

The original documents are located in Box 7, folder “9/26/75 - Identity in Homemaking Conference (1)” of the Sheila Weidenfeld Files at the Gerald R. Ford Presidential Library.

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REMARKS OF THE FIRST LADY TO THE HOMEMAKERS ASSOCIATION, 9/26/75

Well, needless to say, I am delighted to see you all here today. I was a bit worried this morning with the weather and the conditions such as they have been for the last few days. I was afraid that a few of you might get washed out and we might not have quite such a crowd. But it's delightful to see you all here and welcome to the White House. I am very excited about the whole concept of this conference that started today, and I think each of us in this room have an idea of what our own concept of our own identity is. To me it's very fundamental and it's the problem of getting to really know yourself, but this is something that we must decide, something that we must decide for our own lives exactly what we ourselves want to be. When I was young I was very interested in dancing and I choose a career and as a dancer I loved every minute of it. I didn't think there was anything else in the world that would ever turn me away from that career, because I was completely devoted to it. But then, my life changed and I was married and I -- we were fortunate enough to have a family, and I became a homemaker and I found that this was a career that was equally as challenging as appearing on the stage at the -- in New York in Carnegie Hall or any of those famous theaters -- that I had had the idea of to perform in, and it was not only equally as challenging but I found that it was a more rewarding profession. So I felt that I had the best of two worlds. Perhaps not everyone has that great opportunity and I feel doubly, really doubly happy, and



doubly in the fact that I was able to enjoy two careers really. I found that my second career brought me into an entirely different scope. It was a profession. I was a chauffer, I was a cook, I was a telephone operator, I was all the things that a homemaker is, and it's, let's face it, it is almost like a paying job because we are supported and we are taken care of. Perhaps some women think that they should receive a salary and if you figured out, your husband had to hire a cook and he had to hire a chauffeur, and had to hire someone to look after the children and all those things how much would it cost him a year and I think that most of us would find that we'd probably spend that anyway. So let's face it; being a homemaker really is a profession and we must look at it as a profession. And just as a career woman finds an identity through her job, the homemaker needs to find that same sense of swareness, that same sense of self through her job as a homemaker. That's why the whole subject of identity is so important to those of us who have chosen our profession in the home. And this is exactly why the subject of equal rights for women is so important. I am sure you all know how I stand on the Equal Rights Amendment -- or ERA as it is called, and I have been both complemented and critized for it. but I feel that this applies just as much to the homemaker as it does to the career woman, because we too must have our equal rights.



And I am in favor of the equal rights amendment that's not only for equal pay for equal work but because I feel that everywoman should have the right to decide the direction of her life. Whether a woman chooses a career in the home or outside the home, what is important is that she makes that decision herself. And any pressures to restrict her choice should not be there. It should be her choice and not with pressure. This is what real liberation is all about. A liberated woman is one who feels confident in herself, and is happy in what she is doing. She is a person who has the sense of self and so what is all this about the liberated woman being a career woman. Anyone who feels good about what she is doing in the home should have that same feeling of liberation in what she is doing. I think it all comes down to freedom of choice, and I hope that with the new emphasis of freedom of choice, the respect and stature homemakers deserve will personally be recognized. I congratulate you on your confidence, I hope it will go very successfully -- I am sure it will -- and I hope that you will join me in the other room for tea and cookies, coffee, whatever you may choose. I am delighted to have you here and I wish you all the luck in the world, and three cheers for you. (applause)

Thank you.



(Speaker): Mrs. Ford, we are here to honor you because you have kept your identity as a person, and as a woman, while successfully functioning as a wife and a mother. During your tenure as wife of the United States President, you have steadfastly maintained your own individuality, and in so doing have given identity to all homemakers everywhere. In truth, it is you who honor us. (Applause)

(Mrs. Ford): I just want to thank you all very much. I really treasure this because it means a great deal to me.

(Speaker): In honor of Mrs. Betty Ford, we are pleased to present this outstanding homemaker award, this 26th day of September, 1975, and I will always remember this 26th day of September. (Applause)

(Mrs. Ford): Thank you, now let's go into the other room and.....



MREXX

MRS. FORD'S REMARKS BEFORE PARTICIPANTS IN
HOMEMAKING AND IDENTITY CONFERENCE
September 26, 1975

- 1 -

I'm delighted to see all of you
I THINK ALL OF YOU ARE JUST GREAT
here today - because this
TO COME OUT IN THIS WEATHER - - -
morning I was a bit dubious
AND I'M SO GLAD YOU DID
about the weather and was afraid
BECAUSE I'VE BEEN LOOKING FORWARD TO SEEING YOU.
some of you might get washed out -
So Welcome to the White House



I'M VERY EXCITED ABOUT THE WHOLE CONCEPT OF YOUR CONFERENCE .
 EACH OF US IN THIS ROOM
 HAVE OUR OWN CONCEPT OF WHAT "IDENTITY" IS.
 BUT TO ME IT'S AS FUNDAMENTAL
 AS GETTING TO KNOW YOURSELF.
 AND THAT'S THE BASIS FOR ANYTHING
 WE DECIDE TO DO WITH OUR LIVES.

WHEN I WAS YOUNG
 I CHOSE A CAREER AS A DANCER
 AND LOVED EVERY MINUTE.
 I LATER GAVE THAT UP FOR MARRIAGE AND A FAMILY.
 I FOUND THIS SECOND CAREER EVERY BIT AS CHALLENGING,
and even more self satisfying
 LET'S FACE IT ---
 BEING A HOMEMAKER IS A PROFESSION.



