

1984  
NATIONAL ASSOCIATION OF EXTENSION HOME ECONOMISTS  
MID-BOARD MEETING  
RADISSON HOTEL - NASHVILLE, TENNESSEE  
April 16-19, 1984

50TH ANNIVERSARY

ANNUAL MEETING  
THE NEW YORK HILTON - NEW YORK CITY, NEW YORK  
September 9-14, 1984

THEME

REFLECT ---REACH OUT

Registered Attendance \_\_\_\_\_ Members \_\_\_\_\_

OBJECTIVES

To Challenge Home Economists To Serve Families Better

- By: \*
- \* Building Upon Strengths Of The Past
  - \* Linking Research To Life Experiences
  - \* Utilizing New Educational Methodology

The 50TH Anniversary Celebration created a feeling of excitement within the Association. Our proud heritage was evident and the eagerness to address research, professional development, public relations, and public policy issues indicate a rich future.

It was a thrill being an early Extension worker and member of a pioneer family, the excitement of working with families in the late thirties and early forties and the urgency to help people improve their lives and the commitment they had for people and profession.

Being an Extension Home Economist in the 1980's is just as exciting if not more fascination. Fifty years after the formation of our association; families still face tremendous challenges and Extension Home Economists must be like those early leaders-- committed to making a difference in the lives of people.

Our heritage is vast--our future is even brighter. Extension Home Economists have been trail blazers and pioneers for the past 50 years. They're the "movers" and "Shakers" that make things happen. They represent the link between academic scholars, research, and field practitioners. They are future oriented---and work on hearts out to upgrade the well being of individuals and families.

This quote was written with Extension Home Economists in mind. "Don't follow where the path may lead, but go instead where there is no path and leave a trail"--may the next 50 years be as productive, beneficial and successful!

### 50TH Anniversary Research Project

After a survey of members for their perceptions of the major concerns of families in the 80's, findings were reported at the press conference proceeding the National Meeting. Reporters from all facets of the media were invited, not only to hear results, but to better understand the role of Extension Educators and observe unique and innovative programming efforts.

### Survey Results

(1) The leading Public Policy issue selected was Medical costs. Meeting medical costs was ranked first by 36% of all respondents and identified as one of the (3) most important issues by a total of 61%. 96% expressed concerns about rising costs.

(2) Pre-school child care was cited by 31%

(3) Care for Elderly was cited by 30%

Respondents were asked to list (3) concerns of families which could be problems in the future.

(1) High unemployment and lack of jobs were mentioned by 19.4% of all respondents. 44% of respondents from the South.

(2) Difficulties in family relationships - 42% (Includes an array of problems - divorce - teenage pregnancy, child abuse-alcohol and drugs). (31 housing problems and cost of housing-23.9%)

The NAEHE plan is to tackle the #1 issue--the ability of Americans to meet their medical costs. The NAEHE in cooperation with the Federal Extension Program of the USDA plans to design an Education Outreach Program to create awareness and a forum for Public Policy action in the area of medical care costs and choices.

The results summarize and interpreted by Naomi Kroeger, PHD, Professor of Sociology, Hunter College, New York. Funding provided by Cheseborough Pond's, Inc.

### Press Conference (First Ever)

The First Press Conference at an Annual Session was held in New York. This is how Charlotte Young, NAEHE President, explained who we are to the Professionals at the Press Conference. This is one way we can tell groups "who we are".

50 Years ago, back in June 27, 1934, this organization was founded with 41 members paying 25¢ dues. Then the organization was known as the Home Demonstration Agents National Association. The first meeting was held in New York City in the Hotel Pennsylvania --today we have approximately 4,000 members that are professional Extension Educators, Home Economists across the country, State Leaders and Honorary Members.

There are several things that make us unique as Extension Home Economists.

(1) There is an Extension Office in Every County in the U.S. Puerto Rico and Guam. (About 3,000 offices across the country) That is an awesomenetwork that is the envy of many corporate firms.

(2) We are a 3-way partnership. Federal partner is Extension Service--USDA in Washington D.C. (USDA with larger counterpart) Our State partner is the land grant University in each State. Our local partner is the county because we deal with people at the grass roots level.

Our mission is to help families help themselves.

In subject matter we deal with (5) Home Economics initiatives:

- (1) Family economic stability and security (Mgt.-budgeting-savings investment - taxes, etc.)
- (2) Food, health and Nutrition-Buymanship Food Safety and Food Preservation.
- (3) Family strengths and social environment.
- (4) Energy and Environment (Includes housing, space management, energy conservation and environmental pollutants etc.)
- (5) Volunteer leadership and/or development. (We work with over 600,000 volunteers such as 4-H leaders, homemaker clubs, program planning committees and Adhoc Committees.

At one time, meetings were the basic method of conveying information to people. Today we are using the media, radio, TV, teleconferencing to get information to the people. We are using the electronic technology and computer programs to expedite decision making for families and we are continuing to look at cost effective ways of maximizing our efforts.

