



CONTEMPO

Bringing people together to improve the lives of individuals, families, and communities



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President's Message

Dear Fellow AAFCS Professionals,

As I write this column in October, the Presidential debates are in full swing. As you are now reading this column, the election results are in and we have a new President. No matter who our new President is, there is no doubt we will have some kind of change in the way our country is led.

We know all about change! Our profession is founded upon the philosophy of creating change---helping individuals and families to solve problems, thereby improving their lives, their communities, our society and the world. At work, I know that we help people to have better lives, and we do it in our personal lives, too, because our professional mission becomes an important part of who we are.

For this, our Centennial Celebration year, AAFCS has stated three goals of "Celebrate the Past, Launch the Future, and Address Sustainability," which can serve to guide our professional activities as we accomplish our mission. During this year of our AAFCS Centennial Celebration, there will be some exciting well-planned activities and events that I hope you're able to attend and enjoy. But if you are unable to participate in events at district and local levels, or attend the national conference, you can still celebrate 100 years of AAFCS in the everyday things you do right where you live! Here are some suggestions:

To Celebrate the Past---

- Send a letter of appreciation to an FCS teacher or professor who taught or mentored you.
- Recognize past FCS leaders in your educational institutions, professional organizations, or work places with a special note of appreciation, surprise flowers, or a special breakfast.
- Invite long-time members in your district or community to share their stories of the past in classrooms or professional organizations.

To Launch the Future---

- Send a letter of appreciation to an FCS teacher or professor. Submit the name of a deserving professional for nomination at a national AAFCS award and encourage applicant to complete the all materials.
- Go the extra mile to encourage students and pre-professionals to apply for scholarships and write glowing letters of recommendation for them.
- Offer to assist a student or pre-professional with expenses to attend a professional meeting/conference.

To Address Sustainability---

- Filter your own water to reduce the amount of plastic you buy.
- Encourage and teach a friend or neighbor how to recycle.
- Walk more or ride a bike instead of driving.

Congratulations, members. Congratulations, AAFCS! *Marge Lichty, President*

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CA-AFCS News

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Treasurer's Update

Reported by: Shirley Vernon, CA-AFCS Treasurer

Bank balance as of November 21, 2008 is \$8,906.88. All checks are clear.

In November 2008, a Certificate of Deposit in the amount of \$25,000 was renewed for 9 months at 2.72 percent.

An extension for the October 15th deadline filing of our taxes was extended. Not all tax information from each district was submitted timely enough for the Accountant to prepare the financial reports. The expected completion date is early December 2008.

Shirley Vernon



Congratulations to the following American Association of Family & Consumer Sciences, 50-year members from California who were honored at the Pacesetter Dinner in Milwaukee, WI (Conference & Expo, June 2008).

Doris Beard, Sacramento

Shirley Exeter, Upland

Betty Hansen, Petaluma

Jenne Hill, San Diego

Jane Inouye

Frances Saunders, Merced

Roselyn Skarsten Scott, Los Angeles

Vivienne Webber, Van Nuys

Membership Management News *by: Rachael Libolt, CA-AFCS Secretary*

Just like a garden that needs care and nurturing so does California's AAFCS Membership. In an effort to keep California's AAFCS membership growing and healthy we need to welcome new members, remind members to renew and keep in touch at a local level.

The National organization has rolled out a new data management system. All the local membership information will be easily accessible. The person designated as the membership report recipient will be able to access her or his own district's information directly online. This will allow each district to work on nurturing members on their own schedule. We will submit the name of each district President to National, and then they will be able to access the national database online. You can get more information by contacting Sophy Mott (1-800-424-808) or e-mailing membership@aafcs.org.

We demonstrated the new data management system to the district presidents at the Board of Director's meeting in September. With care we should be able to nurture our membership to grow and increase active participation in the organization.

At the Fall Board of Directors meeting I reported that CA-AFCS had 367 members last spring and 343 members as of September 18th. The district member breakdown is as follows: A- Bay 75, B-Central 11, C-Channel Island 4, D-Citrus 9, E- Kern 5, F-Los Angeles 70, G-North Central 7, J- San Diego 45, K- Santa Lucia 9, K-Valley 10, M- South Coast 38.

