

The original documents are located in Box 4, folder “9/26/75 - Identity and Homemaking Conference Reception” of the Betty Ford White House Papers, 1973-1977 at the Gerald R. Ford Presidential Library.

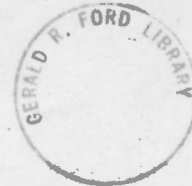
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Date Issued 9/10/75By P. Howard

Revised _____

FACT SHEET Mrs. Ford's Office



Event Reception
 Group "Identity in Homemaking Conference" (TransCentury Foundation & Georgetown University School of Summer & Continuing Education)
 DATE/TIME Friday, 9/26/75 4:00 p.m.
 Contact Barbara Resnick Phone 462-6666 OR 223-5389
 Number of guests: Total 300- 350 Women x Men _____ Children _____
 Place State Floor
 Principals involved Mrs. Ford
 Participation by Principal yes (Receiving line) no (mingle informally)
 Remarks required yes
 Background The conference will be held 9/26 & 27 focusing on "Identity in Homemakers." Mrs. Ford has invited the seminar participants (all homemakers) to the WH. They in turn would like to present her with an award as an "outstanding homemaker."

REQUIREMENTS

Social: Guest list Barbara Resnick to Pat Howard
 Invitations no Programs no Menus no
 Refreshments yes
 Entertainment no
 Decorations/flowers yes
 Music yes
 Social Aides yes
 Dress Afternoon Dress Coat check ?
 Other --

Press: Reporters Yes
 Photographers Yes
 TV Crews Yes
 White House Photographers Yes Color Yes Mono. _____
 Other _____

Technical Support: Microphones yes PA Other Rooms no
 Recording yes
 Lights no
 Transportation Buses (6 or 7) - Southeast Gate
 Parking South Grounds
 Housing --
 Other -- (Risers, stage, platforms) yes

Project Co-ordinator Pat Howard Phone 2927

Site diagrams should be attached if technical support is heavy.

THE WHITE HOUSE

WASHINGTON

September 24, 1975



FOR: MRS. FORD

FROM: PAT HOWARD *Pat*

RE: Reception for the Participants of the Identity
and Homemaking Conference - September 26, 1975
-- 4:00 p. m.

Attached for your review and approval is the proposed
scenario with related information for your Reception on
Friday, September 26th.

approved _____

disapproved _____

Thank you.

THE WHITE HOUSE

WASHINGTON

September 24, 1975

MRS. FORD:

Event: Reception for the Participants of the Identity and Homemaking Conference

Date/Time: September 26, 1975 4:00 p. m.


Place: State Floor

Number of Attendees: Approximately 200 guests

Principals: Barbara Resnick
Director, Identity and Homemaking Conference
Elizabeth R. Beall
Associate Dean of School for Summer and Continuing Education,
Georgetown University (Co-sponsor of the Conference)
Jinx Melia
Vice President, New TransCentury Foundation
(Co-sponsor of the Conference)

Schedule of Events:

4:00 p. m.	Your guests will arrive by bus through the Southeast Gate and will enter the White House through the Diplomatic Reception Room. They will be escorted to the East Room.
4:10 p. m.	After your guests have arrived, you will be escorted to the Grand Hall where you will meet Barbara Resnick, Elizabeth Beall and Jinx Melia. You will then proceed with the principals into the East Room to the small platform which will be located along the center of the east wall. You will make brief welcoming remarks. At the conclusion of your remarks, Jinx Melia will present on behalf of the New



Reception for the Participants of the
Identity and Homemaking Conference

TransCentury Foundation and Georgetown
University School for Summer and Continuing
Education an award as an "outstanding
homemaker."

NOTE: The award will be a certificate.

You will express appreciation for the award
and then invite your guests to have refreshments
in the State Dining Room.

NOTE: Coffee, tea, tea sandwiches and
pastries will be served.

4:30 p. m.

You may wish to mingle informally with your
guests or return to the Family Quarters.

NOTES:

A Military String Ensemble will be positioned
in the Grand Hall.

Social Aides will be present.

There will be full press coverage.

A White House photographer will be present.

Background information is attached.

Guest list is attached.



Pat Howard

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Revised _____

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 Housing --
 Other -- (Risers, stage, platforms) yes

Project Co-ordinator Pat Howard Phone 2927

Site diagrams should be attached if technical support is heavy.