Good coverage was given in the New York area concerning our Annual Session.

The press conference included Agenda, Press Packet, Videogram (with assistance from ES-USDA, Press Invitations of Survey Data Presenters, etc.)

## Speakers

### Opening Session

Dr. Urie Bronfenbrenner, Cornell University  
"The American Family and Social Policy; The Double Revolution"

Dr. Urie Bronfenbrenner renowned Sociologist and a founder of Head Start, was the keynote Speaker. He explored the rapid changes in family life over the past fifty years. He compared attitudes and practices toward families and children in the US and other Countries of the World. He stated that, mothers of very young children are working outside the home in greater numbers than ever before. The U.S. lags far behind in child care services. Economic stress places strain on families. Children react to the stress of adults in the family.

According to Dr. Bronfenbrenner, "Families are the best system for keeping human beings human.

In order for the family to work its magic, the family requires the opportunity, status, time and space for people to participate in the lives of their children."

His philosophy is that "you can't help people up by putting them down".

### Annual Session

Tuesday: General Session: J. C. Penney Program  
"Consumer Feedback 1984"

Satineg St. Marie, Divisional Vice-President and Director of Public Issues and Consumer Programs

Program participants included:

Donald Gordan - Lifestyles - Mgr. Consumer Program  
J. C. Penney Co.

Marilyn Norris - "Families are Saying"

Project Manager-J.C. Penney Co.

Dr. Carl Hall - Okla. Pilot Study - Dept. of Housing OSU

College of Home Economics

Pat Leslie - Home Economist - Washington  
Cecelia Roland - Ass. Dir. Government Affairs-Cornell Univ.  
Jean Hood - Human Dev. Spec. - Cedar Rapids, Iowa  
Vice Chairman of AHEA - Cornell University - Muriel Brink

Tuesday - Awards Event and Invitation To California

Speaker - Dr. Mary Nell Greenwood, Adm. ES-USDA

Wednesday - General Session - Extension Partnership Panel

NAEHE - NACAA - NAE4-HA - NEHC

Pat Trotter - 4H President sees (6) Primary Challenges:

- |                  |                           |
|------------------|---------------------------|
| 1. Economy       | 4. Electronic Technology  |
| 2. Job Turnovers | 5. Team Relationship      |
| 3. Marketplace   | 6. High Tech - High Touch |

David Sorensen - President NACAA - listed:

- |                        |  |
|------------------------|--|
| 1. Computer Technology | 3. Methods of Reaching Audience  |
| 2. Marketing           | 4. Dissemination of information<br>to consumers and governmental<br>officials. |

MACAP Certificate Presentation

Dr. Elsie Fitterman, Director of Major Appliance Consumer Action Panel and Assistant Director of Extension Home Economics-Amherst, Massachusetts.

Speaker- Dr. Ayse Sommerson - University of Wisconsin - State Program Leader

"An Economic Outlook For the Future of The Family"

There is good news and bad news for the economy. The good news is in the strength and flexibility of the American economy. The stable political system makes world's banking leaders willing to loan billions of dollars.

American workers are willing to move and change jobs - rate of growth of labor force - personal income - production - retraining needs.

Steam will be out second half of 1984 with a slow third and fourth quarter growth - moderate inflation this year and next. Imports priced lower so businesses will be lean and mean in an attempt to compete. This will keep wages down as labor is 3/4 cost of doing business.

Upward pressure on short term interest rates. Consumers are close to debt saturation and the investment boom will be over.

Strength of economy will be in demand for more cars and housing. Loans to other countries has decreased in 80's leaving them with less to buy our products.

### NAEHE Member Survey Findings

Elaine Rose - Ruderman, New York - Extension Associate -  
Consumer Education

Worked with Chesebrough Ponds, Inc. to underwrite the cost for the 50th Anniversary Member Survey on major concerns of families in the 80's.

Initiated meeting with Congresswoman, Geraldine Ferraro, to discuss the membership survey.

Wednesday "Putting Pizazz in Your Printed Information"

Concurrent Sessions - Personal and Professional

Panel: Elizabeth Alston - Food Editor - Womens Day

"Challenges of The 80's in Perspective"

Dr. Carol Anderson - Asst. Director Cooperative Extension  
Cornell University

"Extension Home Economics - Reliable, Timely and Excellent"

Dr. Ava D. Rodgers - ES-USDA  
Deputy Adm. For Home Economics and  
Human Nutrition

"Challenges and changes in ES-USDA"

Dr. Joan McFadden - Executive Director of AHEA

"Future Directions of The Home Economics Profession"

Wednesday - Programming in The 80's - Concurrent Sessions

Extension - Home Economists Exchanges

1. "Job Shadowing" - Hawaii - Rhoda Yashino
2. "Self Esteem Express" - Mary Lois Madsen - Utah
3. "Let the Computer Be The Judge" - Cherry Cowan - Montana
4. "Enhancing The Full Fashion Figure" - Lena Smith - Alabama
5. "Master Video Series Leader Training" - Elizabeth Pessner - Va.

