



# Report

September 2008

Volume 53.3

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**Family Focus On...**  
**Adoption**

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According to a report from the U.S. Census, there were 1.6 million adopted children under age 18 in 2004.

These children comprise 2.5 % of all children under 18. Adoption is changing in profound ways due to new mental health information, family policies, foster care influences, geopolitical circumstances – even emerging technologies. In this edition of *NCFR Report*, our experts speak to these and other issues.

**NEXT ISSUE:**
**Child Abuse &  
Neglect**

## One Last Message about the 2008 Annual Conference in Little Rock

by Anisa Zvonkovic, Program Chair, [anisa.zvonkovic@ttu.edu](mailto:anisa.zvonkovic@ttu.edu)



Zvonkovic

**B**y now, for most of you, your plane and hotel reservations have been made and you have poured over the online conference program. This column is just a quick message encouraging those of you who have not done so to take a look at the variety of lenses we will put on as we examine family relationships. The program offers a kaleidoscope of family phenomena which will be sure to expand our vision and invigorate us in our work as family professionals.

This year's program includes more Special Sessions than previous years – most of the ideas have come from NCFR members who saw a need for an offering on a particular topic and stepped forward to fill the need. These sessions span the vista from international experiences (organized by Steve Wisensale), to professional development (organized by Beth Miller), to research methods accounting for interdependence of family members (organized by JuliAnna Smith), to evidence-based practice (organized by Gary Bowen). I especially want to highlight these sessions because I've been getting so many compliments on the program that I really needed to acknowledge the contributions of NCFR members. It's not too soon to start thinking about a Special Session you'd like to see in 2009!

The NCFR website displays special events associated with the conference. Please take a look at it to plan your time. And if you are new

to the NCFR conference, you should have been invited to participate in the "Activator" Program – you can contact the NCFR office by writing Jason Samuels at [jasonsamuels@ncfr.org](mailto:jasonsamuels@ncfr.org). We want to especially encourage new conference attendees to check out this social networking site and the program and to attend the Newcomers' Reception. The annual conference is a highlight of my year, and I am excited to see our plans on the conference program come to fruition.

Just a note about the conference and holding down expenses; this year, as was the case last year, we will not be mailing-out printed programs in advance of the conference in order to conserve postage and printing costs. Need a paper copy of the program before the conference? Print your very own PDF from the NCFR website anytime at [http://www.ncfr.org/pdf/conf/Program\\_Schedule.pdf](http://www.ncfr.org/pdf/conf/Program_Schedule.pdf).

Please feel free to contact me at [anisa.zvonkovic@ttu.edu](mailto:anisa.zvonkovic@ttu.edu) or 806-742-3000, ext. 279 with any questions or comments about the conference or the program. We are planning a big time in Little Rock!



The Arkansas Queen at dusk.

## Report

of The National Council on  
Family Relations

Mission Statement for the Report:  
*REPORT, the quarterly newsletter of the National Council on Family Relations, strives to provide timely, useful information to help members succeed in their roles as researchers, educators, and practitioners. Articles address family field issues, programs and trends, including association news.*

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Deadlines for all submissions for the upcoming issues are: December 2008–September 21, 2008, March 2009–December 21, 2008, June 2009–March 21, 2009. Send submissions to: Nancy Gonzalez at [nancygonzalez@ncfr.org](mailto:nancygonzalez@ncfr.org). For all submissions, please supply an email address to allow readers to contact you.

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## NCFR Announces Student Award Winner

**T**he National Council on Family Relations (NCFR) has selected Mary Sue Green to receive the 2008 NCFR Student Award. This award recognizes students for their current achievements as well as those which show great promise in making future contributions to the family field.

Mary Sue Green is a doctoral candidate at Iowa State University in Human Development and Family Studies with an emphasis in Marriage and Family Therapy. She has been the recipient of the American Association for Marriage and Family Therapy Graduate Student Research Award and the Iowa Association for Marriage and Family Therapy Graduate Student of the Year Award. She was recognized by the YWCA for her contribution in empowering women and eliminating racism. Mary Sue has published in the *American Journal of Family Therapy*, the *Journal of Feminist Family*

*Therapy*, and *Guidance and Counselling*.

Through her clinical practice, research methodology, academic instruction, mentorship and publications, Mary Sue attempts to create small change that can initiate change in the larger societal system. Specifically, Mary Sue challenges therapists, clinical supervisors, researchers, and instructors to engage in the practice of self-awareness in an attempt to eliminate unintentional biases in the field of family studies and increase awareness of the many factors facing sexual minority families.

Mary Sue will be honored during one of the plenary sessions at the Annual Conference in Little Rock where she will receive a plaque and \$1,000. Congratulations, Mary Sue!



## Kathleen Briggs – In Memoriam

Kathleen Briggs, Ph.D., 44, of Henderson, NV, passed away on May 21, 2008, after a ten year battle with breast cancer. She was born July 14, 1963 in Provo, Utah and raised in Tempe, AZ. Kathleen graduated from Brigham Young University in 1991 with her Ph.D. in Marriage and Family Therapy (MFT). She was a professor of marriage and family therapy, joining the University of Nevada–Las Vegas (UNLV) faculty in August, 2007. Prior to her position at UNLV, Kathleen was a faculty member at Oklahoma State University in Stillwater, OK, for 15 years, as a Professor and Department Head.

Dr. Briggs was also the former President of the Oklahoma Association for Marriage and Family Therapy. Kathleen was well known for her passion related to the work she did academically and within the MFT discipline. She served as a leader within the MFT community on a national level serving as the Chair of the Commission on Accreditation for Marriage and Family

Therapy Education, Chair of the MFT Section for the National Council on Family Relations and in several other leadership roles.

She is survived by her parents, Ernest and Junene Briggs, of Mesa, AZ; her four siblings, Kristine Hipps, Scott Briggs, Mark Briggs, and David Briggs, all of Arizona; and 26 adoring nieces and nephews and 18 grandnieces and grandnephews. Funeral services were held Wednesday, May 28 in Mesa, AZ; a memorial service was held Saturday, May 31 in Henderson, NV.

Kathleen's family requests that donations be given to the *Susan G. Komen for the Cure*, information at: <http://cms.komen.org/komen/NewsEvents/RacefortheCure/index.htm> or the American Cancer Society, information at: <http://www.cancer.org/docroot/home/index.asp>.





# President's Report

## Existing for 70 years: Looking through the Lens at the Adoption of a New Identity Brand for NCFR

by Maxine Hammonds-Smith, Ph.D., CFLE, President, [maxinehammonds@NuMeWellness.com](mailto:maxinehammonds@NuMeWellness.com)

**A**s an international organization celebrating 70 years of existence in a world of rapidly changing societal needs, we have to ponder questions of change in identity in order to strengthen our image in becoming the recognized international professional association in the areas of family research, education and practice.

For more than seven decades, NCFR has provided an educational forum for family researchers, educators, and practitioners to share in the development and dissemination of knowledge about families and family relationships while establishing professional standards and working to promote family well-being to its membership as well as other professional audiences. Over the years the organization has experienced many growth and developmental changes and, as we turn 70, it is time to

explore a new identity brand. In this article I am going to address some questions that might come to mind as we contemplate a change in identity.

### **Why do we need an Identity Brand for NCFR?**

We need an identity brand to be recognized as an international family relations organization of scholars in research, education and practice. A major reason for a new identity brand for NCFR is to build an image that is associated with the name and the work that our family relations scholars are doing that can be recognized globally and ultimately become a familiar image for our audiences.

