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Women's Group To Be 'Revitalized'



MRS. JOSEPH BIELISH

The Alberta Women's Institute is taking a frank look at the effectiveness of its organization.

Mrs. Joseph (Martha) Bielish, of Warspite, provincial president in her third term of office, told District 2 Conference in the Corona Hotel Tuesday that "sacred cows" would have to go if the organization was going to continue to be a vital force in the life of Canadian women.

She told the more than 120 women delegates from the 63 Northern Alberta branches that the Women's Institute would lose its privileges if it only wanted to be entertained. **MAKE CHANGES**

In a conference theme of Assessment and Challenge, Mrs. Bielish said the AWI would be making changes to streamline its organization to simplify leadership and avoid a duplication of services.

She said individual groups must find out what the interests of the women in their

communities are and find ways to meet them.

"You start by giving a new member confidence by accepting her as a person at the first meeting — she should go home feeling she enjoyed the meeting and that she learned something," Mrs. Bielish said.

Bones were rattled earlier in the afternoon session of the two-day conference when Miss Patricia Mascaluk, home management specialist with the provincial department of agriculture, spoke on the problems women's organizations are facing today.

"Three kinds of bones cause a lot of trouble: wishbones, jawbones and knucklebones — the wishers, the talkers and the knockers.

"Then the backbones get under the load and do all the work," Miss Mascaluk said.

She said most women would do better to be an active worker in one organization than a passive member of six.

Organizations should clear-

ly define their goals for a year, evaluate them in accord with the needs of the community, make decisions effectively and quickly and take action on decisions.

"Declining memberships in women's organizations are caused by over-organization, lack of leadership, failure to solve problems and involve members in interesting programs to meet needs of the group and the community," Miss Mascaluk said.