6. "Teen-Age Parenthood Facing The Challenge" - Linda Kelsey - NY
7. "Diabetic Work" - Pam T. Echols - Georgia
8. "Women and Business Seminars" - Louellen Wasson - Vermont
9. "The MicroComputer and Today's Homemaker" - Debbie Bingham- Ohio
10. "Shake the Salt Out of Your Diet" - Linda Bradley - Minnesota
11. "Yours - Mine and Ours" - Ann Hinsdale-Knisel - Michigan
12. "Million \$ Look on a Penny Pocketbook" - Ann W. Parramore - Fla.

### PROGRAM OF WORK WORKSHOPS

#### Professional Improvement

Dr. Damaris Bradish - Resource Person - Washington State Univ.

#### Public Affairs

Dr. Richard Barrows - University of Wisconsin

#### Membership

Tax Deductions For Business Expenses - Jeanne Hogarth - Cornell University

#### Research and Studies

Dr. Moncrief Cochran - Cornell University

#### "Reaching Out - In Our 50th Year"

##### 6 Top Projects

1. Art in The Park -- North Dakota
2. Hamming It Up -- Alabama
3. Otero Co. Women's Network -- New Mexico
4. Woodchick Weekend -- Pennsylvania
5. Scholarships For County Graduates -- Indiana
6. Reach Out -- Stop The Hurt -- South Carolina

In the afternoon the Concurrent Sessions were repeated.

#### WORKSHOPS-ON-THE-MOVE

These workshops were conducted by businesses and organizations at various sites in New York City and surrounding areas.

They provided a custom-made opportunity for Extension Home Economists attending the 1984 Annual Session to experience the unique educational resources offered by Home Economics related Corporations and agencies based in the New York City area.

A full day of educational workshops capitalizing on these resources were planned on Thursday, September 13th.

More than 50 selected businesses and organizations conducted workshops at various sites in and around New York City. These Workshops provided access to resource people and facilities available only through special arrangements made by the workshops planning committee.

Home Economists worked over a year in planning the workshops. Workshops on the move within (8) subject matter categories encompassing the areas that serve as the educational focus of Extension Home Economic Progress.

1. Clothing and Textiles
2. Communications
3. Consumer Affairs
4. Equipment and Furnishings
5. Families and Children
6. Food, Nutrition and Health
7. Financial Management
8. Housing and Energy

### 50TH Anniversary Gala Revue

Installation of Officers and the big Gala Affair on Thursday evening highlighting 50 years of the Association.

Thursday, September 13, 1984 the 50th "Gayla Revue" was presented. Phyllis Northway was Chairman. Patricia Jarboe and Sharon Lunden wrote and narrated the Revue. Sharon is a Missouri Extension Clothing and Textiles Specialist.

Others assisting were: Betty Feather - State Extension and Clothing and Textiles Specialist; Murray Hardesty - Missouri Director of Staff Dev. and Training and Kraft, Inc. for publicity and reception.

Cleo Bryan, Historian, compiled the History for the Program, "In Tune With The Times".

Thirty-seven (37) states participated.

Reach Out Participants were listed. 230 participated, contributing 24,163 total hours.

It was a 50 Year Revue, what happened in the U.S. What happened in NAEHE and what happened on the fashion scene.

The Anniversary Committee met in Columbia, Missouri to plan the 50th Year activities for the Gayla 50th Anniversary Party in New York, and to review REACH OUT REPORTS AND SLIDES, to determine appropriate use of the project information for the Annual Program.

### HOSPITALITY

Monday Exercises - Sponsored by PAM No Stick Cooking Spray

Continental Breakfast - Sponsor: Chesebrough Ponds, Inc.

Reception - American Council of Life Insurance Program Review  
For State Presidents and NAEHE Board

Luncheon - For J. C. Penneys Past Award Recipients



50Th Anniversary Cruise / Dinner

Cruise Sponsored by the Soap and Detergent Association  
Dessert Sponsored by Kitchens of Sara Lee

Tuesday

Friendship Breakfast - Host - Eastern Region

Entertainment - "50 Years of Social Dancing"

Dance Compass - Nicholas Rodriguez, Choreographer

Nestle High Tea Break - Nestle Company

Hospitality Room - New York State  
American Sheep Producers Council, Inc.

Reception For First Timers - Good Housekeeping Institute

New York Experience

Honorary Members - State Presidents  
Past Officers and NAEHE Board

Consumer Feedback 1984 - J. C. Penney Co.

