

1974

Mrs. Phyllis Northway of Wisconsin, president of NAEHE, called the midyear board meeting to order June 20 at 9:15 a.m., at the Tan-Tar-A Resort in Osage Beach, Missouri.

The meeting was opened with prayer by President Northway, followed with introduction of new members of the Advisory Council: Dr. Hazel Anthony, dean, College of Home Economics, University of Nebraska; Dr. Nancy Preas, assistant director, home economics, CES, Georgia; and Mrs. Ruth Spidahl, state leader, CES, Maine.

In discussing the regional workshops for presidents, the Board voted to extend



Mrs. Phyllis Northway
(Wis.)

the meetings one day. Some of the presidents, particularly those from distances as Hawaii, Alaska and Puerto Rico, had difficulty getting to the meetings. With an added day, this would mean everyone could arrive the day before and have one full day of meeting.

The chronological history was complete for the years 1933-1971 and was distributed to the board members.

Mrs. Betty Jo Barney, Western alternate regional director, moved out of the state and Mrs. Miriam Limb of Utah was appointed to fill the unexpired term.

The number of exhibitors seemed to increase each year. The Board voted that the number of educational exhibits not exceed 100. Eighty-four exhibited this year.

Ball Corporation withdrew their sponsorship of the Para-Professional Award. President Northway wrote to each state concerning this, but there was not an enthusiastic response, so the Executive Board contributed \$900 for these awards for 1974 only.

Committee members gave reports at the fall board meeting showing continued growth in the Association. Membership had grown to 4079; pre-registration for the 40th annual meeting was 1496; there had been 375 participants from 40 states in the Communications contest this year—up from 57 entries from 30 states the previous year; there were 98 commercial exhibitors and four complimentary booths. Other business transacted was the adoption of one form to be used for all nominees, including alternate regional directors; representatives appointed to the Extension Journal to be appointed to the professional improvement committee for two years; President Phyllis Northway was appointed as the three-year representative of the ECOP Subcommittee on Agent Associations. The board voted to change the number of Florence Hall Awards winners to six, with the amount of the awards to be increased to \$300.

There had been some discussion on the possibility of NAEHE becoming a section of AHEA similar to HEIB. The Committee which had been appointed to study this gave this report: "The committee strongly recommends maintaining our own organization of NAEHE and continuing to study and strengthen its structure. Cooperation at state and national level with AHEA is encouraged." In giving her report, President Northway further reported that NAEHE was seriously considering the appointment of a legislative committee to identify some liaison with AHEA legislative work and was also currently investigating ways in which our annual meeting can count toward credit points on the AHEA Professional Improvement Record System (PIRS).

CALIFORNIA

The California Association of Extension Home Economists joined the national association this year, making 100% state membership. All through the years one, two, or three extension agents from California had been members of NAEHE, now with the state association, this brought 30 members. NAEHE welcomed this state into the Association.

GRACE FRYSDINGER TRIBUTE

Miss Grace Frysinger has been in declining health in recent years and has moved to Washington, D. C. Miss Frysinger was instrumental in the founding of this association on solid ground. Because of her interest in encouraging a strong professional association for county workers and her generous and continuous financial support, NAEHE has been able to give two \$500 Grace Frysinger Fellowships annually. The Association sent her a floral tribute in July, expressing our love and appreciation. Miss Beatrice Judkins, Advisory Council chairman, reported Miss Frysinger was pleased and excited about the remembrance.

President Northway also reported that the Executive Board voted to grant, upon request, honorary membership to all former presidents who may not have applied at the time of resignation or retirement, and to NAEHE members who request early disability retirement, provided they have 10 years NAEHE membership.

Blue skies, crisp fall weather and sunny smiles from Minnesota greeted 1567 Extension home economists, honorary members, guests, exhibitors and program participants gathered in Minneapolis for the 40th annual meeting of the National Association of Extension Home Economists, September 23-27.

"Concern-Challenge-Commitment" was the theme of the 1974 annual meeting. The objectives were for Extension Home Economists to develop:

- an appreciation for Extension heritage
- insight into critical social issues
- skills in determining program perspectives
- plans for investment in the future.

As the program developed, the Extension home economists were made aware of how far they had progressed since the beginning of family living programs.

State presidents meet with regional directors during the meeting to discuss award procedures, officer qualifications, election procedures and constitution change.

In the opening session, everyone sensed an appreciation for Extension Heritage. President Phyllis Northway called the meet-

ing to order at 9:30 a.m. Tuesday, September 24, and the invocation was given by Edna Jordahl, president, MHEA. After the National Guard Color Guard presented colors, Judi Linder, MAEHE, led in the pledge to the flag and the national anthem. A welcome was extended by Dr. Roland H. Abraham, director, Minnesota Extension, followed by "A Report to the Nation" by Roger Fellows, Worthington, Minnesota, Historical musical selections were presented by the Wayzata High School Band.

In the keynote address Tuesday afternoon, Dr. Lois A. Lund, dean, College of Human Ecology at Michigan State University, said:

The future holds a culture characterized by increasing population and increasing pressures from overpopulation . . . a culture which in America will contain relatively more older people than children . . . a culture with increasing numbers of households, but with insufficient housing of either standard or non-standard quality to provide shelter . . . a culture in which increasing attention will be given to opening opportunities for all members of society women, minority, handicapped . . . a culture in which the divergence between average incomes continues to widen . . . a culture in which scarcity and international interdependence will cause living costs to escalate rapidly . . . a culture of individuals more highly educated than those of any culture preceding it, yet a culture of confusion, alienation and estrangement.

As culture changes, so does the family. The family today is directly bearing the brunt of adjustment to a multitude of changes . . . economic, social, political, religious, etc. The effects of these changes are brutal; first, because of the swiftness with which significant change strikes today; and second, because the family has little recourse but to absorb the change and try to adjust to it.

