

## PUBLIC RELATIONS REPORT

Mrs. John Brown

The Public Relations Officer had an interesting and exciting year as she worked with the PRO's across the province, promoting the WI. The workshops helped with communication and imparted knowledge of the organization, but much needs to be done in order to improve the channel of communication between levels.

Mrs. Brown was high in her praise of the support given to the Adelaide Hoodless Fund and the donations to the ACWW Conference through FWIC. As PRO, she received requests for promotional information and answers all mail concerning her office. She attended the FWIO Executive meetings, the WI Hall committee and Officers' Conference meetings.

Mrs. Brown was pleased to learn that an Ontario girl had been the winner in the Unity Poster competition and thanked those who worked on the promotion of this project.

Members are to be commended for their volunteer efforts in their communities, as well as for the Women's Institute. Our Provincial project is to increase our membership, so let us take up this challenge.

### PUBLIC RELATIONS DONATIONS REPORT

Women's Institute Projects .....	\$ 49,155
Women's Institute Educational .....	163,004
Community Projects — Educational .....	58,455
Health .....	76,760
Community .....	201,201
Cash Donations to Other Organizations ....	63,387
Grand Total .....	611,962

### MINISTER'S DINNER

The Hon. Lorne C. Henderson entertained the Provincial Board and some Home Economics staff members to dinner at the Sutton Place Hotel.

Miss Molly McGhee, Director, Home Economics Branch chaired the evening meeting. Mr. Duncan Allan, Deputy Minister was introduced to the group and spoke briefly.

Mr. Henderson reminisced about the role the WI's have played over the years, especially in his own area of Lambton County, where he knew many members personally and their dedication to the organization.

He went on to say farmers are better educated today, one in three have completed special courses in Agriculture, and half the new farmers are graduates in agricultural technology — farmers are getting smarter, but so are researchers. An example that comes to mind, it used to take 8 years to breed new varieties of grain, now it only takes 4 years. Trade missions have proved a successful method of selling Ontario Agricultural products overseas, he referred to the tobacco mission to China and other missions to Korea.

Here at home, it is up to the WI, as part of the rural scene, to open up a dialogue between consumer and producer and help the city person to understand the position of the farmer. We can become a strong influence in our communities if we assume some responsibility.

A group of films, produced at Guelph were enjoyed, "Ontario Fair," "Land Our Last Resource," and "Autumn Quartet."

Mrs. Hiepleh, FWIO President thanked the Minister and Miss McGhee for the constant support received from the Ministry and voiced the appreciation of the Women's Institute.

## OFFICERS' CONFERENCE

Mrs. Russell Campbell, Secretary Treasurer

Mrs. Campbell presented a comprehensive report of the 33rd Annual Officers' Conference held at the University of Waterloo, May 5-7, 1981. (complete coverage Summer/81 Home and Country).

Five-hundred and sixty-five persons attended the Conference with a minimal number of cancellations.

The pooling fee of \$75.00 does benefit those delegates coming from a distance. Mrs. Campbell pointed out, one delegate's travel amounted to \$303.45, however, those living closer are well under the \$75.00 fee.

The Conference Committee work hard to arrange extras to make travel easier. Shuttle bus service is available to all while at the Conference, as well as buses dropping off delegates on the home-ward journey at the Kitchener bus and train stations, as well as Toronto airport, bus terminal and Union Station. Two WI members arranged a bus pick-up from the Soo and Eastern Ontario.

Mrs. Campbell completed her term of office and was presented with an appropriate gift by Mrs. Hiepleh on behalf of FWIO.

### 1982 OFFICERS' CONFERENCE May 4-5-6, UNIVERSITY OF WATERLOO, WATERLOO

- |             |   |
|-------------|---|
| 1. BRANCH   | Public Relations Officers<br>OR<br>Members-at-large |
| 2. DISTRICT | Public Relations Officers                           |
| 3. AREA     | Public Relations Officers                           |

(new or incoming officers preferable)

POOLING FEE \$80.00

Withholding Fee \$10.00

**Forms have been mailed to all Branch, District and Area Secretaries. If you did not receive one, notify FWIO office.**

### ONTARIO AGRICULTURAL HALL OF FAME

Mrs. Owen Hawkins

The unveiling of the likeness of Adelaide Hoodless last June appears in the Fall issue 1981 Home and Country.

Mrs. Hawkins, FWIO's representative on the Hall of Fame Association has been appointed to the planning committee for the 1982 unveiling. **June 13, 1982 has been chosen for the unveiling ceremony.**

### WOMEN'S INSTITUTE HALL, MILTON

Mrs. J. VanSickle

Following the Semi-annual meeting, there was a work meeting at the WI Hall at Milton, when the cabinet displays were updated. One was in honor of Adelaide Hoodless, 1981 Hall of Fame recipient, sponsored by the Federated Women's Institutes of Ontario. Another cabinet contained literature on the Year of the Handicapped, and in a floor cabinet, was the Public Relations Display, while another cabinet displayed craft work, originally taught by the Home Economics Branch.

A picture of Laura Rose Stephens was donated by the Laura Rose WI and now hangs in the front of the Hall.