

1965

The first session of the Executive Board and Advisory Council of NAEHE was called to order at 2 p.m. on Friday, June 25, 1965, in the Claridge Hotel, Atlantic City, New Jersey, by Mrs. Helen Whittington, president. Mrs. Marian Valentine was appointed parliamentarian.

NEW BANNER

Now that the Association had a name change, the original banner which had been given by the Eastern Region was no longer appropriate. Missouri was made responsible for a banner with the new name.

Miss Helen Birchard, New York, 3rd Vice President, reported the Public Relations Committee was working on a leaflet to promote the profession of the Extension Home Economist.

A discussion followed on some charges at the annual meeting that year: pre-registration fee was set at \$1.00; registration \$4.00 and regional dinners \$5.00.

OFFICER MANUAL

President Helen Whittington had prepared officers' manuals and presented one to each officer stating that they were to be used as a guide and not a replacement for the handbook. This was something that had long been needed.

ADVISORY COUNCIL MEMBER EXPENSE

It was called to the attention of the Executive Board that all universities do not pay full expenses for personnel participating in educational activities other than at the immediate school. It was suggested that some of the money budgeted for the annual meeting be available for expenses of advisory council members who would have to pay their own expenses otherwise.

Invitations for the 1970 annual meeting were received from Omaha, Nebraska, Des Moines, Iowa, and Milwaukee, Wisconsin. The invitation from Milwaukee was accepted. At this meeting it was voted that meeting places continue to be selected on a rotation system by regions as 1967-1970: Southern, Western, Eastern and Central.

Procedure for submitting and judging scholarships and fellowships was adopted:

1. The J. C. Penney and NAEHE Scholarships applications be one and the same with applicant indicating which one she was applying for, and also to indicate if she would like to be considered for the other.
2. All scholarships and fellowships have the same deadline and one committee for judging.
3. The scholarships committee for judging be composed of chairman of Professional Improvement, member of the Advisory Council, FES training representative and a member of the Executive Board. The judging to be done at the June Executive Board Meeting.
4. Two copies of each application will be required so that members of the committee will have an opportunity to pre-read the application before judging date.

PUBLICITY BROCHURE

The Advisory Council recommended developing a brochure for outsiders (press, exhibitors, others) to be used as a vehicle to interpret the NAEHE Association to others. The recommendation was accepted and the public relations committee was to be responsible.

REIMBURSEMENT OF ALTERNATE COUNCILORS

The alternate councilors were becoming more involved in the activities of the annual meeting of the Association and were

to serve on the Public Relations Committee. They were to be reimbursed for partial expenses, beginning in 1966.

Dr. Marvin A. Anderson, Iowa State Extension director, joined the executive Board and he gave a short history of ECOP and the formation of the present ECOP Sub-Committee.

TERM OF OFFICE

A few changes were made in the length of time a person could serve on the Executive Board. Before now, a person could serve indefinitely and the president would always serve two years on the board before being eligible for the office of president; then one year as president-elect, two years as president, and one year as past president. This would mean six years. The constitution was revised to read:

Section 3: A president-elect shall be elected each year to serve one year as president-elect and the following year as president for one year. She shall have had NAEHE Board experience.

Section 4: No officer or regional councilor shall be eligible to serve more than one term in the same office. She shall not be eligible to serve more than four years on the Executive Board.

Section 5: The president-elect shall serve as a member of the Executive Board for one year. She shall serve as program chairman of the annual meeting.

WHITE HOUSE SEMINAR

Mrs. Helen Whittington, president, reported she was invited to and did attend the White House Seminar on Head Start. Mrs. Lyndon Johnson opened the seminar and described the program as an "effort to reach out to one million young children lost in a gray world of poverty and neglect and lead them into the human family."

The ECOP Advisory Committee was added to the guest list. Invitations for all guests are given by the NAEHE president.

Annual meeting time in 1965! Kansas City, Missouri, was the location and Hotel Muehleback was the headquarters hotel. Mrs. Helen Whittington, president, called the opening session to order at 1:30 p.m. Tuesday, October 26, and gave the theme of the meeting, "Broadening Our Perspective Through Knowledge and Action." The objectives were:

Extension Home Economists—
to become more aware of the many changes faced by the home economist in a diverse society.

to gain knowledge concerning research to help meet these changes.

to be stimulated to constructive action.