Wednesday

Luncheon - General Foods

Speaker - Dr. G. A. Leville, Director Nutrition and Health  
Services

"The Setpoint Diet"

New York and Thomas J. Lipton, Inc. - Hospitality Room

Focus on Future Fashion

The Past, Present, To The Future  
McCalls Pattern Company

Thursday - Cash Continental Breakfast

Breakfast - 3 M Company and Musuem of American Folk Art

Host - Executive Board for breakfast and viewing of the Grandma Moses exhibit at the Museum. They announced a new project, "Protecting the Fabric of America's Heritage". The Museum and 3M are sponsoring a Great American Quilt Festival and Contest in association with the Statue of Liberty Foundation. One Quilt will be selected to represent each of the 50 states - will feature Quilts in 1986 Statue of Liberty Centennial Celebration.

## Reception - 50th Anniversary Reception

Sponsored by Kraft, Inc.

### BUSINESS SESSION

The business of the Association was conducted in a mannerly order to acquaint new member on committees - new officers - State Presidents and all voting delegates and members of issues and concerns - The Pre-Annual Sessions with the Executive Board going over the Agenda - followed by Program of Work Workshops - then Regional Meetings where each Region was acquainted with issues to be brought before the business session.

After the Regional Meetings the Forum was conducted with all voting delegates and others wishing to attend all issues and concerns were reviewed. Following the Forum the Program of Work and Annual Session Workshops were continued.

The Annual Business Session was then held on Tuesday Afternoon for all members. This all-out effort made members aware of the importance of keeping up to date on issues and voting wisely as they represent their State Associations.

Central Region - January 25-26, 1984 - Chicago, Illinois  
Director - Maxine Frank - Devils Lake, North Dakota

Central Region discussed re-districting of regions to decrease size of Southern Region. The concern was we would be different than other Associations and questioned it.

It was a concern on "should criteria for associate members be changed?"

A new award to recognize Extension Home Economists was recommended by Professional Improvement Committee.

The region said a fact sheet defining Public Affairs would be helpful.

Suggested State Associations purchase THE REPORTER for State Administrators.

Recommended the Expansion of the Research and Studies Issue of THE REPORTER.

Encouraged Endowment Fund Contributions, Leadership Conference in Washington D. C. announced for 1985.

Concerns: The decreasing number of specialists to help support EHE in programming.  
Lack of knowledge in Washington D.C. about EHE'S  
How do salaries compare with others as related to education - sex - tenure?

## Presidents Workshops and Regional Reports

Western Region - January 23-24, 1984 - Salt Lake City, Utah

Director - Betty Faris - Globe, Arizona

State Presidents Reports were the highlights of the Western Region.

An interesting Awards Program was initiated in Alaska. "Go Getter Awards", divided into (4) categories: Professional, APT, Classified and Para Professional.

The Awards went to (1) person in each category who, upon nomination and voting by his/her peers contributed the most time, talent and effort to provide educational programs to the people of Alaska and furthering the objectives of the Extension Service nominations by peers included written justification.

The Western concern was the size of the South. Different suggestions were thrown out. They thought nominations should come from the two regions of where Annual Meetings were scheduled in future years. It was suggested a study be made of Agriculture Agents By-Laws and use their wording for proposal to National Board.

Southern Region - February 6-7, 1984 - Nashville, Tennessee

Director - Virginia Price - Tahlequah, Oklahoma

Thirteen (13) States emphasized projects relating to Visibility, 50th Anniversary Projects and Associate Memberships.

Dr. Paxton Marshall, Extension Economist - Public Policy from the University of Virginia presented a Public Policy Workshop. The Workshop was made available by the Farm Foundation.

Reach Out Projects were explained by NAEHE President, Charlotte Young. Issues and Concerns were discussed. The South voted to recommend splitting into (2) sections; Southwest and Southeast, which would give one more Director on the Board.

They also suggested funds be considered for National Historian to attend National Meetings.

Eastern Region - February 8-9, 1984 - Newark, N.J.

Director - Adele Collier - Patterson, NJ

New York and the Eastern Region placed emphasis on the 50th Anniversary plans for the Annual Session in New York for 1984. State Presidents demonstrated willingness to assist where needed. They incorporated ideas and developed strategies for maximizing available resources.

"Workshops on the Move" and Hospitality booths were planned. This was a big Year for the Eastern Region.

Program of Work Committees - Anna Mae Kobbe, Chairman

Professional Improvement - Linda Bull, Chairman

The Committee proposed a new award. The Outstanding Sr. Extension Home Economists Award.

Prepared a survey instrument to determine the readership of the Journal of Extension and involvement in self-study program. The results went to State Chairman. States were encouraged to use the Slide Program made available by NAEHE Representatives to Journal.

An Exhibit was prepared for the Annual Meeting, recognizing fellowship recipients, encouraging future applicants and highlighting developmental programs.

A survey was made of former fellowship winners. Their current status, professional development and employment following the fellowship.

Public Affairs - Patricia Pinnell, Chairman

A Public Policy Education Workshop was conducted at each Regional Workshop and at the Annual Session.

Editorials were secured on Public Affairs for THE REPORTER.

Handbooks and Fact Sheets were prepared.

