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## Chapter 8

# The Urban Shift

Dr. Virginia Greene resigned as State Leader of Home Economics in 1979 and Dr. Myrle Swicegood was named to fill the position in 1980. During the 80's, the foundation was laid for a more interdisciplinary approach to problem solving as opposed to the traditional subject matter response.

This comes into clearer focus during the period with programming based on solving people problems and emerges in the late 1980's and early 1990's as issue based programming. Home Economics was the innovator and early leader in Extension in South Carolina in taking this approach to meeting the needs of people. (Home Economics, 1991)

With Dr. Tom Mounter as advisor, the South Carolina Extension Homemakers Council (SCEHC) in the 1980's set a program priority of developing volunteer leadership. Leadership for the organization during this very productive period in their history was in the capable hands of state presidents Mrs. Betty Buff, Lexington County (1980-84); Mrs. Betty Ridley, Sumter County (1984-87); and Mrs. Skippy Rizer, Bamberg County (1987-90).

Mrs. Betty Buff from Lexington County is one of the outstanding examples of the volunteer leadership developed in the organization during this period.



*Dr. Myrle Swicegood, Assistant Director of Extension, Home Economics, 1980 - 1986*



*Mrs. Henry (Betty) Buff, Lexington County, President, 1980 - 1984*

Joining a local EH club in the early 1970's, Mrs. Buff served in several officer roles in her club and as treasurer, vice-president, and president of Lexington County. At the state level, Mrs. Buff served as Family Life Chair in 1975, Savannah Valley District Director in 1978, First Vice President in 1979, and as State President from 1980 to 1984. In 1980, she was elected President of the National Master Farm Homemaker's Guild and in 1986 was elected Director of the Southern Region of the National Extension Homemakers Council (NEHC). In 1986, she was elected Area President of the Associ-

ated Country Women of the World (ACWW) and in 1991 was elected Chair of the Country Women's Council (CWC). She has served on the State Extension Advisory Committee, the National Extension Advisory Committee, and the Council on Agricultural Research, Extension, and Teaching Committee (CARET). She developed into a critical advisor on programming to Extension as well as one of its best and most articulate promoters and lobbyists.

In 1980, the South Carolina Extension Homemakers Council agreed to solicit its members to serve as volunteer interviewers in conducting a Farm Safety Survey directed by Mr. Jack Davis from Agricultural Engineering. Extension homemaker volunteers from 15 counties participated and helped complete this survey. (Minutes, 1980)

Mrs. Eugenia Evans from Greenwood County was selected to attend the Regional White House Conference on Aging in Jacksonville, Florida, in 1980. At that conference, she was selected and attended the National White House Conference on Aging in Washington, D.C. in November of 1981. She reported that this group of over 2,000 delegates started out with 700 recommendations which they narrowed down to 10 during the conference. (Minutes, 1981)



*Mrs. Eugenia Evans, Greenwood County shown here with Governor Richard Riley served as State First Vice President and attended both the regional and National White House Conferences on Aging.*

The Antigua Project, in 1982, really pulled the organization together as an active, unified organization as described in the following report. (Mann, 1983)

A Peace Corps volunteer on a West Indies island—isolated from life as we know it - sent out a cry for help. The call eventually reached Clemson University and, as a result, over 5,000 South Carolina Extension Homemakers went into action. A year later, their efforts bore fruit.

Jeanne Brown, a recent teacher of adult education classes in Columbia, South Carolina, three years ago signed up with the Peace Corps to do rural Extension work overseas. Brown ended up on Antigua, a 100-square-mile dot in the Atlantic east of Puerto Rico, and was assigned as a teacher of high school home economics in a new school, with 136 boys and girls, aged 11 to 16, as stu-

dents. She found Antigua an idyllic setting, with year-round tropical climate and 365 beaches—but she also found plenty of problems in paradise for a school teacher. Poverty is a way of life for the natives in this independent nation, formerly a British possession, and Jeanne Brown found that most food and other necessities had to be imported at exorbitant prices.

In November 1980, shortly after arrival in Antigua, Brown wrote to South Carolina Congressman Floyd Spence, requesting information on textile manufacturers, swatches of material from industry, and any other educational material available. The letter reached Judith Kline, Clothing and Textiles Specialist with the South Carolina Cooperative Extension Service, and she collected more than a dozen texts on textiles and home economics. Sending these to Brown, Kline asked for a list of other things she needed.

At the same time, Kline suggested to the South Carolina Extension Homemakers Council's Clothing, Textiles, and International Committee that they sponsor a service project to help Jeanne Brown and her students. Tom Mounter, Assistant to the State Leader-Home Economics and State EHC Advisor, approved and notified Congressman Spence.

Meanwhile, Jeanne Brown wrote back to Judy Kline in February 1981: "Your offer of help is like a gift from the gods. We can use everything; when you have nothing, a crumb is like a cake." She said they would welcome fabrics for aprons, pillow cases, and summer clothing; also needles, thread, seam binding, buttons, and zippers, plus books on simple sewing techniques, dress-making, ironing, nutrition, and food preparation and preservation.

At the state meeting of the South Carolina Extension Homemakers Council in June, 1981, the call went out for help. Over 5,000 women in the clubs went to work under the co-leadership of Edna Ivey from Greenville County and Mary Berkaw of Dorchester County.

"I thought at first we would get 300 to 400 pounds of materials," recalls Kline, "but as reports started coming in, I was staggered. The people of our state have really gotten behind this project and made it go." By February 1982, more

than a ton of material, carefully boxed in accordance with specific instructions, had accumulated.

Meanwhile, council members had to tackle another problem—how to get together the money to ship this mountain of goods by air. "Those ladies, bless their hearts," says Kline, "raised more than \$2,000 through bazaars, bake sales, solicitation, and personal gifts. We were able to pay the freight and even had money left over."

