



Louise Young

President - 1969-70
Distinguished Fellow - 1977

Interview with Louise Young (Norman Silber)
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Prof. Silber: This is an interview with Professor Louise Young, taking place at the ACCI Conference in Atlanta, Georgia on April 13, 1984. The interviewer is Norman Silber.

First, tell me a little bit about yourself and how you became interested in the consumer movement.

Prof. Young: I guess I really was interested in family, consumer economics from my undergraduate days at the University of Illinois. I did a study of family expenditure records, and as a result, I developed that interest and continued it as an extension home economist in Illinois. Then I had the opportunity to go to the University of Missouri and study for a Master's degree under Dr. Jessie Coles, who was one of the charter members of this organization.

NS: When was this?

LY: I studied with her in 1940-41. However, Dr. Coles left Missouri in August, so I completed my degree under Dr. Mildred Spicer. I stayed on for a semester teaching, after I finished at Missouri, before going to Illinois. Dr. Coles later asked me to come to California to work on my Ph.D., but I decided against that.

In every job that I had, I was always interested in the family and the consumer economics area. I taught family and consumer economics for 2-1/2 years at Missouri and became an extension specialist in Wisconsin in 1945. I worked in this total area all that period of time until I retired in 1976.

NS: Was Jessie Coles a very important person in your life?

LY: Absolutely.

NS: What was she like?

LY: She was a very brilliant, dynamic person. She was very kindly, but very demanding. She had done her work for her Ph.D. at the University of Chicago under Dr. Hazel Kyrk at the time that there were quite a few of those interested in family and consumer economics there. Her textbook, *Consumer and the Market*, was just off the press when I was a student of hers.

Interestingly enough, I went to study with her because I had talked with the state leader at Illinois at a luncheon and she said, "When are you going to get your Master's?" and I said, "Oh, I don't know," and she said, "Well, I think you should." It wasn't three days, until I had a letter from Mrs. Burns saying that she had written Jessie Coles, and within a week, I had a letter from Dr. Coles asking me to come to Missouri. So I left in February, 1945 to go out to Missouri to study with her.

NS: Was your home in Illinois?

LY: Yes, most of the time. I'm from one of these families that moved around a great deal.

NS: Did you think of consumer and family economics at that time as an exciting new field?

LY: At the time I was studying? Yes, because Ms. Coles had just published her book and we were using it. I was able to continue using it in teaching there at Missouri. Also, I went there at the time that one of the Stephens College conferences in the consumer area was held, so I was able to attend that. We had a seminar at the University during my graduate work and

several people from Stephens College came over to attend it so I got acquainted with some of those people.

NS: Did you think of yourself as a feminist at that time?

LY: No.

NS: It wasn't particularly a part of the women's movement of that era?

LY: I guess I didn't think of it in that way. My whole working career has been centered around the importance of working with families rather than just with women.

NS: Did it seem as though the family was in crisis; was that part of it?

LY: Part of it. It was during the war, but when I went there, the war hadn't started. To get a little perspective, I finished my degree in February, 1941, then stayed on for a semester and taught at Missouri. Then I went to Illinois on the state staff in extension administration as a district supervisor of home economics extension. Then Dr. Mildred Spicer, who had come to Missouri following Dr. Coles' departure, decided to leave so they asked me to return to Missouri. I went back and was there for 2-1/2 years. When I went back, the war was already on, so we had to adjust our teaching. I was supervising the home management house as well as teaching family and consumer economics, as well as a course called "Consumer in the Market."

NS: Was that the name of her book?

LY: Yes, *Consumer in the Market*.

NS: Was your experience, then, very practical? You were helping these women in those days. Did you feel they were going to go out and they were going to have problems in the market and they should learn how to spend?

LY: That was part of it. The students—many of them—were going to go out as professionals. We were trying to give them some background. Some of them would go on for graduate work, but many of them were going out as secondary teachers or as extension home economists, working with families, so we did try to make those courses as practical as possible.

NS: What years were you teaching?

LY: At Missouri, from 1942 to 1945.

NS: During the war, there must have been special kinds of problems.

LY: They were during that period of time and the years that I was in Missouri. At Missouri, we were concerned with making everything do and trying to win the war, doing everything possible in that way. It was back in the time of food stamps. We tried to help the young women in the home management house plan balanced meals on a budget, using stamps to get adequate diets, doing everything we could for conservation. It was really an interesting time.

When I moved to Wisconsin, the war was soon over. We had different consumer problems because people were more concerned about getting new equipment. In those days right after the war, everybody needed new equipment or had money to buy items they had never had.