Respectfully Submitted—Rachael Libolt, CA-AFCS Secretary

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IFHE Holds Centennial Congress in Switzerland by: Mary Turner Gilliland

From the 26th through the 31st of July, over one thousand home economists from 57 countries gathered in Lucerne, Switzerland, for the XXI World Congress of the International Federation for Home Economics. Founded in Fribourg, Switzerland, in 1908, the Federation is an NGO (non-governmental organization) at the United Nations, having consulting status in ECOSOC, FAO, UNESCO, and UNICEF, and is also a member of the Council of Europe. The goal of the Federation is “the improvement in the quality of everyday life for individuals, families, and households, through the management of their resources.”

Eight plenary sessions and sixty concurrent sessions with over 400 oral presentations, as well as 100 posters, constituted the educational wing of the Congress. But the week wasn't all scholarly research. The Opening Ceremony highlighted Swiss folk culture, with alpenhorns, yodeling, folk dances, and flag throwing by brightly costumed performers. In addition, the book *100 years of the International Federation for Home Economics* and its accompanying DVD debuted at the opening, and speakers from the Swiss national government and the canton of Lucerne bade members welcome.

The outgoing President of IFHE, Dr. Lilha Lee of Korea (Asian Region), and the incoming President of IFHE, Dr. Geraldine B. Hodelin of Jamaica (Region of the Americas), spoke at the closing ceremony. A Protocol of Agreement for the XXII Congress, to be held in Melbourne, Victoria, Australia, from 16-21 July 2012 was signed in front of all those in attendance, after which a choir of young Swiss people sang medleys of international music.

As incoming chair of the Textiles and Design Committee for IFHE, I was delighted to have organized the first IFHE Textile Exhibit at the Congress. My colleague Marja Anttila of Finland, who “invented” the T&D Committee and served as chair since its inception in 2003, and I had worked for over two years to produce our event. Eight exhibitors from six countries showed artistic textiles they had made themselves or had been instrumental in designing for the commercial market (see enclosed photos). Our exhibit was a hit with Congress attendees, and we plan to offer another one at the 2012 Congress.



A real treat awaited IFHE members at the Congress Banquet, held the last evening on three motor yachts on Lake Lucerne. Besides enjoying balmy summer weather, wines, and a delicious buffet dinner, we were presented with half an hour of fireworks during our cruise, including a glowing “100” to celebrate the Centennial.

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Conspicuous Consumption Versus Happiness and Well-being



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Persons, whose parents or grandparents experienced the economic crisis of the Great Depression of 1929 through the 1930s, may have adapted values for frugality and saving for less fortunate times. During World War II necessary items such as food, shoes, tires, and automobiles were rationed, and all citizens were encouraged to be frugal and buy savings bonds to support our nation at war; even First Lady, Eleanor Roosevelt patched table cloths and sheets in the White House, and Queen Elizabeth has retained many of the thrifty behaviors used by her family and in English households. However, for many the feelings of deprivation resulted in greater materialistic values as luxuries became available and more affordable. Some may be influenced by the notion that conspicuous consumption is necessary to feel and look successful. There are few people who do not want to be viewed as successful, after all is not everyone in the United States supposed

to be able to pull themselves up by their bootstraps, and if they cannot there must be something wrong with them; thus one can easily develop a materialistic philosophy of life by placing our highest goals and values on our material well-being. Those who feel the need to emulate wealth and do not have enough money to compete, often borrow money or purchase on the installment plan in order to exhibit the social position desired by them. Thus many of us buy homes, cars and clothes we cannot afford, rather than conserving resources, saving for unforeseen difficulties and old age, and giving to others what is not necessary for our physiological and safety needs. Our society is based on an economy that encourages us to outwardly display wealth as a sign of success, which in turn encourages overspending, negligible savings and debt accumulation. And since 9/11, even our president has encouraged spending to bolster the economy.

What are the positive and negative effects of conspicuous consumption on individuals and the economy? Is the primary purpose and effect of conspicuous consumption to demonstrate power? It is well known that only about 5% of the world population lives in the United States and that our consumption of the world's resources is well over twenty-five percent which results in conspicuous consumption by most of us. Our national and individual identity needs to exemplify power and success is often behind our consumption patterns, resulting in wasteful uses of goods and services that do not promote the individual's, family's or nation's welfare. Our identity and decisions pertaining to our consumption patterns in today's society bring to mind some of the thoughts of Henry David Thoreau in *Walden* where he stated that that "...Our identity and decisions pertaining to our consumption patterns in today's society bring to mind some of

the thoughts of Henry David Thoreau in *Walden* where he stated that that "...while civilization has improved our houses, it has not equally improved the persons who are to inhabit them." Observation of today's capitalistic countries such as the United States shows materialism to be valued and may become an integral part of one's self identity. Recent studies confirm past findings of overall materialism being negatively correlated with life satisfaction and self-esteem, and that increased feelings of uncertainty about self and society in general appear to increase beliefs that materialistic assets define success in life.

