

CONNECTION

Attitude is the most important criteria needed for success. If positive, a genuine asset, if negative, it can almost prove the downfall of an organization. Don't be apathetic either!

When deciding on needs for the women in the community — ASK

WHAT ARE THE BASIC ISSUES? Who are you accountable to? What are you trying to accomplish? Where are you going with your information? Why do you want to involve everyone?

WHAT ARE THE BASIC ATTITUDES? Trusting that women know what they need. Helping women identify concerns. Building a climate and creating a growing interest in adult education.

OUTREACH. Approaching individuals, Colleges, Governments, Agencies, to strengthen learning opportunities in the community.

ASSESSING NEEDS. Making personal contact, gathering data, using surveys and questionnaires can be a justifiable beginning.

POTENTIAL. As a result of assessment, women have the capacity to mobilize, if there is a need and if they have the desire. This is a strength in rural Ontario. Often women feel more useful to participate in a short intensive course, then network in their community.

One thing came through loud and clear, too formal a structure prohibits creativity. All were encouraged to use their own skills and resources; especially try to develop your own strengths, don't let those talents lie dormant. Most important of all, everyone has the right to be heard and their idea respected.

Marketing Boards was an area that the women seemed fuzzy about, not certain about the structure nor did they have enough knowledge about their operation. However, the Conference accepted a recommendation to support the concept that farm women feel disadvantaged in marketing areas, needing more education and representation on these Boards, especially Tobacco and Vegetable Boards.

MAPLE VIEW WI, NORTHUMBERLAND EAST DISTRICT, organized ten years ago with the help of the District President, Mrs. Shirley Bird. It was upon the suggestion of Mrs. Harold Wiley who kept urging the local women in 1970 to start a Women's Institute. She could see the eventual closing of the local church where the majority of the women contributed their time and talent and encouraged those women to be prepared for an alternative. Mrs. Wiley felt very strongly that the community needed some organized group to fall back on.

Eventually Mrs. Wiley's idea caught on and she contacted the District President and it happened. The Maple View Branch was organized on September 30, 1970.

One of the first official functions for some of the members was to attend the Area Convention held in Belleville. The branch has been sending delegates ever since. They have sponsored 4-H Homemaking Clubs, sponsored many community activities such as suppers, coffee and dessert parties, evening bazaars, fashion shows, to say nothing of making a few dozen quilts.

As one of the members said "We've enjoyed it very much."

LUNCHEON SPEAKER

Miss Molly McGhee, Director, Home Economics Branch spoke on behalf of the Hon. Lorne C. Henderson, Minister of Agriculture and Food about the many learning opportunities offered to rural dwellers by OMAF.

There are many learning opportunities offered to rural dwellers by the Ministry through the Advisory Services, i.e. the Extension, Home Economics, Livestock and Soil and Crops Branches. An abundance and variety of short courses designed to meet the needs of the farmer and farm families at the local level are offered. The needs of these rural dwellers, more often than not, are identified by them and made known to the various specialists working in the county and district offices. Joint planning committees of clients and staff are common, in order that the clients receive the specific courses they want. "Courses are geared to a variety of persons: the farmer whose livelihood depends on a knowledge of sound agricultural practice; the novice farmer; the hobby farmer; the rural dweller interested in improving the lawn or landscaping the lot; the house-wife who wants up-to-date information on how to manage the home more efficiently; the senior citizen who seeks hobbies in retirement and younger persons who seek to supplement their income by improving their craft skills; all of these people turn to OMAF for help. In this way, each year OMAF provides a great number of learning opportunities to a wide cross-section of rural dwellers: from farm safety, personnel management for employers of farm workers, and records management — to equine management, pre-natal nutrition, food preservation, rural beautification and homesteading.

It may be that in the past, farm women were reticent to ask the Ministry for help. If this was the case, this attitude has certainly changed today. During the past year the Ministry has held several very successful courses in Farm Business Management for Farm Women, at different locations across the province, including information needed to help alleviate stress in both the farm enterprise and farm home."



PICNIC GROVE WI, GLENGARRY DISTRICT honored seven members with a special citation and a brooch. All have contributed much to the branch during the last twenty-five years. L-r front row, Mrs. Margaret McNaughton, Mrs. Stella McNaughton, Mrs. Ella Smith. Back row, Mrs. Eileen Fourney, Mrs. Margaret McLennan, Mrs. Joyce Cumming, Mrs. Muriel MacLachlan.