NS: By equipment, you mean...

LY: Refrigerators, ranges, freezers for the home.

NS: Did you become an expert in appliances, that kind of thing?

LY: Yes. I taught in a wide range of areas. I was doing housing remodeling, equipment selection, use and care, budgeting, money management of various sorts. Gradually we experienced situations where we could help people do a better job of making wide choices because there were choices to be made then. Eventually it became a consumers' market rather than a producers' market, so we had to work along that line.

NS: Did you build the curriculum there?

LY: In extension. When I first went to Wisconsin, I was primarily in extension, and yes, along with other people in our program planning, we developed these subject matter areas.

I don't know how much you know about extension, but we had leader training meetings where we brought in people in various areas of the county who represented a club out in the community and taught them. To begin with, it was a whole day session. As an example, we were going to teach equipment selection, care and use, among other topics. We gave them a whole day's work. Then they went back and gave it to club members probably in a half hour to an hour, but we felt we had to give them background information.

When I went to Wisconsin, there were two or three types of projects that were used. We had one on budgeting, money management. I guess there was one on family business records and then there was one on a type of estate planning. Over the years, I developed many more things.

NS: This was in the extension school and it was called the...

LY: Cooperative Extension Service, where we went out into the state to teach the people. There is a difference between cooperative extension in which we primarily went out to help the people; to begin with, it was in rural areas, but we gradually moved into the urban areas. There is also the general extension which is pretty much course work the people can take by correspondence or through courses, but that is a fee-type of program generally, whereas ours—cooperative extension—was primarily a free program.

NS: What was your academic affiliation? Did you think of yourself as a consumer economist or as a home economist?

LY: I guess I've always thought of myself as a home economist, but with a family and consumer economics specialty—and that has really been my area.

NS: Do you remember when you became involved with ACCI?

LY: I was invited to the original meeting. I was very busy in extension and I didn't realize what an important thing was happening, so I did not take advantage of going to Minneapolis to the meeting. I guess it must have been four or five years later that I joined the organization. I think the first annual meeting I attended was in 1960 in Minneapolis.

NS: How was it that you finally decided to go?

LY: I had been reading about it and knew that these leaders had established an organization. I was involved in consumer activities and I just felt that it was a good professional organization and a meeting that would benefit me.

NS: Did you feel that there was real need for it?

LY: Yes. I think that we saw the need for it. I had belonged to the American Home Economics Association and had been active in that and the Wisconsin Home Economics Association. This

was an organization that appeared to be more consumer-oriented, and knowing some of the people who were involved, I thought it would be a good professional contact to make.

NS: Had you known a lot of these people before?

LY: Not too many of them. I had known Marguerite Burk because I had, over the years, gone to Washington to the Agricultural Outlook Conference, and she was in USDA. I also met Leland Gordon either before or just after that. Many of the other members had written texts, so I knew the type of individual, the subject matter, and the stature of these people.

NS: Did you give any papers in those days?

LY: I may have given a few, but I don't think too many. Before very long, I became involved on the board of directors and organization. I think I led some discussions, etc.

NS: What were those meetings like in the early days?

LY: As far as the physical arrangements were concerned, we were trying to keep down expenses, and for several years, we were housed in dormitories and had our meetings in campus buildings. We had some meetings in hotels that were not top drawer. I would say—at the first ones I went to—there may have been 50-70 at those meetings, so you got pretty well acquainted with the people who were really the educational leaders.

NS: What were some of the memories that stand out from those early meetings?

LY: Probably some of the first ones were really getting acquainted with some of these leaders whose texts I had used and about whom I had heard a great deal. In those days, too, we also had people who were in government and legislators who were interested in consumer problems, to speak. To a great extent, as I recall, some of those earlier programs also dealt with what was going on in states in the consumer movement. So, one had the opportunity of knowing a little bit more about some of the legislation and activities, not only nationally, but also statewide.

NS: Did you use the pamphlets that ACCI was putting out?

LY: I used quite a few of them. In my case, it was probably more for background material than for straight teaching, but I did use it with some of our extension home economists in Wisconsin where we were doing consumer programs.

NS: As you look back, you said that you think of the late '40s as having been that period when many new appliances were available and that wise selection were among the big problems in family economics. What were they in the 1950s? Do you remember more of the '50s? Was ACCI concerned about the things that you were concerned with?

