



Four Presidents—from left—Mrs. George Clarke, President F.W.I.C.; Miss Helen McKercher, Honourary President, F.W.I.O.; Mrs. Austin Zoeller, President F.W.I.O.; Mrs. Everett Small, Past President F.W.I.O.

Motivation Produces Ideas

The Twenty-Third Annual Officers' Conference

"For the next two days we will be looking inward at our Women's Institute — its programs and ourselves. It is our hope that after this in-depth look we will be able to look outward and beyond." These sentences are quoted from the address of Provincial President, Mrs. Austin Zoeller as she opened the sessions of the twenty-second annual Officers' Conference of the Federated Women's Institutes of Ontario, which was held at the University of Guelph April 28-30.

Enlarging on the theme, "Motivation Produces Ideas" the President asked, "What were your reasons for attending?" The answer, suggested Mrs. Zoeller, was because the delegate was in the right place at the right time. The opportunity was there and the delegate took advantage of it.

"Let's throw out our negative approaches and grasp this appointed time for positive action. Let's make this a conference where you as a delegate enter the discussions — speak out with productive thinking — channel your

thinking out in the discussion groups and the discussion leaders will funnel the total thinking back at the plenary sessions.

"We do not all have the same abilities or equal abilities but each and every one has a special ability — some one thing that you can do better than most, so don't attend this conference thinking that your fellow delegates can do a better job than you can."

Mrs. Zoeller continued, "On an equal with ability is availability, if you are not available your talents can not be used. In most cases motivated people are available — are impelled to be doing.

The Women's Institute is seventy-three years old and probably part of the success is due to the constant change of officers. We hold office only for a certain length of time, according to our Hand Book and By Laws. Thus we have a change of thinking — new ideas — new methods.

"Erland Lee had an idea — he invited Mrs. Hoodless to speak at ladies' night of the South