Materialism has been negatively correlated with happiness and psychological well-being, and positively correlated with public self-consciousness and social anxiety. Materialism seems to have been associated with only one positive consequence, which is the possibility of a higher standard of living. As I complete this article, I recall a recent report in *Science*, March, 2008 where researchers from University of British Columbia and Harvard found that personal spending was not related to happiness, but giving to others or charities brought about greater happiness to participants in their studies.

The question is how can we, as professionals in a capitalistic society, encourage the conservation of resources, including material wealth beyond our basic needs to benefit those whose basic needs for food, health, safety and shelter are not being met? To me, there is a need for analysis and evaluation of individual materialistic values within the total interactional context of individual lives in order to enhance one's ability to develop goals and behaviors that will lead to happier and more fulfilled lives less self-absorbed in empty materialistic pursuits.

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Where are the “Stans”? Where are the “Stans”? by: Betty Knopf, PhD

In October, my husband Perry and I went on an amazing adventure to the “5 Stans”, Kazakhstan, Kyrgyzstan, Tajikistan, Uzbekistan and Turkmenistan. These are countries on “The Silk Road” across Central Asia and, until 1991, were formerly part of the Soviet Union.

A pervasive comment shared by tour guides was that the fall of the Soviet Union and the following petitions for independence were completely unexpected and shocking. People never considered the possibility these events would happen. Today, each of these countries truly celebrates its Independence Day with parades, decorations, cleaning the streets and buildings, and special cultural events. The reality is daily life since independence shows the lives of people have dramatically changed and have been incredibly challenged. Life under Soviet rule was “harsh” and “controlled”, but now some people consider it “predictable”, if not “secure” in many ways. People had jobs in factories that they expected to do for life. Farmers were allotted land and told what to raise. Children went to schools. Medical care was provided. Today, even after 17 years of independence, life for many people is still strange, with new struggles and with new uncertainties. Some older adults actually wish for the return of the “old Soviet days” while some adults, especially the younger adults, see “opportunities”. Even though the governments have become “democratic”, the current leaders were leaders during the Soviet-era and continue with many of the policies and philosophies of their pasts. The countries all struggle with citizens void of knowledge and skills to build, to continue or to restore past structures such as businesses, schools, and medical care. Most of the Russians who were in charge of these structures have left these countries and returned to Russia.

October is the month to complete the harvest of watermelons, sweet melons, apples, persimmons, and cotton. The watermelons were about the size of basketballs and pinkish on the inside. Our guide was very insistent that people not drink water for one hour after eating watermelon. We did not find the watermelons or sweet melons very sweet or juicy. The harvesting of cotton is truly a national project by the countries. For example in Uzbekistan, the largest cotton producer, the “cotton campaign” includes having all able-bodied adults being expected to “volunteer” at least two or more days during the month. College students are expected to “volunteer” for one month. The cotton farmer is to provide food and shelter but students usually find it necessary to take food with them. The students are supervised by college instructors and are expected to meet picking quotas or have consequences when back at school. Cotton farmers are given land rights, told what to grow

sweet melons very sweet or juicy. The harvesting of cotton is truly a national project by the countries. For example in Uzbekistan, the largest cotton producer, the “cotton campaign” includes having all able-bodied adults being expected to “volunteer” at least two or more days during the month. College students are expected to “volunteer” for one month. The cotton farmer is to provide food and shelter but students usually find it necessary to take food with them. The students are supervised by college instructors and are expected to meet picking quotas or have consequences when back at school. Cotton farmers are given land rights, told what to grow and given crop quotas by the government.