At last everything was ready to go. Extension staff members at Clemson University loaded two cargo vans with 176 boxes - 3,247 pounds of cargo - bound for the Greenville airport. Shipment was made on March 24, 1982.

To illustrate the impact of, and reaction to, the massive gift, here is an excerpt from Brown's letter to Kline of April 2, 1982. "Words cannot express the great big 'Thank You' I would like to communicate to you and all the wonderful women and their Extension groups in South Carolina. I'm so proud to be from South Carolina I could burst!"

After paying the cost of shipping, there was over \$800 left over. This extra money was sent to Peace Corps Worker, Jeanne Brown, in Antigua to be used to purchase items like sewing machines, irons, or whatever else was needed.

In 1982, Extension Home Economics initiated a five-year program plan with the aim to help individuals and families in South Carolina develop the knowledge and skills essential to a satisfying, quality life in an increasingly complex world. The goals were for Extension participants to learn to make informed decisions, pro-



*South Carolina delegation to the NEHC Convention in Columbus, Ohio 1982*

duce or utilize goods or services within their households, use and care for possessions, relate in a positive way to the developmental needs of self and others, and to use leadership skills. There were four major thrusts to this plan: Family Economic Stability and Security; Energy and Environment; Food, Nutrition and Health; and Family Strengths and Social Environment. (Home Economics, 1991)



*Mrs. Evelyn Funderburk SCEHC Secretary from Lexington County conducting leadership training in the Savannah Valley District.*

At the same time Extension was doing this, the South Carolina Extension Homemakers Council revised its Program of Work structure to correspond, simplify and allow greater concentration in specific areas. The new committee structure established was as follows: (1) Citi-

zenship, Community Outreach, Family Relationships, and Child Development; (2) Cultural Arts, Textiles, Clothing, and International; (3) Family Resource Management, Housing, Energy, and Environment; (4) Health, Food, Nutrition, Safety, and Emergency Preparedness; (5) Membership and Public Relations; and (6) Young Extension Homemaker Advisory Committee. (Minutes, 1982)

The idea of supporting the Great American Families Award in South Carolina was presented to the State Council in 1983.

“Each year a ‘Family of the Year’ is chosen from South Carolina applications. The family chosen is

recognized by an award by the Governor and other forms of recognition suitable to the honor. The Act creating ‘Family Week in South Carolina’ specifies that the Family of the Year will be chosen by a committee composed of one member from each of the following agencies: The department of Parks, Recreation, and Tourism; The Department of Youth



*Mrs. Betty Buff, SCEHC President conducting leadership training in the Piedmont District*

Services; The South Carolina Commission on Aging; The Department of Social Services; The Department of Agriculture; and the Clemson University Extension Service. The Great American Family Award Program was initiated by President Ronald Reagan, and the purpose is to select nine families who live exemplary lives and serve others, representing different areas of the USA. These will be recognized in Washington. Last year four out of the nine were Extension Homemaker families. Skippy Rizer made a motion that we support the Family of the Year program by nominating the winner of the SC Family of the Year for the Great American Family Award. Vivian Sowell seconded the motion and it passed." (Minutes, 1983)

Funding for Extension was down in 1983 and, again, the South Carolina Extension Homemakers Council spoke out in support of Extension Home Economics. As a result of a Board recommendation, Mrs. Bettie Ridley, State President, sent the following letter to administrators at Clemson University.

At the 1982 NEHC Annual Conference, it was brought to the attention of the delegates that there seems to be a national trend to give agriculture a priority over home economics. The South Carolina Extension Homemakers Council is concerned that this may happen in our state. We realize that funds are not available to fill vacant positions at the present time. As funds become available, we would like to recommend that home economics positions be filled on an equal basis with agricultural positions.

A Southern Region Leadership Training was held in Jackson, Mississippi in 1982. Nine Extension homemaker leaders and the advisor, Tom Mounter, attended this training. Leaders attending were: Mary Berkaw - Dorchester



*Mrs. Eugenia Evans, SCEHC First Vice-President conducting leadership training in the Piedmont District*



*Betty Buff teaching a workshop on leadership in 1983*



*South Carolina delegation to the NEHC Convention in Laramie, Wyoming, 1983*

County, Judy Briggs – Union County, Betty Buff – Lexington County, Evelyn Funderburk – Lexington County, Eugenia Evans – Greenwood County, Isabelle Long – Cherokee County, Betty Ridley – Sumter County, Skippy Rizer – Bamberg County, and Vivian Sowell – Kershaw County. From this group, three district teams of three volunteer

leaders conducted nearly 30 training sessions across the state reaching approximately 900 potential leaders in 43 counties over the two year period 1983-84. (Minutes, 1984)

In 1983, it was pointed out to the State Council that South Carolina had the highest infant mortality rate in the nation. The Council donated \$300 to Clemson to help pay for three 30-second TV spots on Healthy Mothers/Healthy Babies as part of an effort to combat this problem. (Minutes, 1983)

Also in 1983, the Marion Baxter Paul Scholarship was officially established at South Carolina State College. This scholarship was established in honor of Mrs. Marion Baxter Paul, one of the early leaders of home economics work with black clientele. (Minutes, 1983)



*The establishment of the Marion Baxter Paul Scholarship Fund at South Carolina State College. Front row: Dr. Macco Nance, President, SC State College; Mrs. Betty Buff, SCEHC President; Back row: Mrs. Betty Berry, Savannah Valley District Extension Director; Mrs. Sarah Waymer, former Assistant to the State Leader; Mrs. Skippy Rizer, Savannah Valley EHC District Director; and Dr. Tom Moulder, SCEHC State Advisor.*



The Marian Baxter Paul Scholarship Fund is established at South Carolina State College for administration as a trust fund. The principal and interest will be maintained until the total, principal and interest, is \$10,000. Thereafter, the principal will be maintained and yearly scholarships in the amount of \$500 will be awarded. Additions will be made to this trust fund annually from the State Council budget, if funds are available. This scholarship is to be awarded in Home Economics on the basis of character, need, scholastic standing, and potential for success.