### **How can NCFR benefit from a recognizable Identity Brand?**

Having a recognizable identity brand will build momentum among our national and

international membership as well as other constituents that use our services and products in meeting the needs of a changing society thus being known by the general public as experts in our field. A second benefit of a recognizable identity brand is to have a cohesive unified image that reinforces loyalty and encourages a cooperative spirit of professionalism. The third benefit of a recognizable identity brand is that it helps ensure that the work that our membership is conducting in research, education and practice will have a recognizable image by various communication outlets around the world.

### **Will State Affiliates need to consider the NCFR's Identity Brand?**

In my view, an important step of creating an identity/name brand for a professional membership organization as broad and far-reaching as NCFR (with state, university and international Affiliates), is to ensure a degree of consistency that will be beneficial among our partners. A consistent identity will help make NCFR a universal name with imagery in the family relations profession. However, there is not a "one size fits all" approach for an organization as diverse as NCFR.

In overview, NCFR is an international organization celebrating 70 years. It has experienced changes and will develop a new identity brand to ensure continuous visibility in becoming a household name globally. This is an exciting turning point in the history of NCFR. We are looking forward to the 70th Annual Conference in Little Rock as we unfold the idea of our new identity brand for these changing times in our organization. This 70th Year Anniversary will surely be a memorable conference.



## Thank You Donors and Benefactors

NCFR thanks the following Donors and Benefactors who contributed between April 1 and June 30, 2008.

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## Executive Review

# Looking for New Shores

by Diane Cushman, Executive Director, [dianecushman@ncfr.org](mailto:dianecushman@ncfr.org)

Long ago, as a friend of mine announced her departure from our then mutual employer, she offered a quote by Wilma Askinas and said that this source of wisdom helped inspire her decision. "In order to discover new lands, one must be willing to lose sight of the shore..." When risk confronts me, I often remember this quote.

### **Institutional Identity— Back to the Future**

NCFR is on the precipice of exciting changes, but they are not without risk. Throughout the pages of this issue of *NCFR Report*, you will read about NCFR's need to create a strong identity. Inspired by Dr. Paul Sayre, University of Iowa Law School professor, and with help from Ernest W. Burgess, a sociologist, and Rabbi Sidney Goldstein who chaired the New York State Conference on Marriage and the Family, the first planning meeting for NCFR was convened in Chicago on April 21, 1938. From its beginning, NCFR has been a multidisciplinary association of family professionals. Quoting from the pages of NCFR's 50th anniversary commemorative book, "The early leaders of the National Conference on Family Relations envisioned an interprofessional forum to provide opportunities for individuals, organized groups, and agencies interested in family life to plan and act together on concerns relevant to all forms of marriage and family relationships; establish professional standards; promote and coordinate education and counseling efforts; and encourage research."

Our year-long examination of NCFR's identity has led us back to our roots. We will remain a diverse membership and an association of family professionals. However, we will be more visible in our mission and more effective in our execution. We will catalyze cutting-edge family research, theory and practice in all our endeavors.

One aspect of institutional identity is graphic in nature – the visual cue that identifies an organization on paper, online and wherever it has a presence. This includes a logo, but is much more encompassing.

Since at least 1988, and perhaps long before that, NCFR's official logo has been an abstract form of four human figures of various sizes, clustered closely with the tallest figure hovering protectively over the others. Given today's reality of various family formations, this image of family inadvertently offends some and misrepresents others as it attempts to define family. The challenge before us is to create a look that represents our membership and its work, implies a direction and movement, yet does not judge or define family.

### **Little Rock and a Big Occasion**

In November, at the Clinton Presidential Library Reception, NCFR will unveil its new identity: a stronger image, an orientation toward action, and a mantra of catalyzing cutting-edge family research, theory and practice. I hope you will be there to help us celebrate 70 years of contributions to the field and to embark on the next leg of our adventure.

There will be at least one new face at the conference – NCFR's new Director of Membership and Marketing. We're in the final stages of interviews as I write this column in July, and we are pleased to report that we had an extraordinary pool of candidates. To maximize the value of our institutional identity, NCFR must incorporate it in all its work and we must be playful in our approach to membership activities. This new staff member will be responsible for gathering all the membership, marketing, advertising and conference services into one area and implementing a plan to tell our story to both members and the larger world.

### **Report on NCFR Report**

Speaking of member services, in May, we asked you via an online survey for your feedback about this member news magazine, *NCFR Report*. Does it meet your needs? Do you like it? Do you have any ideas for improving it? We got an excellent response rate—23 percent. Here's a quick summary of what we learned. We had 729 responses in all. Of these, an outstanding number of respondents took the time to compose personal notes in the fields that allowed free commentary. In these, we had 360 positive comments, 74 suggestions for improvement (many of which are doable) and 15 complaints (these were just as welcomed!)

In general, members like our "themed" approach to the publication; most (86%) find it useful in your work, and many of you use the magazine in your teaching (32%). There were many, many comments about the high quality of the member-written Family Focus articles, your appreciation for the information on the field, your interest in the organizational news and, yes, even appreciation for the humor.

We are so grateful for your thoughtful responses. As our Institutional Identity Project moves forward, we plan to update the "look" of the magazine and integrate it into the process. Keep submitting great articles. Let me ([dianecushman@ncfr.org](mailto:dianecushman@ncfr.org)) or Editor Nancy Gonzalez ([nancygonzalez@ncfr.org](mailto:nancygonzalez@ncfr.org)) know anytime you have a comment or suggestion for *NCFR Report*. We'll keep trying to live up to your expectations.

### **What's on the Horizon?**

We are just weeks away from our 2008 annual conference and already looking forward to 2009. I want to address concerns raised by members about the location of the 2009 conference. While San Francisco is a wonderful location, staff at NCFR

*Executive Review continued on page 5*



# Report from Minneapolis

## NCFR and Institutional Identity: Who Are We? Why Are We Here?

by Nancy Gonzalez, CFLE, Editor, [nancygonzalez@ncfr.org](mailto:nancygonzalez@ncfr.org)

**W**ho am I? Why am I here?" The late James Stockdale, the former United States' Vice Presidential candidate, asked these simple rhetorical questions as he introduced himself at a televised debate in the campaign of 1992. Stockdale was Ross Perot's choice for running mate in Perot's unusual bid for the Presidency. Although Stockdale was a Vietnam War hero and former prisoner of war, he knew he was an unknown on the political stage, which prompted his memorable explanatory introduction. Existential philosophers have contemplated life's meaning-making throughout history.

This past year, NCFR has been asking these very questions. I've had a ringside seat through months of self-discovery as NCFR's membership has pondered these reflective questions. I'd like to convey what I've seen and heard—and try to describe where we are now and anticipate the next few steps ahead.

By way of first-hand experience, I can speak to the frustration of defining NCFR. My "airplane-seatmate" explanation is as

long as this paragraph. After the flight attendants give their safety spiel, I usually say "hello" to the person who will share my armrest. He'll often ask "What do you do?" By the time I'm done covering just the basics about my workplace and occupation (including clarifying who we are and

*No matter how succinctly  
I try to describe NCFR,  
I always sound as if  
I've dropped a dictionary  
into a salad shooter.*

emphasizing who we are not), my new acquaintance occasionally begins to get a look of panic. I can tell what he's thinking—"Oh no. She's a talker! And I forgot my iPod®!" After 50 words, I'm sure he's terrified that he will be a captive audience to the academic equivalent of Edith Bunker. Visualize a guy rifling desperately through his front seat pocket in search of the Skymall® catalog to use as a social buffer.

No matter how succinctly I try to describe NCFR, I always sound as if I've dropped a dictionary into a salad shooter.

The process of discovering organizational identity is often referred to commercially as "branding." We all see this process consciously or unconsciously every day. Brand name merchandise appears in films as "product placement." This technique becomes so engrained that the trademarked names for all kinds of goods creep into our colloquial speech in lieu of their generic equivalents. How often do any of us say "adhesive bandages," "facial tissues" or "fruit flavored gelatin" in everyday conversation? Even public figures cultivate an identity. Think of "The Rat Pack," "The Great Communicator," or "The Queen of Soul." There's no need for names. Branding sticks. It communicates, ideally for better—sometimes unavoidably for worse. In the information age, Hormel Foods® has had a Sisyphean battle over SPAM®—more about that later.