AND JUST AS A CAREER WOMAN FINDS AN IDENTITY THROUGH HER JOB,
THE HOMEMAKER NEEDS TO FIND THAT SAME SENSE OF AWARENESS---
THAT SAME SENSE OF SELF---
THROUGH HER JOB.

THAT'S WHY THIS WHOLE SUBJECT OF IDENTITY
IS SO IMPORTANT TO THOSE OF US
WHO HAVE CHOSEN OUR PROFESSIONS IN THE HOME.

AND THIS IS EXACTLY WHY THE SUBJECT OF EQUAL RIGHTS FOR WOMEN
IS EVERY BIT AS IMPORTANT
TO THE HOMEMAKER AS TO THE "CAREER" WOMAN.

This is
I'M IN FAVOR OF THE EQUAL RIGHTS AMENDMENT
NOT ONLY FOR EQUAL PAY FOR EQUAL WORK,
BUT BECAUSE I FEEL EVERY WOMAN SHOULD HAVE THE RIGHT
TO DECIDE THE DIRECTION OF HER LIFE.



WHETHER A WOMAN CHOOSES A CAREER

IN THE HOME OR OUTSIDE THE HOME,

WHAT IS IMPORTANT IS THAT SHE MAKE THAT DECISION HERSELF --

WITHOUT ~~THE~~ ^{any} PRESSURES ~~THAT~~ ^{to} RESTRICT HER CHOICE.

THIS IS WHAT REAL LIBERATION IS ALL ABOUT!

- 7 -

A LIBERATED WOMAN IS ONE

WHO FEELS CONFIDENT IN HERSELF

AND IS HAPPY IN WHAT SHE'S DOING,

SHE'S A PERSON WHO HAS A SENSE OF SELF,

SO WHAT'S ALL THIS

ABOUT LIBERATED WOMEN BEING CAREER WOMEN??

ANYONE WHO FEELS GOOD ABOUT WHAT SHE'S DOING IN THE HOME

SHOULD HAVE THE SAME SENSE OF LIBERATION.



- 8 -

I THINK IT ALL COMES WITH THIS FREEDOM OF CHOICE.

AND I HOPE THAT WITH THE NEW EMPHASIS ON FREEDOM OF CHOICE,

THE RESPECT AND STATURE HOMEMAKERS DESERVE

WILL BE RECOGNIZED.

###



Draft

Winter
Research

Speech file

Good afternoon, and welcome. I hope you will enjoy yourselves this afternoon. I want you to be comfortable here and to feel that this is just as much your home as it is ours..;

I think it's so appropriate to be able to welcome this conference in the White House. These walls have housed a long line of homemakers beginning with Abigail Adams, who did alot to make this place home down to hanging her wash in this room! In fact, this room has all kinds of memories of family life -- from roller skating marks on the gorgeous parquet floors -- to wdding receptions -- and even high school proms!

So welcome to a house where homemaking and family life have gone on for 175 years -- despite whatever other earthshaking events were happening a few halls away!

I was very pleased when I learned about this conference because I feel so strongly that there is ^{a definite} identity through homemaking and that too many people have not stopped to recognize this. I personally feel I've had the best of two possible worlds. I had a job and career early in my life -- and have been able to devote 26 (?) years to being a wife and mother as well.



As all of you know, homemaking is no piece of cake! It takes a lot of work to create an environment which produces a closeknit and loving family unit. It's time people focus on the fact that it takes a real professional to cope with the problems homemakers face these days. It's a taxing, time-consuming, complex job. And if you do a first-rate job, it takes competence, organization, imagination and flexibility -- the same qualities any employer looking for a professional would require.

I've always felt that a liberated woman is one who feels confident in herself and is happy in what she's doing. It's a feeling of positiveness. ... Of having it together, as my daughter Susan would say. The most positive thing that can come from the womens movement today is the recognition that women can choose whatever lifestyle they want -- whether in the home or the working world or both. And the knowledge that this choice is open to her without pressures restricting her to one choice ... or forcing her into another.

I guess the reason we're all here is in recognition that Identity -- a sense of self -- is such an important part of the job we have chosen. I think it's great that you're taking the time to explore the subject, and I hope you'll give me some feedback on the discussions you have.

Again, thank you for letting me be a part.



ATTAINING IDENTITY THROUGH HOMEMAKING
THE POSITIVE AND NEGATIVE ASPECT OF HOMEMAKING AS A VIABLE PROFESSION

A great deal of attention has been given to certain needs of women, particularly those needs which arise from women's inclination or necessity to work outside of the home. Equal opportunity, equal pay, day care for working mothers, maternity leave--these are some of the problems which have merited attention. Little, however, has been done for the women who by desire or need have chosen to spend part or all of their adult lives as homemakers. Their problems and needs have been ignored and pressure has increased to get these women to change their lifestyles.

In this International Women's Year, these women should be given recognition as valuable members of our society. Their needs should be recognized and fulfilled, and their lifestyles supported as one way of finding self fulfillment and personal gratification.

