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Country is not only an account of WI history, it is also an account of things like societal concerns and issues and fashion. Take a look at these hats! And the list goes on, as will the Home & Country.

"New Look" *Home & Country*

It was the consensus of the FWIO Executive, Board of Directors and the new Editorial Committee that the Home & Country will, once again, take on a "new look." This "new look" publication will be distributed to the Women's Institute Branches for their fall meetings. Note that there will not be an April, May, June issue of the Home & Country.

New Branch Co-ordinator's Report

By Hilde Morden

At a Women's Institute anniversary I met a senior who came back to her Branch for the celebration. She now lives 25 kilometers away in a senior's apartment building in the city close to all the services. Among all the welcome "hellos," hugs and reminiscing of WI memories, she looked wistful and told me, "I miss the Women's Institutes!" What was she missing? - the fun, the fellowship and the sharing of knowledge with others. The Federated Women's Institutes of Ontario are now addressing these human needs.

New Branch Organizers elected at Area Conventions in 1991 will be working co-operatively with their Provincial Board Directors and District Officers to organize new Branches. A training workshop held last November uncovered needs and concerns that bring women together in an area. Some of these needs and concerns included: health issues; education; the farming crisis; community development; the environment; lobbying; fund raising; leadership skills development; and, sociability - simply getting acquainted, having time together and having fun!

Why do we need new Women's Institute Branches in our communities? Our senior at the beginning of this article, for

example, can knock on the doors of her apartment dwellers and invite them to her apartment for fellowship and common interest topics. And with her knowledge of the Women's Institute, she can help organize a Branch in the building to meet the needs of these members. The same can be said for women who live in new subdivisions or mobile communities, or for single Moms, part-time or job sharing women, "empty nesters," or young mothers with similar interests.

These new groups may differ from existing Branches as to the time and day of their meetings. The kinds of programs they develop to meet their needs may also differ. These new Branches may be less structured, more flexible, include a variety of age groups, and have objectives of local value. Volunteers may come forward with no knowledge of the Women's Institute, but with the skills to be a Branch President, Secretary, Treasurer or Program Planner. One advantage of an all new members Branch is that the level of Women's Institute knowledge should be about the same.

An organization is only as progressive as the input received from its membership. Through the years, the Women's Institute has made changes by listening to their members' requests and taking action. The membership of our organization

has long been a concern of the grass roots members, as well as the FWIO Executive and Provincial Board Directors.

Existing Branches will continue to encourage their members to invite community women to their meetings. And I encourage each Women's Institute member to be in touch with your AREA NEW BRANCH ORGANIZER when you know of a community of women that cannot meet with your Branch for whatever reason. Help organize a new Branch to satisfy their needs and strengthen our organization.

FACT: *"Every person in the world is hungry - if not for food, then for recognition, companionship, the need of a helping hand, understanding and love. Knowing this will help as you look to find the needs of people and communities. The one who satisfies the most hunger in others will always be the most successful - and most important, the happiest!"*

Hilde G. Morden is the New Branch Co-ordinator for the Federated Women's Institutes of Ontario.