POSTING OF COLORS

In a most impressive ceremony, the United States Marine Corps Color Guard posted colors. This was followed by the Pledge to the Flag and singing of the National anthem.

The Reverend John H. Lembecke, Jr. of Trinity Episcopal Church, Independence, Missouri, gave the invocation. After officers and the Advisory Council were introduced by President Whittington, Dr. Mary Nell Greenwood, director, Continuing Education for Women's Cooperative Extension Service, University of Missouri, brought greetings to the 956 persons attending. Following the reading of the Creed by Mrs. Grace M. Wright who was serving as president of the Missouri Association of Extension Home Economists, musical selections were presented by the Conservatory of Music, University of Missouri.

"The rapid development of new knowledge will be one of the factors that will change the demands on Home Economists," said Dr. C. B. Rachford, vice-president for Extension, University of Missouri, in his address, "Changing Demands for Home Economists," at this opening session.

Factors which will influence Extension programs in the future were cited:

1. Rapid development of knowledge and its application
2. Acceptance by society of the goal of equal opportunity for all persons—with women's rights not to be overlooked
3. Significance of urbanization
4. Development of an affluent society
5. Changes in population
6. Increasing mobility of people.

Now the teaching, he indicated, must be geared to young and old, rich and poor, urban and rural persons. If Extension people can't make necessary changes, someone else is likely to do the job.

Immediately following the business session on Wednesday morning, Mrs. Mary Bennett, professional improvement chairman recognized the recipients of the 1964 Grace Frysinger Fellowship and the 1964 NAEHE Fellowship recipients and each briefly gave the highlights of how her fellowship award was used and the benefits derived. Then Mrs. Bennett recognized the 1965 award recipients. Grace Frysinger: Miss A. Shirley Young, Wisconsin, who plans to use this award to study other programs for young homemakers and the underprivileged; Miss Ilene M. Naley, Min-

nesota, who plans to visit other states to observe work with young homemakers or beginning families.

Miss Margaret E. Hamilton, Oregon, was the recipient of the NAEHE Fellowship of \$1000, which formerly had been two at \$500 each. She planned to learn how to work with people; how to motivate them to a desire for learning.

FIRST RECIPIENT, J. C. PENNEY SCHOLARSHIP

A Wisconsin Extension home economist, Miss Doris J. Staidl of Green Bay, became the first recipient of a \$2000 scholarship created by J. C. Penney Company.

The purpose of the annual scholarship is "to provide an opportunity for Extension home economists who have shown confidence and achievement in home economics Extension programs to receive additional professional improvement through graduate study."

Miss Staidl was to return to the University of Wisconsin in February to study for her doctorate.

Mrs. Satenig St. Marie, head of Penney's consumer and educational relations department, presented the award to Miss Staidl.

The Florence Hall winners for 1965 were:

Mrs. Edythe N. Hill, New Jersey, who offered a correspondence course over the radio entitled "You—The Grocery Shopper." One hundred two enrolled with 47% completing.

Mrs. Esther Schmidt, Illinois, who gave a series of six lessons on housekeeping techniques and cleaning tools. Thirty-five were trained, eight secured full time jobs, others, part time.

Mrs. Ella Stackhouse, Missouri, who conducted classes in food, nutrition and meal planning using commodity foods.

Mrs. Doe Hardin, Georgia, who conducted a course for all home demonstration club members on improving the diet.

Mrs. Yancey B. Walters, Alabama, planned a series of meetings for persons whose income was \$3000 or less, teaching family economics and management.

Mrs. Helen Maines, Mississippi, worked in the promotion and execution of a sanitation program in Simpson County in which, at the end of 1964, six land fills were in use.

Mrs. Loris Welhausen, Texas, conducted a comprehensive educational effort in reaching 7000 families with educational programs in clothing, nutrition and home management.

Miss Jacquelen Anderson, Colorado, conducted a course on housekeeping skills to alleviate the problem of people violating the sanitary code. These women had been threatened with "clean house or be evicted."

Tuesday afternoon's program opened with an address, "Spe-

cial Challenges of an Increasing Population," prepared by Dr. Ellen Winston, commissioner, Welfare Administration, HEW, Washington, D. C. Dr. Winston could not attend and her paper was given by Mrs. Gladys White.

TEA—HONORARY MEMBERS, PAST PRESIDENTS

For the first time, the Missouri Association of Extension Home Economists hosted a tea for honorary members and past presidents, who had a most relaxing and enjoyable time 'just talking' and getting to know each other.