Now; SEPT. 26-27
On ~~June 25th and 26th~~ a two day conference for the woman in the home will be co-sponsored by Georgetown University and the New TransCentury Foundation. Guest lecturers including some of the country's most eminent homemakers, active workshops and open floor discussions will serve to:

1. provide status and recognition to homemakers
2. give women an opportunity to share their concerns and suggestions with other women
3. explore the changing role of women in the home
4. highlight the need for research into the problems facing women in the home
5. review the public and private image of the homemaker
6. share the expertise and insight of professionals in assisting homemakers with their problems



ATTAINING IDENTITY THROUGH HOMEMAKING
THE POSITIVE & NEGATIVE ASPECTS OF HOMEMAKING AS A VIABLE PROFESSION

First Day

- 9:00 - 10:30 A.M. Opening breakfast meeting with keynote speaker
(coffee and doughnuts)
- 10:30 - 12:00 Noon Conferences, seminars, and workshops
- 12:00 - 1:30 P.M. Lunch
- 1:30 - 3:30 P.M. Conferences, seminars, and workshops

Second Day

- 9:00 - 10:30 A.M. Conferences, seminars, and workshops
- 10:30 - 12:00 Noon Conferences, seminars, and workshops
- 12:00 - 2:00 P.M. Sit down lunch honoring outstanding homemakers
Guest Speaker
- 2:00 - 3:30 P.M. Conferences, seminars and workshops

Babysitting services will be provided. The cost will be \$25.00 for two days including the sit-down lunch.

Conferences, seminars, and workshops will include twenty-five to fifty women, with one or more moderators or leaders for each. Each will be designed according to the topic, available resources and interest. Topics will include:



- (1) Dynamics in Growth
The role of the homemaker as she undergoes family transitions and aging. Stress to be placed on maintaining a sense of self that can not be lost with the years.
- (2) Legal Rights of the Homemaker
A workshop dealing with the homemaker as regards to social security, credit, desertion, estate laws and pension.
- (3) Volunteerism
The pro's and con's of homemakers as volunteers; the different kinds of volunteerism, homemaker - a volunteer or paid employee?
- (4) The Homemaker and Television
The image of the homemaker as reflected in advertisements, day time drama, situation comedy and T.V. movies.
- (5) Consumerism
The whys and hows of the economic impact of the media; the ways in which advertisers induce guilt to sell products; manipulating homemakers about what they buy and for how much.
- (6) The Extended Family
The value of and the problems incurred when dealing with the extended family. Special emphasis on in-law relations. Interaction with spouse's bosses and close friends will also be given consideration.
- (7) Family and Societal Expectations
Are the standards of housekeeping, cooking and entertaining as set by the family and society realistic or overdemanding? Are they accurate barometer of a successful homemaker? Setting priorities and the problems in adhering to them.
- (8) Avoiding the Depression Syndrome
Three out of six women in the home face depression, alcoholism or drug dependency at one time or another. What are the contributing factors and how can this be avoided.
- (9) Self Confidence and the Homemaker
Self confidence is both affected by and affects one's sense of self. The value of homemaking, the skills involved, the importance of financial independence are some of the contributing factors that are explored.



- (10) Emotional Dependency
A homemaker's emotions are often strongly dependent on those of her husband and family. What are the implications of this and how does her sense of identity play a role?
- (11) Decision Making - Conflict Resolution
Decision making can be a difficult if not impossible task for many homemakers. Inner conflict and guilt are often the end result. This workshop will explore the reasons why and the ways to resolve these problems.
- (12) Identity and the Corporate Wife
The corporate homemaker often faces problems unique to her situation. Some of these problems in the areas of moving, entertaining, volunteerism, depression and decision making will be examined and exchanged and solutions discussed.



PATTI

Date Issued _____
By _____
Revised _____

FACT SHEET
Mrs. Ford's Office

Event Reception
Group "Identity in Homemaking Conference" (TransCentury Founda. & Geotwn. University School of Summer & Continuing Education)
DATE/TIME Friday, Sept. 26, 1975//4:00p.m.
Contact Barbara Resnick, 462-6666
Number of guests: Total 300-350 Women x Men _____ Children _____
Place State Floor

Principals involved Mrs. Ford
Participation by Principal Greet & Receive award (Receiving line)
Remarks required Yes (BRIEF REMARKS OF WELCOME TO THE GROUP.)

Background The conference will be held Sept. 26&27 focusing on "Identity in Homemakers." Mrs. Ford has invited the seminar participants (all homemakers) to the W.H. They in turn would like to present her with an award as REQUIREMENTS an "outstanding homemaker."

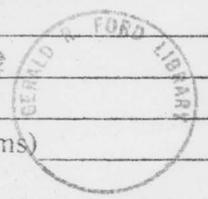
Social: Guest list Barbara Resnick to Pat Howard
Invitations _____ Programs _____ Menus _____
Refreshments Yes
Entertainment _____
Decorations/flowers _____
Music _____
Social Aides _____
Dress _____ Coat check _____
Other _____

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

Technical Support: Microphones STANDING MIKE PA Other Rooms _____
Recording _____
Lights _____
Transportation _____
Parking _____
Housing _____
Other _____ (Risers, stage, platforms)

Project Co-ordinator Pat Howard Phone x2927

Site diagrams should be attached if technical support is heavy.



8/1/76
barbara resnick associates

1301 twentieth street, n.w.
washington, d.c. 20036

Mrs. Gerald Ford
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20004

Attention: Susan Porter

Dear Mrs. Ford:

It is indeed good news to hear that you will be coming by to say "Hello" to the women at the Identity and Homemaking Conference. (Bar-ring unforeseen circumstances, of course).

The conference will be in the Twin Bridges Marriott Hotel. I have enclosed a detailed schedule, but will be able to break it down even further if necessary. Upon arrival it would be best to go directly to the Board Room in the Convention Lobby. Someone will be there to escort you upstairs and if it is possible to give me some indication of when you will be arriving I will arrange to meet you there.