LY: I think so. Many of the leaders gave us ideas of timely topics. We, who were out of the firing line, had frequently experienced these problems. Health insurance became available and its wise purchase was a real problem. We as extensioners frequently asked the research faculty to work on such problems. ACCI was also concerned.

NS: A lot of the history of the consumer problems that people were facing in the '50s, a lot of that's gone.

LY: That is so true. The war was over in 1945, and as I recall, at least from '45 to '50, we were playing catch up. Many families I worked with in Wisconsin were just getting their first refrigerators, and freezers were becoming available. Many people had not had the opportunity to have many conveniences, because first, we were coming out of the Depression, then the war, and equipment just wasn't available in quantity, and so consumers were buying what was

available.

I recall one meeting where sales persons were saying they thought that it was more important for a family to have a freezer than it was a refrigerator. I didn't agree, simply because the refrigerator is more important for the immediate utilization and protection of food.

In the early fifties we added more staff, and shortly after, I transferred my efforts. I really emphasized more the family economics aspect than I did the consumer information directly. I did a lot of general consumer education, but as far as the purchase, use, and care of equipment, we had added an equipment person to do that.

NS: Cars weren't your bailiwick?

LY: Not very much. We talked a little about them.

NS: Nutrition?

LY: No. We had a nutrition specialist and clothing specialists who talked about clothing. My area was the management and expenditures aspects, but many times we worked together.

NS: Were you involved in national legislation of any sort in those years? Were you concerned about changing things in Washington?

LY: Indirectly. I did not have a direct contact on that. I think we were involved, though, in various organizations and resolutions. Perhaps you know from other people when we became very much interested in consumer credit.

NS: I believe that was after the Philip Hart thing and would have included Douglas.

LY: That's right. I started teaching consumer credit because people were starting to use it. We got into health insurance about that time, too, because many people had no health insurance and it was becoming more available and quality questionable in many cases. With many rural people concerned about medical and hospital expenses and questioning health insurance available, we did health insurance programs over the state.

NS: Were you in favor of government medicare or health care in those days?

LY: We weren't talking so much about the government's place in that program at that time. That came a little later.

NS: During the Eisenhower period, I guess.

LY: Yes, and Kennedy when that came into the picture. What we were anxious to do was to get some of these people protected from these big hospital and doctor bills that they might have. We have many cooperatives in Wisconsin--milk cooperatives, cheese plants, things of that sort. Many of them were offering health insurance to their patrons and one of the things we were trying to do was to help them know what was covered and could be covered, because in a cooperative, they had opportunity to suggest some of these improvements just as the labor unions were doing.

NS: Did you work with labor unions or other consumer groups as well as ACCI?

LY: In home economics, we had sections of our organization that had consumer programs, and yes, I was very active in that.

NS: AHEA?

LY: AHEA.

NS: Were the labor unions involved in this period?

LY: Not so much. They were starting to get into health insurance, but I was not involved with this so much as I was with the co-ops and the people. I recall one particular co-op where change was made in the type of health insurance that they offered their people as a result of our meetings.

NS: When you say the co-ops, what about things like the co-op league, etc., the other kind of co-op, the Cooperative League of America, etc.?

LY: There was a limit on what I could be involved in nationally.

NS: Not so much your involvement; I'm trying to see what the consumer movement looked like in those years.

LY: Some cooperatives were becoming involved including credit unions. They and other different organizations were realizing the importance of the consumer movement.

NS: It's really interesting to see all of these little threads, and to see that ACCI came to include a large number. It's interesting to see which ones were focused on and which ones sort of dropped away—for example, the co-op movement *per se*. I don't think people from the co-op movement are really in ACCI today, although cooperative extension certainly is.

LY: Yes, that's right. I hadn't realized it until recently, but I believe that I'm the only person from extension who has been president.

NS: Was Marjorie?

LY: Marjorie Merchant, that's right, she is. I beg your pardon.

NS: But that's still just two out of a large many, which raises another question. What do you think the elements, the different groups, how would you describe the different groups that made up ACCI?

LY: Now, or the past, or both?

NS: I guess the question that I was asking was, how has the membership changed over the past 30 years? I guess we could start by asking what was it like in the beginning and how did it change?

LY: I came in four or five years after the beginning, but as I recall, people at those first conferences were primarily educators and government people. People from USDA were involved. For instance, Marguerite Burk was one of them that I had known. I didn't know all of the charter members, but I believe most of them were educators.

NS: Here is a list of some of the early board members. That might help you.

LY: My first conference was 1960, and I see I was a board member in '62 and '63. To begin with, I would say the membership was largely a group of educators and government workers.

