President's Message

Fall is Coming... Summer Memories Linger!
Yes, I will confess I am an article clipper/saver. Yes, I keep my treasured articles in a pile and then read them on the airplane when I travel and have time to think. Yes, it is a source of clutter. It is also a source of frustration when I know I saved an article and then have to find it. However, it’s a way for me to ponder topics of interest.

On July 21, 2007 approximately 13 members participated in our State Self-Assessment Workshop and spent the day pondering a topic of interest, our state association. Huge and sincere thanks to the 13 people who volunteered to participate in our State Self-Assessment. Also thanks for the 27 members who called or e-mailed that they were unable to participate. Many of these members offered ideas and support for the importance of the process.

The State Self-Assessment Workshop day was long, intense and candid. A summary of comments and data shared during the workshop are included in our final document. Also, using this information, five Plan of Work items were developed. I need to state that the techie phrase “GIGO” (or “garbage in, garbage out”) has another application for our state association. The new application for us is that there must be a link for getting information and action in and then getting information and action out.

Membership input and participation are the keys to change for each of our Plan of Work items.

Here is a brief summary of each of our Recommendations for Action that have been adopted as our Plan of Work for 2007-2008:

1. Revise and embellish our association’s current web site.
2. Develop and implement an automatic mailing list server.
3. Improve and initiate collaboration with other like-minded groups.
4. Target teachers (Grade 6-12) and aging members with special opportunities.

Two items were NOT adopted for our Plan of Work. They are:

1. Develop and disseminate legislative information.

(continued on page 5)
CA-AFCS Secretary Membership News

The CA-AFCS has 372 members, which is down from 418 in January 2007. The category breakdown of the current CA membership is as follows:

<table>
<thead>
<tr>
<th>Current CA Membership</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Active</td>
<td>3</td>
</tr>
<tr>
<td>Associate</td>
<td>2</td>
</tr>
<tr>
<td>Ellen Richards Sustaining</td>
<td>1</td>
</tr>
<tr>
<td>Graduate Students</td>
<td>19</td>
</tr>
<tr>
<td>Lifetime</td>
<td>39</td>
</tr>
<tr>
<td>New Professional Members</td>
<td>13</td>
</tr>
<tr>
<td>Retired</td>
<td>106</td>
</tr>
<tr>
<td>Undergraduate Student</td>
<td>29</td>
</tr>
</tbody>
</table>

The District member breakdown is as follows:

<table>
<thead>
<tr>
<th>District Membership</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A Bay</td>
<td>70</td>
</tr>
<tr>
<td>B Central</td>
<td>11</td>
</tr>
<tr>
<td>C Channel Islands</td>
<td>6</td>
</tr>
<tr>
<td>D Citrus</td>
<td>9</td>
</tr>
<tr>
<td>E Kern</td>
<td>8</td>
</tr>
<tr>
<td>F Los Angeles</td>
<td>104</td>
</tr>
<tr>
<td>G North Central</td>
<td>46</td>
</tr>
<tr>
<td>H San Diego</td>
<td>46</td>
</tr>
<tr>
<td>K Santa Lucia</td>
<td>9</td>
</tr>
<tr>
<td>L Valley</td>
<td>11</td>
</tr>
<tr>
<td>M South Coast</td>
<td>53</td>
</tr>
</tbody>
</table>

If there are any questions regarding the CA membership report or membership reports generated by the national organization, please contact me at 562-985-7492.

Respectfully Submitted, Marge Lichty, CA-AFCS Secretary
Outcomes of Board Meeting - September 15, 2007

Marge Lichty reported that our national organization is in a computer program conversion. We are hoping to get monthly information soon.

Rachel Libolt was appointed secretary to replace Marge Lichty who is now our President-Elect.

Maria Nicolaides resigned as Communications, Vice President. We send our best wishes to her. Communications, Vice President position description has been revised. The individual will be responsible for our website.

Bonnye Whamond was appointed Programs, Vice President and will hold office until May 2010. We amended our officer rotation chart to show this change.