The conference itself will be on the third floor. May I suggest that you might want to come by on September 27th during the luncheon honoring homemakers. As you know Jill Ruckelshaus was going to be speaking about the E.R.A. and honoring specific homemakers. As of this morning, however, she will not be able to be there. Eleanor McGovern will be presiding at the luncheon instead. We would very much like to give you an award as an "outstanding homemaker". (Please see page two of the program)

If you should have any questions please call me at 223-5389 or 462-6666- after August 23rd.

Sincerely,

Barbara Resnick

Barbara Resnick
Director, Identity and
Homemaking Conference



FRIDAY
September 26, 1975

8:30-9:30 Registration - Convention Lobby

9:30-10:15 Keynote Address - Room: Persian II

The Honorable Congresswoman
Yvonne Braithwaite Burke

Introduction by Elizabeth R. Beall
Georgetown University

10:15-10:35 Room Change

10:35-12:30 Three Concurrent Sessions
(Participants will select one)

a) Legal Problems of the Homemaker - Room: Persian II
Panelists: Cathy Douglas, Lois Schiffer,
Catherine Boucree, Edith Sloan

b) Financial Problems of the Homemaker
Room: Chesapeake II
Panelists: Gail Winslow, Sara Finch, Virginia
Johnson, Jane Bryant Quinn, Patricia Cavin

c) Consumerism and the Homemaker
Room: Chesapeake I
Panelists: Majorie Windt, Valerie Dalski,
Barbara Gregg, Ann Rossmeier

12:30-12:45 Room Change

12:45-2:00 Luncheon - Persian Room I

W. Antoinette Ford - "Who Is A Homemaker?"
Introduction by Barbara Resnick - Director "Identity
and Homemaking"

2:00-2:30 Room Change

2:30-4:00 Image and the Homemaker - Persian Room II

Panelists: Nona Bear, Nancy Brinkerhoff,
Richard Manoff, Eleanor Page



SATURDAY
September 27, 1975

- 8:45 Registration Desk Open - Convention Lobby
- 9:00-9:15 Coffee - Persian Room II
- 9:15-10:00 Address - Persian Room II
Ms. Peggy Conkling, President
Parents Without Partners
- 10:00-10:15 Room Change
- 10:15-12:15 Identity and the Homemaker
a) Persian Room II - Moderator: Chalice Olesciewi
b) Chesapeake Room I - Moderator: Judith Moyers
c) Chesapeake Room II - Moderator: Merle Brosius
- 12:15-12:30 Room Change
- 12:30-1:10 Luncheon - Persian Room I *
- 1:10-1:40 Ms. Eleanor McGovern
Introduction by Jinx Melia, New TransCentury Foundation
- 1:40-2:00 Awards
- 2:00-2:30 Break
- 2:30-4:00 Three Concurrent Sessions
a) Dynamics of Growth - Chesapeake II
Panelists: Joan Montgomery, Ethel Buc, Virginia
Cremeans, Ruth Brooks, Roberta Hollander
b) Depression, Alcohol and Other Drugs-Chesapeake
Panelists: Patricia Saltonstall, Bonnie
Farris, Barbara Burwell
c) Confidence and the Homemaker - Persian II
Panelists: Jinx Melia, Elise Reeder,
Eloise Harmon, Ann Jarrett



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 Rossmeyer
- Merle Brocuus
- Bonnie Farris
- Virginia Johnson
- Sara Finch
- Jinx Melia
- Nancy Brinkerhoff
- Elise Reeder
- Catherine Bouezec
- Chalice Olesciewicz
- 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 noon 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



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	Elizabeth R. Beall	Barbara Resnick	Detach and
Inquiries to:	Assistant Dean	Project Director	mail to:
	SSCE	The New TransCentury	School for Summer and
	Georgetown University	Foundation, 462-6666	Continuing Education
	625-3001		Georgetown University

**Identity and
 Homemaking**

discuss in early
Sept 8/9/75

Sept. 26-27

THE WHITE HOUSE
WASHINGTON

H: 223-5389
O: 462-6666

7/16/75

Barbara Resnick

"Identity in Homemaking"
Norton U. Seminar

Call ^{R.} Jilly Spkr. 12-2:30

- Sept. 26th or 27th
Luncheon honoring
homemakers

would
need action
memo



THE WHITE HOUSE
WASHINGTON

- PAT LINDH TO
CALL 7/23

what does she know
about it?

- CK. DATE

- JILL RUCKELSHAUS

*Put in
letter*

6-6

THE WHITE HOUSE
WASHINGTON

Susan,

Please call Barbara Reznick,
462-6666 re: Homemakers Conf.

K BF apparently accepted
Sept. 26-27th
tentatively, but I couldn't
find anything in pending on it,
& nothing in files.



Phone

THE WHITE HOUSE

WASHINGTON

May 1, 1975

12 has possibilities depend upon others involved. Ideas may not be bad for open discussion with what time

MEMORANDUM TO: SHEILA WEIDENFELD

FROM: SUSAN PORTER

Would you mind taking a look at this invitation to Mrs. Ford to participate in a seminar being sponsored by Georgetown University on Women In The Home. The date has been changed to September. I have had a number of conversations with Jinx Melia who has said that Redbook Magazine may sponsor them and a number of people including Jill Ruckelshaus are scheduled to speak. Attached is information about the group (would you please return this to me as I do not have a copy).