For an organization such as NCFR, marketing machinery of any kind sounds like hype. Gimmick is antithetical to science and, at first reaction, it may sound off-putting. But as I watched the process, its application and potential benefit to NCFR became clear. To be useful to society, our audience needs to know who we are and what we have to offer.

For us, "branding" is an oversimplified term; we're not a for-profit enterprise, and we don't sell a product that we can "place" easily. I don't think I'll ever see a James Bond movie featuring 007, seated on a park bench, conducting clandestine surveillance by peering over the latest issue of *The Journal of Marriage and Family* (JMF). Our "product" is important and life-changing—and we'd like to make a difference in every family—but what we offer the world

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### EXECUTIVE REVIEW *continued from page 4*

must balance the desire for a stellar conference experience with the requirement that room rates be affordable for all members. Several years ago the Hyatt Regency San Francisco Airport was booked as the site of the 2009 conference. <http://sanfranciscoairport.hyatt.com/hyatt/hotels/index.jsp>.

It's a lovely hotel; it's just not near downtown or the wharf. We will be adjusting our conference schedule to allow time for attendees to see the Bay up close. We'll hold plenary sessions on Wednesday, Thursday and Friday so that after the early morning special and concurrent sessions

on Saturday you can make your way downtown to enjoy the remainder of the weekend. The hotel has agreed to add free shuttles so that your trip to the more vibrant areas of San Francisco will be quick and painless. With the assistance of the Local Arrangements Committee and the NCFR Sections, we hope to offer some of our sessions in locations other than the hotel.

As we set sail, some NCFR members may fear losing sight of the shore. But if NCFR is to expand our horizon and achieve its potential, we must be willing to explore the world and open up to new possibilities. Can you see the other shore? Write me and tell me what you see. ([dianecushman@ncfr.org](mailto:dianecushman@ncfr.org))

## REPORT FROM MINNEAPOLIS *continued from page 5*

is intangible. Further complicating the “sale” is that our consumers aren’t families—the end user. They’re those who study, make decisions about or serve families. Thus the better description of this soul-searching process in an organization such as NCFR is “finding an Institutional Identity.” Fortunately we’ve had a guru guiding us through this process—Dwight Jewson, Ph.D.

Dwight’s firm, Strategic Frameworking, Inc., is a global industry leader in this specialty. I urge everyone to check out his website ([www.strategicframeworking.com](http://www.strategicframeworking.com)) and see his jaw-dropping list of clientele: Microsoft, AT & T, the March of Dimes, KFC, and Pillsbury just to name a few. How does a non-profit professional association, operating on a shoestring budget, land a consultant like this? In a stunning example of applied social exchange theory (or kismet to dreamers like me), Dwight’s fondness for NCFR developed over most of his lifetime. He and his three siblings literally grew up in NCFR. Dwight’s mother, the late Ruth Jewson, was our Executive Director from 1956 to 1984. Dwight recalls, with a twinkle in his eye, the amazing coincidence regarding the Jewson family’s annual vacation destinations. With uncanny happenstance, they were often in the same city as the NCFR conference! Dwight saw NCFR’s early identity form around his kitchen table in south Minneapolis, his mom up to her elbows in paperwork. He’s family.

When Dwight heard that NCFR was struggling with defining our place in the world, he offered to help—pro bono. Moreover, he leveraged considerable social capital, called in a favor, and recruited another identity expert, Michael Bierut, who specializes in visual and graphics work. Please look at Michael’s multi-national firm’s webpage for another astounding client list—Tiffany & Co., Oprah magazine, Citibank, Lands’ End, Alibris and more. (<http://www.pentagram.com/en/>) If you’ve toted a shopping bag from Saks, you’ve carried his work with you. With these world-famous identity guides, we were ready to take off.

At the last annual conference, the entire membership had the opportunity to weigh in as we began our journey. Everyone was invited, and over 100 members attended a lively brainstorming session in Pittsburgh. Then, throughout the year, Dwight has

convened focus groups of wide constituencies. He talked with key elected leaders in NCFR. He talked with both new professionals and longtime members. To assure broad stakeholder contribution, he elicited thoughts and opinions from researchers, educators, policy analysts and those who serve families directly. Dwight listened to ideas from NCFR staff. He even met with a focus group at the American Association for Marriage and Family Therapy and gathered information about how we may appear through the perspective of a sister organization. Through her column in *NCFR Report*, Executive Director Diane Cushman informed members about the process and how to participate. It’s hard to imagine how this deliberate systematic process could have been more inclusive or undergo a more thorough methodology.

*Someday soon  
I’ll have a well-rehearsed  
airplane speech of 20  
words or fewer . . .*

It didn’t take Dwight long to assess a major reason we’ve been struggling—our name. I saw the depth of this problem last April when I attended the annual meeting of the Population Association of America. I met a woman who asked me where I worked. I said “NCFR—have you heard of us?” No, she hadn’t. I took a deep breath and started my airplane speech, hoping that an oxygen mask would drop from the ceiling to help me. It wasn’t until I mentioned JMF that her face lit up with recognition. She’d heard of JMF; she’d had an article published in it! Talk about a name-recognition problem: when a journal author doesn’t know its parent organization, we’re in a pickle.

Dwight scanned the environment for organizations or professional associations that had something to do with families, research, human development, therapy, education and other words we might use in one of our journal’s keyword searches. The results? We were lost in a crowd. He counted over 25 sound-alike groups that we could easily be confused with. In addition, the word “family” has become political and polarizing and, in his word, “hijacked”

by groups across the partisan and ideological spectrum. He discovered that even words such as “council” were problematic. It sounds stodgy, authoritarian, prescriptive, bureaucratic and cold. The word “national” makes us sound like a geographical clique—plus it’s inaccurate.

Our tussle isn’t just verbal, it’s visual. We have multiple logos and use them inconsistently. Our publications don’t look like they come from the same place. We use A-Z fonts from Arial to Zapf Chancery. As editor of this magazine, *NCFR Report*, I can tell you that this publication needs a new name. I ask members if they’ve read an item in *NCFR Report*, and I often have to clarify that I’m talking about our magazine. I have heard things like “Which report? I didn’t see a report!” Then there’s *Zippy News*, the name of our organizational listserv. Is this the best we can do?

As Dwight listened, our second dilemma became clear. The characteristics of NCFR that represent our greatest strengths are also our biggest challenges:

- 1) We are multidisciplinary and approach our professions from a breadth of viewpoints.
- 2) As a group, we are largely generalists in a world of increasing specialization.

What makes us distinctive is that this multidisciplinary theory/research/practice loop is unique. Theory begets research. It’s tested and reported. Policymakers act on it. Practitioners apply it. These inspire more theory, and the cycle starts again. This doesn’t happen in just this way anywhere else in family studies. There’s our niche.

This November in Little Rock, we move to our next phase—presenting what we’ve learned to the membership. NCFR members will see the results of our inquiry and have the opportunity to react. Dwight leads organizations through this process using a four-step visual model, not unlike the diagram we’ve all seen that describes Maslow’s hierarchy of needs. This model helps participants sort out the layers of meaning through the progression. As I write this in July 2008, we have a preliminary distillation of our organization’s *attributes*, its *functional benefits*, its *emotional benefits* and our “*something bigger*” that we offer humanity. There will be some fine-tuning

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# CFLE Directions

## Employment Opportunities Abound— You Just Have to Know Where to Look

by Dawn Cassidy, CFLE, Director of Education, [dawncassidy@ncfr.org](mailto:dawncassidy@ncfr.org)

*"I am having a difficult time finding employment in the social service field, even with all of my professional and academic experience, because most agencies or establishments are seeking MSWs or LCSWs. I am confident that I am just as experienced and qualified for these positions. My question: Has anyone experienced similar struggles in seeking rewarding employment with our desires to assist families in our communities? I would appreciate any input or feedback to my situation."*

This was the message sent by a Certified Family Life Educator (CFLE) via the CFLE listserv. What followed was a spirited and lengthy discussion regarding the

struggles and opportunities faced by CFLEs and, more generally, those with family-related degrees.