IDENTITY AND HOMEMAKING

*Complete list of
names only*

AMARU, ROSANNE
ARLOW, BARBARA
AUTH, WILLIAM COLLINS - photographer
BANVILLE, ANN
BARBER, BETTY JANE
BARKSDALE-SLOAN, EDITH
BEALL, ELIZABETH RABB
BEAR, CATHERINA RACHEL
BEAUDRY, CATHERINE
BENDER, FREDRIKA, PRATT
BERNS, FRANCIS
BIELECKI, POLA
BINGHAM, JUNE
BLACKBURN, GLENNA
BLOOM, SONJA
BOUCREE, CATHERINE
BOUTWELL, VIRGINIA
BRACKEN, JANET -----Brennan, Ilene Daily
BRINKERHOFF, NANCY
BROSIUS, MERLE
BUFFINTON, JULIE ANN MACCANON
BUSBY, MARY VIRGINIA
CACHO, LAURA
CAVIN, PATRICIA BURWELL
COLL, MARY MARGARET
CONKLING, MARGARET
CORSON, JUDITH CRUMLISH
COULSON, ZOE ELIZABETH - press
COX, MARILYN, WILSON
CRANE, JANE-RING FRITZ
CREMEANS, VIRGINIA FLORY
DALSKI, VALERIE ANN
DANIELS, ESTHER STEIN -----DANIELS, Wandarae Kay
DANK, BARBARA
DICHMEISTER, PAMELA GINSBACH
DINUNZIO, JANE
DOUGLAS, CATHLEEN
DRESS, VICTORIA
EDDY, BRENDA BOOZ
ELLIOTT, HOPE ELIZABETH
EMBRY, CAROL GERALDA
ENGEL, JANE
FARRELL, ELIZABETH
FARRIS, BONNIE BARKER
FINCH, SARA
FLAMMEY, JANET
FORD, REGAN LESLYE
FORD, WINFRED ANTOINETTE
FOX, DOROTHY
FRANCIS, ELINOR -----FREEMAN, Allison
FREEMAN, CECILE
FRIEDMAN, PAMELA RUTH LESSING
FROMAN, DEBIA
FROSH, ROBIN
FROST, ROON



GARSON, LYN
GILLER, MILDRED FILORANA
GINSBURGH, GAIL WHITEHEAD
GLADHILL, MARGARET COLL
GRAHAM, PATRICIA
GREGG, BARBARA
GROVER, EVE RUTH
HAGERT, BRENDA SHONE
HALE, SHERYLL ANN
HANSON, CAROLYN SNYDER
HANSON, JEAN
HARMON, ELOISE
HAULSEE, ANN LOUISE
HEIDENREICH, EDELGARD
HERZ, NANCY BOSSA
HEYMAN, ALICE
HODGES, ELAINE
HOEKMAN, PHYLLIS
HOFMAN, GLORIA ANN
HOMME, STEWART
HUNTER, MARY ELIZABETH
JACOBS, MAUREEN
JACOBSON, SALLY ELLEN-----JAMISON, Carol
JOHNSON, JOSEPHINE
JOHNSON, VIRGINIA
KAUFMAN, CHARLOTTE ALIDA GRANT
KENNEDY, PAMELA
KENNON, SHIRLEY ANN
KEYSER, ESTHER NORTOR
KINCHELOE, MARTHA
KRESS, SHIRLEY
KREUTZER, KATHERINE
LASKIN, ROBERTA
LAW, SHIRLEY
LERNER, SYLVIA
LEWIS, ROSEANN OSLAK
LOPEZ, ANN
MADDEN, PATRICIA
MANGLITZ, KATHLEEN
MANOFF, RICHARD
MARTIN, HELEN
MASCIOLI, MATILLDA
MAYNARD, CATHLEEN ELEANORE
MCGOVERN, ELEANOR STEGERBERG
MCKAIG, MARGARET
MEEHAN, KATHRYN RALSTON
MELIA, JINZ
MELIA, NORA WARD
MENENDEZ, MARIA TERESA
MILLER, JOY

MOYERS, JUDITH
OGLESBY, SHIRLEY ANNE
OLEKSIEWICZ, CHALICE DIANE
PAGE, ELEANOR
PAYNE, CARLEEN DACRUZ
PIZZO, MARY-----POWELL, Ruth Mary
RATNER, JUDY
REEDER, ELISE STEPHENS
REHN, PRISCELLA

RESNICK, BARBARA ELLEN
ROBB, MARYBETH CATHERINE
ROCKWELL, LOIS
ROGERS, FLORENCE SIMPSON
ROLAND, ELIZABETH
ROSS, NANCY CRITCHETT
ROSSMEIER, ANN
RUTHER, TONI
SALTONSTALL, PATRICIA
SCHERE, IRENE
SCHIFFER, LOIS JANE
SELF, MAXIMA
SILVER, NANCY
SMERLIS, JUDITH
SMITH, MARIANNE
SNYDER, DEBORAH ROTHMAN
SNYDER, ELAINE
STAGG, ANN
STANTON, VICTORIA COX
STEWART, BEVERLY
STITT, LYNNE GALLAGHER
SULLIVAN, DONNA
SZWEC, ANNA
TAUBE, JANET CRANMER
TAYLOR, BETTY
TRAMMELL, JEAN PHILLIPS
TROWBRIDGE, LOUISE
TURNAM, PATRICIA
ULFELDER, LINDA
WALCH, MARY MCLAUGHLIN
WALSH, CAROL
WASHINGTON, RUTH
WARE, CAROLINE
WENDE, PETRA DAGMAR
WENDE, URSULA
WHALEN, JOAN MARIE
WIGGINS, BARBARA LUCIA
WILSON, LENORE CORNWELL
WOUTERS, KAREN
ZIFFER, CAROLYN KINNARD
ZIMMERMAN, AMY



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
List	Guest list with address, date of birth, and place of birth. 12 pages. Attached to Identity and Homemaking guest list, complete list of names only.	ND	C

File Location:

Betty Ford White House Papers, Box 4, Folder: "9/26/75 - Identity and Homemaking Conference Reception" SMD - 6/28/2018

RESTRICTION CODES

- (A) Closed by applicable Executive order governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
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WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
List	Addendum List. 7 pages. Attached to Identity and Homemaking guest list, complete list of names only.	ND	C

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*Conference
Schedule*



IDENTITY AND HOMEMAKING

September 26, 1975
September 27, 1975

September 26, 1975

8:30-9:20 REGISTRATION - Convention Lobby
(Please register children in the Commonwealth I
Room, Second Floor)

