



Wisconsin Association for
Home and Community Education Inc.

2025 COMMUNICATOR

“Bring your Passion to HCE”.

January 2025

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**Wisconsin Association for
Home and Community Education Inc.**

January 2025

To: WAHCE County Presidents
WAHCE District Committee Chairs
WAHCE Executive Board
Extension Educators

From: Phoebe Shourds, WAHCE President

Hello all and Happy New Year 2025!!!

My Theme for the next three years is “Bring your Passion to HCE”. I encourage you to keep bringing your passions to HCE in whatever form you enjoy. Cultural Arts, Bookkeeping, Secretarial, International, Bookworms. We have a variety of areas to explore. So if a member of the nominating committee calls on you – please step up and help us out. Or if you are needed at the local level – that helps tremendously also.

I look forward to working with our new State Board Members, Jean Brew, Diane Koch, Lori Chipman, Cheryl Eilert and Carolyn Dreier. And a huge “Thank You” to the board members that are going off the board this year. Lylene Scholz, Marianne Geiger and Lynn Marcks.

I have attended some NVON - Meetings (in person and on zoom) lots of good direction coming our way. They extended the “Bee-Cause” program for 1 more year. And future issues will be focusing on “Mental Health”, this encompasses a lot of different areas, so am waiting on what they will provide for teaching information. Other Issues will be “Food Waste” waiting to hear what that will entail. So watch for reports from our International Chairperson.

To the County Presidents – Your district director should have forwarded to you your County Org Charts – she will be getting a master set for the whole state should you need to reference. Please share information in this mailing to your county board chairs as well.

If any changes/edits are needed, please submit a copy to your district director or me and we will communicate them out to the other directors and committee chairs. This is especially important if they are your district committee representative.

WAHCE President



Extension

UNIVERSITY OF WISCONSIN-MADISON

Guidelines on the Educational Roles of Extension with Wisconsin Association for Home and Community Education (WAHCE)

Approved November 7, 2019 by the Division of Extension Leadership Team

This document has been reviewed and endorsed by the State WAHCE Executive Board

Introduction

The Wisconsin Association for Home and Community Education (WAHCE) has been affiliated with Extension since 1940. WAHCE became a separate incorporated tax-exempt organization in 1984 <https://wahceinc.org/>.

WAHCE is a nonprofit educational organization comprised of member associations in 48 Wisconsin counties. Oversight for WAHCE is provided by State WAHCE Executive Board. The WAHCE mission/vision is to offer opportunities for learning in a social setting, sharing what is learned and caring to make a difference in homes, communities and the world. WAHCE members volunteer their time, energy, and financial resources in support of WAHCE programs and initiatives. WAHCE is responsible for its membership, community service programs, and educational projects. As separate and independent organization from UW Madison-Division of Extension, WAHCE members who volunteer on behalf of the WAHCE (club, county or state level) organization are not UW Madison Division of Extension volunteers.

UW-Madison-Division of Extension values the mission and contribution of WAHCE to their communities and the state and would like to ensure an effective working relationship in line with the mission of the University of Wisconsin and the role of Extension Educators. This document serves as a guide to the county and state relationships between WAHCE and the Division of Extension.

Statewide Educational Role

UW-Madison-Division of Extension educators, specialists and administrators work with a variety of organizations, institutions, agencies and elected bodies to develop educational programs and provide professional expertise based on the research and knowledge foundation base of the University of Wisconsin. This can be seen throughout county, state and national levels.

UW Madison-Division of Extension provides statewide leadership to promote education, resources and partnerships that empower and create an environment where families and communities can thrive. Programs respond to community needs with research or evidence-based education and partnerships that support Wisconsin families and communities. The Extension Institute for Human Development and Relationships serves as the point of connection between educational content within the Division of Extension.

The Role of Extension Educators and Program Coordinators with WAHCE

The role of all extension educators and program coordinators working in county and regional settings is education.

Extension educators and program coordinators teach, learn, lead and serve – connecting the people of our state with the University of Wisconsin, and engaging them in transforming lives and communities. The educational purpose is accomplished in many ways- through seminars, workshops, information meetings, tours, demonstrations, exhibits, field studies, teleconferencing, Facebook, Twitter, websites, publications, and the mass media, both public and commercial.

We expect county extension educators and program coordinators to focus on educational roles consistent with their position descriptions, when working with WAHCE.

In alignment with this expectation, examples of appropriate Extension education roles include:

- Provide information about current county needs.
- Connect WAHCE to local educational resources and/or UW Madison-Division of Extension programs/speakers for educational programs.
- Teach or facilitate educational programs at the county, district or state levels using research-based subject matter.
- Serve as a resource for educational program evaluation.

Administration or organizational roles in connection with WAHCE are not appropriate for county extension educators or program coordinators. Examples of such inappropriate roles include:

- Recruiting and managing WAHCE volunteers for WAHCE events, other than to support the educational presence.
- Booking, contracting, setting up, and/or coordinating WAHCE events.
- Fundraising Specific questions regarding roles or responsibilities (what may or may not be appropriate with WAHCE) should be discussed between Extension Educator/Program Coordinator, Extension administration and WAHCE.

