

Annual Session 1986 – Grand Rapids Michigan: Marketing for Personal and Professional Excellence

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This fall, NEAFCS returns to Grand Rapids Michigan for its Annual Session, 35 years since we last visited the city. As I reviewed the publications from 1986, some things have changed – like our name, parts of the program, how we register, etc. Some things haven't changed as the meeting theme that year was Marketing: how to market programs to families, developing marketing skills and looking at alternative delivery systems.



President Jane M. Taylor, NC, challenged members saying “to further improve our visibility and make our mission clear, we must have imagination, inspiration, specialization, cooperation and perspiration. Put your mind to work, concentrating on those things that are of major importance to families. Be willing to make your plan come true. Catch the NAEHE leadership spirit: Inform others about our mission and function in local community life.”

It was the first Annual Session I attended, and I was hooked – I haven't missed one since! As a First Timer, I was treated to a very special event at the Gerald R. Ford Museum and was “wowed” by the Kraft Luncheon, Kellogg Breakfast and Lipton High Tea. I even got to meet Tony the Tiger on my Workshop on the Move to the Kellogg Company! I need to find that picture....

I hope you “Catch the NEAFCS leadership spirit” this year, by attending in person or virtually, the NEAFCS Annual Session in Grand Rapids MI – hope to see you there!