Later that year, the Buff-Swicegood Travel-Study Award was established for Extension Home Economists through the Clemson University Foundation. The initial funding for the award came through a \$1 donation from each member statewide. The award is named for Mrs. Betty Buff and Dr. Myrle Swicegood, State president and State Leader at the time the award was established. (Minutes, 1983)

This travel-study award is established for County Extension Agents with home economics responsibilities, located in counties with County Extension Homemakers Councils to provide opportunities for professional development through informal self-study in other states and/or U.S. territories in chosen areas of home economics. Up to \$1000 will be awarded from interest on funds deposited with the Clemson University Foundation for a period of not less than one week nor more than two weeks. Recipients will be announced each year at the State Extension Homemakers Council annual meeting and convention.



*The committee that developed the Buff-Swicegood Travel-Study Award for Extension Home Economists sponsored by the South Carolina Extension Homemakers Council in 1982 included: Betty Buff, Betty Berry, Mary Sue Day, Tom Mounter, Ada Webber, Linda Durham, Diana Lanier, JoAnn McCaskill, and not present in the picture, Dorothy Coleman.*



*Signing the proclamation for South Carolina Extension Homemakers Day: Grace Jones, Richland; Betty Buff, Lexington; Bettie Ridley, Sumter; Governor Richard Riley; Eugenia Evans, Greenwood; Vivian Sowell, Kershaw.*





*State EHC President, Betty Buff and Governor Richard Riley at the Citizenship Caravan Luncheon*

Another significant event for SCEHC took place in 1983 in the form of a statewide Citizenship Caravan to the state capitol with over 1,000 homemakers participating. The event is described in the following report. (Mounter, 1983)

A powerful voice for Extension was heard in South Carolina on March 9, 1983. On that date, 1,052 Extension Homemaker club members, from 43 of the state's 46 counties, traveled to the

state capitol as part of a Citizenship Caravan. The idea for the caravan began with comments made by Dr. Myrle Swicegood, State Leader of Extension Home Economics Programs, at a spring 1982 meeting in Kershaw County. The Citizenship and Community Outreach Committee of South Carolina Extension Homemakers Council under the leadership of Vivian Sowell, Kershaw County, developed the idea through to the final event. The committee set several objectives:

- To provide an opportunity for learning more about the capitol and resources in Columbia.
- To encourage EH club members to become more active in public affairs at all levels (local, state, and national).
- To provide an opportunity for EH club members to go to the state capitol to discuss state issues and visit their legislators.
- To learn how decisions are made and how to affect those decisions.

Initially, it was thought that 200 to 300 homemakers would visit and tour the capitol, see the legislature in action, and lunch with their individual legislators. As enrollments began to pour in, it was discovered that participation had been greatly underestimated. With 1,052 signed up, the word went out, "Don't take any more registrations; we don't have enough space."

Vivian Sowell asked for help from Extension. Judy Brock, County Leader in Kershaw County; June Carroll, Pee Dee Associate District Extension Leader; and Tom Mounter, Assistant to the State Leader-Home Economics and SCEHC State Advisor, responded and worked with Mrs. Sowell and her committee to replan the event to handle the overflow response. The total group was subdivided into 10 smaller groups, additional tour stops were set up, and guides were trained to handle the overwhelming number of people involved.

Governor Richard Riley declared March 9, 1983, South Carolina Extension Homemakers Day. He signed a proclamation, read at the luncheon by the Lieutenant Governor, Mike Daniel, who said: "I certainly want to congratulate the South Carolina Extension Homemakers Council on your many activities throughout the year, but especially for the Citizenship Caravan. We indeed feel fortunate that you have chosen to come and visit us, learn with us, so in turn we could learn from you."

In his proclamation, the Governor states: "Therefore, I, Richard W. Riley, Governor of the State of South Carolina, recognizing that members of the Extension Homemakers Council represent a significant and beneficial element to enhance quality of life for all families in South Carolina do hereby proclaim March 9, 1983, as South Carolina Extension Homemakers Day."

Following remarks by Governor Riley, Betty Buff, President of SCEHC, presented three resolutions, approved by the Board, to the homemakers and legislators present. The Speaker of the House of Representatives, in concluding a response to the resolutions, said: "Your resolutions calling attention to research needs in the area of home economics and underlining the need for the continuation of the Clemson University Extension Service educational programs are extremely important statements, with which I agree. Your collective voice and advocacy, even though money is tight, ensures that these issues will receive due consideration during the budgetary process."

Within two days after the event, a \$60 million state deficit for state agencies was made up by re-allocation of funds and speeded-up collections. Twenty days later, the House Ways and Means Committee agreed to budget additional monies to fill seven vacancies in the Clemson University Extension Service.



*Mrs. Vivian Souvell from Kershaw County who planned and coordinated the Citizenship Caravan.*



*Mrs. Bettie Ridley, Sumter County, President, 1984-87*



*Part of the twenty-eight member South Carolina delegation of the "Know America" tour with Representative John Spratt in Washington.*

A follow-up to this event evolved into a "Know America" trip to Washington, D.C. Twenty-eight homemakers toured the national capitol, visited legislators, and stayed at the National 4-H Center.

Mrs. Betty Buff, President, made a significant statement in 1984 that is still true today: "We're excited about the reaching out and sharing. Our theme this year was 'Neighborhoods: Their contribution to the quality of life.' I feel that our state, our nation, and our world can be one big neighborhood if we all reach out to one another.