Although I admit I have not read the attached material super-carefully, in some ways I think a drop-by by Mrs. Ford or limited participation might have a positive effect of focusing her interest in women in the home and diluting some of what has been characterized as her "radical" stand in support of the Equal Rights Amendment. I would be interested in your comments.

Thank you.



TransCentury Foundation
189 COLUMBIA ROAD, N.W.
WASHINGTON, D.C. 20009

ACCEPT _____
REGRET ~~X~~
CONSIDER ~~4/7~~

20 March 1975

Mrs. Gerald Ford
The White House
1600 Pennsylvania Avenue, N.W.
Washington, D.C. 20004

Called in April & psych changed to Sept

Dear Mrs. Ford:

We at the New TransCentury Foundation, in conjunction with Georgetown University, are sponsoring a seminar on Women In The Home, on June 25 & 26, 1975.

The purpose for this conference is twofold:

- 1) To give recognition and status to homemakers, and
- 2) To highlight the problems and opportunities of homemakers and the need for serious research of and attention to these problems.

We would very much like you to be our keynote speaker at the initial meeting 9:30 AM June 25, or luncheon speaker on June 26. We feel that you, as a homemaker par excellence, have a great deal to say in this regard, and could, by your presence give recognition and status to homemakers all over the United States.

For your information, we are enclosing a tentative program schedule and a draft report on the New TransCentury Foundation which is the quickest way we know to explain who we are.

We are looking forward to your reply,

Sincerely,

Jinx Melia
#2-6661
Jinx Melia
Vice President

Barbara Resnick
Barbara Resnick
Project Director

cc: Mrs. Elizabeth Beale, Director
School of Summer & Continuing Education
Georgetown University
Washington, D.C.



THE WHITE HOUSE
WASHINGTON

462-6661

Jinks Melia

Yestwn. Univ.

"Women in the Home
Seminar"

Jill Buckelshaus
will give

Redback may sponsor

26

THE WHITE HOUSE
WASHINGTON

E

Ms. Melia called 4/27/70

new Trans

Redback may
might sponsor

changed to Sept.



THE NEW TRANSCENTURY FOUNDATION

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

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

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

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 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 nine months.

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.



barbara resnick associates

1301 twentieth street, n.w.
washington, d.c. 20036

September 2, 1975

Attention: Sheila Weidenfeld

Dear Sheila;

For your information I am enclosing some brochures on the New Trans-Century Foundation. If for any reason these are not sufficient please let me know.

As for myself, I am neither an employee of New TransCentury or of Goergetown University. Rather, I am working as a consultant as the Director - Coordinator of the conference. As I do not have any brochures in print at the present time I have enclosed a bio-data to supply you with information about myself.

In addition, to the Identity and Homemaking Conference I am involved in a conference called "Single Women of All Ages" which will be co-sponsored by Barbara Resnick Associates and Mount Vernon College in the Spring.

Looking forward to hearing from you soon.

Sincerely,

Barbara

Barbara Resnick
Director - Coordinator
Identity and Homemaking

P.S. My hands are tied until I hear from you. I cannot notify people of a change in schedule unless it's definite. I'd appreciate any help you can give me for a quick response -

Barbara



SHEILA

Date Issued _____
By _____
Revised _____

FACT SHEET
Mrs. Ford's Office

Event Reception

Group "Identity in Homemaking Conference" (TransCentury Founda. & Geotwn. University School of Summer & Continuing Education)

DATE/TIME Friday, Sept. 26, 1975//4:00p.m.

Contact Barbara Resnick, 462-6666 Phone _____

Number of guests: Total 300-350 Women x Men _____ Children _____

Place State Floor

Principals involved Mrs. Ford

Participation by Principal Greet & Receive award (Receiving line)

Remarks required Yes

Background The conference will be held Sept. 26&27 focusing on "Identity in Homemakers." Mrs. Ford has invited the seminar participants (all homemakers) to the W.H. They in turn would like to present her with an award as REQUIREMENTS an "outstanding homemaker."

Social: Guest list Barbara Resnick to Pat Howard

Invitations _____ Programs _____ Menus _____

Refreshments Yes

Entertainment _____

Decorations/flowers _____

Music _____

Social Aides _____

Dress _____ Coat check _____

Other _____

Press: Reporters Yes

Photographers Yes

TV Crews Yes

White House Photographers Yes Color _____ Mono. _____

Other _____

Technical Support: Microphones _____ PA Other Rooms _____

Recording _____

Lights _____

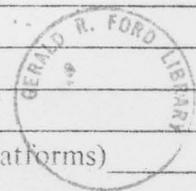
Transportation _____

Parking _____

Housing _____

Other _____ (Risers, stage, platforms)

Project Co-ordinator Pat Howard Phone x2927



Site diagrams should be attached if technical support is heavy.

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

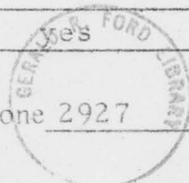
Social: Guest list Barbara Resnick to Pat Howard
 Invitations no Programs no Menus no
 Refreshments yes
 Entertainment no
 Decorations/flowers yes
 Music yes
 Social Aides yes
 Dress Afternoon Dress Coat check ?
 Other --

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.