Mrs. Mary Donnini, president-elect, presided at the morning session Thursday, October 28. Mr. Grant Shrum, director, National 4-H Foundation, gave a report on the Foundation in his remarks on "Service to Youth." The address of the morning was brought by Dr. Donald Bouma, professor of Sociology, Western Michigan University. In his address "New Faces for Old Problems," Dr. Bouma pointed up the situation that will help Extension Home Economists to constructive action in facing old problems. He said that some of the old problems with new faces are population pressure, poverty, functional illiterates and drop-outs. He thinks new weapons are being forged for the attack on these problems and that we need to know what they are, evaluate them and put them to use.

The entire afternoon program was entitled "Features in Action." Stories of successful Extension pilot efforts were told in 15 discussion groups meeting simultaneously throughout the afternoon. The subjects presented:

1. Working with low Income Young Homemakers: Miss Elna Tanner, Miss Julie Smith, Alabama.
2. Working with Culturally Deprived Low Income Women: Mrs. Ester Schmidt, Illinois.
3. Metropolitan Coordinated Effort in Consumer Education in and Around Washington: Miss Marie Turner, Virginia and Mrs. Jane Elliott, Maryland.
4. Training Non-Professional Low Income Women: Miss Mildred Timken, Miss Ardella Hixenbaugh, Missouri.
5. The Benchmark Survey: Mrs. Ella Stackhouse, Missouri.
6. Economic Opportunity Act—Community Action Program: Mrs. Fred Culver, Miss Hazel Wakefield, Missouri.
7. Effective Communications and Public Relations: Mr. William Gates, Mrs. Ollyne Jeffries, Mrs. Isabel Jones, Missouri.
8. Working Effectively with other Professionals: Mrs. Kitty Dickerson, Mrs. Helen Davies, Missouri.
9. Designing and Executing a Correspondence Course for Homemakers: Mrs. Edythe Hill, New Jersey.

10. Writing for Low-Literacy People: Miss Patricia Coolican, New York.
11. Working with Public Housing Officials and Housing Project Tenants: Mrs. Jennie Pullen, Mrs. Louise Cowart, Georgia.
12. El Paso County Broadens its Horizons: Mrs. Margaret McConnell, Texas.
13. Reaching New Audiences: Miss Doris Staidl, Wisconsin.
14. Extension Work on Indian Reservations: Mrs. Colette Farrar, Idaho and Mrs. Grace Kline, South Dakota.
15. South Carolina's Special Needs Project—Working with Low Income Families: Mrs. Berry Suddath, South Carolina.

The annual meeting came to a close with the Recognition Brunch, courtesy Coats and Clark, Inc. and Simplicity Pattern Company, Inc. Mrs. Frances McKay, 2nd vice president, presided. The invocation was given by Miss Irby Barrett, past president. Greetings were brought by Miss Mamie Hardy, head, Educational Activities, Coats and Clark, and the Fashion Review was presented by Miss Lucille Rea, educational director, Simplicity Pattern Company.

Dr. Margaret C. Browne, director, Division of Home Economics, FES, in her speech, "Sufficient Unto the Day" gave her audience ten questions by which each individual might evaluate herself for the professional role as an educator working with families who are trying to solve the problems of today's world:

1. Would you be sufficient unto the day if a taxpayer alliance or a Congressman collected news stories about your program for three months and on the basis of information decided whether or not your program would continue?
2. Is your output of productive work sufficient unto the day?
3. Have you had sufficient training in the social sciences?
4. Do you have technical confidence sufficient unto the day?
5. Are you sufficiently professional to be a member of three teams—the director's team, the home economics team, and the county Extension staff team?
6. Do you have sufficient initiative to effectively carry out the new programs?
7. Are you a sufficiently wholesome person to leave unfinished business in the office and turn attention to other things to refresh and restore your mind and body?
8. Are you sufficiently well organized to reflect credit on your profession?
9. Are you sufficient in common sense?

10. Do you have the sense of humor adequate to carry you through the day?

Dr. Browne concluded by saying:

Each one of you is a human being. In spite of imperfection you are doing a tremendous job . . . Extension home economists are indeed sufficient unto the day. You are well aware that each day is a new day with new problems to be solved, alert to needs, and taking the steps in order that tomorrow will find them sufficient.

Seventy-two agents were then recognized for Distinguished Service.