9:20-10:20 KEYNOTE ADDRESS - Persian Room II - Third Floor

The Honorable Congresswoman Yvonne
Braithwaite Burke - California

Introduction by Elizabeth R. Beall
Asst. Dean, School of Summer and Continuing
Education, Georgetown University

10:20-12:10 IMAGE AND THE HOMEMAKER - Persian Room II

12:10-1:40 LUNCHEON - Persian Room I

W. Antoinette Ford, Esq.
"Who Is A Homemaker?"

Introduction by Barbara Resnick, Director
Identity and Homemaking

1:40-3:20 THREE CONCURRENT SESSIONS
(Please choose one)

1. LEGAL PROBLEMS OF THE HOMEMAKER - Chesapeake Room I
2. FINANCIAL PROBLEMS OF THE HOMEMAKER -
Chesapeake Room II
3. CONSUMERISM AND THE HOMEMAKER - Persian Room II

3:20 BUSES LEAVE FOR WHITE HOUSE

4:00 WHITE HOUSE PRESENTATION

Mrs. Betty Ford
Outstanding Homemaker Award

September 27, 1975

8:45 REGISTRATION DESK Open - Convention Lobby

9:00-9:15 COFFEE - Persian Room

9:15-10:15 SPEAKER - Persian Room II

Peggy Conkling, President
Parents Without Partners

Introduction by Jinx Melia,
New TransCentury Foundation



10:15-12:30 IDENTITY AND THE HOMEMAKER*

Persian Room II

Chesapeake Room I

Chesapeake Room II

*Skits reproduced with the permission of B'nai
Brith Women

12:30-2:00 LUNCHEON HONORING HOMEMAKERS - Persian Room I

Eleanor McGovern, Co-author
Uphill: A Personal Story

Introduction by Jinx Melia
New TransCentury Foundation

2:00-2:30 BREAK

2:30-4:00 THREE CONCURRENT SESSIONS
(Please choose one)

1. DYNAMICS OF GROWTH - Chesapeake Room II

2. DEPRESSION, ALCOHOL AND OTHER DRUGS -
Chesapeake Room I

3. CONFIDENCE AND THE HOMEMAKER - Persian Room II

CONFERENCE PARTICIPANTS

NONA BEAR
CATHERINE BOUCREE

NANCY BRINKERHOFF

RUTH BROOKS

MERLE BROSIUS

YVONNE BRAITHWAITE BURKE

BARBARA BURWELL

PATRICIA CAVIN

PEGGY CONKLING

VIRGINIA CREMEANS

VALERIE DALSKI

CATHY DOUGLAS

BONNIE FARRIS

SARA FINCH

W. ANTOINETTE FORD

CECILE FREEMAN

BARBARA GREGG

BRENDA HAGERT

ELOISE HARMON

ROBERTA HOLLANDER

ANN JARRETT

VIRGINIA JOHNSON

CHARLOTTE KAUFMAN

RICHARD MANOFF

ELEANOR McGOVERN

JINX MELIA

JOAN MONTGOMERY

JUDITH MOYERS

CHALICE OLEKSIEWICZ

ELEANOR PAGE

JANE BRYANT QUINN

ELISE REEDER

ANN ROSSMEIER

PATRICIA SALTONSTALL

LOIS SCHIFFER

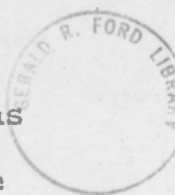
EDITH SLOAN

GAIL WINSLOW

KAREN WOUTERS



Background Information



The conference "Identity and Homemaking" was conceived as an opportunity for homemakers to speak their minds on their problems and needs. All points of view will be aired. While saying that homemakers should maintain their own identities, the conference will go no further in espousing any specific viewpoint.

Day I. Friday

The topics that will be discussed are as follows:

- I. Displaced Homemakers--Speaker: Congresswoman Yvonne Braithwaite Burke.
- II. Image--Homemakers as portrayed in the media; presentation of magazine advertisements and discussion.
Panel: Nona Bear, Nancy, Brinkerhoff, Charlotte Kaufman, Eleanor Page, Richard Manoff.
- III. Who is a Homemaker?--Speaker: W. Antoinette Ford.
- IV. Legal Problems: Past and Future, ERA, Women as a Legal Minority.
Panel: Edith Sloan, Cathy Douglas, Lois Schiffer, Catherine Boucree.
- V. Financial Problems: Social Security; Investments; Taxes; Estate Laws; KEOGH; Insurance; Grey Panther problems; Welfare Mother problems.
Panel: Patty Cavin, Jane Bryant Quinn, Virginia Johnson, Sara Finch, Gail Winslow.
- VI. Consumerism--Problems of and power of homemakers as consumers.
Panel: Ann Rossmeier, Valerie Dalski, Karen Wouters, Barbara Gregg.