FACT SHEET
Mrs. Ford's Office

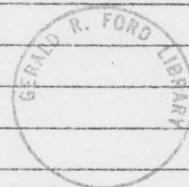
Event Reception
 Group "Identity in Homemaking Conference" (TransCentury Foundation & Georgetown University School of Summer & Continuing Education)
 DATE/TIME Friday, 9/26/75 4:00 p. m.
 Contact Barbara Resnick Phone 462-6666 OR 223-5389
 Number of guests: Total 300- 350 Women x Men _____ Children _____
 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

SUBJECT: Instructions for Social Aides

EVENT: Reception - Participants of the "Identity in Homemaking Conference"

Date/Time: September 25, 1975 (4:00) No. of Guests: 300

Uniform: Service Dress , Parking: North Grounds

In-Place Time for Aides: 3:00 p.m. (Library)

In-Place Time for OIC: 2:45 p.m. (Social Office)

Duty Aide: Capt C. H. Mead, USAF

First Family Participation: Mrs. Ford

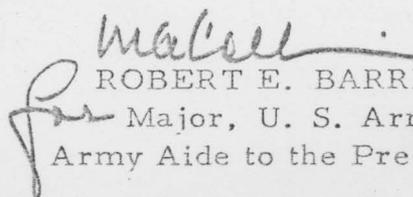
The following Social Aides will attend:

- *Lt F. Taney Heil, USN
- Lt Cynthia T. Atwell, USN
- Capt Janet S. Rexrode, USA
- 2dLt Jeffrey R. Bircher, USAF
- Major Henry W. Buse, USMC
- 1stLt Bowen F. Rose, USMC

*Officer in Charge

Music: US Army String Ensemble in the Lobby w/piano (3:30) (East Gate)

Remarks:


ROBERT E. BARRETT
Major, U. S. Army
Army Aide to the President



DISTRIBUTION:

Capt Kollmorgen
Maj Barrett
Capt Domina
Capt Mead

Mrs. Weidenfeld
Secret Service
Visitor's Office
Band

Usher's Office
White House Garage
White House Staff Mess
Mr. O'Donnell
White House Police

For immediate release
Tuesday, September 23, 1975

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford's schedule for week of
September 22 -- 26

Wednesday, Sept. 24
4 p. m.
Map Room

Mrs. Ford will meet members of the Womens Stockbrokers Association and receive a briefing about their recent trip to study European stock exchanges.

Photo session, ⁴3 p. m. Pickup in press lobby at 2:45 p. m.
2:45

Thursday, Sept. 25
10:30 a. m.
8 p. m.
The White House

The President and Mrs Ford will participate in arrival ceremonies and host a State Dinner honoring the President of the Republic of Colombia and Mrs. Lopez.

Friday, Sept. 26
4 p. m.
State Floor,
The White House

Mrs. Ford will welcome about 200 people attending the "Identity in Homemaking Conference" being sponsored Sept. 26-27 at Georgetown University." She will make brief remarks and accept an award from the group as an "outstanding homemaker."

3:45

#



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



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
Notes	Notes and lists related to the Identity in Homemaking Conference (4 pages)	N.D.	C

File Location:

SHEILA WEIDENFELD FILES, Box 7, "9/26/1975 - Identity in Homemaking Conference (1)" SMD, 10/7//2016

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.
- (C) Closed in accordance with restrictions contained in the donor's deed of gift.

I THINK ALL OF YOU ARE JUST GREAT
TO COME OUT IN THIS WEATHER - - -
AND I'M SO GLAD YOU DID
BECAUSE I'VE BEEN LOOKING FORWARD TO SEEING YOU.

I'M VERY EXCITED ABOUT THE WHOLE CONCEPT OF YOUR CONFERENCE .
EACH OF US IN THIS ROOM
HAVE OUR OWN CONCEPT OF WHAT "IDENTITY" IS .
BUT TO ME IT'S AS FUNDAMENTAL
AS GETTING TO KNOW YOURSELF .
AND THAT'S THE BASIS FOR ANYTHING
WE DECIDE TO DO WITH OUR LIVES .



WHEN I WAS YOUNG

I CHOSE A CAREER AS A DANCER

AND LOVED EVERY MINUTE.

I LATER GAVE THAT UP FOR MARRIAGE AND A FAMILY.

I FOUND THIS SECOND CAREER EVERY BIT AS CHALLENGING.

LET'S FACE IT ---

BEING A HOMEMAKER IS A PROFESSION.

AND JUST AS A CAREER WOMAN FINDS AN IDENTITY THROUGH HER JOB,

THE HOMEMAKER NEEDS TO FIND THAT SAME SENSE OF AWARENESS---

THAT SAME SENSE OF SELF---

THROUGH HER JOB.

THAT'S WHY THIS WHOLE SUBJECT OF IDENTITY

IS SO IMPORTANT TO THOSE OF US

WHO HAVE CHOSEN OUR PROFESSIONS IN THE HOME.



AND THIS IS EXACTLY WHY THE SUBJECT OF EQUAL RIGHTS FOR WOMEN
IS EVERY BIT AS IMPORTANT

TO THE HOMEMAKER AS TO THE "CAREER" WOMAN.

I'M IN FAVOR OF THE EQUAL RIGHTS AMENDMENT

NOT ONLY FOR EQUAL PAY FOR EQUAL WORK,

BUT BECAUSE I FEEL EVERY WOMAN SHOULD HAVE THE RIGHT

TO DECIDE THE DIRECTION OF HER LIFE.

WHETHER A WOMAN CHOOSES A CAREER

IN THE HOME OR OUTSIDE THE HOME,

WHAT IS IMPORTANT IS THAT SHE MAKE THAT DECISION HERSELF --

WITHOUT THE PRESSURES THAT RESTRICT HER CHOICE.

THIS IS WHAT REAL LIBERATION IS ALL ABOUT!