State Conference - Rescheduled until 2010 as to not conflict with the huge national anniversary conference in 2009.

Contempo Newsletter - New policy includes fee for ads in Contempo. Ads for business, products and activities which result in personal financial gain for members and others will be sold.

A procedure for the dissolution of a district was adopted.

Leaders were reminded that a review of scholarship information on our web page has been requested and accurate information is vital. Please respond immediately.

Our Nomination Committee (Roseline Kelley, Barbara Dahr and Allen Martin) will fill officer openings starting May 2008. The officers needed include Communications-Vice President, Secretary-Nominating Committee member, and EEF Committee Member.

A reminder was given to encourage all members to participate in donating to matching fund by December 31, 2007. The funds are to be used for programs for our state’s Plan of Work items. Send your tax-deductible donation to our treasurer Shirley Vernon.

Share your knowledge of great website to link from our website. Contact Betty Knopf at fpstudt@aol.com or 916-944-3553.
North Central District (NCD)

Our final meeting of the program year was a highly successful May luncheon which honored our scholarship recipients and members who have belonged to our association for forty or more years. It was inspiring to hear the long time members describe the course of their professional lives in Family and Consumer Sciences (Home Economics). Each was a testimony to the diversity of opportunities pursued in this profession and the personal pride in assisting individuals, families, and communities in achieving optimal quality of life. Following this success and the motivation from the attendees at the AAFCS Conference in Reno, our talented and dedicated board members planned a year of relevant and diverse topical programs for our members.

The fall meeting will focus on current nutritional issues which we plan to co-sponsor with the local Dietetics Association. We will have our traditional Tea in December. We are planning to present the topic of “Children at Risk” for our meeting in March, and we will close our year with a focus on Fashion Programs for our awards luncheon in May. To promote the upcoming centennial of AAFCS, we plan to showcase the story of our founder, Ellen Swallow Richards. After considering options for philanthropic projects, the district plans to continue the “sewing sessions” by preparing grooming kits for the women’s shelter, and the Senior Safe House, due to open next year.

Contributing to the “Sew Much Comfort” project which involves the sewing of adaptive clothing for veterans is being considered. Due to the highly technical nature of the sewing required, we are considering donating needed supplies for the garments.

Our major goals this year will include increasing membership and participation, promoting the AAFCS program of work, and encouraging the participation of members in the AAFCS communities, which they find relevant. We will continue to raise funds by selling Entertainment Books and conducting raffles at our meetings.

With the selection of the Tri-Chairs for the CA-AACS Biennial Conference, planning is underway. As host, the district is looking forward to planning a dynamic event which will address the interests and professional development of our statewide membership. We will look forward to your visit to Sacramento!
President's Message

Please read the State Self-Assessment and choose at least one way to participate in our Plan of Work. The complete documents are on our website www.gafcs-ca.org. Each of the three adopted items need to start with developing an idea and writing a simple, short grant. Using the EEF Grant Application form, I will work with the grant writer to apply to EEF and/or to our state association for funding. The grant idea can be simple or complex, it can be a dream you have had for our association, or an idea that just evolved. Now is the time to put those thoughts into a short concise application to get started. Please call me (916-944-3553) if you want to “chat and chew” on your idea for writing a grant to make an important change for our association.

ALL Members’ Things to Do List

Submitted by: Betty Knopf

1. Read the State Self-Assessment Report. Read the 3 adopted Plan of Work items:
3. Plan a professional-development or outreach meeting in your neighborhood, district or community.
4. Borrow DVD, "The Life and Legacy of Ellen Swallow Richards". Contact Betty Knopf (fpstude@aol.com or 916.944.3553).
5. Submit website or resource materials for our website to Betty at fpstude@aol.com.
6. Attend a district meeting.
7. Call Principal’s in your local middle/junior and high schools and offer an FACS program or ask what help you can offer to start a FACS program.
8. Sign up for CONTEMPO by e-mail. . . and get your “Collector's Item”.
9. Submit a simple, concise grant to implement a Plan of Work item.
10. Contact a Nomination Committee Member and nominate yourself (or another member) to a leadership position.