Membership Committee - Mary Mechan - Strub, Chairman

The 1984 Committee congratulated NAEHE Members from the following States for recruiting 85 to 100% of the potential Extension Home Economists in their State as active members of NAEHE: Alaska, Colorado, District of Columbia, Florida, Georgia, Indiana, Kentucky, Missouri, Montana, Nebraska, New Jersey, New Mexico, Pennsylvania, Tennessee, Texas, Utah, Virginia, Wisconsin and Wyoming.

A new membership brochure has been written and will be printed in 1985.

A membership exhibit was prepared for the Annual Meeting.

The committee developed a Handbook for State Chairmen.

A half-price membership fee for 1st year members was recommended. An article was prepared for THE REPORTER on Honorary Membership.

A survey of non-members was made to determine reasons for not joining the Association.

A Workshop was conducted at Annual Meeting on tax deductions for Extension Home Economists.

## Public Relations - Pat Aune - Chairman

A new Public Relations Brochure was developed and printed by the Public Relations Committee, and distributed to target audiences and constituents. 3,600 copies were requested by Midboard.

Developed a publication format and style to unify all publications of the NAEHE.

Supported a news media event (Press Conference) conducted during the Annual Session.

Secured Public Relation columns for THE REPORTER.

Supported the third Vice-President in the promotion of communication awards.

The Chairman sent out a newsletter in January 1984 to all State Public Relations Chairmen listing what's happening in 1984.

The Slide Program, "A Better Way" Extension Report to America was used in (10) States.

## Research and Studies - Ruth Johnson, Chairman

An exhibit was provided for the 1984 Annual Session.

In recognition of the 50th Anniversary, the Research and Studies Issue of THE REPORTER was expanded. The issue contained reports of research conducted by NAEHE members.

Extension Home Economists were invited to present research papers in concurrent sessions and workshops at the 1984 Annual Session.

## External Committees

### JOURNAL OF EXTENSION

Board of Directors - Alice Kempen  
Member At Large - Margaret Meador

### NOVILLA - National Voluntary Organization For Independent Living For The Aging

Kay Hastings - Doylestown, Pennsylvania

### NOMINATING COMMITTEE - Carolyn Hunt - Chairman

The Nominating Committee considered (21) recommendations for National Offices. Recommendations were from (3) Regions and (17) States. Western Region did not submit nominees.

## History - Cleo Stiles Bryan - Historian

It was voted to make (3) copies of volumes of History to be placed in (3) locations.

Original - Historian Files  
2nd Set - Beltsville Maryland  
Agricultural Library  
3rd Set - American Home Economics Headquarters  
Washington, D. C.

Seven (7) Volumes have been completed, bound and were on display at the Annual Session and at the Executive Board Meeting.

Volume 1 - 6 Minutes - 1933-1980  
Volume 1 - Reporter - 1943-1977

Thirty-nine (39) other volumes are to be completed by Annual Session 1987 when Cleo's term expires.

Special presentation will be made by NAEHE President, along with Advisory Chairman, Jeanne Priester. Personal visits to Beltsville and to the American Home Economics Headquarters will be made to present the Volumes of History.

Cleo Stiles Bryan, Historian, is an Honorary NAEHE Member, and a Past NAEHE President and Treasurer. She replaced Maxine Reeves after her death in 1983. In 1983 Annual Business Meeting she was appointed for a 4-year term to complete the 50 year History and get the volumes bound.

### Special Committees

Affirmative Action Committee - Edith Friend, 1st Vice-President  
Chairman, Abingdon, Virginia

It was decided to gather data over the past few years on minorities ending with 1984 data. This information to be used in planning for the future.

### ECOP Sub-Committee on Agents Association

Charlotte Young - President  
Anna Mae Kobbe - President-Elect  
Deloris Ellis - Past President

### ECOP Sub-Committee on Program and Personnel

Mary Wahl - Michigan

### ECOP Sub-Committee on Home Economics

Deloris Ellis - Illinois  
Barbara Eichner - Alaska

## National Headquarters

Efforts are still being pursued on feasibility and cost of implementing a National Association Headquarters for all three Associations.

## Report To America

Surveyed State Presidents on use and audiences reached with "A Better way; Report to America". With twenty-two states reporting, we reached 30,000 plus people.

## Extension Review Magazine

A Special Magazine dedicated to Extension Home Economists was published. "Celebrate 50 Years of Professional Growth and Achievements With The National Association of Extension Home Economists". The Magazine pictured areas of teaching concerns and methods used in teaching. The Extension Review Magazine saluted NAEHE.

## 1st Annual NAEHE Leadership Forum on Public Policy Announced

March 3-6, 1985 will be the date for the 1st Leadership Forum on Public Policy in Washington, D. C. for State Presidents and one other, and (2) for NAEHE.

## Advisory Council Selection

A State Leader: Betty Crickand, Morgantown, West Virginia

Curriculum: Mary Ann H. Johnson, Blackburg, Virginia

These will begin their term of office at Fall Post-Board Meeting of 1984.