A LIBERATED WOMAN IS ONE
WHO FEELS CONFIDENT IN HERSELF
AND IS HAPPY IN WHAT SHE'S DOING.
SHE'S A PERSON WHO HAS A SENSE OF SELF,
SO WHAT'S ALL THIS
ABOUT LIBERATED WOMEN BEING CAREER WOMEN??
ANYONE WHO FEELS GOOD ABOUT WHAT SHE'S DOING IN THE HOME
SHOULD HAVE THE SAME SENSE OF LIBERATION.

I THINK IT ALL COMES WITH THIS FREEDOM OF CHOICE.
AND I HOPE THAT WITH THE NEW EMPHASIS ON FREEDOM OF CHOICE,
THE RESPECT AND STATURE HOMEMAKERS DESERVE
WILL BE RECOGNIZED.

###



For immediate release
Friday, Sept. 25, 1975

THE WHITE HOUSE
Office of the Press Secretary to Mrs. Ford

Mrs. Ford will receive area homemakers registered for an "Identity and Homemaking" Conference this afternoon at 4 p. m. at the White House. She will make brief remarks and be presented with an award naming her an "outstanding homemaker."

The Conference is being held Sept. 26-27 in Washington, D. C. It is being sponsored by the Georgetown University School for Summer and Continuing Education and the TransCentury Foundation, an organization that provides "research, operational programs, technical assistance and consultative services that are needed in fields related to self-reliance of women." About 200 women registered for the conference.

The Conference hopes to provide "status and recognition to homemakers; give women an opportunity to share their concerns and suggestions with other women; explore the changing role of women in the home; highlight the need for research into the problems facing women in the home; review the public and private image of the homemaker; and share the expertise and insight of professionals in assisting homemakers with their problems."

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#

Barbara Resnick
director, Ident + HomKg Conference

Elizabeth R. Beall
assoc dean, school for Summer
and Continuing Educat + ~~the Trans Century~~

Jinx Melia
VP, new TransCentury Foundation



THE IDENTITY IN HOMEMAKING CONFERENCE

AT THE WHITE HOUSE

September 26, 1975

I am delighted to see you all here today. I was a bit worried this morning with the weather and the conditions such as they have been for the last few days. I was afraid a few of you might get washed out, and we might not have quite such a crowd. But it's delightful to see you all here and to welcome you to the White House.

I am very excited about the whole concept of this conference that started today. I think each of us in this room have an idea of what our own concept of "identity" is. To me it's very fundamental -- it's getting to really know yourself. When I was young, I chose a career in dancing and loved every minute. I was completely devoted to it and didn't think there was anything else in the world that would ever turn me away from that career. But then my life changed. I was married and we were fortunate enough to have a family. I became a homemaker and found that this was a career equally as challenging as appearing on the stage in New York at Carnegie Hall or any of the famous theaters. I found it not only equally as challenging but as rewarding a profession. So I felt that I had had the best of two worlds.



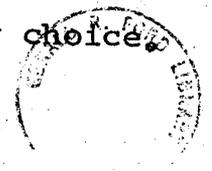
I realize that not everyone has had that great opportunity and I feel doubly happy to have been able to enjoy two careers.

My second career brought me into an entirely different scope. It is a profession. I have been a chauffeur, a cook, a telephone operator, all the things that a homemaker is.

Let's face it; being a homemaker is a profession and we must look at it as a profession. And just as a career woman finds an identity through her job, the homemaker needs to find that same sense of awareness, that same sense of self through her job as a homemaker. That's why the whole subject of identity is so important to those of us who have chosen our profession in the home.

And this is exactly why the subject of equal rights for women is so important. I am sure you all know how I stand on the Equal Rights Amendment. I have been both complimented and criticized for it, but I feel that it applies just as much to the homemaker as it does to the career woman. We, too, must have our equal rights. And I am in favor of the Equal Rights Amendment not only for equal pay for equal work, but because I feel that every woman should have the right to decide the direction of her own life.

Whether a woman chooses a career in the home or outside the home, what is important is that she makes that decision herself. And that she make it without pressure to restrict her choice.



This is what real liberation is all about.

A liberated woman is one who feels confident in herself and is happy in what she is doing. She is a person who has a sense of self. Which brings me to ask -- what is all this about the liberated woman being a career woman? Anyone who feels good about what she is doing in the home should have that same feeling of liberation.

I think it all comes down to freedom of choice, and I hope that with the new emphasis of freedom of choice, the respect and stature homemakers deserve will personally be recognized.

I congratulate you on your conference. I hope it will go successfully -- I am sure it will. I am delighted to have you here and I wish you all the luck in the world. Three cheers for you. (applause)

Thank you.



(Speaker): Mrs. Ford, we are here to honor you because you have kept your identity as a person, and as a woman, while successfully functioning as a wife and a mother. During your tenure as wife of the United States President, you have steadfastly maintained your own individuality, and in so doing have given identity to all homemakers everywhere. In truth, it is you who honor us. (Applause)

(Mrs. Ford): I just want to thank you all very much. I really treasure this because it means a great deal to me.

(Speaker): In honor of Mrs. Betty Ford, we are pleased to present this outstanding homemaker award, this 26th day of September, 1975, and I will always remember this 26th day of September. (Applause)

(Mrs. Ford): Thank you, now let's go into the other room and.....

I think you're just great to come out in this weather -- and I'm glad you did because I've been looking forward to seeing you. I'm very excited about the whole concept of your conference. Each of us in this room have our own concept of what "identity" is. But to me it's as fundamental as getting to know yourself. And that's the basis for anything we decided to do with our lives.