District Officers’ Things to Do List

1. Update scholarship information and deadlines on our website (www.gafcs-ca.org) by contacting Betty at fpstude@aol.com. The deadline is November 1, 2007.
2. Use the three Recommendations for Actions to plan your district meetings this year.
Organic Foods in Today’s Global Marketplace
Submitted by: Amber Bradley

Presented by Ms. Sharon Hoeischer Day, from the University of Arizona, Cooperative Extension. In 1999 organic foods accounted for only 1% of food sales in the U.S., by 2006 it is now accounting for 3% of food sales. This is a 16 billion dollar industry in the U.S. alone. Sales are increasing at the rate of 20% per year. 68% of consumers have tried organic foods.

Before 2002, organic foods (referred to often as “organics”) standards varied from state to state with no uniform standard. These standards also varied from country to country. The number of acres in organics production have increased.

By land usage, the top ten countries raising organics are Australia, China, Argentina, Italy, U.S., Brazil, Germany, Uruguay, Spain and the United Kingdom. The European Union is further ahead than the US in organics standards and production.

While there is no current research which shows a difference in safety (produce) many prefer organics for a variety of reasons. Some of these include microbial safety issues, concerns about environmental impact, concerns about nutrient levels (no major differences shown), better flavor, support for local economy and producers as well as alternative lifestyles.

When consumers were polled as to why they purchased organics, their answers included nutrition, freshness, long-term health, good taste and for their children.

In 2002-3, the US production standards for organics started to include how the soil has been used, weed management, seeds and planting stock, crop rotation, proximity of growth to non-organic crops, manure and fertilizers used, as well as prohibiting genetic modified seeds and use of antibiotics. Standards do vary from country to country. In Europe, a conscious effort has been made to support small farms. These standards are not as easily implemented in the many larger farms found in the US.

The popularity of organics has been growing for a variety of reasons. First, money, money, money. People are willing to pay more for organics as they perceive them as worth more. Secondly, some techniques are now available to authenticate the foods as being organically produced. (The British developed a test for a specific isotope of nitrogen that is different in organically produced foods.)

Thirdly, agricultural marketing services are available to help consumers find locally produced organic products. Farmer markets are becoming more popular. Also these local markets reduce the amount of fossil fuels needed to ship foods.

(Continued on page 7)
Organic Foods in Today's Global Marketplace (continued from page 6)

Because of the increasing demands for organic foods many major food producers are adding organic lines. For example, General Mills has Cascadian Farms and Muir Glen, Kellogg's has Morning Star and Kashi, Kratt has Back-to-Nature and Boca to name a few.

The A logo has been approved for use on organic foods. Details can be found at www.theorganicpage. To be labeled 100% organic everything in the food product must be organic. To be labeled organic at least 95% of product must be organic. To be labeled “made with organic ingredients” it must be at least 70% organic with no sulfates and can not use the logo.

Three per cent of the milk market is now organic. Of the 60,000 dairies, only 1,000 produce organic milk products. Organic milk has no synthetic growth hormones, pesticides or antibiotics used. Milk can be either raw or pasteurized.

Organic seafood is being produce in Canada and New Zealand. There is no US standard. Some in US labeled “wild caught” as opposed to farmed but you don't know what pollutants the fish have been exposed to. There is a company in Alaska that has a trademark of “wild salmon” that raises its fish.

The organic meat market is increasing. To be labeled organic meat can not contain antibiotics, growth hormones, hormone implants, must provide details of production, harvesting and processing, use organic feeds with no pesticides used within the past three years.

Organic foods in the marketplace are increasing and more stores are carrying organic foods. These foods appeal to the consumer on an emotional level and offer the consumer more alternatives. Consumers have a choice of buying from small or large farms and also local farms. Some consumers are worried about imported food and its safety. Some consumers are joining a CSA (consumer supported agriculture) program where they buy a share of a farmer's produce all year long. (May or may not be organic). Some consumers are concerned about foods being shipped-the more foods shipped the more dependent we are on oil. Farmers Markets may or may not be organic or have both.

