

• *Local Section News* . . .

North Central Section

Ladies Night

The North Central Section celebrated Ladies Night at its final meeting of the season on May 19, 1971. Josef's Restaurant in Hillside was the scene of the event. After cocktails, hors d'oeuvres and a social hour, the membership and their wives set down to an extra special meal. After dinner, Joseph Endres, the outgoing president of the section, introduced the new officers for the 1971-1972 year. D.R. Erickson of Swift and Co., was elected President; L.H. Wiedermann of Krafteo Corp., Vice President;



At top, Mr. and Mrs. F.J. Birkhaug and Mr. and Mrs. R.A. Pritchard help observe North Central Section's Ladies Night. In the center picture, D.R. Erickson, incoming president, left, and J.C. Endres, the section's outgoing president, assist the evening's speaker, Ellen Edwards of Oscar Mayer & Company, in displaying some of the recipe books and educational materials she developed as head of the company's product publicity program. Above are diners Mr. and Mrs. P.A. Cammelot.

L.P. Goodman of Krafteo Corp., Secretary-Treasurer. Members-At-Large are: Albert Bleakley of Cargill Inc., J. Reilly of D.P.I., and B.F. Szuhaj of Central Soya.

After dinner Phil Reilly introduced the speaker of the evening, Miss Phyllis Lovrien.

Miss Lovrien, nationally known as Ellen Edwards when she represents Oscar Mayer & Co., is supervisor of consumer services and a member of the public relations department at the company's headquarters in Madison, Wisconsin.

Phyllis joined Oscar Mayer & Co. seven years ago, after graduating from Iowa State University, where she received a Bachelor of Science Degree in home economics, with a double major in foods-nutrition and education.

Since then, Miss Lovrien has traveled more than 100,000 miles making radio and television appearances and talking to women's groups from coast to coast.

Although Miss Lovrien travels extensively to get her message to homemakers, she has a number of responsibilities back at the office. "I spend as much time interpreting ideas and wishes of consumers to the company as I do working out new things to take back to consumers."

Phyllis is in charge of the company's product publicity program, including the development of new recipe books, educational materials and information for food editors, all of which are put into nationwide distribution. Her responsibilities include new product introductions and interpretation of consumer attitudes and trends.

Miss Lovrien also keeps busy with her professional affiliations. She was 1967 state chairman of the Wisconsin Home Economists in Business and served on the national executive board in 1968-69. She has served as an officer and director of Madison Press Club, and co-edited its first Yearbook. In 1969 she was national program chairman for the proposed Communications Section of the American Home Economics Association.

Phyllis belongs to Theta Sigma Phi, professional journalism society and she is a member of American Women in Radio and Television.

She is listed in the 1968 Who's Who of American Women; the 1969-70 Who's Who In the Midwest; and was selected as a Foremost Woman in Communications, 1969-70.

Miss Lovrien told her audience about some of the questions she receives from people purchasing Oscar Mayer products. Some women are concerned with chemical additives such as nitrates and nitrites in meats. Others are concerned with the proportions of various types of meats composing the product. Phyllis said that if more than three or four complaints are received on the same product, the company is very interested in getting to the bottom of the complaint since these letters actually represent thousands of people who did not take the time to write in themselves. After a question and answer period, the meeting was adjourned.

We wish the membership a happy summer and hope to see you again in September.

Southwest Section

New officers have been elected by the Southwest Section: W.W. Felt, President, Detergents, Inc., Paramount, California; G.H. Benck, Vice President, Van Waters & Rogers, Los Angeles, California; E.J. Mallen, Secretary, Structural Plastics Co., Whittier, California; Thomas Johannes, Treasurer, Lever Brothers Co., Los Angeles, California H.J. Myers, Program Chairman, Purex Corp., Ltd., Wilmington, California.

Northeast Section

The Northeast Section ended the 1970-71 season with a Ladies' Night dinner at Darvish Restaurant in Greenwich Village, New York City. The speaker of the evening, P.A. Lachance, spoke on School Feeding Programs. He explained the methods used at Rutgers State University to improve the nutrition value, taste and cost of food presently being consumed or that will be consumed by school children. Dr. Lachance mentioned that industrial food processors are cooperating with Rutgers on their program.