## Official Annual Session Newspaper

The National Association expressed its gratitude to Citicorp, person-to-person, Inc. for making possible a grant for Daily Newspapers during the Annual Session in New York. The Photo's and front page banners were courtesy of Citicorp.

The newspaper was published by the New York Association of Extension Home Economists, Cornell University with Elaine Rose-Ruderman, Newspaper Coordinator.

## National Newspaper - US Today

### USS Snapshots column Front Page

A look at statistics that shape the Nation. "Rising medical costs are cited, in a report released today, as the most important public issue facing American families in a survey of over 500

Extension Economists from across the USA.

Source: National Association of Extension Home Economists.

It was great to be on page 1 - of the Nations top newspaper.  
We are making progress!

### New York Experience

New York's Fabulous Multi-Sensory Theatre in Rockefeller Center called "The New York Experience" was an experience.

Forty-five (45) projectors, 16 screens - special effects. The most advanced quadraphonic sound system ever designed.

You experience the fog as it rolls over the East River -- you watch the lightning sizzle overhead and crash into the Empire State Building. You feel the vibrant pulse of Manhattan going right through you. It is the first major entertainment attraction to open in Rockefeller Center since Radio City Music Hall. As our seats swiveled with the action-- we saw the President of our own Association, Charlotte Young on the screen with her message to America on NAEHE--What a thrill!

On the way to see the New York Experience we passed through old 6th Avenue down to Little Old New York with a colorful street fair in progress.

### Woman's Week (Golden Links)

June 12-13-14, 1984 in Montana. Their Woman's Week recognized the 50th Anniversary of National Extension Home Economists and the 50th Anniversary of the Extension Homemaker Organization who will be 50 in 1986. They called their program "Golden Links". What a tribute to Extension Home Economists!.

#### Awards

In 1984 - 43 Home Economists - Teams received \$21,550 in awards for Professional Improvement and Program Achievement. Another 85 was honored for leadership and Distinguished Service in Extension Programing.

### Distinguished Service Awards

Dr. Mary Nell Greenwood and President Charlotte Young recognized and presented the \_\_\_\_\_ recipients with the Distinguished Service Award.



NAEHE 50TH Anniversary Educational Award

For this special 50th Anniversary year --this award was given.

Marilyn Sue Buck - Illinois - \$3000.00

Sue Buck is pursuing a doctorate in Adult Education and Administration at Northern Illinois University. The degree program with a projected completion date of 1986 will enhance Sue's competencies in her current position as a home economist and prepare her for an administrative position in the future. For her Dissertation, she purposes a Public Policy approach to a Historical study of the Cooperative Extension Service.

NAEHE Fellowships (2) 1 - \$2000.00; 1 - \$1,000.00

(1) Barbara G. Eichner - Alaska - \$2000.00

Barbara proposes to study the residual effect on families when women alone are taken out of the family, given specific skills in leadership and public policy decision-making, and then returned to the family with little assistance in incorporating their new skills within the family. She is enrolled for the Fall.

(2) Patricia L. Adams - Oregon - \$1000.00

Patricia chose a Masters Program in Communications with a Minor in Family Studies. Finding that her work is dependent on effective communications, Patricia will study interpersonal, organizational, non-verbal, and media communications in a program designed for professionals who influence human behavior and introduce social change.

NAEHE - Grace Frysinger Fellowships (2) \$500.00

(1) Mary Heisler -- Wisconsin

To learn how to recruit and train volunteers to do one-on-one family counseling, Mary will study with three Iowa Home Economists with varied approaches to counseling--using volunteers, para-professionals, and linkages with other Agencies. She will implement a program in her county and share results with other Extension Home Economists in her state.

(2) Cheryl Bielema -- Illinois - \$500.00

To meet diverse needs in Money Management Education in her County, Cheryl Bielema plans to study an ongoing volunteer budget counseling program in Iowa. Through observation and participation in the host program, she will develop a manual, outlining a counseling program to utilize the strong volunteer base in her county with training, implementation, evaluation and dissemination of results.

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J. C. Penney Company Fellowship - \$2,500

Donna C. Doll-Yogerst - Wisconsin

Donna Doll-Yogerst is working toward a Masters of Science in Consumer Science from the University of Wisconsin - Madison. Her Study, focusing on the consumer concerns of the family, will help to strengthen Extension programming in her County and District and will be shared state-wide through an Educational Telephone Network.

Florence Hall Awards - (6) - \$300.00 Grants

- (1) Sylvia Ann Rye )  
Ruth Ann Miller ) --- Florida  
Josephine Cameron )

"Back to Basics - Inflation Showcase" was a program developed by three Extension Home Economists to teach residents of Polk County Florida ways to stretch their income through the development of their own talents and wise use of other resources. Requests resulted in an intensive 9-week summer program consisting of (16) mini-sessions and (16) week-long workshops focusing on "do-it-yourself" skills. 659 men and women enrolled in these sessions.

