American Council on Consumer Interests

26th Annual Conference
April 16-19, 1980
San Diego, California

THE PROCEEDINGS

Conference Theme:
FUTURISTIC CONSUMERISM
PROCEEDINGS

26th Annual Conference
of the
AMERICAN COUNCIL ON CONSUMER INTERESTS

April 16-19, 1980
San Diego, California

Conference Theme:
FUTURISTIC CONSUMERISM

Edited by

Norleen M. Ackerman
School of Family Resources and Consumer Sciences
University of Wisconsin-Madison

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PROGRAM

AMERICAN COUNCIL ON CONSUMER INTERESTS
26th Annual Conference
April 16-19, 1980
San Diego, California

Convention Theme
FUTURISTIC CONSUMERISM

Wednesday, April 16, 1980

STUDENT PROGRAM

Moderator: Honore Keefe, University of Nebraska

Speaker: Robert Ristau, Eastern Michigan University, "THE EMPLOYMENT OF CONSUMER AFFAIRS PROFESSIONALS: NATURE OF EMPLOYMENT, FUTURE NEEDS, DESIRED TRAINING, AND EMPLOYER EXPECTATIONS."

Speaker: Linda L. Daube, Management Consultant, "EVALUATING POTENTIAL CAREER OPPORTUNITIES IN CONSUMER AFFAIRS."

Comments: Thesia Garner, University of Maryland
Richard L. D. Morse, Kansas State University

SLIDE SHOW

Presiding: Father Robert McEwen, Boston College, "REFLECTIONS ON PAST ACCI CONFERENCES AND INTERNATIONAL ORGANIZATION OF CONSUMERS UNION MEETINGS"

Thursday, April 17, 1980

FIRST GENERAL SESSION

Presiding: Dr. Jean Bowers, ACCI President, Ohio State University

Welcome: Debbie Kraus and Charlene Cummings, Co-Chairpersons, Local Arrangements

Keynote Speaker: Mark Mallus, SRI International, Stanford University. "THE SHAPE OF FUTURE CONSUMER VALUES"

CONCURRENT SESSIONS

Session A

Presiding: Shirley Goldinger, Director of Consumer Affairs, Los Angeles County


Speakers: Karen Stein, University of Delaware; Ronald Stampfl, University of Wisconsin, Madison. "CONSUMER VALUES: THE UNDERPINNINGS OF CONSUMER ISSUES IN A POST-INDUSTRIAL SOCIETY."

Session B

Presiding: Sylvia Lane, University of California at Davis

Speakers: Joe Uhl, Robert Boynton, Brian Blake, Purdue University. "EFFECTS OF RETAIL FOOD PRICE REPORTING ON FOOD STORE PRICES: SOME PRELIMINARY RESULTS."

*no manuscript submitted
**no paper
Thursday, April 17, 1980 (cont.):

Session B (cont.)

Speakers: Joel Rudd, University of Utah; Frank J. Kohout, University of Iowa. "INFORMATION PROCESSING ASPECTS OF UNIT PRICING."

Session C

Presiding: Martin Peterson, Sr. Vice President, Virginia Knauer & Associates, Washington, D.C.

Speaker: Edna Douglas, Washington State University. "CHANGING PATTERNS OF CONSUMPTION EXPENDITURES."

Speaker: Monroe P. Friedman, Eastern Michigan University. "PROVIDING PRODUCT INFORMATION TO CONSUMERS AT THE POINT OF PURCHASE: PAST PROBLEMS AND FUTURE NEEDS."

Session D

Presiding: Carole Makela, Colorado State University.

Speakers: John Burton, University of Utah; Jean Bowers, Ohio State University. "CONSUMER SCIENCE IN AMERICAN HIGHER EDUCATION: DESCRIPTION, EVALUATION AND RECOMMENDATIONS."

Speakers: William Walstad (substituting for John Clow), and L. Arthur Womer, Joint Council on Economic Education. "AN ECONOMIC CONCEPTUAL BASIS FOR CONSUMER EDUCATION: BRINGING IT ABOUT."

LUNCHEON: ACCI RESEARCH AWARDS

Presiding: Gayle Royer, Consumer Education Resource Network (CERN)

Consumer Policy Research Award Winner: Richard J. Sexton, University of Minnesota, "A THEORY ON INFORMATION AND ITS APPLICATION TO THE EFFECT OF LABELING ON FOOD."

Consumer Education Research Award Winner: Virginia H. Dickinson, Oregon State University, "THE ASSESSMENT OF THE CONSUMER AWARENESS OF ADULTS."

CONCURRENT SESSIONS

Session A

Presiding: Howard Schultz, University of California at Davis.

Speaker: Ann Hoyt, Kansas State University. "CONSUMER COOPERATIVES: A PERSPECTIVE FOR DEVELOPMENT."

Speaker: Ronald Cotterill, Michigan State University. "PARTICIPATORY CONSUMER Cooperatives: EVIDENCE ON ECONOMIES OF SIZE AND PERFORMANCE OF PREORDER FOOD Cooperatives."