I am often contacted by people researching employment opportunities in the family field. One of the struggles we face is the fact that employing a family studies degree is not like getting a degree in nursing or law, for example. Those with a nursing degree know to apply for jobs in health care settings; someone with a law degree applies at law firms. The upside of the situation for those with family studies degrees is that there is a myriad of opportunities for employment. The downside is that identifying those opportunities is not always clear-

cut. Where does someone with a degree in family studies go to seek employment?

The fact is that one could apply at any number of places including school districts, health care, community education, the military, faith communities, social service agencies, etc. In many settings, a family science degree is a logical fit. But in others, the lack of understanding of what a family-related degree offers results in employers sticking with what they know and therefore requiring MSWs or LCSWs. Certainly training in social work practice is important for those working with families in crisis or in need of intervention. But for

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### REPORT FROM MINNEAPOLIS *continued from page 6*

between now and the conference, but we have a framework in place. Dwight's colleague Michael Bierut will recommend a visual graphic to help the world identify who we are, too.

At the June meeting of the NCFR Board, Dwight walked us through the possibilities of our most basic attribute—our name. Do we keep it? Tweak it? Toss it and start over? He had a sensible recommendation for the Board to consider. His expert opinion is that changing our name completely is a significant risk. We lose any existing identity. He suggested that we consider following the example that other successful organizations have done when their name is no longer on-message. Move to an acronym. Now that I think about it, AARP and the NAACP have done just fine.

It's important to keep our struggle in perspective. It could be worse. SPAM® was first hijacked by the Monty Python comedians and then by IT whiz kids. Its manufacturer, Hormel Foods®, through no fault of their own, was thrust into a branding problem

at the level of marketing nightmare. They had three possible courses of action:

- 1) They could rename their most famous product and risk losing seven decades of established customer loyalty and name-recognition.
- 2) They could pursue legal remedy to protect their trademark, which they did. A November 29, 2007 article in the *Minneapolis Star Tribune* reported the outcome of this pursuit: the U.S. Trademark Trial and Appeal Board ruled against Hormel®, saying essentially that consumers of canned Spam® would not confuse it with repetitive emails. Although Hormel® left the door open to pursuing an appeal, one has to wonder if this would be futile and self-defeating.
- 3) Or they could learn to coexist peacefully with the new vernacular term for unwanted email. As noted by judicial opinion, it's likely that few confuse the internet nuisance with the meat-in-a-can anymore. Some of the same people who growl at irritating e-solicitations are

undoubtedly some of the same ones who never make the connection when they pick up a tin of Hormel's® comfort food to take on a camping trip.

Erik Erikson's developmental theory describes adolescence as "identity vs. role confusion." Perhaps NCFR is moving through an analogous stage. We will grow our generativity—I just know it. The level of member commitment provided to the project... well, you love NCFR, and it shows. I don't have the creativity of Dwight or Michael. As a result, I don't have the words to describe their magic that I've seen thus far. Come to Little Rock and see for yourself. I started this process with a ticket to an unknown place. Now I'm onboard the flight and can see our destination.

Someday soon, I will have a well-rehearsed airplane speech of 20 words or fewer that I can recite by heart when my companion in 14F asks "what do you do?" Maybe I'll be sitting next to a legislator, a human resources director or a college freshman in search of a major.



# CERTIFIED FAMILY LIFE EDUCATORS

The following is a list of Certified Family Life Educators designated between April 1 and June 30, 2008.

<b>Alabama</b> Megan Folsom*	<b>Kentucky</b> Ahlshia Shipley* Kelley West* Lindsay Cooley* Molly Pepper*	<b>New York</b> Janice Kelly Lorri Agullana-Markum* Dove Karn Rachel Riley*	Heidi Morris* Janis Henderson* Tiffany Hamlett* Jessica Perry* Rob Benson*
<b>Arkansas</b> Lavona Traywick	<b>Massachusetts</b> Tenesha Patrick*	<b>North Carolina</b> Jacqueline Winston Jeanmare Holstein	<b>Utah</b> Danyle Finlayson* Sharon Patey Rina Giron* Catherine Chambers*
<b>Arizona</b> Carolyn Pela	<b>Michigan</b> Jennifer Burnham* Deborah Campbell Lynn Rae Nichol* Erika Dunigan* Genny Dillard* Daniel Longden* Jamie Neuenschwander* Jenean Mulder*	<b>Ohio</b> Heidi Bollin* Kelsey Giegel* Sarah Turley* Tiffany Draper	<b>Virginia</b> Kay Higgs-Adams
<b>California</b> Alexandra Arceo* Kelly Donahue* Lynette Emerson* Casandra Collier*	<b>Minnesota</b> Laura Mayberry* Debbie Eckhoff	<b>Oregon</b> Sandra Ahlquist	<b>Washington</b> Lisa Osborne*
<b>Florida</b> Angela Hay Elizabeth Meyers Sandra Joy Thomas Tiffany North Fartun Mohamud	<b>Mississippi</b> Phillip Barry* Shelia Davis	<b>Pennsylvania</b> Jessica Poehler - * Stacie Swanson*	<b>Wisconsin</b> Melissa Giebel* Kelly Kilbane* Jacquelyn Shotwell-Vanderhoof*
<b>Iowa</b> Leah Clark*	<b>Nebraska</b> Melissa Eggleston* Rebekah Dunn* Ashley Wilson* Valerie Burrows*	<b>Tennessee</b> Jonathan Zayas Tamra Hardee*	<b>Canada</b> Susan Sidsworth*
<b>Illinois</b> Amy Moore Christina Yousaf	<b>New Hampshire</b> Samantha Berry*	<b>Texas</b> Nathan Cottle Stephanie Burchell Kristy Joy Tipton Cox Ruth Henning* Ragan Harrison*	<b>Trinidad</b> Maria Cecilia Reyes-Mohammed
<b>Indiana</b> Sheri Dunn-Ramsey Jennifer Schelling*			[* - Provisional]
<b>Kansas</b> April Keltner*			

## CFLE DIRECTIONS *continued from page 7*

many families, an intervention approach is not necessarily needed. They might be best-served by learning new skills in parenting, money management, or communication.

The CFLEs responding to the posted question shared their experiences in finding meaningful employment in the family field. Here's a sampling of the settings in which many CFLEs have built careers:

Family Violence Prevention  
Community Education  
Parent Coordination, Mediation, Family Courts  
Human Resources – Work/Life Balance  
Faith Communities  
Life Coaching  
Marriage Education  
Sex Education

Military Family Support  
Cooperative Extension  
Social Services  
Schools

There are many more applicable settings and, in fact, NCFR has published a booklet that highlights career opportunities for those with family-related degrees. Individual copies of *Family Science: Professional Development and Career Opportunities* are available free through at NCFR Headquarters. Just contact Yvette at [yvettecreese@ncfr.org](mailto:yvettecreese@ncfr.org) for your copy.

Even though these CFLEs found jobs that utilized their training in family studies and education, many shared the challenges they faced in helping employers to understand what Family Life Educators had to offer.