- (2) Carolyn Ainslie - Georgia

Soberfest '83 was developed by Carolyn to help make a small rural county of 10,000 people aware of the effects of drug and alcohol abuse and how to prevent abuse in the community.

- (3) Mary Patterson - Iowa

When 300 Laotian and Cambodian refugees settled in Mahaska County, Iowa both the refugees and the county residents had social adjustments to make. Mary Patterson set about to organize a Southeast Asian Art and Craft show that would give local citizens an opportunity to meet the newcomers face-to-face and accept them as neighbors and not as competitors for jobs. It was an outlet for the refugees to market their work for needed income.

- (4) Glinda Leach - Kansas

Glinda solicited the help of the county program development committee in exploring ways to help individuals and families find ways to supplement family income from a home base and to learn the requirements of a successful small business.

- (5) Judy H. Wilson - Kentucky

Using anatomical correct dolls as an aid for social workers in detecting child abuse and sex abuse has proven successful in Fulton County Kentucky. Since dolls were so expensive, homemakers assisted in making clothing for the dolls for local social and law enforcement agencies. This saved \$60 per doll and agencies work with children to play-act the abusive situation.

- (6) Judith J. Bush )  
Barbara J. Hunter ) --- New Hampshire

To help families earn extra income, Judith and Barbara coordinated an intensive educational program in dressmaking as a home-based business. After a careful screening, 30 women were selected for the program. Through coordination of resources and team teaching, a year long professional dressmaking certificate program was held. An active Dressmaking Guild was established with meetings and programs held monthly and membership is steadily increasing. This program will be duplicated by Extension Home Economists in 40% of the remaining New Hampshire counties by 1987.

Para-Professional Awards - \$50 Bond - (1) to Each Region

- (1) Olivia L. Aquirre - Washington - Western Region

Works with Spanish speaking families in Yakima.

- (2) Myrtle Kisselburg - Wisconsin - Central Region

Myrtle has developed her own needs assessment tool called "I Can Help You".

- (3) Billye Joyce Brown - Oklahoma - Southern Region

Programs in health, grooming, self-development, parenting drug education, safety, career education and other subjects. Billye has reached 9,700 youth.

- (4) Constance Elam - Baltimore, Maryland - Eastern Region

The joys and benefits of gardening is a result of a gardening project in the East Baltimore neighborhood. The group is known as the "Forty East Gardeners". When canning of the produce was done, they became so excited that a cannery for the neighborhood became a reality.

Public Affairs Education Award (2) \$1,000 Awards

- (1) Ellen I. Burton - Illinois

"Helping you understand Local Taxation" developed from the Woodford County Board's request. The goal was to educate the uninformed taxpayer about the Illinois Property Tax system and utilization of that tax revenue to finance Woodford County services.

- (2) Catherine Huebner - Minnesota

Stevens County has very little means of employment for women. Catherine developed a program titled "Rural Women Mean Business".

Through a Governor's Council on Rural Development, Grants were given to women to start their own businesses, creating jobs for women unemployed. Unemployment was lowered for women from 17.50 percent level to a 10 percent level.

Communication Awards \$100 Grants - 9 Categories

- (1) Newsletter - Rita Wood - New Jersey
- (2) News Article - Michelle S. Rodgers - Pennsylvania
- (3) Radio Feature - Susan Russell - Texas
  
- (4) Radio Spot - Eleanor M. Peavey - New York
- (5) T.V. Feature - Diana Caldwell - Kentucky
- (6) T.V. Spot - Charlotte Kidd - Virginia
  
- (7) Overhead Transparencies - Sally Middleton - Michigan
- (8) Packaged Programs - Marie W. Moyers - Tennessee
- (9) Slide Set - Patricia A. Myer - Nevada

General Foods Consumer Center Media Grant - (8) \$350.00 Grants

- (1) Rebecca Dollman } --- Alabama  
Victoria Coffee

The project "Nutrition Education for Pregnant Teens". Participants were maternity patients attending prenatal clinics at local health departments and mothers receiving public assistance.

- (2) Susan Uthoff - Iowa

The "Food Preservation Easy Reader Newspaper" project developed a food preservation newspaper series. Topics included "Freezing Peaches", "Canning Tomatoes", etc. It provided readable reference materials for limited resource families.

- (3) Janet Usinger Lesquereux - Nevada

Purpose of this project, "Nutrition in the Life Cycle", was to compile current research for (5) stages in the life cycle-- prenatal nutrition; infant and toddler nutrition; nutrition for the athlete; special diets; low sodium, fat and cholesterol/low sugar; geriatric nutrition. The project included TV Program, Fact Sheets, Video Tapes and Home Study Guides.

- (4) Margaret Hund - Kansas

"Breakfast Without a Burner" reached children who did not have breakfast before coming to school. They were taught to prepare their own without ever turning on a burner.