The possibilities are limitless as to what we can do by sharing our skills and our knowledge. (Minutes, 1984)

Mrs. Susan Eaddy, from Clarendon County and the first recipient of the Buff-Swicegood Travel-Study Award, gave a report on her week's learning experience in Kentucky in 1984. She studied the EHC volunteer leader program and gave the state organization many exciting ideas and suggestions that she felt would improve the program in South Carolina. (Minutes, 1984)

In 1984, the South Carolina Extension Homemakers Council completed a two-year project of selling seeds for the

blind. Seed packets were sold for \$1 with 50 cents of that amount going to the Commission for the Blind. The money was used to renovate the Rocky Bottom State Camp for the Blind in Pickens County.

At the request of Young Extension Homemakers Advisory Committee Chair, Judy Briggs, from Union County, the State Board, in 1985, approved and initiated the Loaner-Baby Car Seat Program. Each County was asked to purchase at least one seat and in a matching project, the Department of Health and Environmental Control would provide a matching seat. Participation varied by county with Greenville and Union counties having exemplary programs. (Minutes, 1985)

In 1985, the State Council became interested in the plight of the farmer and how to bring this to the attention of the public. It was decided to invite an agricultural representative from Clemson to speak at each of the Council's district meetings. The speaker was asked to talk about the problems of the farmer and how council members could help make the public more aware of those problems.

Leadership training was revisited in 1985 with eight extension homemakers, three county agents and the state advisor attending a NEHC Regional Leadership Training in Jacksonville, Florida. This was the first introduction of South Carolina to the materials from a new program called "Family Community Leadership". Homemakers attending were: Betty Buff - Lexington County, Bobbie Earle - Laurens County, Margie Failor - Greenville County, Bessie McLeod - Sumter County, Anne Oswald - Allendale County, Bettie Ridley - Sumter County, Skippy Rizer - Bamberg County, and Vivian Sowell - Kershaw County. Agents attending were: Elizabeth Hill - Marion County, Barbara Lewis - Allendale County, Helen McDowell - Laurens County, and State Advisor, Tom Mounter - Clemson University. From this group, three leadership teams conducted leadership training at the state convention and county and district level as a follow-up. (Minutes, 1986)



*South Carolina Delegation to the NEHC Convention in Louisville, Kentucky in 1984.*



*South Carolina Delegation to the NEHC Convention in Estes Park, Colorado, 1985*



*South Carolina delegation to the NEHC Convention in Blacksburg, Virginia, 1986*

In 1986, Mrs. Betty Buff was elected Southern Director-NEHC and Area Vice-President-ACWW. Five members from South Carolina attended the Triennial Meeting of ACWW in May, 1986, in Killarney, Ireland: Mrs. Betty Buff, Mrs. Bee Cochran, Mrs. Hazel Johnson, Mrs. Bessie McLead, and Mrs. Bettie Ridley.

Based on the success of the earlier statewide Citizenship Caravan to the state capitol, the Savannah Valley District conducted a Citizenship Awareness Tour to the state capitol in 1986. The tour under the direction of Skippy Rizer from Bamberg County had over 260 participants attending. (Minutes, 1986)

Also in 1986, the state council approved and started a project called the ABC's of Nursery Equipment Safety Educational Program under the direction of State YEHAC Chair, Bette Chinnners from Lexington County. The Board contrib-

uted \$2,500 to match the Clemson University Foundation grant to conduct this program. In South Carolina, the project was called "Talk on Toddler Safety" (TOTS). (Minutes, 1987)

Following the leadership training in Jacksonville, Florida, the National Extension Homemakers Council conducted a Family Community Leadership (FCL) Dissemination Conference in Denver, Colorado, in 1986. Bettie Ridley, from Sumter County, and Claudia Peebles, from Barnwell County, attended representing Extension Homemakers. In addition, Tom Mounter and Ann Yelton attended representing Clemson University and Margaret Johnson and Audrey Williams attended representing South Carolina State College. This conference led the way to Kellogg grants funding the highly successful FCL program several years later. (Minutes, 1987)

In 1986 realizing that heirlooms needed to be preserved, and that much technical knowledge was imperative in order to do this, a project called "Use and Care of Heirlooms" was initiated. This program was chaired by LaBruce Bedenbaugh from Chesterfield County with the help of Judy Kline, State Specialist in Clothing and Textiles. Reports indicated that 160 programs were conducted reaching over 3,500 people. Recognition for the program came in the form of a first place award from NEHC in Textiles and Clothing. (Minutes, 1987)



*Mrs. Skippy Rizer, Bamberg County, President,  
1987 - 1990*



*South Carolina delegation attending the 1987 NEHC Convention in Indianapolis, Indiana*

The Piedmont District, in 1987, decided it was time for them to do a citizenship tour to the state capitol. The spring tour and luncheon attracted nearly 200 Extension Homemakers and 40 legislators from 16 counties. Rep. Robert McClelland (Oconee County) and other Piedmont legislators were especially helpful in making tour arrangements and conducting mini-sessions on the legislative process for

small groups. The eventful day culminated with a luncheon addressed by Lt. Governor Nick Theodore. The program was organized and conducted under the leadership of chair Mrs. Trudy Garner of Oconee County. (Extension Answers, 1987)

In 1988-89, the South Carolina Extension Homemakers Council donated a total of 14 4-H blazers to be used by their officers each year at State 4-H Club Week.

The Family Community Leadership (FCL) project officially arrived in South Carolina in 1987 when the South Carolina Extension Homemakers Council received a \$3,000 pilot grant from the W.K. Kellogg Foundation to initiate the program. With Skippy Rizer from Bamberg County taking over as State President in 1987, Bettie Ridley from Sumter County and outgoing President served as Co-Chair for this project. Four six-member county teams (Abbeville, Barnwell, Clarendon, and Dorchester counties) were trained by members of the groups that attended the earlier Jacksonville and Denver training sessions. Each team consisted of one county agent and five Extension Homemakers. Reports of this

effort indicate over 2,000 hours donated conducting 150 presentations reaching over 2,500 people.

