

HIGH PROFILE

All PRO delegates agreed when asked, that the W.I. should have a higher profile outside the organization. Mrs. Margaret Zoeller, urged the delegates attending the plenary session to promote the W.I. programs in the community, include other organizations in their projects and involve non-members in their activities.

More research and programs with a common purpose should be undertaken by all Branches, so F.W.I.O. could speak with a solid voice on topics relevant to the '80's, especially issues concerning women.



SALES TABLE helpers, W.I. MEMBERS FROM THE NEW DUNDEE BRANCH, WATERLOO SOUTH DISTRICT, assisted Mrs. Clifford Ritchie, FWIO Treasurer, right.

WRITE-UP'S FOR PAPERS

This is one vehicle of promotion. The purpose of every write-up should be to let people know what Women's Institute's are doing — to get out and reach people — sell information which would allow W.I. to grow and prosper — to let all know the good deeds and worthwhile contribution the W.I. make to the community.

The media needs news that is newsworthy and information that is interesting to both members and non-members. The media is generous with its advice and assistance and if asked for help will willingly supply it.

The information supplied must be factual. When preparing a write-up be certain to keep the 5 W's in mind and make certain the article begins with the most important event at your meeting.



Delegates from around the Province gather for discussion. L-r Christine Jacobsen, McINTYRE WI, THUNDER BAY NORTH DISTRICT, Dianne Wilcox, ALFRED WATT WI, SIMCOE WEST DISTRICT and Geri Fumerton, OXDRIFT WI, KENORA DISTRICT.

MOLLY MCGHEE

Miss McGhee announced the Home Economic Branch ceased to be March 31. The super new Branch will encompass Home Economics, Junior Extension, 4-H, Junior Farmers, Agriculture and Horticulture Societies, Colleges and the Agricultural Museum. The Minister, Mr. D. Timbrell proposes continuing to offer courses this year.

Miss McGhee provided statistics showing an increase since 1977 when 16,000 people attended adult courses, compared to 104,000 involved in courses and special presentations last year. Five years ago, 400 inquiries were received regarding Consumer inquiries, last year this increased to 136,155.

Women's Institutes provided 2020 of the 5000 leaders for 4-H, as well as a great deal of financial assistance.

She encouraged the delegates to go home and reach out to the people. Sell yourselves, inform the residents of the community, then W.I. will continue to grow and prosper.

Members must be enthusiastic and want to hold office. Enthusiasm is catching, so is the lack of it. Members who don't turn up at annual meetings find themselves in office. As Public Relations Officers each must reflect an image of the entire organization.



DELEGATES LINING UP FOR LUNCH

O.M.A.F. REPRESENTATIVE

Mr. R. K. McNeil, MPP, Parliamentary Assistant to the Minister, Mr. Dennis Timbrell, referred to the Women's Institute as having a long and fine record of involvement, interested in the Ministry and supportive of Home Economics.

In the present restructure, the functions formerly carried out by the Home Economics Branch, Mr. McNeil said O.M.A.F. wished to continue with no reduction in the level of service.

To keep Ontario Agriculture and Agribusiness strong, we must believe in Ontario, working hard to make it more secure and self-sufficient in the production of food. The 10 billion dollar a year food industry must continue to grow and prosper through research and development. By buying Ontario products, we recognize not only we are the ones making the food decisions, but we are directly affecting the economy.

Through Foodland, much thought, action and money goes into the programs, but there is still a long way to go when one considers Ontario exported approximately 1½ billion dollars worth of food compared to 2½ billion imports.