Day II. Saturday

- I. Parents (Homemakers) Without Partners--Speaker: Peggy Conkling.
- II. Identity and the Homemaker: Three Scenarios and Discussion
(i.e. Importance of Being Able To Eat Off The Floor
Volunteerism
Disagreeing From One's Spouse
Isolation of the Homemaker)
- III. Luncheon--Speaker: Eleanor McGovern
- IV. Dynamics of Growth: Transition from one stage to another
(Young married; Grown children; Retirement; Senior citizen)
Panel: Joan Montgomery, Virginia Cremeans, Cecile Freeman, Ruth Brooks.
- V. Depression, Alcohol and other Drugs: Causes and Seeking Help
(i.e. Isolationism of homemaker; Is it necessary to leave the home?)
Panel: Patricia Saltonstall, Brenda Hagert, Barbara Burwell, Bonnie Farris.
- VI. Confidence and the Homemaker: Mindsets.
Panel: Jinx Melia, Eloise Harmon, Ann Jarrett, Elise Reeder.

The panel participants represent a broad section of homemakers--from welfare mother to economically well-off homemaker. Registrants also cover a wide range. To inform homemakers about the conference publicity was undertaken through Newspaper advertisements; Radio Programs ("The Home Show", "Voice of America"); Television Programs ("Nine in the Morning"); Local newspapers, Telephone campaign; mailings (Georgetown's list, American Home Economic Association, American Assoc. of University Women, etc.). It is not an organized group.

Co-sponsors: Georgetown University and the New TransCentury Foundation.

Long Range Goal: Research and interest into a homemaker's needs.

Principals: Elizabeth R. Beall, Associate Dean, Georgetown University; Jinx Melia, New TransCentury Foundation; Barbara Resnick, Director and Organizer.

THE NEW TRANSCENTURY FOUNDATION

*Please note
page 4*

A Foundation in Support
of the
Self Reliance of Women



I. STATEMENT OF THE NEED AND OPPORTUNITY

The status of women is changing in the United States and in the world at large. This global development is part of a broader realization which demands that all persons have equal opportunities to develop their selfhood and to share without regard to race, sex, religion, or national origin, in the benefits and responsibilities that a national and world society can offer.

Since 1776 when the definition of equality was generally applied to all white males of the right geographic birthplace, various categories and groups have emerged as having rights to equality which were previously denied to them. The recent developments seeking equality for all women may turn out to have the largest general impact on society of any such historical developments. Certainly, as the statistical majority, no comparably sized group has ever before come into sharp focus for equality. Given the number of people (women) involved and the enormity of the potential impact on the quality and direction of lives (men and women) it is surprising to find the rapidity with which attitudes have changed, particularly in the United States. It may be that on a subject of such importance to so many, involving

century-held fundamental attitude, never before in the United States have opinions changed as dramatically in the space of four years. ^{1/}

^{1/} The Virginia Slims American Women's Opinion Poll, Volume III, A study conducted by the Roper Organization, Inc., (undated, 123 pages) illustrates the rapidity of change of opinion in the United States. The Roper Organization was commissioned in 1974 by Virginia Slims and covers such areas as love, marriage, sex roles and stereotypes, family relationships, the working wife, divorce, changing sex values, children from outside of marriage, and other personal areas. An indication of the rapidity of change in the attitudes of women and men is given in the following tables. (A more details summary is given in an attachment to this paper.)

Number of women who favor efforts to strengthen or change women's status in society:

<u>Year</u>	<u>%</u>
1970	40%
1972	48%
1974	57%

Number of men who favor efforts to strengthen or change women's status in society:

<u>Year</u>	<u>%</u>
1970	44%
1972	49%
1974	63%

The impact on men (of all creeds, colors and ethnic origins) may be greater than on women. The impact may range far and wide over the definitions of individual self-worth, the purpose of parenthood, the structure of family, and the general national and international goals and hopes of people.

In the United States the forces for change have been institutionalized in the structures and laws of government, in a variety of voluntary women's groups loosely called "the movement", and in organizations supporting the necessity for improved status for women.

However, to date there has not evolved a broad central institutional focus that provides independent professional, non-political support for research, operations, technical assistance, and consultative services in the fields pertinent to women's self reliance.

Many institutions of diverse character have shown far less interest in women's equality than a myriad of other "causes". Foundations are reported to have granted only .007 of 1% of fund allocations to women's issues, research and development since the beginning of 1972. Universities have been far more active in helping to launch the Peace Corps, in providing military training, and in development of Black Studies programs than in devoting their resources to women issues. Whether or not this has been an appropriate priority response, the fact remains that for those interested in or sponsoring equality for women, there have not been identifiable constellations of professional talent to support

2/3/75



women's progress even where funds are available.

Thus, without necessarily postulating that change should be broader or quicker, without any adjustment in government laws, programs and priorities, there is a current need to marshall professional talent available for service to all sectors of society for research, operations, technical assistance, and consultative services in the field of women's self reliance.

There is a further need to develop institutional role models as guides to other organizations striving for the advancement of women and the equal and appropriate integration of women in institutions.

II. THE PURPOSE OF THE NEW TRANSCENTURY FOUNDATION

In 1968, the New TransCentury Foundation was organized "to promote the democratic and innovative development of society and to inquire into the nature of the innovative process". The Foundation was organized to provide professional services of the kinds described above. Recently it has declared its central purpose to be that of providing the research, operational programs, technical assistance and consultative services that are needed in the fields related to the self reliance of women. Additionally, it seeks to further its stature as a role model to other organizations wanting to effectively integrate women on the basis of equality and full utilization of women's potentials.

Within this very broad purpose the Foundation's main thrust will be to support the self reliance of women in the economic sphere.

2/3/75

5.

The services to be provided will range broadly and will depend upon the demand; however, the following categories are useful in conceptualizing the focus of anticipated activities.

