

INTRODUCTION

The 18th Annual Conference represents a significant broadening of the concepts of professional service for members of the American Council on Consumer Interests. The subject matter extended across the usual interests of traditional academic disciplines and occupational groupings. Presentations and workshops covered substantive issues in consumer affairs and activities and methodologies of varied professional and other active forces in the field including educators, extension specialists, attorneys, students and others.

The consumer interests may not be subjects defined by convention, but they constitute a field of rapid evolution. The presentations and active participation of those in attendance underscored the dynamic diversified nature of the changes occurring. Indeed, the impact of this Conference, may have been primarily to confirm for those present that the problems, needs, and aspirations of consumers were now a field of serious intellectual inquiry and research.

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Program Chairman