



Mrs. R. Thompson points to her name on the list, as delegates line up to be registered by the Bloomingdale WI.

PRESIDENT'S ADDRESS

Mrs. Maluske directed the delegates' thinking toward the Conference theme and communications. The study of semantics has underscored the fact that words mean different things to different people. She went on to emphasize how some "word meanings" and interpretations have taken on other connotations, and words no longer have mono usage.

For quite some time now we have been aware that communication encompasses a great deal more than a speaker: or a writer, who has an idea to share with someone who is just content to sit still and listen or read. Communication does not mean simply telling or hearing or seeing something.

Warren H. Schmidt's article, "How communication can be improved," suggests there are at least six messages. What you mean to say. What you actually say. What the other person hears. What the other person thinks she hears. What the other person says. What you think the other person says. Mrs. Maluske went on to illustrate statements showing misunderstandings through communications between speaker, listener or viewer.

Mrs. Maluske urged all present to accept as a prime concern the art of communicating with one another inside and outside the Women's Institute. Convey the work of the Women's Institute orally and visually to reach and teach the individual member. Be mindful, that each year brings a new group of officers, and constant repeating and stressing of the aims, objectives and duties of officers and responsibilities of members is important.

"Words spoken or written are a dynamic force. So whenever we speak, whenever we write, may we always remember the creative power of our words.

GONDOLIERS

The evening programme, "The Gondoliers" by the students from Waterloo Oxford District Secondary School, Baden, under the musical direction of Edwin Ferguson and choreographed by John Cull, delighted the delegates and added that "special something" to the Conference. To show the audience approval the cast received a standing ovation.

Bloomingdale Branch again carried on with the registration and delegates marvelled at the efficiency of its members, in fact even the University is impressed with their competence.

MISS HELEN McKERCHER

It is indeed a pleasure to bring greetings to you from the Home Economics Branch during your 28th annual Officers' Conference. I want to extend to you our very best wishes, especially to the public relations officers for whom this conference was planned, and to the branch presidents and members at large. We appreciate the support you gave to our programme and to the county and district Home Economists. We are again glad this year to have printed your programmes.

It has been fun working with your leaders and I do hope you will all take an active part in the discussion groups. Mrs. Campbell, your new Officers' Conference secretary, and Mrs. Maluske have put a lot of thought and planning into the conference, as all presidents and secretaries have.

You will be hearing a lot about communications within your Branch, District and Area, in the next day or two. The Conference has always been planned so you can be a part of a wider fellowship in which experiences can be shared and new ideas brought out.

People who plan conferences for adults make time for discussion groups, plan breaks for people just to talk, to share. It is important at your branch meetings — so you have your cup of tea — a time to talk informally. Then after the meeting, phone a member or colleague to share the good news — of promotion, of a grant received or of money made for a good project or a programme successfully completed. Even let another member commiserate with you in the grant not received too. It works both ways.

In my estimation, the Women's Institute as an adult education group serves its members well and is particularly strong in the colleague function which is a very important part of your organization. In other words — enjoy the news when it is good.

As Henry James said, "All life comes back to the question of your speech, the medium through which we communicate with one another." We live in the age of communication.



Mrs. Maluske on behalf of the delegates at Officers' Conference presented Miss McKercher with decoupage wall plaques depicting the front covers of the last two Officers' Conference programmes. The Erland Lee Home and Women's Institute Hall, to be built at the Agricultural Museum, are both current Institute projects. The plaques were made by Mrs. Campbell McKean of the Mary H. Graves Women's Institute.