Many talked of the need to be advocates and to market the profession. Here are a few quotes from the discussion:

*"Public awareness of the field definitely lacks, but I think we are all responsible for educating the masses about Family Life Education."*

*"If there was more understanding of the field of family studies, as well as more of a connection to other fields, those of us looking for jobs would be a lot happier."*

*"Family studies professionals often have more training than someone with an MSW degree in terms of family dynamics. It sounds like we need to educate employers and legislators as well."*

*"What we need is more creativity in how we use our expertise."*

*CFLE Directions continued on page 9*



# Web 2.0 and NCFR

by Jason Samuels, Manager of Information Technology, [jasonsamuels@ncfr.org](mailto:jasonsamuels@ncfr.org)

The internet is evolving. Having already become a seemingly endless source for information, the web's next dimension is rapidly expanding – as a platform for self-expression, personal interaction and collaboration. Web 2.0 is changing the way we communicate, and NCFR is working to incorporate these tools to provide better member services.

At last year's NCFR conference I gave a presentation about NCFR Online Networking Services. For years we have hosted email listservs for numerous member groups, as well as providing the platform for our weekly Zippy News that now reaches 7,000 inboxes. Last June we expanded our offerings when we deployed SharePoint for online collaboration. A dozen high level groups within NCFR are now using SharePoint as a central point to

collaborate on documents, collect feedback and facilitate the work of the organization.

SharePoint was extended to a second, Community Portal site. This platform currently hosts three NCFR Blogs: Religion and Family Life, Families and Technology, and Nancy Gonzalez's *N = 1 Experiment*. The Community Portal also contains a calendar of events announced in Zippy News, presentations and photos from last year's conference and hosts the 2008 Conference "Activator" – a new initiative to engage first-time attendees prior to the conference. Please visit the NCFR Community Portal at <http://community.ncfr.org>.

Recently NCFR has established a group on the popular photo sharing website, Flickr. Pictures from the 2006 and 2007 conferences are posted there, and members are encouraged to join the group and contrib-

ute by adding descriptions, titles and tags to existing photos, or by uploading your own pictures from past NCFR events. Please visit the NCFR Flickr group at <http://www.flickr.com/groups/ncfr>.

Another new development in NCFR's online existence is an active presence on Facebook where, in a short time, over 350 people have become "fans" of NCFR. Our Page on this social networking platform is a hub to find blog posts, to see pictures from our Flickr Photostream and to open new avenues to communicate and network with other NCFR members and staff. Please visit the NCFR Facebook page at <http://www.facebook.com/pages/NCFR/18069103276>.

One more thing you can find on the NCFR Facebook page is our new Information Widget. The widget uses RSS feeds to provide the latest news posted on the NCFR website, abstracts from our journals, blog and calendar postings, and the latest opportunities in our online Employment Center. Click the "Share This Widget" button to add it to your own blog, Facebook, MySpace, iGoogle, or nearly any other type of personal webpage.

The future of NCFR's online offerings is bright. We are currently in the process of shopping for a new Association Management Software package that will replace our current database and provide the foundation to integrate and expand our current online member services. When this system is implemented in 2009, we will launch a new members' section on our website with many new features to connect and communicate with each other. Watch for a survey soon in your email inbox to gather your input as we prepare for the design study phase of this major upgrade.

At its core, Web 2.0 is not about technology per se. It's about relationships and people. While networks evolve and mediums for distributing content grow, the content of the new web is only as good as the community served. NCFR's potential to flourish as an online community is based on its existing community of brilliant and talented members. It is an honor to serve such remarkable people.

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## CFLE DIRECTIONS *continued from page 8*

*"The frustrating thing for me is that most of these [professionals in] other fields (MSW, Counseling) do not have an educational component as part of their degree programs, but a lot of them DO education in their work. I think that's one area we could highlight more – CFLEs are educators, and also have content knowledge."*

*"I think there are plenty of opportunities: Family Life Education is an open field of opportunities."*

*"I believe there are a lot of opportunities for the CFLE; the problem for most is the marketing."*

*"Many organizations want an MSW, yet, based on my current knowledge, MSWs are trained from a clinical-interventionist perspective versus a prevention-education format. FLEs have so much to contribute, and I think the more we can educate the communities we work in, the better off we will be."*

*"The strength of our association lies with caring members taking the time to strongly advocate within NCFR to continue its tradition of providing quality publications, strong leadership development training, and information updating members regarding societal changes."*

It is clear that more needs to be done to increase employer and public awareness of

Family Life Education. NCFR has developed some tools toward this end. The *Family Life Education, Teaching Families, Changing Lives* brochure was designed specifically to educate employers about Family Life Education and the CFLE credential. This brochure is available at no charge from NCFR Headquarters as well. In addition, we've developed a PowerPoint presentation about Family Life Education that can be downloaded free from the NCFR website: [http://www.ncfr.org/cert/CFLE\\_prod.asp#10](http://www.ncfr.org/cert/CFLE_prod.asp#10) (Family Life Education PowerPoint Presentation. What is Family Life Education?).

It is important to note that these career discussions are not just about the CFLE credential. The CFLE is just one of the tools used to establish credibility and professional standards in Family Life Education. The livelihood of NCFR lies in promoting opportunities for all family professionals.

What else can be done? How can we use the energy and resources of this organization to help more people understand the wisdom and value of applying a preventive and educational approach to strengthening families? We welcome your suggestions.



# International Section News

by Catherine Solheim, Ph.D. International Section Chair, [csolheim@umn.edu](mailto:csolheim@umn.edu)

**W**e are growing! NCFR's change in Section membership structure has been a boon for the International Section. From May 2007 to May 2008, our Section has grown almost 35% to its current membership of 242. I hope many of you are planning to attend the Annual Conference in Little Rock. Let me share a few of the highlights that are planned to allow you to experience, explore, learn, connect and network!

**Experience:** Plan to join global-minded colleagues for a day-long learning experience at Heifer International. It is an organization that focuses on alleviating global hunger through their "passing on the gifts" approach to sustainable development. We will take a hayride and tour Heifer's Global Village to see examples of projects based on the Heifer's principles of gender equity, agro-ecology, spirituality, micro-entrepreneurship, and HIV/AIDS prevention. Space is limited so be sure to sign up when you register. The cost is \$50.

**Explore:** Find out how NCFR colleagues have integrated global experiences into their work. Steve Wisensale and several other scholars will share their experiences teaching and conducting research in places such as India, Kenya, Sweden, Australia, Hungary, Finland, the United Kingdom, and Korea. Learn about opportunities available for faculty and graduate students, how to select a country and how to prepare a strong application. Additionally, ideas for recruiting and hosting international scholars will be shared.

**Learn:** Attend one of three symposia sponsored by the International Section. One will focus on Eastern European immigrant families' adaptation to the United States. Another will look at findings from a six-country study on Japanese families in transition, and a third symposium will discuss acculturation among Asian immigrant and Asian American families. Additionally, close to 30 posters will showcase international scholarship. Don't miss the Friday, November 7th 12:30 Poster Session with its theme of International and Cross-cultural Families.

**Connect:** Volunteer to be an International Section ambassador. Look for information for our Student New Professional representative, Bethany Willis-Hepp, who will be matching ambassadors with international scholars at the conference.

**Network:** Join your colleagues for the annual meeting scheduled this year for Friday, November 7 at 8:30 p.m. A very short business meeting will be followed by time to interact with colleagues who have led learning abroad seminars. Learn different approaches for these experiences and connect with people for potential collaboration in the future.

Questions, ideas, concerns? Please contact a member of your Section leadership team:

Catherine Solheim, [csolheim@umn.edu](mailto:csolheim@umn.edu);  
Paul Schvaneveldt, [pschvaneveldt@weber.edu](mailto:pschvaneveldt@weber.edu);  
Sherry Fang, [r20ssf1@wpo.cso.niu.edu](mailto:r20ssf1@wpo.cso.niu.edu);  
Bethany Willis Hepp, [bwillis@udel.edu](mailto:bwillis@udel.edu).