A. Provision of Assistance to Individuals. Staff members of the Foundation have been engaged for some years in assisting women to participate fully and equally in the process of obtaining employment and securing advancement. Most of the direct assistance of this nature has been provided by Foundation Vice Presidents, Jinx Melia and Richard K. Irish. Ms. Melia, an Adjunct Professor at Georgetown University conducts courses each term which treat the process of employment for women in the context of women's self reliance. She has also been providing individual guidance in addition to her University work. Mr. Irish has been conducting courses in the employment process for both women and men at seven colleges and universities, including MIT and Johns Hopkins. He, too, has been counselling on an individual basis. He has authored two books, GO HIRE YOURSELF AN EMPLOYER and IF THINGS DON'T IMPROVE, I'M GOING TO ASK YOU TO FIRE ME. The second book will be published in the Spring of 1975.

Together these two Foundation Vice Presidents are beginning to provide an integrated service of instruction and counselling; their first joint program will begin in February 1975, at Harvard University Graduate School of Education.

Based on the experience of these two Foundation Vice Presidents

2/3/75

6.

over the last eight years, the Foundation anticipates expansion of established programs and initiation of new programs and projects of the following kinds:

1. Women's Employment Seminars -- one week in duration -- largely designed for graduating seniors at the college level.
2. Women's Self Reliance in the labor market courses -- one quarter or semester in duration -- designed for both regular college students and extension students.
3. A new core area of concentration for women 4 to 6 quarters or semester length -- designed to combine in a highly personal evaluative sense, the assessment of individual growth and maturity, the examination of strengths and weaknesses of individual self reliance behavior and the identification and assessment of individual characteristics that hinder full actualization of women's potential.
4. The authoring of a new book especially designed for women as they meet employment and job advancement issues that will draw on the two books mentioned above.
5. Development of an institutional framework to

provide curricular work materials and for the training the trainers, so that the courses listed in 1 through 3 above can be provided at a large number of colleges and universities by local instructional staff.

6. Adaptation of the above to the high school level.

B. Provision of recruiting services to organizations with an emphasis on equality of treatment for women. Foundation Vice President, Carolyn Long has been engaged for several years in the management of recruitment and backstopping services involving hundreds of professionals, both domestically and overseas. The Foundation will continue and enlarge this service for client organizations desiring a special priority, for recruitment services that will result in staffing based upon equality.^{1/}

^{1/}

There are currently a few scattered professional search or head-hunting firms operating a contract oriented service that are specializing in the recruitment of women, but to our knowledge none conceives its task as a non-profit service nor does any come to the recruitment effort with anything comparable to the broad philosophical basis of the New TransCentury Foundation.

Based on the experience of Foundation Vice President Carolyn Long the Foundation anticipates initiation and expansion of the following programs and projects.

1. Recruitment of technical and professional personnel for short and long-term assignment in such areas as health, education, agriculture and transportation in developing countries. The U.S. bilateral and the multilateral assistance programs should continue to be major prospective clients. Foreign countries and foreign institutions are also turning to such organizations as the New TransCentury Foundation for professional assistance in securing professional and technical talent.
2. Identification and recruitment of women from foreign countries to be included in the participant training and international visitors programs such as those run by the State Department and Agency for International Development.
3. Provisions of technical and consultative assistance to Foreign countries and Aid-giving institutions who need assistance in identification and recruitment of professional talent to enhance the role of women in economic development.
4. Domestic recruitment of professional personnel

for U.S. Corporations and organizations who wish to increase the number of women in their employ but need assistance in the recruitment process. This applies particularly to those companies who have a willingness to hire more women "if only they could identify 'qualified' candidates".

C. Provision of Consultative Services to Institutions in "Affirmative Action" and other areas involving the self reliance of women. Based upon the experience of Foundation Vice Presidents Jinx Melia and Brenda Eddy the Foundation anticipates the initiation and expansion of the following programs and projects.

1. In the consultant framework the Foundation would develop or review Affirmative Action programs, recommend courses of action and would provide continuing professional support in their implementation.
2. The Foundation would develop in review programs for the identification, selection and upgrading of women in an existing organization.
3. The Foundation would design and conduct formal training programs to be used within organizations that would enable all staff to better perform their roles respective to equality of opportunity.
4. The Foundation would design and assist

the organization in the management of programs of individual employee training that leads to balanced staffing and fuller utilization of individual potential.

5. The Foundation would provide consultative assistance to improve organizational images, advertising presentations, and public service programs. Such assistance would be from the perspective of the Foundation's understanding of women.

6. The Foundation would provide specialized recruitment services for staffing organizational programs involved in the above listed areas.

D. Provision of Research and Evaluation Services. Based upon the experience of the Foundation Officers, Warren Wiggins, Brenda Eddy and Roberta "B.J." Warren the Foundation would provide for its clients social science research and evaluation services in a "consultant firm" framework in the areas of the Foundation's interests. Such services would include:

1. Research and Evaluation studies.
2. Interview and Survey activities.

III. PRINCIPLES OF OPERATIONS OF THE NEW TRANSCENTURY FOUNDATION

1. Professional Services will be available to all sectors on a contract basis covering full costs.

Stanford Research Institute illustrates the general relations of such a non-profit entity to the private as well as the public sectors.

2. All political and advocacy activity will be prohibited.

3. While not part of the women's movement in a political sense the Foundation would maintain a sympathetic rapport with it.