- 12
- (5) Alice Kempen - Wisconsin

The "Light, Lean and Small" program focused on enhancing the nutritional aspects of meals offered in restaurants while helping groups with special health needs understand how to meet dietary requirements while eating away from home.

- (6) Marion Davis - Kentucky

"Porky in The Slim Line - Slim Snacks and Meals", is a slide set showing Porky changing from the fat lane to the slim lane in life and how he did it was developed for use with school children.

- (7) Sonia W. Butler - New Jersey

"Getting The Most From Seafood - Nutritionally Speaking", was developed into a slide set script and used throughout New Jersey as part of the seafood consumer education program.

Nestle's Nutrition Education Award - (4) Awards

Coordination Center for Nutrition Inc. sponsors this award. Four (4) Home Economists who develop Nutrition Education Programs for families living on limited income were awardee's.

- (1) Joan E. LeFebvre - Wisconsin

The Native American Clientele for this program were food commodity recipients. "Survival Cooking" was aimed at the inexperienced food preparer. They were made aware of sandwich alternatives possible from commodity foods, safety practices, basic menu planning and cooking know-know.

- (2) Martha B. Thomas - Tennessee

Meeting the needs of pregnant teenagers was the design of "The Child in Your Future Program". Lessons included: Nutrition to the Mother-to-be, Food Choices, Cutting Food Costs, Eat Better For Less, Food For Life - Meal Preparation.

- (3) Holly Berry - Washington

"Food and Fitness" - was designed for low income and minority children. The 3-day workshop showed 8-11 year olds the importance of good eating habits, physical activity and how both affect health.

- (4) Joan McKenzie Sells - Ohio

"Making Ends Meet" was a multi-media program to assist unemployed families in planning and preparing nutritional and economical meals.

CHEM-PAK AWARD

Sponsored by Chemical Mft. Association - (4) Awards  
\$600 - \$350 - \$200 - \$200

First Place - Beverly Harrington - Florida - \$600

"Chemistry in the Kitchen", was to increase consumers knowledge about chemical reactions in food, including formation of gels, formation of emulsions, leavening reactions and color reactions in various foods.

Second Place - Marie S. Sant'Angelo

The "Home Care - The Basics of Cleaning Products" programs purpose was to encourage importance of reading home care product labels, to become aware of basic home care supplies needed for house cleaning, and to practice safe procedures when using and storing home care products.

American Gas Association - Efficient Energy Award (NEW)

The American Gas Association awarded two (2) \$500 grants to Extension Home Economists who develop research or conduct outstanding energy efficient programs in the area of natural gas. This was the first year for this award.

(1) Shirley Barber } ----Minnesota  
Janet Krafta }

The Minnesota Urban Extension Energy Volunteer Project recruited (15) pilot volunteers for 25 hours of inter-disciplinary family centered instruction to help householders learn effective ways to conserve energy and make appropriate lifestyle changes. 85% of Ramsey County households use natural gas.

(2) Roslyn Foster - Georgia

Energy Bingo Games were developed by Roslyn. The program provided energy education and group counseling to individuals and families. The target audience was the elderly and limited income families.

Past Presidents of NAEHE Award (\$200 Award)

Tanya Lipinski -- Claremont, New Hampshire

Superior Service Awardee's Recognized (122)

Mascal D. Johnston - Extension Food Mkt. Specialist  
Little Rock, Arkansas  
Arkansas Cooperative Extension Service

Janet W. Montgomery - County Extension Director  
Oklahoma Cooperative Extension Service  
Hugo, Oklahoma

Honorary Members - 57 Members Received Honorary Membership

Special NAEHE Alumnus Award

President Charlotte Young presented this first Alumna Award to Sating St. Marie, Divisional Vice-President and Director of Public Issues and Consumer Programs, J. C. Penney Company.

Exhibitor Awards

The President, Charlotte Young and Exhibits Chairman, Berniece Atkinson presented Exhibitor Awards.

10 Year Exhibitors: General Electric  
Mirro Corporation

15 Year Exhibitor: Soat and Detergent Association

20 Year Exhibitor: Nestle Company  
McCalls  
Proctor and Gamble  
Rubbermaid  
Singer Company

25 Year Exhibitors: National Livestock and Meat Board  
Pellon Inc.  
Oster

30 Year Exhibitor: Johnson's Wax

50TH Anniversary Educational Awards Fund

The Educational Awards Fund continues to grow. THE REPORTER - WINTER 1985 gave special recognition to those giving \$100 or more to the fund. In 1983 the NAEHE Board made a commitment to raise \$50,000 from members and friends of Extension in recognition of our 50th Anniversary. Interest accrued from the \$50,000 will be used to expand and enhance the Professional Improvement Program.

\$2.00 of each members dues shall annually be placed in the Educational Awards Fund.

Belts Award

This was initiated with the Department of Transportation and the Jessica Nason Loy Award in memory of Ed Loy's wife. A Brochure was printed, "The Gifts That Keep on Giving".