

Officers' Conference

Because of the large membership in the Women's Institute in Ontario, the Officers' Conference is the only provincial gathering held in the Province.

While other provincial units are holding provincial annual meetings or bi-annuals, Ontario holds area conventions. In Ontario it is a special occasion for a delegate to attend the Officers' Conference.

Officers' Conference has a special flavour, set apart from other meetings, for the two and a half days are geared to learning. The Conference draws 500 delegates from Rainy River to Glengarry to Essex and into the Niagara Peninsula. The objectives are simple — to learn to know what Institute work is all about — to learn to know one another — to learn how to talk and listen.

There is a good balance to the whole programme, speeches, discussions, plenaries, music and just plain talk among the delegates. Doubtless more is learned from the delegates talking on a one to one basis, for indeed a member from Peel can listen to experiences in a branch in Temiskaming and gain new ideas.

CONFERENCE THEME

The facility to communicate orally or visually what has been comprehended and created will become increasingly important in the years ahead.

J. Hartt Walsh



May I help you? Mrs. Russell Campbell, Officers' Conference Secretary Treasurer (seated), guided the Conference to a successful conclusion.

SECRETARY TREASURER

Mrs. Grace Campbell is now at the helm, steering a course previously logged by other secretaries but taking the delegates through new waters and experiences. Although Conference formats are similar there is always something new to achieve.

It is not only a new experience for delegates but also for the discussion group leaders who spend hours in preparing for the discussions and plenary.

SING SONG TIME

Singing is important. The song leader Mrs. Hugh Baird and pianist Mrs. Wm. Stone, both from Sunderland, were a sheer delight and the delegates found sing-song time too short.

The musical presentation by the Stone Family was deeply appreciated. To find such marvelous talent in one family — how lucky can they be?



"You're a good group of singers." L-r Mrs. Wm. Stone and Mrs. Hugh Baird, both of Sunderland, lead the group singing.

PUBLIC RELATIONS MADE EASY

Mr. Rick Waller, Supervisor, Press Service and Mr. Bob Kalbfleisch, Supervisor, Photographic Services Film Library, Ontario Ministry of Agriculture and Food, Information Branch, Guelph gave an illustrated presentation on Public Relations.

In good public relations work, the final message is always you and your organization, both internally and externally. Communicating your ideas is not just telling. Instead, it's a two-way street: giving information and receiving understanding and feedback from that message.

Mr. Kalbfleisch dealt with photography and the prerequisites that he's found made a picture acceptable to editors and viewers. Focus, angle, layout, needs of newspapers and exhibits were aptly illustrated by materials from the Ministry's Photographic section.

Mr. Waller approached the written side of public relations, identifying and displaying the steps to be followed to get your branch activities into print. The approach you take with a release, its final form and its timeliness all have an effect on an editor and the audience.



Mrs. Herb Maluske greets delegates as they climb the stairs to the great hall to register. L-r Mrs. Maluske, President; Mrs. Harold Minifie, Coldsprings; Mrs. Jeanetta Sager, Wentworth South District; and Mrs. Rebecca Johnson, Thunder Bay.