Following this early success, a three-year grant of \$50,000 was applied for and received to expand the FCL project to the entire state. Even though the South Carolina Extension Homemakers Council received the grant monies, the project



*FCL Co-Chairs: Judy Brock, Agent Kershaw County and Bettie Ridley, EH Volunteer Sumter County*



*FCL Training Co-Chairs: Margaret Johnson, South Carolina State College, Claudia Peeples, EHC Volunteer, Barnwell County, and Dr. Tom Moulder, State EHC Advisor and FCL State Coordinator, Clemson*



became a cooperative project between Clemson University, South Carolina State College, and Extension Homemakers. Overall, 248 people (150 volunteers and 98 Extension staff) representing 44 of 46 counties in South Carolina received some FCL training. Of this number, 119 people (83 volunteers and 36 Extension staff) completed the training and became Certified FCL Trainers. Evaluation results indicate that these participants gave nearly 20,000 hours to the program reaching over 22,000 people across the state with leadership training. Betty Ridley, State President at the time of initiation of the project, served as co-chair of the FCL Board and continued with the project to its completion in 1991.

The Extension plan of work development process for 1988-91 started in early 1986 which coincided with another change in the state leadership of home economics. Dr. Myrle Swicegood retired in 1986 and Dr. Sara A. Bagby was named to the position of Assistant Director of Extension—Home Economics in 1987. County Problem Identification Committees (PIC) composed of volunteers, community leaders, and staff were formed to identify and prioritize the problems of each county. These were combined and consolidated on a statewide ba-



*FCL Trainers: Terri Norstworthy and Susan Eaddy from Clarendon County conducting an FCL training session*



*FCL Trainer, Bobbie Earle, Laurens County conducting an FCL training session*



*Dr. Myrle Swicegood conducting an FCL training session*



*Cathy Dillard, County EHC President and Julia Roland, FCL trainer, working on an action plan for nutrition in Florence County.*

sis to come up with 21 major program thrusts for 1988-91. (Home Economics, 1991)

In 1987, Mrs. Betty Buff from Lexington County was named the winner of the Southern Regional Agriculture and Rural Development Leadership Award for outstanding contribution in the category of Leadership Among State Farmers and Farm Groups. Note: This may have been the first time a woman had received this award. The announcement of this honor reads as follows:



*South Carolina delegation attending the 1988 NEHC Convention in Charlotte, North Carolina*

"Betty has given unselfishly of her time and energy since becoming an Extension Homemaker club member 15 years ago. She has held leadership roles at every level of the organization. Her leadership as State Extension Homemakers Council President-Elect, President, and Counselor has extended from 1980 to the present. Her experience in these roles, as well as serving as President of the National Master Farm Homemaker's Guild, has provided her the opportunity to work with many different people in decision-making roles. More recently, Mrs. Buff has been elected as Area President for the

Associated Country Women of the World (ACWW). She has been largely responsible for the revitalization of the South Carolina Advisory Committee. Her membership on the National Extension Advisory Council and the Council on Research, Extension, and Teaching has provided excellent experience and generated enthusiasm. Betty has and will continue to be an extremely valuable resource for Home Economics and Agriculture in the state and national arenas." (Minutes, 1988)

Home Economics staff members were involved in some way with almost every thrust, and had major responsibility for six including the following: Family Life Education, Family Resource Management, Health and Wellness, Housing, Human Nutrition (including EFNEP), and Leadership.

Mrs. Betty Buff, Lexington, was nominated by the State Council for President of the National Extension Home-maker's Council in 1989 but was not elected. Later, she was nominated by NEHC and subsequently elected Chair of the Country Women's Council, USA.



*South Carolina delegation attending the 1989 NEHC Convention in Manhattan, Kansas*

Membership in SCEHC increased from a low of 4,400 in 1978 to a high of 6,600 in 1988. Recognition for the program efforts of the organization is evidenced by the number of NEHC national awards received during this period with over 14 first, second, or third place program awards being received from 1980 to 1990. Reported membership figures for the period are: 1980 - 4,780; 1981 - 5,068; 1982 - 5,426; 1983 - 6,067; 1984 - 6,493; 1985 - 6,533; 1986 - 6,568; 1987 - 6,608; 1988 - 6,563; 1989 - 6,076; and 1990 - 5,736.

## Membership

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## Chapter 9

# Looking Ahead

The Extension Homemakers of South Carolina have always been community minded as evidenced throughout their history. This attitude seemed to take on added emphasis in the 90's as described in the following report on "Operation Warm Coat". (Newsletter, 1966-92)

In South Carolina, one in every six individuals and one in every four children lives below the poverty level. For those of us who have never been poor, it is difficult to imagine how life must be without the funds to provide your family with the bare necessities of food, clothing, and shelter. Even though South Carolina is a very warm and sunny state, we do have our share of cold weather. In 1989-90, the Extension Homemakers Council decided to assist the poor of our state by providing the children with warm coats for the winter. The idea was born and a pilot county program was developed. The following year, the project was adopted as a statewide project for the Cultural Arts, Clothing and Textiles program of work of SCEHC.

Dry cleaners in many counties donated their services to clean the coats and others did so for a reduced charge. Many businesses provided space for collection sites. Whole communities came together on this project with TV, radio, churches, businesses, city and county councils, newspapers, fire departments, schools, YMCA's, Salvation Army, and other civic organizations participating.



*Mrs. Bobbie Earle State President, 1990 - 1993*

Over 560 Extension Homemakers and 175 non-homemakers were directly involved in this project which collected and distributed over 7,000 coats. As a joint project, three other counties made over 220 hats in a project they called "Operation Warm Hats". It is estimated that these volunteers donated over 2,500 hours to the project with nearly 30,000 people being involved or contacted through the activities. It is estimated that the value of the project to the needy of South Carolina was approximately \$100,000.