Speakers: Bruce F. Hall, Cornell University. "THE FUTURE OF CONSUMER COOPERATION: THE NEW WAVE."

Session B

Presiding: Ruth Morris, San Diego Community College District.

Speaker: Kenneth R. Mayer, Cleveland State University. "CONSUMER TASK DATA BASE FOR COMPETENCY-BASED CONSUMER EDUCATION DELIVERY SYSTEM."

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Thursday, April 17, 1980 (cont.)

Session B (cont.)

Speaker: Marilyn Anderson Chase, State University of New York at Plattsburg. "FACTORS ASSOCIATED WITH ACHIEVEMENT IN CONSUMER EDUCATION BY PROSPECTIVE TEACHERS."

Speaker: Gayle Royer and Nancy Nolf, Consumer Education Resource Network (CERN). "RESOURCE SYSTEMS FOR CONSUMER EDUCATORS."

Session C

Presiding: John McFall, San Diego State University.

Speaker: Brenda J. Cude, Southern Illinois University. "AN OBJECTIVE METHOD OF DETERMINING THE RELEVANCY OF PRODUCT CHARACTERISTICS."


Session D

Presiding: Carl Hall, Oklahoma State University.

Speaker: Margaret Reilly Petrone, Montclair State College. "THE CONSUMER AND PROTECTION."

Speaker: Dennis Pirages, University of Maryland. "RESEARCH ISSUES: CONSUMERS AND AN UNCERTAIN FUTURE."

OPEN FORUMS TO EXCHANGE IDEAS WITH MEMBERS OF:

Board of Directors
Nominations Committee
Publications Committee
Teacher Education Committee
Student Committee
Career Opportunities Committee
Research Awards Committee
New ACCI Member Orientation

Friday, April 18, 1980

SECOND GENERAL SESSION

Presiding: Marian Kienzie.

Panel: "FUTURE CONSUMER EDUCATORS: CAN WE GET THERE FROM HERE?"

Panel Members:

Dustin Wilson, U.S. Office of Consumer Education

Charlotte Nyheim, U.S. Office of Consumer Affairs, "CONSUMER EDUCATION AS A NATIONAL GOAL."

Sandra Willet, National Consumers League

Alan Gartner, City University of New York. "CONSUMER EDUCATION: FROM HERE TO THERE."

Gayle Royer, Consumer Education Resource Network

no manuscript submitted
Friday, April 18, 1980 (cont.)

THIRD GENERAL SESSION

Presiding: Helen Nelson, ACCI Fellow, Mill Valley, California

"ENERGY FORUM"

Forum Speakers:

Steve Schachman, President of Philadelphia Gas Works and Chair of the American Gas Association Task Force on Fuel Subsidies. "AN ALLIANCE OF HONESTY."

R. L. Baldwin, President, Gulf Refining and Marketing Worldwide.

Michael Podhorzer, Legislative Director, Consumer Federal of America. "ENERGY PATHS AND CHOICES."

LUNCHEON

Presiding: Mohamed Abdel-Ghany, University of Alabama

"NEW DIRECTIONS FOR FEDERAL CONSUMER SERVICES"

Speaker: David Peterson, Director of Consumer Affairs, General Services Administration. "NEW DIRECTIONS FOR FEDERAL CONSUMER SERVICES."

Speaker: Mary Arsenoff, Consumer Information Center (GSA). "THE CONSUMER INFORMATION CENTER IN 1980."

Speaker: Martha Girard, Federal Register (GSA). "USING THE FEDERAL REGISTER."

Speaker: Don Krenlein, Federal Information Centers (GSA). "FEDERAL INFORMATION CENTERS."

CONCURRENT SESSIONS

Session A

Presiding: Nancy Rudd, The Ohio State University.

Speakers: Alma Owen and Ivan Beutler, University of Missouri, Columbia. "HOME PRODUCTION AS AN ALTERNATIVE IN AN ENERGY DEFICIENT-INFLATIONARY ECONOMY."

Speakers: Betty Ann Barnett, University of Illinois-Urbana; Mohamed Abdel-Ghany, University of Alabama. "ELECTRICITY USE PATTERNS OF HOUSEHOLDS."

Session B

Presiding: Gwen Cooke, San Diego State University.

Speaker: Martha Girard, Washington, D.C. "HOW TO USE THE FEDERAL REGISTER."

Session C

Presiding: William Fashe, University of Arizona.

Speaker: Richard L. D. Morse, Kansas State University. "A MODEL STATE TRUTH-IN-SAVINGS ACT."
CONCURRENT SESSIONS, Session C (cont.)

Speakers: Jean Kinsey, University of Minnesota; Ray McAlister, North Texas State University. "THE FUTURE RELEVANCY OF TRUTH-IN-LENDING: A CHALLENGE TO CONSUMER EDUCATORS."

Session D

Presiding: Louis DeSalvo, Lyons Township High School, LaGrange.

Speakers: Charles Monsma and Rosella Bannister, Michigan Consumer Education Center. "EFFECTIVE CONSUMER EDUCATION PROGRAMS."