4. Staff will be appointed on the basis of professional standards. However, since the purpose of the organization is to give professional support in the field of self reliance of women, it is anticipated that professional staff would be hired who were in general support of this objective. It is further anticipated that a majority of the professionals employed by the Foundation will be women.

5. Self reliance has many facets in a modern society. Within such spectrum, however, the Foundation plans to have an initial focus on the economic role of women in contrast to the social, political, familial or cultural roles. Foundation Activities in these latter areas are not precluded, but are not seen a major areas of initial interest. Within the economic role, all aspects of employment

relationships would be central for the Foundation.

6. Services of the Foundation will be available to all countries and to all types of institutions and individuals. Indeed, those who have "farthest to go" in achieving equality for women could obtain the services of the Foundation. For example, a U.S. Corporation with the most out dated practices and a foreign country with the lowest perception of professional females roles could obtain the services of the Foundation. Services will be available even though the motivation for improvement of a U.S. Corporation, for example, might only be reluctant compliance with Federal regulations.

IV. MANAGEMENT OF THE FOUNDATION

A. The Board. Currently the members of the Board of Directors are:

Warren W. Wiggins, Chairperson

J. Gordon Douglas

William Josephson

Carolyn Long

Jinx Melia

Roberta Warren

The Board has voted to expand its membership from 6 to 9 and candidates are currently being identified and assessed. It

is anticipated that they will be appointed over the next several months, that when appointed there probably will be a majority of women on the board, and that the additional three members to be appointed will not be Officers of the Foundation or engaged directly in the provision of its services.

The Board will meet several times a year. The By-laws and Articles of Incorporation prescribe those functions normally expected of a Board of Directors.

B. Foundation Officers. The officers of the Foundation are:

President (vacant)

Vice Presidents:

Brenda Eddy

Richard Irish

William Josephson

Carolyn Long

Jinx Melia

Roberta Warren

Under consideration is the appointment of a woman as President of the Foundation with executive responsibility for management of all Foundation activities. A search for and evaluation of candidates is currently underway. Additional Vice Presidents should be appointed as the Foundation develops its business.

Generally speaking, Foundation Vice Presidents, under general

supervision of the President, will manage the activities of the Foundation and will be responsible for the development of business. Vice Presidents may also be active in other organizations that are compatible with the Foundation. There is no presumption that full time involvement is necessarily better than part time involvement. Full time, but intermittent involvement is also judged to be of equal value.

C. Foundation Associates. A special category of leadership for the Foundation -- the Associate -- is proposed to fit the particular needs and aspirations of the institution. Each of these associates would be expected to provide the Foundation with three services:

1. Public Support through identity of the Associate with the Foundation and its work.
2. Volunteer work in the building of the Foundation as an institution.
3. Professional Service on a paid basis in carrying out the contractual work obtained.

No associate would be appointed unless there were judged to be a reasonable prospect that she or he would provide all three services. The initial economic orientation of the Foundation will necessarily be reflected in the first group of associates.

The Associates will be responsible for the enhancement of the Foundation's image through their public identification with the Foundation. The Foundation should begin with the appointment of

some fifty Associates from the United States. Subsequently a comparable panel from overseas should be appointed. It is anticipated that a majority of the associates will be women. Some rough balance would be sought in terms of racial and ethnic origins, private and public background, economic status, professional interests, etc. It is intended that Associates lend their name to the Foundation's letterhead (in lieu of officers and Board members) and would seek through their individual talents to give visibility to the Foundation.

On a volunteer basis, the Associates will be asked to promote business, to develop and/or evaluate proposals and to help disseminate the results of the Foundation's activities. On a prior approval basis certain expenses associated with such volunteer labor would be paid.

Associates would also work on the Foundation projects as needed and as available. It is proposed that a single standard daily rate of \$100 plus expenses be established for each and every Associate.

V. FINANCIAL AND OTHER INFORMATION

The Foundation was organized as an institution to serve clients who require contract services but are unable to contract with a profit-making firm. It has no endowment and no independent financial resources. It has never attempted to raise funds for any purpose and only anticipates program activities that are client

supported through either grants or contracts. The Foundation assumes cash flow requirements of programs financed by grants or contracts will be met by acceptable methods of advances and progress payments.

The TransCentury Corporation provides to the Foundation general and administrative services at cost at the rate approved by the cognizant government auditor, the Defense Contract Audit Agency. The currently approved general and administrative charge is 14% of direct costs and overhead expenses. For this charge, the Corporation furnishes all space and associated costs (utilities, janitorial services, reception and switchboard services, etc.), basic communication equipment and office furniture, accounting, bookkeeping, legal and audit services.

VI. ILLUSTRATIVE CONTRACT PROJECTS CURRENTLY UNDER EXPLORATION

To give substance and illustration to the above propositions there follows a series of specific projects currently under development and/or exploration with potential clients:

1. The Foundation has submitted a proposal for the development of a roster of U.S. womanpower skilled and available to assist the bilateral foreign aid program (AID) in carrying out its responsibilities under the "Percy Amendment" to maximize the utilization of women in the promotion of economic development abroad.

2. A major U.S. foundation and a U.S. government department have encouraged the Foundation in the development of a test for

"generic" skills to supplement the usual "bio-data" forms which tend to be deficient in representing skill levels for individuals (often women) who have been out of the job market for several years. Following the categorization of generic skills a significant portion of the Dictionary of Occupational Titles will be examined to determine which occupations have a high demand for which generic skills.