When I was young, I chose a career as a dancer and loved every minute. I later gave that up for marriage and a family. I found this second career every bit as challenging. Let's face it -- being a homemaker is a profession.

And just as a career woman finds an identity through her job, the homemaker needs to find that same sense of awareness -- that same sense of self -- through her job. That's why this whole subject of identity is so important to those of us who have chosen our professions in the home.

And this is exactly why the subject of equal rights for women is every bit as important to the homemaker as to the working woman. I'm in favor of the Equal Rights Amendment not only for equal pay for equal work, but because I feel every woman should have the right to decide the direction of her life.



Whether a woman chooses a career in the home or outside the home, what is important is that she make that decision herself -- without the pressures that restrict her choice.

This is what real liberation is all about. A liberated woman is one who feels confident in herself and is happy in what she's doing. It's a person who has a sense of self. So what's all this about liberated women being career women?? Anyone who feels good about what she's doing in the home should have that same sense of liberation.

I think it all comes with this freedom of choice. And I hope that with the new emphasis on freedom of choice, the appreciation and stature homemakers deserve will be recognized.



homemaking conference

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~~dangerous~~
we are supported



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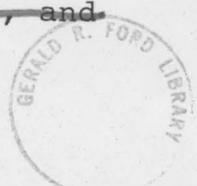
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REMARKS OF THE FIRST LADY TO THE HOMEMAKERS ASSOCIATION, 9/26/75

~~Well, needless to say,~~ I am delighted to see you all here today. I was a bit worried this morning with the weather and the conditions such as they have been for the last few days. I was afraid ~~that~~ a few of you might get washed out, and we might not have quite such a crowd. But it's delightful to see you all here and ^{to} welcome ^{you} to the White House. ~~I~~ I am very excited about the whole concept of this conference that started today, ~~and~~ I think each of us in this room have an idea of what our own concept of ~~our own~~ 'identity' is. To me it's very fundamental ~~and~~ it's ~~the problem of~~ getting to really know yourself, ~~but this is something that we must decide, something that we must decide for our own lives exactly what we ourselves want to be.~~ When I was young, ~~I was very interested in dancing and I choose a career and as a dancer I loved every minute of it.~~ ^{in dancing} I ~~didn't~~ ^{and} think there was anything else in the world that would ever turn me away from that career, ~~because I was completely devoted to it.~~ But then, my life changed, ~~and~~ I was married and ~~we~~ we were fortunate enough to have a family, ~~and~~ I became a homemaker and ~~I~~ found that this was a career ~~that was~~ equally as challenging as appearing on the stage ~~at the~~ ^{at} in New York ~~in~~ ^e Carnegie Hall or any of ~~these~~ ^{the} famous theaters, ~~that I had had the idea of to perform in, and it was not only equally as challenging but I found that it was a more rewarding profession.~~ ^{I found it} So I felt that I ^{had} had the best of two worlds. ^{I realize that} ~~Perhaps~~ not everyone ^{had} has that great opportunity and I feel doubly, ~~really doubly happy, and~~



happy to have been

~~doubly in the fact that I was able to enjoy two careers, really.~~

I found that my second career brought me into an entirely different scope. It ~~was~~ ^{is} a profession. I ~~was~~ ^{have been} a chauffeur, I was a cook, I was a telephone operator, I was all the things that a homemaker is. ~~And it's, let's face it, it is almost like a paying job because we are supported and we are taken care of. Perhaps some women think that they should receive a salary, and if you figured it out, your husband had to hire a cook and he had to hire a chauffeur, and had to hire someone to look after the children and all those things how much would it cost him a year and I think that most of us would find that we'd probably spend that~~

~~anyway.~~ # So let's face it; being a homemaker really is a profession and we must look at it as a profession. And just as a career woman finds an identity through her job, the homemaker needs to find that same sense of awareness, that same sense of self through her job as a homemaker. That's why the whole subject of identity is so important to those of us who have chosen our profession in the home. # And this is exactly why the subject of equal rights for women is so important. I am sure you all know how I stand on the Equal Rights Amendment, ~~or ERA as it is called,~~ and I have been both complemented and criticized for it, but I feel that ~~this~~ ^{it} applies just as much to the homemaker as it does to the career woman ~~because~~ ^{we}, too, must have our equal rights.



And I am in favor of the equal rights amendment ~~that's~~ not only for equal pay for equal work, but because I feel that every woman should have the right to decide the direction of her ^{own} life. ^H Whether a woman chooses a career in the home or outside the home, what is important is that she makes that decision herself. ^H ~~And any pressures to restrict her choice, should not be there. It should be her choice and not with pressure.~~ ^H This is what real liberation is all about. ^H A liberated woman is one who feels confident in herself and is happy in what she is doing. She is a person who has ~~the~~ a sense of self, ^{which brings me to ask -} and so what is all this about the liberated woman being a career woman? Anyone who feels good about what she is doing in the home should have that same feeling of liberation, ~~in what she is doing.~~ ^H I think it all comes down to freedom of choice, and I hope that with the new emphasis of freedom of choice, the respect and stature homemakers deserve will personally be recognized. ^H I congratulate you on your ^{conference.} ~~confidence,~~ I hope it will go very successfully -- I am sure it will, ~~-- and I hope that you will join me in the other room for tea and cookies, coffee, whatever you may choose.~~ I am delighted to have you here and I wish you all the luck in the world, ~~and~~ three cheers for you. (applause)
 Thank you.