Mrs. Bobbie Earle from Laurens County took over as State President in 1990. That same year the National Extension Homemakers Council conducted a training on Public Policy in Washington, D.C. South Carolina sent three representatives to this training which concentrated on public policy with respect to children's issues. Those attending were: Bobbie Earle, Laurens County; Betty Baker, Kershaw County; and Mary Nell Fairey, Orangeburg County.

Mrs. Ida W. Culler, representing Lexington County Extension Homemakers Council was selected as the 1990 Homemaker of the year at the State Convention in Columbia. She has been a member of EH for 40 years, serving on most committees and departments during this time. Mrs. Culler was SCEHC president from 1962 to 1965. She is also a 15 year 4-H volunteer leader.

The Extension plan of work development process for 1992-95 in South Carolina started in early 1990. Trend statements were developed by state staff which outlined critical areas of research, national and regional trends, and noteworthy industry or area considerations. By combining these trends and their knowledge of local demographics, county Extension staffs developed situational statements for their county and formed Priority Identification Committees. These committees identified areas of concern and prioritized them. (Home Economics, 1991)

Thrusts included in the plan can be characterized as statewide issues, mandated programs, and base programs. *Statewide Issues* represent an interdisciplinary approach to problem solving. State wide issue thrusts for 1992-95 are as follows: Natural Resources Management Issues; Waste Management; Water Quality Issues-Agricultural; Water Quality Issues-Nonagricultural; and Youth at Risk. The *Mandated Thrusts* are required when federal funding is accepted in these areas. These include the following: Water Quality, Farm Financial Management, Farm Safety, Integrated Pest Management, Pesticide Applicator Training, Pesticide Impact Assessment, Expanded Food and Nutrition Education Program, and those that document Affirmative Action Activity. *Base Programs* for the Department of Home Economics fit into



*Dr. Leola Adams, South Carolina State University, addressing the SCEHC State Convention.*



*Mrs. Ida Culler was named 1990 Homemaker of the Year.*



*Nell Finney, NEHC Southern Director from Texas, visiting with Bee Cochran, former State President.*



*South Carolina Delegation Attending the 1990 NEHC Convention Milwaukee, Wisconsin*



*Helen Spiller, Greenwood County, demonstrates her talent as "Minnie Pearl" at the talent show at the State Convention.*

five main categories: Family Relations and Human Development; Family Resource Management; Housing Issues; Food, Nutrition, and Health; and Volunteer Leadership Development. (Home Economics, 1991)

Also in 1990, the South Carolina Extension Homemakers Council initiated a re-organization plan to: (1) comply with what the national organization had already done, (2) concentrate on specific issues, and (3) emphasize developing leadership in family education. This re-organization had a bottom line effect of drawing the Extension Homemakers and the Extension Service closer together in terms of programs and issues. Under the new structure, the six program of work areas were eliminated and replaced with three issue areas. (Minutes, 1990) The Issues for 1991-93 were: (1) Family issues with emphasis on child care, (2) Global issues with emphasis on the problem of illiteracy, (3) Environmental issues with emphasis on waste management.

In 1990-91, the National Sizing Project was funded by the State Council in the total amount of \$800 under the leadership of Helen Spiller, Chair. The project is described in the following report. (Minutes, 1991)

The purpose of the project was to collect infor-



mation that would lead to improved fit in clothing for women 55 and older. Standards used for women's garments were developed in 1958 using 1940 body measurement data. Less than 2 per cent of the 1940 subjects were older than 55. Since body shape, posture, and proportion change with age, many older women were having a hard time finding clothes that fit correctly and comfortably. This is an increasingly important issue as the nation's population ages.

Nationally, between 5,000 and 8,000 women were measured for the project with the help of volunteers. South Carolina was asked to measure a minimum of 96 individuals. Much of the credit for the success of the project in our state belongs to the South Carolina Extension Homemakers Council. They were the sponsor of the South Carolina phase of the project and provided funds to send the team to Atlanta for training and to train the agents and volunteers. Homemakers served as team members and worked to secure participants. They also assisted in the registration and arrangements for many measuring sites.

In May, Lois West an Extension Homemaker from Orangeburg County, along with Alice Shinn and Judy Kline from Clemson, attended a two-day training in Atlanta. This team of three returned to the state and conducted two sessions to train twelve agents and EH volunteer teams to carry out the program. The twelve counties that participated in the project were: Aiken, Anderson, Chester, Clarendon, Colleton, Hampton, Laurens, Lee, Lexington, McCormick, Orangeburg, and Williamsburg. Oconee County participated in a practice session which helped the team prepare to teach the agents and volunteers.

A total of 178 individuals were measured using the kits provided by the University of Arizona. The goal of measuring 96 individuals was exceeded by 82. The breakdown of the participants by age was as follows: 21% were 55-60; 20% were 61-64; 28% were 65-69; 28% were 70-74; and 10% were 75 or older. The response of the public to the call for participants was great. The participants were most enthusiastic about the project and very willing to assist in collecting this very important data.



*The "Lexington County EH Raisinets" stole the show with their group talent at the State Convention.*





*Dr. Sara Bagby, Assistant Director of Extension-Home Economics, addressing the State Convention business meeting.*

The Environment was a "hot" topic in the 1990's as evidenced by this report from Pickens County. (Newsletters, 1966-91)

"Recycling is the major project of the Pickens County Council of Homemakers this year. County Administrator Tom Hendricks explained the state mandated program to the homemakers at a meeting on September 19. The aim of the program is recycling garbage for protecting the environment and conserving the dwindling

supply of available landfill space.