See you in Little Rock!

# Family Science Section News

by Sandy Bailey, Ph.D., CFLE, Chair [baileys@montana.edu](mailto:baileys@montana.edu) and Tammy Harpel, Ph.D., Chair-Elect [harpelt@latech.edu](mailto:harpelt@latech.edu)

**T**he 2008 NCFR conference is shaping up to be great! The Planning Committee met in Little Rock in April and toured the hotel. You won't want to miss the Peabody duck performance when you are there! The hotel is a few blocks from the Clinton Library and the Heifer International headquarters.

We have several interesting paper and symposium sessions planned including: *An Up-Close Look at Marriage after Retirement*, *Issues in Teaching Family Science*, *Parenting Through Various Lenses*, and *Marriage, Family, and Cohabitation Issues in the U.S.* We also have a Roundtable session on challenges in teaching about family diversity and a wonderful line-up of Poster Sessions. Don't forget to attend our Family Science Section meeting on Thursday from 8:00 - 9:15 p.m.

The Wesley Burr Student Paper Award will be awarded at the Section meeting. Any student who is a first author of a paper or poster accepted for presentation at the conference is invited to participate in the competition. An email with detailed guidelines for entering the competition will be sent to all eligible students. The award recipient will receive a plaque and \$300 during the Section meeting at the conference.

We look forward to seeing you in Little Rock in November!

## Conference Activities for Students and New Professionals

by Jennifer Hardesty, Ph.D., Chair, University of Illinois, Urbana-Champaign, [hardesty@illinois.edu](mailto:hardesty@illinois.edu)

**W**e have an exciting program for Students and New Professionals (SNPs) this year – with something for everyone! We kick off the conference Wednesday with a cosponsored Special Session on *The Academic Portfolio* with Peter Seldin. Come learn innovative ways to document your academic success for the job market or promotion/tenure.

On Thursday, start the day with our Special Session on *Writing Successful Qualitative Research Proposals* with Margaret Sandelowski. You'll gain a wealth of knowledge for grant, dissertation, and Institutional Review Board proposals. On Thursday afternoon, undergraduate students won't want to miss our workshop on *How to Apply to Graduate School and*

*Maintain Your Sanity*, and students and new professionals alike will benefit from our symposium on *Publishing in NCFR-Sponsored Journals – A Discussion with the Editors of JMF, FR, and JFTR*.

Finally, our workshops on Friday are a must for researchers and mentors – *Using Secondary Data in Family Research* and *Professional Development of Students outside the Classroom*. Check the program for exact times and locations as well as other fun activities for SNPs, including our SNP Networking Session and the SNP Sponsored Dance. Questions? Contact Jennifer Hardesty [hardesty@illinois.edu](mailto:hardesty@illinois.edu) or visit the SNP Greeter Table at the conference. See you in Little Rock!

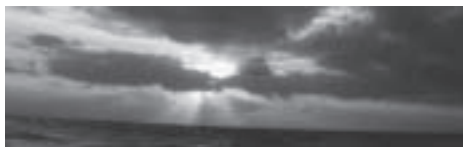
# Religion and Family Life Section News

by Linda Behrendt, Chair,  
behrendt@isugw.indstate.edu

**T**hanks to the Section members who served as reviewers for conference proposals this past spring! We had many excellent papers submitted, which translates into outstanding Religion and Family sessions in Little Rock. Wednesday morning at 8:30 there will be a Roundtable session on morality development and moral emotions; Wednesday at 1:15 p.m., a Paper Session will examine the place of religion in sexuality and marriage. Poster Sessions will include Religion and Family issues on Thursday, Friday, and Saturday. Many research issues in the area of religion and family are best addressed through qualitative methods; therefore, our Section is co-sponsoring the Thursday morning Special Session *Writing Successful Qualitative Research Proposals* with Margarete Sandelowski. Please look for these sessions when you're perusing the conference program!

The Religion and Family Life Section will meet in Little Rock on Wednesday at 7:00 p.m. Section officers have been working on the agenda for our meeting and are looking forward to sharing news and opportunities for Section involvement with our members. There has been an initial discussion about adding a second award from our Section for an outstanding paper; currently we give an annual award for the outstanding Student New Professional (SNP) paper. Officers have discussed adding a second award, perhaps named for a noted scholar who was or has been a part of the Religion and Family Life Section. The officers are anticipating input from members about this possibility at our Section meeting. Plan now to attend.

Finally, if you haven't checked out the Religion and Family Life blog at <http://community.ncfr.org/blogs/rfl>, take a moment to do so. Special thanks to Chris Gonzalez, our SNP officer, for all he has done to launch this site!



# TCRM... You're Invited!

by Hilary Rose, TCRM Chair 2008, [hrose@alcor.concordia.ca](mailto:hrose@alcor.concordia.ca)

*"I thought TCRM was only for established scholars."*

*"I always thought TCRM was by invitation only."*

**A**s the incoming Chair of the Theory Construction and Research Methodology Workshop (TCRM), I was shocked to hear these comments in Pittsburgh. My own experience with TCRM started as a Ph.D. student when I presented a theoretical model which I went on to test for my dissertation; I was hardly an established scholar!

Since becoming TCRM Chair, I have discussed the early history of TCRM with David Klein, Professor of sociology at Notre Dame, and former TCRM archivist. According to David, the first Theory Construction (Research Methodology was added later) meeting in Estes Park, Colorado in 1971 was by invitation. Family

scholars like Reuben Hill got together informally to discuss family theory construction. David, by the way, attended the first meeting as a graduate student.

Since that time, however, TCRM has been open to anyone who wanted to submit, volunteer or attend. As with NCFR's annual conference, abstracts submitted to TCRM are peer-reviewed, and TCRM has a nominal registration fee above that of the annual conference. Many of the papers discussed at TCRM are considered to be works in progress, and over the years many family scholars, including graduate students, have benefitted from the thoughtful feedback given at TCRM.

*TCRM continued on page 16*

## News from the Feminism and Family Studies Section

by Áine Humble, Chair, [Aine.Humble@msvu.ca](mailto:Aine.Humble@msvu.ca)

**G**reetings from foggy Halifax, Nova Scotia. This year's conference will soon be upon us! The United States' Election Day falls during the week of the conference again; this always provides some entertainment and focus. Our Section has some great sessions planned. Moreover, the conference hotel and site is lovely (more on that later).

Our Section is co-sponsoring two Special Sessions (note: this information is slightly different from what was mentioned in my previous article). As previously mentioned, we are co-sponsoring Margarete Sandelowski's presentation on *Writing Successful Qualitative Research Proposals*. Our Section is also co-sponsoring a session by Ken Hardy, on the topic of ethnicity and intervention. Please visit our Section's website at <http://www.ncfr.org/member/sections/feminism/home.asp> where we have posted a list of various publications by each of these esteemed researchers.

We also have some great Symposia planned. One of the Symposia is on the influence of

feminist theory, method, and praxis on family studies, and it will involve some long-standing members of our Section such as Alexis Walker and Sally Lloyd. Other Symposia are on topics related to (a) transgender issues, (b) international experiences from a feminist perspective, and (c) GLBT parenting. We have a variety of posters being presented as well as a couple of Roundtable discussions, including the winner of last year's Jessie Bernard Award, Lyndal Khaw, who will be presenting her research on a grounded theory model of boundary ambiguity in the "*Stages of Change Model*" for abused mothers. Please check your program for the days and times of all of these presentations.

Oh, I was going to say something more about the conference location. It's lovely! The rooms are great. The service is exceptional. The conference rooms are brightly lit with big windows and natural sunlight, and some of the rooms look out over the river. And watch for the ducks, they are great—that's all I will say about that! I look forward to seeing all of you there.