Organic foods may or may not be more expensive. The more processed the foods are the more the costs increase. Also the type of produce and the difficulty in raising it will influence the cost.

Are organic foods really better? Does this mean we are poisoning people that can't afford organics? The most important concern in food production is good farming practices. This is the most important concern for a good food supply.
Another “Certificate of Appreciation”

"Thank you for sending me the 45 year certificate for recognition of my membership over the years. It is with pride that it will be displayed. I apologize for the delayed response, but I have been dealing with some serious family emergencies – so everything was on hold. Please extend by congratulations to all those who have contributed so much to the organization and have helped keep it viable and meeting current needs. May you all have a great ending to 2007."

Nancy Cornell

AAFCs’ New Technology Has Arrived!

If you need to update your personal information with our national association, use this guide to get you started:

1. From [www.aafcs.org](http://www.aafcs.org), go to the “Access the New Technology” link and click “View/Update your Profile”
2. Login using your email address as your username (note – if you haven’t given your email address to AAFCS, then you username is your AAFCS ID number.) Your password is also your AAFCS ID number (you can change it once you log-in).
3. Once you’ve logged in, go to “View Profile.” Now you can see what information AAFCS has recorded for you! For instance:
   - Recently paid your membership dues and need an invoice? Go to “My Transactions.”
   - Want to change your Password and Username? Go to the “Change Password”, and “Change Login” links.
4. As you view your profile, do you notice your address isn’t current? Click “Edit” in the lower right of the screen, and update your contact information. *Don’t forget to mark “include in directory” under the “Supplementary Information” tab if you want your info included in the online Membership Directory!

FYI: According to the University of the Pacific’s alumni magazine, Pacific Review, our friend and former member Dr. Pat Stanley now lives in The Villages, FL, and was sworn in a deputy assistant secretary of the Office of Vocational and Adult Education. This position oversees all initiatives and policies affecting community colleges and post-secondary education. Bye for now!

Betty Knopf
Call for 99th Annual Conference Proposal

It's time to start preparing proposals for the AAFCS 99th Annual Conference!

Online Proposal Submission System Opens 09/21/07: Proposals due 10/22/07.

ALL proposals for educational sessions, board or business meetings, showcases or displays, meal functions, and certain types of events of interest must be submitted through the online proposal submission system. The submission system will be open from noon (12:00pm Eastern Time) on September 21, 2007, until midnight (11:59pm Eastern Time) on October 22, 2007.

For the 99th Annual Conference, Evolving Technology: Impact on Individuals, Families, and Communities, AAFCS is inviting family and consumer sciences and related professionals to submit educational session proposals related to helping individuals, families, and communities reap the benefits of technology while avoiding potential dangers and risks. How can parents and educators reduce cyber-bullying among teens? How can renewable energy be incorporated into homes and communities? Read the Call for Educational Session Proposals in the 99th Annual Conference section of the website for an extensive list of suggested topics.

Interested in submitting an educational session or other type of proposal?

Please visit the 99th Annual Conference section of the AAFCS website for information about how to prepare and submit your proposal, as well as answers to many frequently asked questions. AAFCS staff is also happy to answer your Annual Conference questions, and can be reached at 1-800-424-8080 or annualconf@aaftcs.org.

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<table>
<thead>
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<th>Ad Size</th>
<th>Cost</th>
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<tr>
<td>Full page ad</td>
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</tr>
<tr>
<td>½ page ad</td>
<td>$60.00 per issue</td>
</tr>
<tr>
<td>¼ page ad</td>
<td>$35.00 per issue</td>
</tr>
</tbody>
</table>
Sign up NOW for Contempo by E-mail

Contact Betty Knopf, PhD at fpstude@aol.com

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AUG/SEP 2007

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CALENDAR

October 22, 2007
99th Annual Conference
Proposal Deadline

December 31, 2007
Association Matching
Donation Deadline