newsletters were sent. In 1948 these were called *HDA Reporter*. In the first years, one newsletter was sent to a state. Now four or five issues per year are sent to each member. In the 40's, the Association emerged from a gift buying stage to a stronger organization that involved the membership. States were divided into districts. Close working relationships developed with other agent associations in the 40's. Commercial exhibits were included in the Association's national meeting for the first time in 1947. In 1948, the creed, written by Carmen Johnson, was adopted from several creeds submitted.

Grace Frysinger's belief in the Home Demonstration Agent and her guidance in the formative years of the organization, her interest in a strong professional organization for co-workers and her financial support resulted in Grace Frysinger Fellowships that have been given since 1951. Mrs. Louise M. Craig of Somerset, Kentucky was the first recipient.

INCREASING AGENT INVOLVEMENT

In 1951, the Annual Meetings rotated among regions every other year and the first President-elect was selected. In the 50's Association members felt that "Extension" should be in the agents' title. In 1951, the first Annual Meeting was held outside Chicago since 1942. Meetings were planned two years in advance. Our Treasurer had large amounts of money to handle so this was the first year for her to be bonded. Mid-year

Board meetings were held prior to the AHEA annual meeting. The first organized tours were planned in 1959 and the Association presented a sterling silver coffee and tea service to the 4-H Center in Washington, D.C. at its formal opening.

Regional dinners began in 1960 and the first issue of the professional journal, *Journal of Extension*, was published in 1963. Tours for husbands began in 1961. A new banner-NHDAA- was presented by the Eastern Region to be used at each general assembly. The Association began to send representative to other association meetings and conference such as White House Conference, Safety and the Association of County Agents.

Career leaflets were distributed to acquaint teachers and students of facets in home economics careers. In 1964, during Mid-year Board meeting, the site was changed from meeting before AHEA annual meeting to where the agents' annual meeting was to be held.

ASSOCIATION CHANGES TITLE AND PROGRAM EMPHASIS

In 1965, the Association's title was changed to the National Association of Extension Home Economists and the Eastern Region again presented a new banner. In the late 60's, traditional crafts were being preserved in states such as Oklahoma, Arkansas, North Carolina and Pennsylvania. A wood sculptor in Pennsylvania made our gravel for the Association. A former Arkansas agent, Blanche Elliot, is now head of a corporation for arts and crafts of the Ozarks "War Eagle Arts and Crafts Fair" near Rogers, Arkansas—a million dollar enterprise. It is held semi-annually on her old farm by a water mill. People from all over the world visit there every third weekend in October.

In 1965, the Association and the 1890 Colleges merged with the Land Grant Colleges. All agents previously recognized in the 1890 were granted Distinguished Service Certificates and were eligible for membership in NAEHE.