Speaker: Sandra L. Willett, The National Consumers League. "CURRENT AND FUTURE PURPOSES AND OBJECTIVES OF CONSUMER EDUCATION."

Remarks: Susan D. Wlcox, Consumer Education Training Program, "THE EDUCATED CONSUMER: AN ANALYSIS OF CURRICULUM NEEDS IN CONSUMER EDUCATION."

BANQUET

Presiding: Jean Bowers, ACCI President

Colston E. Warne Lecturer: Joseph Belth, Indiana University: "140 MILLION FORGOTTEN CONSUMERS--THE LIFE INSURANCE POLICYHOLDERS OF AMERICA."

Saturday, April 19, 1980

CONCURRENT SESSIONS

Session A

Presiding: Dan Franklin, City Attorney's Office, San Diego

Speaker: Joanne Bankston, Cooperative Extension Service, Kentucky. "CONSUMER EDUCATION FOR ADULTS--REACHING PEOPLE WHERE THEY ARE."

Speakers: Sharon Litherland, Lynn Eslinger, Betty Ann Barnett, Cooperative Extension Service, University of Illinois. "CONSUMER PROBLEMS AND COMPLAINT ACTIVITIES OF LOW-INCOME HOMEMAKERS ENROLLED IN THE CONSUMER AND HOMEMAKING EDUCATION PROGRAMS IN ILLINOIS."

Session B

Presiding: Donna Selnick, California State University at Sacramento.

Speaker: Joan Anderson, University of Nebraska-Lincoln. "EXPERIENTIAL LEARNING OUT OF CLASSROOM EDUCATION EXPERIENCES."

Speakers: Cassy Dierking, Ruth Dieffenderfer, Shirley Richardson, University of Missouri Extension. "POCKETWATCH: A COMPREHENSIVE PROJECT IN COMPUTER-ASSISTED INSTRUCTION."

Session C

Presiding: Nancy Nolf, Consumer Education Resource Network

Film Festival: Presented by the Consumer Education Resource Network (CERN)
CONCURRENT SESSIONS

Session A

Presiding: Helen Goetz, University of Arizona.

Speaker: Mark R. Green, University of Georgia. "PENSIONS AND EMPLOYMENT OPPORTUNITIES FOR THE OLDER ADULT."

Speaker: Lilly Bruck, Project Director, American Coalition of Citizens with Disabilities. "A NEW TARGET POPULATION FOR CONSUMER EDUCATORS: 38 MILLIONS DISABLED CITIZENS."

Session B

Presiding: Barbara Erickson, Sacramento, California. "CONSUMER EDUCATION RESOURCES FOR THE CLASSROOM TEACHER"

Speaker: Elaine Roentgen, U.S. Food and Drug Administration, Los Angeles

Speaker: Mary Broyles, National Consumers League, Washington, D.C.

Session C

Presiding: Aiana Sumerfelt, San Diego City Schools

Speaker: Suzanne Dale Wilcox, City University of New York. "GETTING NEW IDEAS INTO THE CONSUMER EDUCATION FIELD."

Speaker: Patricia Hollingsworth, Constitutional Rights Foundation. "THE CALIFORNIA CONSUMER EDUCATION TRAINING PROJECT."

Session D

Film Festival Continues.

FOURTH GENERAL SESSION

Presiding: Larry Baza

Consumer Action Theatre Troupe, San Diego. CATT is funded by a grant from the U.S. Office of Consumer's Education. "THE GRINDER."
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FROM THE EDITOR

The Proceedings of the 26th Annual Conference of the American Council on Consumer Interests, "Futuristic Consumerism," are prepared for those attending the conference and for other interested professionals. The purpose of their publication is to stimulate thought and discussion regarding the various issues presented.

To keep pace with the greatly expanded program of the ACCI conferences in recent years, a new system has been instituted for editing this year's Proceedings. Each speaker on the annual conference program—those presenting refereed papers, participating on panels and forums, invited speakers, the Colston Warne Lecturer and the ACCI research award winners—was invited to submit a camera-ready manuscript, typed to Proceedings specifications, for inclusion in the 1980 Proceedings. The cooperation of the presenters and of their secretarial staffs has been truly outstanding, and it has been of great assistance in making the new editing system a success.

It has been a pleasure for me to edit the 1980 Proceedings. Appreciation is extended to the many conference presenters for their efforts in the preparation of the requested manuscripts. Further, special appreciation is extended to Sandra Ramer, Consumer Science office secretary, for her technical assistance, typing, and other services in the planning and preparation for the printing of the 1980 Proceedings.

-- Norleen M. Ackerman
   Assistant Professor
   Consumer Science
   University of Wisconsin - Madison
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Monroe Friedman, Eastern Michigan University, Ypsilanti, Michigan (beginning July 1, 1980).

Editor of the ACCI Newsletter
Stewart M. Lee, Geneva College, Beaver Falls, Pennsylvania

Editor of the Consumer Education Forum
Nancy Spillman, Los Angeles Trade-Tech. College, Los Angeles, California

Editor of the Annual Conference Proceedings
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