Choosing recycling as the county project for 1990-91, the club members entered enthusiastically into various recycling projects. Mary Schnau of the Cherokee Trails Club designed a county logo, "We Are on Top of It." Featured is a homemaker on top of a stack of bags labeled glass, paper, plastic, scrap metal, and aluminum, roughly outlined in the shape of Pickens County. The logo is used on the yearbooks, and tee-shirts were ordered for those desiring them. The white shirts have the recycling logo printed on the front with the South Carolina Extension Homemaker insignia etched in black on the back.



*Recycling Logo, Pickens County*

Cherokee Trails, Table Rock, and Six Mile clubs have each joined the Adopt-A-Highway program, accepting responsibility for picking up litter on a two-mile stretch of designated highway at least three times during the year. Signs at the beginning and end of each two-mile stretch were erected by the highway department, identifying the group adopting them.

The Easley Club is recycling plastic as a club project and Cedar Rock members are recycling aluminum cans, and other household refuse, including newspaper. Carried to a recycling station in Easley, the paper is sold with the proceeds going to the United Christian Ministries, a ministry for unfortunate families in the county.

Individual club members throughout the county are now recycling on their own, getting ahead of the mandatory ruling that will become effective when the recycling stations planned for the various areas throughout the county are complete.

In February 1992, the National Extension Homemakers Council took an historic step and voted to change its name to **The National Association for Family and Community Education (AFCE)**. With the emphasis on family and the issues facing families, the South Carolina organization decided to comply with the national group and change their name to **The South Carolina Association for Family and Community Education (SCAFCE)**. It is important to realize that the purpose remained basically the same—to provide members with proven methods to improve the quality of life in family and community, with special emphasis on the family while working in partnership with the Extension Service.

The NAFCE sponsored a national seminar and training on children and television in 1992 in Florence, Kentucky. Attending from South Carolina were: Marie Chatlos, SCAFCE Piedmont Program Coordinator from Oconee County; Bobbie Earle, SCAFCE President from Laurens County; Eather Evans, SCAFCE Vice President for Public Policy from Kershaw County; and Tom Mounter, SCAFCE Advisor from Clemson University. The seminar drew 185 leaders from 44 states throughout the nation. This training provided participants an opportunity to participate in developing a solid base of knowledge about the Children and Television Project, including history, people and politics, policy issues, and future challenges.

"What About the Children" is a project to develop better viewing for children in prime time television, sponsored by the National Association for Family and Community Education. It is a five-year project which is still underway in South Carolina at this time.



*State Advisor, Tom Mounter, gets a chance to learn how to relax at the Pee Dee District Meeting in 1992.*



*B.K. Webb, Extension Director at Clemson University, addressing the SCEHC State Convention.*



*Delegates to the Children and Television training in Florence, Kentucky in 1992 included: Tom Mounter, Advisor from Clemson; Eather Evans, Vice President from Kershaw County; Bobbie Earle, President from Laurens County; and Marie Chatlos, Piedmont District Program Coordinator from Oconee County.*



*Mary Nell Fairey, Vice President from Orangeburg County, plays Tom Mounter's, State Advisor, long lost child at talent time at the 1992 State Convention.*

In 1991, under the direction of Marie Chatlos, then Family Life Program Chair, over 1500 copies of the Family Connection newsletter were mailed to licensed family day care providers in South Carolina. The newsletter contained information about helping toddlers learn to share, easing separation anxiety, handling toddler conflict, and ideas for activities and art work. Interestingly, most of South Carolina children in child care are in family day care homes

with six or less children. FCE is to be commended for this project; the goal of which was to help family day care providers.

The project was funded by the Association for Family and Community Education, the Children and Adult Resource Express (CARE), and the United Parcel Service Foundation. The newsletter was developed by a task force of Extension Family Life Specialists from across the country and mailed, camera ready, to each state's Extension office. The mailing labels were supplied by CARE, the information and referral service at Clemson University, which gives information to parents about child care facilities. FCE provided funds for printing and postage.

The mailing included a short evaluation form which the providers were asked to return, supplying their own postage. All of the responses were favorable and most of them definitely wanted to receive additional newsletters. Many providers wrote comments on the evaluation form. One said, "one of my biggest problems is that the children do not and sometimes will not share. The newsletter is exactly what I needed to help me solve this problem."

Community service has always been and still is a major function of EH clubs as evidenced by this report from Florence County. (Newsletters, 1966-92)

"Crossroads EH club President, Mari-beth Huddleston, was really excited that all 24 club members participated in a community outreach program.

The club prepared and served lunch for more than 100 volunteers who worked on the Habitat for Humanity project in



*Mrs. Ber Cochran served as State President, Secretary of the Country Women's Council, and has been State FCE Historian since 1973.*



*Hazel Wright and Virginia Alexander, Oconee County doing a skit on public policy.*

Florence. Habitat built 7 houses in 7 days with people coming from as far away as Vermont. Although the club did not think they could wield a hammer, they could help! So instead of having their regular meeting, they served lunch. Lots of favorable comments were heard.

Before leaving the area on Alexander and Harmony Streets, the Homemakers had dished up 10 pots of chicken bog, 6 bowls of slaw, 11 loaves of bread, 7 gallons of tea, 3 gallons of lemonade, and 8 homemade cakes."

The FCE State Education Committee revised the method and format of materials given to counties in 1992 to conduct the education programs in the issue areas. The 1992 materials were in the form of packaged programs on various topics ready for use at the county and club level. This notebook of lessons was set up to be added to each year so that over a period of several years there would be many prepared lessons available in the issue areas for club use.



*Education Committee members working on program materials: Marva Vaught, Pee Dee District Director; Brenda Thames, Specialist Advisor; Barbara Lewis, District Advisor; and Hazel Wright, Piedmont District Director.*

A summary of the accomplishments of SCAFCE for the 1991 reporting year give an idea of the impact of the organization and its programs.