3. Many women come to the United States under official government as well as non-official sponsorship. The Foundation is considering a full orientation for such women as to the role of women in developing self reliance in the United States.

4. Women with formal business administration training are in high demand with many U.S. Corporations. The Foundation is developing an MBA program with a leading women's college which will enroll corporate women employees for two summers in residence and provide extension education on the job for the intervening ninemonths.

5. Foundation officers are currently giving "employment courses" in some eight U.S. universities and colleges, some of which are especially designed for women. With employment as the core subject, many facets of independence and self reliance are explored for the benefit of women in or associated with the job market. These courses need to be broadened and intensified to serve women more adequately.

2/3/75

18.

6. The Foundation is designing programs for women accompanying U.S. executives or representatives to foreign countries. Such programs will focus on assisting such women to formulate and achieve their own goals for personal growth while living in an environment which may not advocate independence for women.

The following women who will be participating in the conference . . .

Yvonne Braithwaite Burke
Jill Ruckelshaus
Cathy Douglas
Jane Bryant Quinn
Patricia Staltonstall
Gail Winslow
Patricia Cavin
W. Antoinette Ford
Marjorie Windt
Judith Moyers
Lois Schiffer
Nona Bear
Roberta Hollander
Barbara Gregg
Joan Montgomery
Ann Rossmeier
Merle Brocuiss
Bonnie Farris
Virginia Johnson
Sara Finch
Jinx Melia
Nancy Brinkerhoff
Elise Reeder
Catherine Boucree
Chalice Olęsciewicz
Richard Manoff
Ethel Buck
Virginia Cremeans
Ruth Brooks
Ann Jarrett

... would like to
know! Wouldn't
you?

Georgetown University and the New TransCentury Foundation present a two-day conference on Identity and Homemaking. Outstanding guest lecturers, small group sessions and opportunities for sharing experiences with other women will serve to:

- Provide Status and Recognition to Homemakers
- Bring Attention to the Problems and Needs of Homemakers
- Come and Get Involved
- Find Support for your chosen Lifestyle

September 26, 1975

9:30-10:30 a.m. Keynote Address
10:30 a.m.-12:30 p.m. Three Concurrent Sessions
(a) Legal Problems of the Homemaker
(b) Consumerism
(c) Financial Problems of the Homemaker
12:30- 2:00 p.m. Informal Lunch and Speaker
"Who Is A Homemaker?"
2:00- 3:30 p.m. Image and the Homemaker

September 27, 1975

9:00-10:00 a.m. Informal Coffee—Guest Speaker
10:00-12:00 noon Identity and the Homemaker
12:00- 2:00 p.m. Luncheon Honoring Homemakers
2:00- 3:30 p.m. Three Concurrent Sessions
(a) Dynamics of Growth
(b) Depression, Alcohol and Other Drugs
(c) Self Confidence and the Homemaker
3:30- 5:00 p.m. Guest Speaker

Fee \$25.00. Make Check Payable to Georgetown University School for Summer & Continuing Education



Identity and Homemaking Registration

Name: _____
Last First Initial

Address: _____
Zip _____

Telephone #: _____ Amount Enclosed \$ _____

Please charge to my BankAmericard:

BankAmericard No. _____ Expiration Date _____

Child care required: yes no If you require childcare please call 229-3079 or 530-2824

Signature _____

Direct all
Inquiries to: Elizabeth R. Beall
Assistant Dean
SSCE
Georgetown University
625-3001

Barbara Resnick
Project Director
The New TransCentury
Foundation, 462-6666

Detach and
mail to:
School for Summer and
Continuing Education
Georgetown University
Washington, D.C. 20057

Registration application must be received by Sept. 18, 1975

No refunds after September 18, 1975

A limited number of scholarships are available.

Please share this with a friend

Identity and Homemaking

September 26-27, 1975



HOW DO YOU FEEL
ABOUT BEING A HOMEMAKER?



Georgetown University
School for Summer and Continuing Education
Washington, D.C. 20057



HOW DO YOU FEEL ABOUT BEING A HOMEMAKER?

Come and get involved . . .

THE WHITE HOUSE
WASHINGTON

September 24, 1975

MRS. FORD:

Event: Reception for the Participants of the Identity and Homemaking Conference

Date/Time: September 26, 1975 4:00 p. m.

Place: State Floor

Number of Attendees: Approximately 200 guests

Principals: Barbara Resnick
Director, Identity and Homemaking Conference
Elizabeth R. Beall
Associate Dean of School for Summer and Continuing Education,
Georgetown University (Co-sponsor of the Conference)
Jinx Melia
Vice President, New TransCentury Foundation
(Co-sponsor of the Conference)

Schedule of Events:

4:00 p. m. Your guests will arrive by bus through the Southeast Gate and will enter the White House through the Diplomatic Reception Room. They will be escorted to the East Room.

4:10 p. m. After your guests have arrived, you will be escorted to the Grand Hall where you will meet Barbara Resnick, Elizabeth Beall and Jinx Melia.

You will then proceed with the principals into the East Room to the small platform which will be located along the center of the east wall. You will make brief welcoming remarks. At the conclusion of your remarks, Jinx Melia will present on behalf of the New



TransCentury Foundation and Georgetown University School for Summer and Continuing Education an award as an "outstanding homemaker."

NOTE: The award will be a certificate.

You will express appreciation for the award and then invite your guests to have refreshments in the State Dining Room.