## Books with Impact



### ***Calming the Family Storm: Anger Management for Moms, Dads, and All the Kids***

Gary D. McKay, Ph.D. and Steven A. Maybell, Ph.D.

Softcover: \$16.95/320 pages

A powerful resource for families dealing with anger issues.

### ***Parent Group Handbook for Calming the Family Storm***

Gary D. McKay, Ph.D.

Softcover: \$11.95/64 pages

Effective organizational ideas with lesson plans and charts for dividing *Calming the Family Storm* into group sessions.

### ***Jigsaw Puzzle Family: The Stepkids' Guide to Fitting It Together***

Cynthia MacGregor

Softcover: \$12.95/120 pages

For kids struggling to fit together the confusing puzzle of their newly blended family. Engaging stories and positive suggestions for dealing with a new stepparent and new stepsiblings, a new house with new rules, and other tough challenges and changes.

### ***Cool Cats, Calm Kids: Relaxation & Stress Management for Young People***

Mary Williams, M.A. Illustrated by Dianne O'Quinn Burke

Softcover: \$8.95/32 pages

Today's children are stressed — they need coping tools that are fun, informative and memorable. This is a practical, humorous guide to relaxation and stress management for children ages 7-12. Includes an "Adult Purr-spective" section for parents, teachers, counselors.

### ***Creative Therapy with Children and Adolescents***

Angela Hobday, M.Sc. and Kate Ollier, M.Psych.

Hardcover: \$21.95 /192 pages

Over 100 activities for working with children, adolescents, and families. Encourages creativity in therapy and helps therapists facilitate change by gaining rapport with children.

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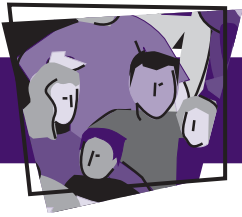
## Family Studies: Tenure or Tenure-Track Open Rank

The Department of Human Development and Family Studies at The Pennsylvania State University invites applications for a tenure or tenure-track position at the rank of Assistant, Associate or Full Professor. We seek a colleague whose research focuses on family processes, broadly-defined, at any point in the lifespan, with disciplinary background open. Family processes of interest include but are not limited to parent-child, marital, and sibling relationships and dynamics; child rearing and socialization; caregiving; intergenerational relations; family roles; and dynamics in families that vary in terms of family structure, employment, race, ethnicity, class, or culture. An earned doctorate in the behavioral or social sciences and the promise of outstanding scholarly accomplishments are required. Applicants should demonstrate a clear program of research, strong publication record, and the ability to obtain external funding. Responsibilities include teaching both undergraduate and graduate level courses as well as directing theses/dissertations.

The Department of Human Development and Family Studies (<http://www.hhdev.psu.edu/HDFS/>) administers graduate, undergraduate research programs focused on individual development from infancy through old age, on family structure and dynamics, on the impact of social/cultural contexts on development and family functioning, and on the design and evaluation of intervention methods to promote development. The Department's multidisciplinary faculty includes expertise in developmental, clinical and health psychology, sociology, demography, education, and methodology.

Review of applications and nominations will begin as early as October 1, 2008 and will continue to be accepted until the position is filled. Send cover letter, curriculum vitae and supporting information (e.g., reprints, preprints, letters from three references) to: Family Studies Search Committee, 110 South Henderson Building, The Pennsylvania State University, University Park, PA 16802.

Penn State is committed to affirmative action, equal opportunity and the diversity of its workforce.



# Association of Councils

## New Association of Councils Officers

by Dr. Richard Sale, AOC President, [sale@tarleton.edu](mailto:sale@tarleton.edu)

In the last issue of *NCFR Report*, I introduced you to some of the Board Members of the Association of Councils (AOC). Another Board Member is Justin Dyer, the Student New Professional Representative on the Board. He is also currently serving as Co-Chair of the NCFR "Men in Families" focus group. Justin is a

Ph.D. student in Human Development and Family Studies at the University of Illinois, Urbana-Champaign and also the Managing Editor of the peer-reviewed journal, *Fathering*. Justin's research focus has been on the family relationships of incarcerated men with an emphasis on fathering. His research has been presented at state and

national conferences and in peer-reviewed journal articles.

The Annual Conference is just two months away. The AOC has several meetings that will be of interest to you. On Wednesday, November 5th, the Leadership Workshop, which is open to any Officers or Board Members of state Affiliates of NCFR, will be from 8:30 am to 1:30 p.m. Also on November 5th, the Annual Business Meeting will be from 1:30 pm to 2:30 p.m. On Friday, November 7th, there will be a breakfast meeting of Presidents/Representatives of the Student Affiliated Councils from 8:30 to 10:00 a.m. Both the Workshop and the Student Meeting require registration at the time you register for the Annual Conference.

Dr. Ada Alden, Program Chair of the AOC, has planned an exciting and inspirational program for the AOC Leadership Workshop. There will be a session on how to write and submit a conference proposal. Participants will receive clarification on the submission process and the various session formats (Workshop, Poster, Roundtable, etc.) and implications for short and long term outcomes. There will also be information on the proposal review process and the criteria for acceptance. Those attending the Workshop will also be discussing the need to strengthen NCFR through clear connections between local, regional and national efforts. A facilitator will lead participants through the specific steps that they could use in their home state or region as they promote NCFR as a professional organization. The ideas generated from this Workshop will be presented to the NCFR Board of Directors to assist them in supporting regional and state organizations.

I will see each of you in Little Rock in November. Plan now to attend the AOC sponsored meetings and workshops. Our hope is that each student and state Affiliate member of NCFR will receive valuable information and have new enthusiasm to take back home.



## News from the North Texas Student Council on Family Relations

by Tommie Lawhon, Ph.D., CFLE, Professor and Adviser, [Tommie.Lawhon@unt.edu](mailto:Tommie.Lawhon@unt.edu)

There were two North Texas Student Council on Family Relations (NTSCFR) activities in Fall 2007; one was a campus-wide volunteer drive to replenish the items in the "Rainbow Rooms" in Denton and Lewisville. The Rainbow Room is an emergency resource center available to the Denton and Lewisville Child Protection caseworkers to help them meet the critical needs of abused and neglected children. In addition, some necessities were collected and delivered to the Cumberland Presbyterian Children's Home in Denton. The second activity was the 14th Annual NTSCFR State Conference which focused on the development of *Positive Individual and Family Relationships*.

Also last Fall, our Affiliate of the National Council on Family Relations provided its fifth annual contribution to the NTSCFR/Lawhon Scholarship fund. Recipients of this scholarship are NTSCFR members who have made significant contributions to this organization; through serving on the NTSCFR Board; serving as an Officer; assisting with the two annual volunteer projects; serving as a facilitator, ambassador, or presenter for the annual state conference; and attending and participating in the spring membership meeting.

In March 2008, NTSCFR held a professional meeting on *How to Get a Job*, and the nine NTSCFR Board Members hosted the Continental Breakfast prior to the early morning

event. In April, both members and nonmembers participated in the Spring Volunteer Drive: *Helping to Meet the Needs of the Homeless in Denton*. For six days, the NTSCFR Board delivered items such food, paper products, new bed linens, towels, new bed pillows, new books, new toys, personal products, and other necessities to a homeless residence. This new 30-day residence houses 10 homeless individuals and is the only one of its type. It has served over 300 homeless individuals and families in Denton.

Some additional 2007-2008 accomplishments of NTSCFR, students, and friends of the organization were:

Four NTSCFR students, (three undergraduates and one graduate student), were selected for *Who's Who in Colleges and Universities*; several assumed leadership roles in other organizations; numerous NTSCFR students applied for part-time or full-time jobs; a large number of University of North Texas (UNT) faculty, students, and organizations, as well as Dallas businesses, community groups, and the Denton Independent School District contributed to community projects; several UNT NTSCFR students served as facilitators and ambassadors for the 14th Annual Conference and participated in the membership meeting on *How to Get a Job*. Many made the President's and/or the Dean's Lists.