Individuals Taught .....	2,051
Sponsored Activities .....	1,083
Individuals reached face to face .....	127,106
Individuals reached by media .....	7,071,942
Volunteer hours given .....	32,125
Value of volunteer time .....	\$347,914

Youth and 4-H club work has always been a priority with FCE clubs in South Carolina as reflected in this report from Greenwood County. (Newsletters, 1992-96)

"Emma Harling, FCE member in Greenwood County, worked with two groups of youth last summer teaching them beginning sewing skills. She served as volunteer coordinator and teacher for these classes, and has since formed a new 4-H community club with 28 youth and numerous adult volunteers in the Cokesbury Area of Greenwood."

The following report from Charleston County is typical of the kind of community service projects being conducted by FCE throughout the state. (Newsletters, 1992-96)

"The members of the Ladson FCE Club in Charleston County have made 150 lap robes, 60 pairs of bedroom slippers, and 25 afghans for local nursing homes. In addition, they have made over 20 caps and booties for premature babies at the Medical University."

The Family Community Leadership (FCL) started in the late 1980's is still making an impact through programs conducted by volunteer leaders trained in the initial program. For example, in Horry County (Newsletters, 1992-96):

"The small community of Atlantic Beach was struggling with the issue of revitalizing the town. At the request of a local minister, Extension Agent Debbie Strickland and a team of volunteer FCL trainers, Patty Blum, Sam Canty, Lessie Gore, and Edward Martin, conducted a six-session program on FCL specifically dealing with basic leadership skills in the public policy arena. The mayor, city council, and interested leaders in the community attended this program."

In 1992, with the new name and issue programming, FCE decided it was imperative that the organization begin planning and marketing a new image to all those people who need and can benefit from belonging to the organization. With that idea in mind, SCAFCE established a Marketing Committee to determine its

public relations efforts in marketing the new image and programs and to gain new members. The committee was divided into two sub-committees. One group looked at the SCAFCE mission, vision and membership. The second group looked at methodology in terms of mass media, brochures, displays, video tapes, PSA's, etc.



*Pam Hanfland, Midlands Public Policy Coordinator, presenting program at district meeting.*

This FCE Marketing Committee under the leadership of Bobbie Earle, President; Gerry Dukes, Savannah Valley District Advisor; and Tom Mounter, State Advisor, completed its work in 1993 furnishing the organization with a historical slide/tape entitled "Changes of Our Lives", a new FCE promotional membership brochure, two sets of FCE exhibit material, 25 logo boards, and a promotional FCE video tape. In addition, a new SCAFCE mission and vision were adopted.

## Mission

The mission of the South Carolina Association for Family and Community Education is to strengthen individuals and families through continuing education, leadership development, and community service; to empower citizens to actively participate in public decision making on issues that concern children, families, and community life; and to promote the effectiveness of volunteer action and support.

## Vision

The vision of the South Carolina Association for Family and Community Education is to be the state's leading volunteer organization for continuing education and leadership development focusing on issues involving family and environmental concerns.

The environment and waste management are and will be high priorities for the FCE at the local, county, and state levels as exemplified in this report from Richland County. (Newsletters, 1992-96)

"Several of our members participated in the Master Waste Educators program, a pilot program sponsored by Clemson Extension on recycling, hazardous waste, solid waste management, composting, and enviroshopping. Pat Breznay, County President, and Lucy Reeves, Environmental Chair, now know the "Who's and What for's about the five R's (recycling, reducing, reusing, rejecting, and responding). Upon graduation, as part of their volunteer payback time, they, along with the other graduates of their class, have five program topics available for scheduled presentation."

Oconee County's report (Newsletter, 1992-96) in 1992 typifies the kinds of involvement of FCE groups and members in their communities.

"Oconee County FCE club members have truly had concern for others as demonstrated by their support of over \$2,000 to Homework Centers, Hospice, Lakeview Rest Home, Lifeline, 4-H Dairy and Beef, and the Diabetes Association. They have also been involved in volunteering at Oconee Memorial Hospital, tutoring, keeping Oconee beautiful, re-using and recycling, to name a few projects."



*Mary Nell Fairey, State President, 1994 - 1996*

In 1993, the Youth and 4-H and Home Economics Departments at Clemson University were combined into one department called Family and Youth Development. Dr. Glen Krohn was named Assistant Director and Department Head for this new department and Dr. Diane Smathers was named Associate Department Head. Dr. Krohn subsequently retired in 1994 for health reasons and Dr. Smathers was named Acting Assistant Director and Department Head for Family and Youth Development.

In 1993, the national organization, NAFCE, raised its dues from \$1 to \$12.50. The state organization, SCAFCE, voted to retain the state dues at the present \$4 and give members a choice of whether or not they wanted to belong to NAFCE and pay an additional \$12.50. This was a matter of great controversy, not only in South Carolina, but across the nation. During this troubled time, Mrs. Mary Nell Fairey from Orangeburg County took over as state FCE President in January, 1994.



*State Delegation to NAFCE in 1994 Front: Marie Clutlos, Oconee County and Mary Nell Fairey, Orangeburg County. Back: Henry and Betty Buff, Lexington County and Tom Mounter, State Advisor, Clemson.*





*Mrs. Marie Chatlos conducting a class at the 1994 State Convention.*



*FCE Leadership Award Winners for 1994: Mrs. Linda Beasley, Lee County, Pee Dee District winner; Mrs. Vira Till, Orangeburg County, Savannah Valley District and State Winner; Mrs. Evelyn Watkins, Kershaw County, Midlands District winner; and Mrs. Ruth Smith, Anderson County, Piedmont District Winner.*

In 1994, the National Organization ruled that optional membership was not acceptable or possible. As a result, the delegates to the State FCE Convention in 1994 voted to disaffiliate from the national organization. It was felt that this decision would enable the state organization to rename, restructure, redirect, and continue to serve the needs of the people of South Carolina as an independent state organization through the process of "Quiet Revolution" which accomplished so much in the past 75 years.