We never did see any fast food franchises in any of these countries. The only major brand we did see was Coke. We read and were verbally cautioned about the risks of eating fresh fruits and vegetables, and drinking local water. Bottled water and soda pop are commonly sold and used (the major litter items are the plastic bottles. Recycling activities are not in place at this time). The one item that repeatedly appeared at lunch and dinner was beet salad. Diced cooked beets would be mixed with various cooked, or raw, or a combination of cooked and raw vegetables. Discs of wonderful bread were served at every meal. The bread was baked daily and was commonly marked with a traditional decorative stamp made from nail-like spikes in a wood base. We did have pork one time but the daily menus included various cuts of beef, chicken, lamb, and horse. After visiting several markets and bazaars, it seems that the Russians are very fond of horse meat and we did not see pork being sold.

Local markets and bazaars are in every town and village across these countries. People can now shop every day as opposed to life in the Soviet days when the markets were held only one day per week. Many products could be purchased including fresh meats, produce, bread, hardware, car parts, clothing, and more. Soap, for example, was sold in unwrapped blocks and toilet paper could be purchased by the roll or package. One of the very special memories we have is stopping at a field where women were picking cotton. I walked over to a group of women eating lunch and gave each of them a small bar of soap. I demonstrated the use of the soap to communicate with them. The women smelled the soap and joy just filled their faces.

Livestock markets were very busy and interesting. They are usually held once a week in most places. (*continued on page 8*)

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Statewide Discipline/Industry Collaborative by: Joan Driggers

**Family and Consumer Sciences
Statewide Discipline/Industry Collaborative
A Community College Project
Project Director: Joann Driggers jdrigger@mtsac.edu**

Overview: The FCS Collaborative Grant maintains a website (www.cccfcs.com); sends out 18 issues of *FCS Flash!*, an electronic newsletter and quick lesson plan; supports mini-grants for curriculum development; and organizes student leadership activities. The following is a description of some of the highlights of 2007-08.

Strategic Planning Retreat – October, 2007

The FCS California Community College Collaborative Grant coordinated a Strategic Planning Retreat to review the effectiveness of the *Family and Consumer Sciences Program Plan* (a model curriculum), the FCS Website (www.cccfcs.com), *FCS Flash!*, the Partnership Model Mini-grants, and the Student Leadership events.

There were 8 teams (Child Development; Gerontology; Family Studies; Life Management/Consumer Services; Nutrition, Foods, and Culinary Arts; Hospitality; Fashion; and Interiors). In addition there were a number of Roving Experts: Special Populations, Articulation, High School/ROP, Academic Senate, our FCS Project Monitor, and a CSU representative, for a total of 72 attendees.

The retreat provided important direction for *FCS Flash!*, student leadership and professional development activities, and made it abundantly clear that the *FCS Program Plan* should be revised. It also showed the strong support for Grant activities, including the website. (www.cccfcs.com) (Continued on page 8)

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Student Leadership

We held three student leadership activities. In February **Interior Design** students learned the latest about light design from **The Lighting Chef**, including the value of energy efficient choices for both residential and commercial interiors. In an April event **Culinary Arts** students focused on Tuscan cuisine, organic poultry, and Italian cheese and olive oil. Representatives from eight campuses competed for scholarship money provided by industry supporters. Each of these events were attended by approximately 100 people.

The **Fashion Symposium** was held at The California Market Center and included a keynote speaker, 25 industry break-out sessions, and a Denim Deconstruction contest. There were over 100 entries into fashion merchandising competitions and 100 original student designs in the fashion show. The event was **attended by 1200 people**. Scholarships, prizes (industrial sewing machines, dress forms, computer software) and ribbons were award to the first, second, and third place winners in ten categories. We are grateful to many volunteer hours from faculty and strong support from the fashion industry.

FCS Web Site

The website is a major resource for Family and Consumer Science programs. The FCS Program Plan is housed there, mini-grant reports from the last four years are there, announcements of scholarship or job opportunities are posted. The Grant employs professional experts to write for each of the disciplines, so there is relevant content from the field. We also have discipline-specific links to related professional and governmental organizations. We archive *FCS Flash!* on the site.

There is also a Directory of faculty and campus programs. This has provided an important source of communication and information for faculty across the state. For example, it recently became the basis for a discussion among Interior Design faculty regarding a proposed piece of legislation that would negatively affect the ability of new professionals to begin their own businesses. Luckily, and partially because of our alert, that legislation has been stopped.