*News from North Texas continued on page 14*

**WANTED:** Qualified professionals within the family research, practice and education field with cutting-edge research, methods and practices.



Sound like you? If so, the NCFR Career Center has a deal for you. After signing up for the 2008 Annual Conference, "Lenses on Family," you will receive a promo code to take 50% OFF the 90-day job posting package.

**Employer benefits include, but are not limited to:**

- \*Access to quality candidates
- \*Online tracking reports
- \*Job activity stats
- \*Simple pricing options

*<http://employment.ncfr.org/>*





# Elections Council Seeks Leaders for NCFR

Former United States' Secretary of State Madeleine Albright wrote the forward in the book *Leading from Within: Poetry That Sustains the Courage to Lead* by Sam M. Intrator and Megan Scribner. To paraphrase and to borrow Secretary Albright's thoughts, "Opportunities for leadership are all around us. The capacity for leadership is deep within us. Matching the two is [our] purpose – and [NCFR's] hope."

The NCFR Elections Council's (EC) responsibility is to help NCFR members match

their leadership capacity to leadership opportunities that abound within our organization. The eight-member council takes seriously the NCFR Board's charge to find the right people who are willing to have their names placed on the ballot each year.

We are guided by operating values outlined in the NCFR By-Laws and the Elections Council Policies and Procedures; these are affirmed each year by the EC as we begin our work. Our desire is to build a slate that: a) represents the entire NCFR membership and b) reflects and promotes the mission

and goals of NCFR. In the spring, we meet to identify and discuss possible candidates who have been identified by nomination or whose names appear on lists of members who have previously served in leadership positions across the organization. Considerations include individual factors such as length of time as an NCFR member, previous experience in NCFR (participation in Annual Conferences, editorial boards, affiliated state/regional NCFR organizations, TCRM, Section leadership, committees, publications or CFLE work, etc.) We also consider the overall slate, asking ourselves if we are building a slate that reflects the strength and diversity of the organization and its members. Our goal is to think broadly about the best candidates as well as to decrease the odds that particular persons or groups are systematically excluded from consideration.

This year we began our work at the Annual Conference in Pittsburgh. We encouraged Sections to nominate potential candidates and individuals to self-identify for the organizational level positions that needed to be filled. Quite honestly, it was disappointing to receive very few nominations from our membership. We are hoping this was an unusual year; we really need to hear about people willing to serve! The EC met again in April in Minneapolis to develop our slate and are now in the process of contacting potential candidates to see if they are willing to run for the open positions.

As we approach the annual conference in Little Rock, the EC encourages you to think about your own "leadership within" and the "leadership opportunity" in NCFR that would be a good match for you. Speak with Section leaders or Elections Council members about your desire to serve and your willingness to be nominated for a position; speak with a trusted colleague or mentor about your interest in sharing your leadership abilities with the organization. NCFR's future is inextricably tied to the quality and dedication of its leaders. We need you!

Catherine Solheim [csolheim@umn.edu](mailto:csolheim@umn.edu) & Jay Mancini [mancini@vt.edu](mailto:mancini@vt.edu) (Election Council Co-chairs), Sally Bowman, Mike Johnson, Glen Palm, Suzanne Randolph, Suzanne Smith, and Donna Solлие



## NEWS FROM NORTH TEXAS *continued from page 13*

Four students received NTSCFR/Lawhon scholarships. A number of our members and some former students received scholarships from other groups at UNT and within Texas.

Last October, registration for the 14th Annual Conference on *Positive Individual and Family Relationships* was 136 and about 80 attended the Spring Membership Meeting. Membership numbers fluctuate but reached 229 during 2007, and are on the way up in 2008.

In Spring 2008, out of more than 345 UNT Registered Organizations, two of NTSCFR's Board Members were honored with nominations for awards; they were acknowledged at the Honors Reception in April. Four out of the 35 undergraduates selected for *Who's Who Awards* in April were on the NTSCFR Board. Three students were selected for NTSCFR scholarship awards for Fall 2008 and Spring 2009.

Additional information about NTSCFR is located on the UNT campus inside the 119 Matthews Hall Office. (Look for the small table by the door.) Membership applications, several 15th Annual State Conference programs and registration forms, and a few copies of the Bi-annual NTSCFR Newsletter, *the Recorder*, are available for

your review. Please contact any of the current NTSCFR Officers if you have questions. The box in Office 119 is for membership forms and notes to the Board.

In Spring of 2008, the NTSCFR Board voted to conduct one drive annually for the foster children in Child Protective Services. That volunteer project will be in the Fall of 2008.

Place the 15th Annual NTSCFR Conference in your datebook for Saturday, October 25, 2008. At this event, we will hear 13 speakers, visit and have lunch. Register and pay for this conference by October 12. We especially invite new graduates to attend. We miss you, and need to know how you're doing. NTSCFR will continue to send the annual conference program, registration form and membership list to you as long as you retain your membership in the organization. Please notify us by email with any email address or name changes.

This professional organization provides an opportunity for each student to meet and work with others and to be of service to UNT, to the community, and to NTSCFR while also building their resumes, contacts, and experiences.

## NCFR Membership—Stay with Us!

Be sure to keep your NCFR membership current so that you don't miss an issue of *NCFR Report* or any of the other benefits of membership, including a discount on annual conference registration. We send reminders, but renew or extend your membership today at: <http://www.ncfr.org/member/info.asp>.

## TCRM *continued from page 11*

Such feedback is possible due to the nature of TCRM's unique format. Authors of papers accepted for discussion at TCRM do not present their papers per se. Instead, papers accepted for discussion at TCRM are prepared and distributed to its attendees well in advance of the actual preconference workshop. Discussants then go to work preparing their comments which they present at TCRM.

Following the discussants' remarks (typically, each paper is discussed by two scholars with expertise in the area), the authors have an opportunity to respond to the discussion. Afterward, the discussion is opened up to the audience for further input and feedback. In my experience this format has always been collegial and constructive—one that is particularly welcoming to new scholars.

Finally, I was surprised to hear that TCRM is considered to be exclusive; my personal mandate for TCRM 2008 is to be as inclusive as possible. As TCRM Chair, I value the diversity that exists in NCFR, and I hope to foster diversity at TCRM. So yes, you are invited! If you have never attended TCRM before, I invite you to join us in Little Rock so you can experience the 38th annual TCRM for yourself. See you there!

## Northwest Council News

by Yoshie Sano, Ph.D., [yoshie\\_sano@vancouver.wsu.edu](mailto:yoshie_sano@vancouver.wsu.edu)

The Northwest Council on Family Relations held its 13th Bi-annual Conference in Portland, Oregon on June 19-20, 2008. McMennamin's at Edgefield, a former "poor farm," was the perfect setting for this year's conference as its theme was: *Families on the Edge*. Dr. Karen Seccombe, the author of several books including *Just Don't Get Sick*, provided the keynote presentation entitled *Families on the Edge: Poverty Matters!* Several other presentations were built on the conference theme. James Sanders



Jane Lanigan presents Northwest Council student award to James Sanders

from Washington State University received the graduate student paper award for *Young Men's Dispositions toward Childbearing*. The group enjoyed an evening excursion to Multnomah Falls in the Columbia River Gorge.

Please join the Northwest Council at the conference in Little Rock for a social gathering and business meeting on November 6th at 8:30 p.m.



NCFR  
3989 Central Ave. N.E.  
Suite 550  
Minneapolis, MN 55421  
[www.ncfr.org](http://www.ncfr.org)

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