NS: Did any of those groups drop out or were any of them added later?

LY: I would say it was basically those in business economics and home economics that started.

Then, some of the marketing people joined as the organization became known. Then, some of the business representatives started coming.

NS: Why do you think that is?

LY: I think they saw what kind of education we were doing and we were asking for information. I'm not talking about people in ACCI as representatives of the organization, but as teachers or extension workers as examples. We sought information to help people make wise decisions in their purchasing. Many home economists were consumer representatives for these business organizations and became members of ACCI.

NS: Was the consumer movement something that was considered adversary or anti-business earlier, and did that change?

LY: I guess I've always looked at it as sort of two different avenues. When you talk of consumer educators, we were not an adversary group. We were trying to help people put their money to the best use, to give them information so they could make wise selections—so it wasn't taking an adversary position. When we moved into some of the social areas, perhaps, we may have. Some thought of us in an adversary role.

NS: When do you think those situations were?

LY: I think we've had some; with our efforts in teaching insurance, savings, and credit was one of the big ones.

NS: This is ACCI you're talking about?

LY: Yes. When you got into areas such as this, it was different from buying a piece of equipment. Consumer educators could make an input a little more re. what interest rate you were paying, what kind of insurance you had, and I think, people became more interested, of course, in equipment. We made a lot of general recommendations, too, but I think some of these things that were relatively new—for instance, in the consumer credit, not that it hadn't been going on for a long time, but use of consumer credit expanded so terrifically—and the interest rates, how the interest rates were figured, were important to consumers.

NS: But ACCI developed into a group that could be seen by business as reasonable and objective.

LY: I think that's right. That's one of the things we've always tried to do in the organization—have an educational outlook.

NS: Did you ever think that ACCI should take political positions?

LY: No, I was one who felt that we should remain as an educational organization rather than a political.

NS: There were certain times—you mentioned the credit union—when resolutions would be proposed that ACCI would go on record as being in favor of. Appointing Persia Campbell, say, to the Council of Economic Advisors, or in favor of the Department of Agricultural Regulations or Standards Labeling, etc. Do you think those things were appropriate areas? Or were you basically one of those who said, "Let's stay away from that sort of thing?"

LY: I guess, if you think of that as political, I feel that probably we could do some of that type of thing, because there, what we were really trying to do was to help the consumer. I was one who has always been opposed to lobbying and doing things of that sort—that was what I was really thinking about.

NS: Did you ever have in your own mind ideas about so and so being one of the activists, or so and so being one of the purists, and so on?

LY: You mean in the organization?

NS: In the organization. I think there were areas in which some people were more activist than others.

LY: That's right.

NS: When do you think the most exciting period to be in ACCI was for you?

LY: I suppose when I first became a member and met some of the early leaders—people whom I had heard Jessie Coles talk about, but whom I had not known. That was an exciting time. People like Leland Gordon, Margaret Reid, Marguerite Burk, Colston Warne, Arch Troelstrup. Their ideas and leadership were tremendous.

Of course, it depends on how you describe exciting. We had different periods where we were making some decisions as to what was going to happen. For instance, the time when there was the question of the representatives of the business community and what place they would play in the organization.

NS: What was that all about?

LY: Some of us, who were more purist, were a little concerned that there were representatives from the business community—not necessarily always people who were members of ACCI—who were trying to influence some of the leaders. I think there was some fear that there might be more of that. As a result, the organization changed the voting rights.

NS: You were in the home economics association. Was the ACCI concern about the business membership related to the home economics difficulties along those lines?

LY: I think it was pretty much the same thing. We were concerned that there not be too much business influence, that we remain objective in consumer education.

NS: Did you bring up the question of voting membership for business people?

LY: No, I don't think so.

NS: It was in the '70s.

LY: There had always been that question. I suspect any educational organization where there can be some influence of that sort raises that question.

NS: Do you remember when you first went on the board of directors? It appears to be 1962. Who approached you to be a member of the board? Do you remember how that happened?

LY: I have no idea. As I recall, I was a little surprised because I was relatively new to the organization.

NS: Had you written something? Do you think that was one of the reasons?

LY: I hadn't written things just for ACCI, which was CCI at the time, but I had done a lot of writing of extension publications in consumer education.

NS: Were you particularly close to other people on the board by that time?

