

HEIB

HOME ECONOMISTS IN BUSINESS

NEW YORK CITY GROUP 1975-1976

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General Foods Corporation

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General Electric Company

NEWSLETTER

Belle Jauchen (212) 867-7700
Forecast for Home Economics

CAREERS

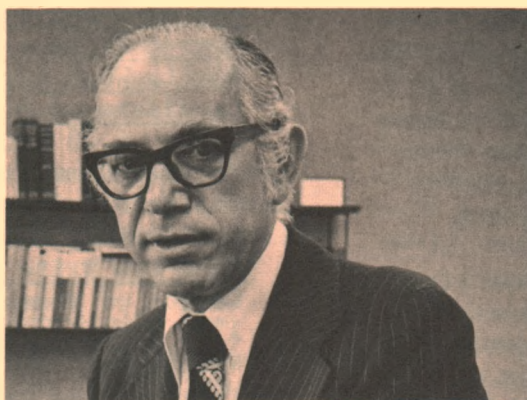
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ARRANGEMENTS

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Manning, Selvage & Lee

CONSUMER INTEREST

Joyce Loding (201) 342-2643
Jean Judge Assoc.



Mr. Elias Buchwald,
President of Burson-Marsteller

PUBLIC RELATIONS PERSPECTIVES

"Perspectives", as defined by Elias Buchwald, President of Burson-Marsteller is "the ability to anticipate uncontrollable events". The decade of the 60's has been a decade of accelerated social, political and economic change. The most important issues resulting in this "emergence of interest" include ecology, urban environment, consumerism, minorities, war and peace, ethics and morality. These issues are not really new, he explained, but are dramatically compressed. For example, there has been more legislation involving the environment and civil rights in the last 3 years than in the last 75 years.

Why is there this time compression? One key factor, Mr. Buchwald explained, is the rapidly changing social environment influenced by technology, science and computerization. The "trigger", he explained, are the seminal people and events. The "gun" is mass media. Mass media can be beneficial because it helps us face up to our problems, gives us mind flexibility that enables us to experiment and gives voice to

the individual. Sometimes, it acts as a detrimental force when it becomes an instant consensus where thoughts become confused with fact.

Mr. Buchwald stated that perspectives for the next 20 years include the following:

- . THE WORLD—There will be a redefinition of national wealth in an effort to close the have-have not gap.
- . THE NATION—Our country will never be again what it was in the past. We are now a have-not nation. Expectations are rising, living standards are dropping.
- . FEDERAL GOVERNMENT—The government will be restructured giving thought to regional vs. state control, public vs. private sector, economic priorities vs. public priorities.
- . INDUSTRY—The industry profile will become more technological and automated.
- . CORPORATION—Corporate questions will arise as to who owns and accounts for the corporation, and what is the social and political relevance.
- . MULTI NATIONAL CORPORATION—There will be increased economical, political, consumer and more politically involved.
- . UNION LEADERSHIP—Union leaders will become managers. There will be a repositioning of their role with rank and file.
- . JOBS—The thrust will be toward guaranteed jobs. Also, jobs

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NEWS OF MEMBERS

Modane Marchbanks is currently a Vice President at North American Precision Syndicate, Inc.

Genevieve DiModica has been promoted from Senior Co-ordinator Consumer Service at Celanese to Supervisor of Consumer Services.

Dorothy Buckner has been named Director of Consumer Education for the Sugar Association at Carl Byoir & Associates. She was formerly a co-ordinator of Regional P.R.

Carolyn Bishop has been appointed Publisher and Editorial Director of Co-Ed and Forecast Magazines published by Scholastic Magazines. In this capacity, she heads up the Home Economics Division, and is responsible for both editorial and advertising. She has been the Home Furnishing and Equipment Editor at Family Circle.

Alice Rich, a new member, is a Sewing Specialist with Coats & Clark.

Susan Kraljevic, a new member is the press editor at Glamour Public Relations.

Jane Creel has been appointed Legislative Chairman of N.Y.S. Home Economics Association. She is the

Director of Consumer Affairs at Lever Brothers.

Phyllis Goodman has taken on responsibilities for Communications Chairperson. Phyllis is a Vice President at Glick & Lorwin.

MEMBERS' CALENDAR

January 6th -

HEIB Meeting - "Market Research: the Link Between Consumer and Manufacturer", Dr. Theodore Dunn, Sr. Vice President at Benton & Bowles; 8:00 Breakfast at Little Hippodrome.

February 3rd -

HEIB Meeting - Cocktails at Promenade Cafe.

March 2nd -

HEIB Business Meeting Lunch.

PHOTOGRAPHER NEEDED

A back-up photographer to cover HEIB meetings for the newsletter. Expenses will be reimbursed. Contact Belle Jauchen at 867-7700.

JOB OPPORTUNITIESCOMPANY:

Panasonic

POSITION:

Regional Home Economist for Chicago

SALARY:

\$10,000 to \$14,000

RESPONSIBILITIES:

Working with consumers, media, distributors, public speaking.

QUALIFICATIONS:

Home Economist plus working experience in equipment, public relations and/or consumer affairs.

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will be more challenging and less mechanical.

Mr. Buchwald concluded his presentation by stating that never before in the history of mankind has there been total economic, social, environmental or political equality. In this country, he stated, we are headed in that direction for the first time.

CECE KRUMRINE

BELLE JAUCHEN

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FIRST CLASS



Mrs. Donna Holcomb Myers
Group Vice President
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NOTE: MEETING NOTICE ENCLOSED