NOTE: Coffee, tea, tea sandwiches and pastries will be served.

4:30 p. m.

You may wish to mingle informally with your guests or return to the Family Quarters.

NOTES:

A Military String Ensemble will be positioned in the Grand Hall.

Social Aides will be present.

There will be full press coverage.

A White House photographer will be present.

Background information is attached.

Guest list is attached.

Pat Howard



ITEM TRANSFER REFERENCE FORM

The item described below has been removed.

New File Location:

A-V collection

Document Description:

3-8x10 color photos
of Betty Ford at
Identity and Homemaking Conference



Old File Location:

Betty Ford's Files, Box 4
9-26-75, Identity and Homemaking
Conference Reception

By K. Kennelly Date 5/12/75



Identity
and
Homemaking

September 26 & 27

September 26, 1975

8:30-9:20 REGISTRATION - Convention Lobby
(Please register children in the
Commonwealth I Room, Second Floor)

9:20-10:20 KEYNOTE ADDRESS - Persian Room II - Third Floor

The Honorable Congresswoman Yvonne
Braithwaite Burke - California

Introduction by Elizabeth R. Beall
Associate Dean, School for Summer
and Continuing Education, Georgetown
University

10:20-12:10 IMAGE AND THE HOMEMAKER - Persian Room II

12:10-1:40 LUNCHEON - Persian Room I

W. Antoinette Ford, Esq.
"Who Is A Homemaker?"

Introduction by Barbara Resnick
Director, Identity and Homemaking

1:40-3:20 THREE CONCURRENT SESSIONS
(Please choose one)

1. LEGAL PROBLEMS OF THE HOMEMAKER
Chesapeake Room I

2. FINANCIAL PROBLEMS OF THE HOMEMAKER
Chesapeake Room II

3. CONSUMERISM AND THE HOMEMAKER
Persian Room II

3:20 BUSES LEAVE FOR WHITE HOUSE

4:00 WHITE HOUSE PRESENTATION

Mrs. Betty Ford
Outstanding Homemaker Award

September 27, 1975

8:45. REGISTRATION DESK Open - Convention Lobby

9:00-9:15 COFFEE - Persian Room

9:15-10:15 SPEAKER - Persian Room II

Peggy Conkling, President
Parents Without Partners

Introduction by Elizabeth R. Beall
Associate Dean, School for Summer
and Continuing Education, Georgetown
University

10:15-12:30 IDENTITY AND THE HOMEMAKER*

Persian Room II
Chesapeake Room I
Chesapeake Room II
*Skits reproduced with the permission of
B'nai B'rith Women

12:30-2:00 LUNCHEON HONORING HOMEMAKERS - Persian Room I

Eleanor McGovern, Co-author
Uphill: A Personal Story

Introduction by Jinx Melia
New TransCentury Foundation

2:00-2:30 BREAK

2:30-4:00 THREE CONCURRENT SESSIONS
(Please choose one)

1. DYNAMICS OF GROWTH
Chesapeake Room II

2. DEPRESSION, ALCOHOL AND OTHER DRUGS
Chesapeake Room I

3. CONFIDENCE AND THE HOMEMAKER
Persian Room II

Elizabeth R. Beall
Associate Dean
School for Summer and Continuing Education
Georgetown University

Jinx Melia
Vice President
New TransCentury Foundation

Barbara Resnick
Director
Identity and Homemaking

Without the Help of the Following Individuals This Program
Would Not Have Been Possible

Betty Barber	Shirley Kress
Catherine Beaudry	Roseann Lewis
Fredrika Bender	Carolyn Long
Jane-Ring Crane	Ann Lopez
Jane Engle	Kathryn R. Meehan
Janet Flammey	Nancy Miller
Lyn Garson	Petra Wende
Anne L. Haulsee	Marianne Smith
Mary E. Hunter	B.J. Warren

Carolyn Ziffer

Skit participants: Lyn Garson, Jane LeGrand, David McClanahan
Ritchie Roach, Victoria Schwemlein, and
Octavia Seawell

CONFERENCE PARTICIPANTS

NONA BEAR	ROBERTA HOLLANDER
CATHERINE BOUCREE	ANN JARRETT
NANCY BRINKERHOFF	VIRGINIA JOHNSON
RUTH BROOKS	CHARLOTTE KAUFMAN
MERLE BROSIUS	RICHARD MANOFF
YVONNE BRAITHWAITE BURKE	ELEANOR McGOVERN
BARBARA BURWELL	JINX MELIA
PATRICIA CAVIN	JOAN MONTGOMERY
PEGGY CONKLING	JUDITH MOYERS
VIRGINIA CREMEANS	CHALICE OLEKSIEWICZ
VALERIE DALSKI	ELEANOR PAGE
CATHY DOUGLAS	JANE BRYANT QUINN
BONNIE FARRIS	ELISE REEDER
SARA FINCH	ANN ROSSMEIER
W. ANTOINETTE FORD	PATRICIA SALTONSTALL
CECILE FREEMAN	LOIS SCHIFFER
BARBARA GREGG	EDITH SLOAN
BRENDA HAGERT	GAIL WINSLOW
ELOISE HARMON	KAREN WOUTERS

Outstanding Homemakers: Jane DiNunzio, Betty Ford, Virginia Johnson, Esther Keyser and Maxima Self



Sponsored by
Georgetown University
and
The New TransCentury Foundation