The dinner meeting Tuesday night, hosted by the central region and with Pat Jarboe presiding, carried the theme "You've Come a Long Way Baby—But You've only Just Begun." Mrs. Margaret Esposito gave the invocation.

The Equation of Survival Workshops were planned to help Extension home economists develop skills in determining program perspective. There were five separate workshops: (1) Food, it's More Than What You Eat"; (2) "What Will You Wear Tomorrow?"; (3) "Where Will You Live?"; (4) "It's All in the Family"; and (5) "Health Care—It's How You Feel."

Dr. Otis Maxfield, vice-president, Corporate Human Resources, and lecturer, Harvard Business School, told delegates that there has been a shift in our culture from the individual's need to be unique. Continuing, he outlined some negative blocks

to personal growth: (1) Inability to take human risks; (2) Rigidity of behavior; (3) Defensiveness; and (4) Unsolved hate. Dr. Maxwell said, "Personal growth is encouraged by (1) self acceptance, (2) learning how to separate fate from destiny, and (3) learning how to handle frustration." The topic of Dr. Maxwell's talk was "Marketing the Human Potential in a Way That Has Relevance."

"It's Up to You" was the title of the speech given by Dr. Betty Siegel, dean, Academic Affairs for Continuing Education, University of Florida.

"I want to be somebody, because God doesn't make any junk," said Dr. Siegel as she spoke about the development of the individual at all stages of life. In order to improve the quality of living, she challenged Extension home economists to be warm, affectionate, involved and enthusiastic. In effective teaching she said that it was not what you knew or the technique used in teaching, but it was what you believed that really counted.

Dr. Siegel reminded us that there are no culturally disadvantaged, but rather, culturally unique individuals.

The recognition program this year was a commitment to professional improvement and a recognition of those who had performed in an outstanding manner. It was a dinner meeting and Mrs. Martha Phillips, 2nd vice-president, presided. Mrs. Joyce Clark, Mississippi, gave the invocation.

FLORENCE HALL TRIBUTE

Each year, Extension home economists who have initiated and accomplished new programs are recognized. The award is named for Florence Hall, a pioneer worker in Extension family living programs. Miss Hall, who retired in 1952, visited with those attending the NAEHE annual meeting, through a slide and tape presentation. Her dedication to improving the quality of living for everyone was an inspiration to all who heard the interview.

During this 40th annual meeting, NAEHE presented Miss Hall with a bound book of letters from ninety-one of the 127 Extension home economists receiving the Florence Hall Award since 1954.

Since Miss Hall was unable to attend the Minneapolis meeting, the presentation was made later in Washington by Carolyn Yuknus, New Jersey Extension home economist, past president of the NAEHE, and a former recipient of the Florence Hall Award. Twelve Extension home economists from New Jersey, Maryland, Virginia and the Extension Service, USDA, many of these former recipients of the award, shared the occasion with Miss Hall.

The 1974 Florence Hall recipients were recognized: Mrs. Ellen Irwin Braucht, Illinois, promoted a program whereby senior citizens ranging in age from 80 to 96 taught skills on a one-to-one basis to 50 young homemakers; Susan Langley Cruse, Kentucky, instituted a two-day Lincoln Day Celebration because his birthplace had not recognized his birthday—all ages worked together to create arts and crafts for sale; Marva Winget Esplin, Utah, worked with 4-H Club members in a successful community cleanup and beautification project; Mrs. Catherine A. Nelson, Minnesota, initiated a 4-H photography project among Mexican-American youth who were school dropouts and problem youth; Marion E. Olsen, New Jersey, arranged to secure a housing aide for her county on a permanent basis; Auba Nell Price, Texas, worked with optometrists in a glaucoma screening survey; Linda Raye Ransom, Arkansas, involved all persons in the county in a "Suds and Duds Laundry Fair"; and Mrs. Janet B. Reidiker, Kansas, taught classes for persons handling food in restaurants, hospitals, schools and nursing homes and as a result a city health board was established.

The J. C. Penney Fellowship was presented by Miss Joyce Bisbee, manager, education and consumer relations, J. C. Penney Company, to Marilyn Wade, Vermont, who would study adult and community college education.

The NAEHE Fellowship went to Susan Gross, New Jersey, who would use her fellowship to study nutrition education. The presentation was made by President Northway.

Grace Frysinger Fellowships were awarded to Mrs. Hattie West, Virginia, and Mrs. Mary Ruth Hall, Tennessee. Mrs. Margaret M. Lawson, Professional Improvement chairman, made this presentation.

Communications Awards were presented by Naomi Hacker, representing the Georgia and Alabama Peanut Growers, to Marjorie Sponcil, Ohio, newsletter; Mary Stone, South Carolina, radio solo tape; and Kris Eriksson, Colorado, news story.

Edwin L. Kirby, administrator, FES, in his speech on "People Make the Difference in Determining Program," said, "Effective involvement of appropriate persons is the most important part of program development."

Following this address, President Northway conducted the recognition ceremony and 76 Extension home economists received the Distinguished Service award.

One other form of recognition was given this year to those exhibitors who had been attending and participating in the annual meeting for 20 years. These exhibitors were named in 1973, but an official plaque was not presented until 1974. In the pres-

entation, a 20-year review was given: in 1952, 18 exhibit spaces were sold; 99 spaces were sold in 1972. The exhibitors who had been with the association these 20 years were: Best Foods—A Division of CPC International, Inc., Evaporated Milk Association, Johnson Wax, Talon Consumer Education, The Singer Company and Wm. Prym, Inc.

In the post board meeting, the news story division of the Communication Awards was changed to news column.

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