LY: By that time, I think this organization was a rather closely knit group--those of us who went to the annual meetings regularly, and of course, some of us saw each other at home economics meetings and other meetings. Included in that group were Arch Trolestrup, Leland Gordon, of course I'd known Marguerite Burk in that period of time. I think Helen Nelson was in California at the time and then came to Wisconsin after that. I think I got pretty well acquainted with them in Minnesota and then at some of the other meetings. Where was the one after Minneapolis? Sarah Lawrence in '62.

NS: You mentioned the business voting question. Do you remember whether or not there were issues that were particularly the kinds of questions that came back again and again as a board member?

LY: I don't think it was at the time while I was on the board, but publication of the booklets was questioned. Another question which has periodically come up is what really should be the objectives of the organization. Right now, we can see it's pretty much an educational organization. Also, whether we should be an advocacy organization or what.

NS: Do you think this question of the objectives of the organization got settled at some point? You said at some point it got settled, that it was going to be an educational sort of organization.

LY: Yes. It seems to me that it was decided several years ago. I don't think I was on the board when the initial decision was made, but it had been talked about.

NS: Do you think it was an open question while you were on the board?

LY: Yes, I think it was.

NS: Who were the people who were on one side and who were on the other?

LY: I don't recall a particular split. It was just one of those discussions that kept coming up and we were trying to focus on where our limited efforts should be placed. Of course, we haven't had the people from Congress speaking to us as we had when Hart and some of the others were, as consumer matters are less prominent.

NS: Do you think that's good, that the congressmen have stopped, that there are fewer congressmen and politicians speaking at the ACCI meetings?

LY: Possibly for some people. They are not getting some of the information that they might receive if we had them, but I think we do need a professional organization that is for the educators to a great extent and I think that's what we pretty much have at the present time. It also indicates the lessening interest in consumer affairs nationally.

NS: Do you think the secondary school teachers have achieved positions in ACCI commensurate with their numbers?

LY: Probably not, and I was very concerned that ACCI was not providing sufficient assistance the year I was president.

NS: What year was that?

LY: 1969-70. I was concerned because it was a time when consumer education in the secondary school system was becoming very important and state legislators were considering passing laws requiring consumer education to be taught. Illinois had passed a law. In Wisconsin, some of us educators were concerned that many students were not receiving consumer education in school.

With the increased interest in consumer education, many of the secondary consumer education teachers became members of the organization. Programs at ACCI meetings and *Journal* articles do not help the secondary teachers immediately, which is what many wanted and needed.

One of the things we accomplished during my term as president was the instigation of the publication called *Forum*, where the teachers reported on successful types of teaching they had done. The secondary teachers seemed to find it quite useful.

NS: One of the issues is whether or not the membership of secondary teachers in ACCI is as large as it otherwise might be.

LY: It has decreased considerably. Their attendance at meetings has dwindled, but many of them have found the *Newsletter* as well as *Forum* of great value. Perhaps some had felt that the cost of membership and meeting attendance was too high when they generally are urged to belong to other educational organizations, and their state organization. For instance, home economists frequently belong to the state teachers association, the American Home Economics Association, and their state home economics association. Many of them are vocational teachers, so they belong to the vocational association. It adds up as far as membership dues are concerned.

NS: Were you on the board when the name was changed? I think you were.

LY: I think I was, yes.

NS: The name was changed in 1968. I have a letter that was sent out at the time when they were discussing possible name changes that I just showed you. Were you in favor of changing the name?

LY: Yes, I was.

NS: Do you remember what you felt was wrong with the old name, that was right with the new name?

LY: I felt that the words, "Council on Consumer Information," were a little narrow, and that if we were changing the word "Information" to "Interests," we should change the name to recognize that we were a national organization.

NS: Do you mean it sounded too local?

LY: Yes. It could have designated a local organization.

NS: Were you a proponent of the *Journal of Consumer Affairs*?

LY: Yes.

NS: Would you say that the *Journal* grew in the way and became the *Journal* you thought it might be when it was started?

LY: I think it's matured considerably. Many of us were hoping that it would become a journal such as it is.

NS: Do you think that the kind of material that it includes would not have been encouraged in other journals? Do you think this journal was vital to really giving people a chance to publish?

LY: Yes. That was one of the real needs. There just weren't places for many people in this subject matter area to publish. The *Journal* provides such an outlet and had led to publication

in other journals for many.

NS: Do you think it's too quantitative or not quantitative enough, or do you have any difficulties in that respect with the editorial policy?

LY: I feel the policy and the publication satisfactory. As a retiree, it helps keep me up to date in the field.

NS: In a sense, it doesn't deal with secondary teachers.