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Where are the “Stans”? Where are the “Stans”? (continued from page 5)

Parking lots to these markets were filled with assorted former military trucks now used for farming activities. We went to several livestock markets and watched men talking, bargaining and assisting others to load animals. We went to a huge livestock market where sheep, various birds, goats, horses, and camels were being sold. The purchased goats had their legs tied and were put on carts to be taken to waiting cars and trucks. The camels being sold were in various sizes and expensive. We saw six men trying to load one very “talkative” camel into a truck. Those men worked together for a long time just to get that uncooperative camel to the truck ramps.

Tajikistan is the most limited country. It is limited by being about 90% mountains, limited by having few natural resources, and limited by strong government restrictions. In contrast, Turkmenistan is almost shocking. Ashkabad looks almost a computer-generated city of new high-rise white marble buildings with people wearing more western-styled clothing. This country has extensive natural gas and oil reserves to pay for the Italian white marble and to give residents “free” natural gas, water and electricity for about \$10 per year. This country has artificially watered forests and has numerous statues, fountains, ponds and water features that run 24 hours a day. In contrast, Kyrgyzstan restricts the use of electricity and actually shuts it off for hours at times as the country sells electricity to other countries for its income.

Family life is very culturally driven. Marriages are typically arranged by parents and the divorce rate is reported to be very low. Marriage ceremonies typically include going to the local mosque to have a blessing and to the government office to register. On the wedding day, the wedding party drives around in colorfully decorated cars or a limo and visits statues to have pictures taken. This is followed by a large party for family and friends at a special wedding hall. A divorce occurs when the couple goes back to the government office and both of them sign a register.

Families in villages usually have several children with boys in villages commonly seen in fields tending sheep or cows while girls are seen helping around the home. We discovered in a bazaar a cradle-like bed for babies that had about a 4 inch hole slightly off center. The cradle is padded with towels which are covered with a piece of plastic with a hole cut through all the layers. A plastic cup is put under the hole. By tradition, a piece of wood is carved to be

hollow and a special opening is made to adapt to a boy or a special opening to adapt to a girl. The piece of wood is placed between the baby’s legs and the baby’s legs are then tied together. A comment was made to look at the number of men whose heads were flat on the back as a result of spending so much time in cradles while their mothers worked in fields and in the home.

Muslim traditions are in every country we visited even though they were “discouraged” during the Soviet era. Russians actually used historic religious buildings for warehouses, offices, businesses, theaters, hotels and stables. Medressas, Islam schools or seminaries, were formerly very common but currently there are relatively few that are open. We did see young children walking to schools in the larger cities. Girls generally wore special dresses with pinafores and hair bows, and boys wore navy blue suits with white shirt.

Yes, I came home with some great pictures, some beautiful handicrafts (including 2 rugs), and some new friends.



I also came home thinking about freedom, independence, government, and cultures. I also came home thinking about the complex` difficulties that come with “changes”, big and small. I also came home wishing I had paid more attention to the “history stuff” I endured in school but now I am curious to watch the future histories of these countries and their wonderful people.—*Betty Knopf, Ed.D.*

November 2008

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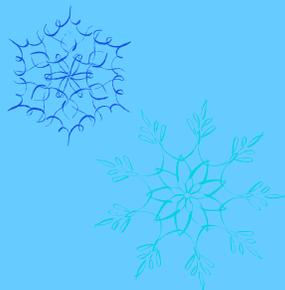
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Editor's Message...

Happy Holidays Everyone!

On behalf of the California Association of Family and Consumer Sciences, I wish for everyone a safe, peaceful, and fulfilling holiday.

—*Lenada Bell*



Holiday Crossword Puzzle



- | Across | Down |
|---|--|
| 4 shrub circle | 1 on the fourth day of christmas my true love gave to me... (2 words) |
| 5 "_____ can be deadly if you eat it, a kiss can be dealier if you mean it." | 2 Bill Murray, Vanessa Williams, Sir Michael Caine, Patrick Stewart and George C. Scott have all played variations of this classic unpleasant character. |
| 7 the only kind of man you can eat without being arrested. | 3 a crazy person or an undesirable gift |
| 8 Paul Giamatti, Tim Allen, and Tom Hanks have all played this classic pleasant character (2 words) | 6 the choice holiday beverage of drunks and non-drunks alike. |
| 10 xians xelebrate _____ | 9 the choice mineral of naughty kids everywhere |

<http://media.www.chaffeybreeze.com/media/storage/paper257/news/2007/12/03/Puzzles/Holiday.Crossword-3125990.shtml>



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CALENDAR

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