LY: That's true, but the *Journal* provides a forum for scholars which is needed. And, since secondary teachers were not able to adapt easily the *Journal of Consumer Education* articles for their teaching, they needed a publication with more immediate helps. That was why I was so anxious to develop another publication which they could use. Consumer education courses were thrust upon many teachers who hadn't had much training.

NS: I talked to some people on both sides of the question about the pamphlet series, whether or not the pamphlet series should have been continued along side the *Journal*. What's your view of that?

LY: I thought that the *Journal* and the dropping of the pamphlet material was part of the maturation of the organization. Also, many other sources of consumer education pamphlets were coming into the picture. Those of us in the cooperative extension, as well as others, were doing a lot of publishing. Perhaps not as academic, but useful to the average consumer.

NS: In some ways, those pamphlets were really designed for real average consumers, weren't they?

LY: Yes.

NS: And yet the organization was becoming a professional organization.

LY: That's right. There were others that could provide the consumer material ACCI needed to provide for the professional.

NS: Did you ever want ACCI to be a grass roots organization?

LY: No, not particularly. There are different organizations, and we had in many states our local consumer organizations. I felt that there was a very definite place for a national professional organization in consumer information, consumer economics, a little broader than consumer education. In the states and in local communities, organizations can provide consumer education as well as working with local governments, although objectives are different.

NS: As you see it, by way of summary, what do you think the crucial turning point of the organization was, or the milestones? If you were thinking about the major decisions that changed what ACCI looks like today, what do you think they would be?

LY: I think, probably, one was in the '70s when the decision was finally made to become a professional organization primarily for educators and for others who were interested from the broad educational standpoint. Another milestone dealt with expansion. To begin with, the organization was a relatively small group. We expanded to incorporate more people and get secondary school people in. Also, the decision to publish a journal.

NS: Was that your biggest concern while you were president?

LY: Providing assistance to consumer educators on the firing line, that was my concern. I had

been working with a lot of the secondary teachers in Wisconsin. I recognized the need because they were coming to me asking, "What can we do, what can we teach?"

We had been trying to get consumer education in all schools in Wisconsin. Other states were doing the same. The *Forum* was an attempt. I just felt very strongly that many of these people had had no courses in consumer education or consumer economics, and that they needed some assistance. The *Newsletter* provided another good source of information for those teachers.

NS: What are the things that you're proudest about having done for ACCI?

LY: Introducing many professionals in research and teaching in related fields to ACCI and providing assistance to secondary consumer education teachers. I would say the period of time when I was president was a relatively calm period. We had no major issues with which to contend, as I recall.

NS: The program we have there, from 1969-70. What were the kinds of things they were talking about in 1970?

LY: In our program, the whole topic was consumer interests in the new decade and what's wrong with the consumer field.

NS: We were in the Nixon period.

LY: Here we're talking about, as you look at it, "A new decade, a new program," Colston Warne's speech. We talked about health care, credit risks, helping the poor, the economics of poverty, marketing's view. I think we started getting more marketing people in the organization about that time.

NS: While you were president?

LY: Well, about that time.

NS: I believe you were presiding over a panel at the conference. Is that right?

LY: Perhaps.

NS: The previous year, 1969, I guess you were vice president. I know I saw you on a program.

LY: I think I presided at the session here.

NS: It must be in 1970.

LY: I presided at the luncheon and I introduced Virginia Knauer.

NS: Do you remember that?

LY: Yes. Anyway, as I said, we were not in a lot of turmoil at that time. Perhaps I didn't give it the leadership to get things done that I might have.

NS: You didn't stir up as much trouble as previous presidents?

LY: I don't believe former presidents stirred up trouble. Rather, they attacked issues. Following my presidency, I served as chairman of committees and chaired the Distinguished Fellows Award Committee for several years.

NS: How did you decide who really deserves to be a Distinguished Fellow?

LY: The committee developed criteria and procedures over the years which are now quite well established. We ask for nominations of those who have made outstanding contributions to the organization and to subject matter field. We have suggested that the committee be made up of former people who are already Fellows. In that way, you don't embarrass anybody who might be on the committee and who might have the opportunity of being named a Fellow.

NS: In a personal sense, maybe as a way of concluding this, what has being part of ACCI meant to you?

LY: I have appreciated the contribution of many of the consumer leaders who are members. I think they have helped me a great deal with my professional work, my professional life and have given me the opportunity of growth in this area, and of course, much subject matter. It's probably the one place where you can get subject matter, know the people in the field, and make good friends.

NS: Thank you very much.