Relationships with the County Office

County-based WAHCE associations are just one of many potential non-profit, educational and charitable organizations that may request or utilize resources through the UW Madison-Division of Extension county office.

County UW Madison-Division of Extension Office staffing and budgets impact the support an office can provide for these types of organizations. Examples of support that may be available include use of meeting space, storage, and assistance from a local point of contact. Please note that access to resources is county-dependent and may or may not be available for public use. Each county WAHCE Executive Board should work with the UW Madison-Division of Extension Area Extension Director (AED) to clarify local UW Madison-Division of Extension Office resources available to HCE. Area Extension Director Directory link for contact is <https://people.extension.wisc.edu/leadership/>



**Wisconsin Association for Home &
Community Education, Inc.
Talking Points with University of Wisconsin
Division of Extension County / Area Office**

This document is intended to facilitate a discussion between the local HCE organization and their respective county / area office to better understand how we may both continue to work together considering the merger of Extension with the University of Wisconsin and is in addition to the Guidelines on the Educational Roles of Extension with Wisconsin Association of Home and Community Education (WAHCE).

WAHCE recognizes the role change of the Extension Education Educators to be more of an educational role. The county support staff have been very helpful to us in the past and we hope we may continue to use their services.

The local HCE groups have a need to use services of the local office including making copies (or the ability to use the copying equipment), assistance with creating documents and newsletter, storage for records, use of meeting rooms within the facilities where the local Extension offices are housed, and as a general phone contact, etc.

The following checklist is intended to outline some of the services HCE may use – recognizing there are budget constraints within the local Extension Office.

HCE may have use of the following:

- Assistance from support staff as a phone contact, i.e., listing the Extension office phone number on the website and in publications as a general contact.
- Listing the local Extension Educator as a contact on the website and in publications. If no educator, local office contact is: _____

- Use of meeting rooms in the building where the Extension Office is located in compliance with local building use policies.
- If there is a restriction on the use of the meeting rooms, it is defined as _____

- Assistance from local support staff with preparation of documents, including newsletters and flyers.
- Local support staff may send documents to the WAHCE webmaster for inclusion on the WAHCE website.
- Local support staff may continue to maintain the website for the county HCE group after obtaining a link from the WAHCE Webmaster.

- Local support staff may make copies for HCE.
- HCE members may use the copy equipment in the Extension Office to make copies of HCE related items.
- If there is a charge, copies will be charged at a rate of _____ per copy.
- Other charges:_____
- Use of audio-visual equipment for meetings.
- Other:_____
- _____
- _____

This document is to be reviewed annually.

Name of County:_____

Name of Local HCE President:_____

Name of Area Extension Director:_____

Date Completed:_____



WAHCE 2025 State Board Roster

Officers

President2025-2027

Phoebe Shourds 715-821-1606 (c)
401 State Hwy 65, River Falls, WI 54022
E-mail: pnpaulson@yahoo.com

Past President 2024

Eileen Gottbeheat 608-374-2261
17007 Hoover Road, Tomah, WI 54660
E-mail: gotbheatfarms@gmail.com

VP Program2025

Teri Madden 920-421-1619 (c)
7265 State Highway 42, Egg Harbor, WI 54209
E-mail: teri.madden@gmail.com

Secretary2025

Bernie Arena 608-272-3371
4261 Basswood Road, Sparta, WI 54656 E-mail:
Email: bernadine.arena@gmail.com

Treasurer2025

Louise Dahlke 920-362-4756
(c)
5781 S County Road T, Denmark, WI 54208
E-mail: lddahlke47@gmail.com

Treasurer-Elect2025

Lori Chipman 715-741-1073
970 County Road A, Grand Marsh, WI 53936
E-mail: lchipman11@gmail.com

District Directors

Central2025-2027

Cheryl Eilert 608-297-7640
N5162 11th Road, Montello, WI 53949
E-mail: cheryleilert@gmail.com

Northeast2024-2026

Terra Malama 920-255-0308
4116 Woodland Road, #1, Green Bay, WI 54313
E-mail: mtbo1214918@yahoo.com

Northwest2024-2025

Roberta Shaffer 715-791-4510
6405 County Road A, Webster, WI 54893
E-mail: bertshaffer@gmail.com

Southeast2025-2027

Carolyn Dreier 920-627-2739
1013 Carver Avenue, Howards Grove, WI 53083
E-mail: carolyn.dreier@yahoo.com

Southwest2025-2027

Shirley Steinhorst.. 608-356-3531 or 608-477-0875 (c)
1050 4th Street, Baraboo, WI 53913
E-mail: shirleysteinhorst@yahoo.com

West2025

Mary Ann Bays 608-339-6004 or 608-547-6889 (c)
2150 8th Drive, Adams, WI 53910
E-mail: baysfarm@frontier.com

Elected Committee Chairs

Cultural Arts 2025

Darlene Schumacher 715-424-2851
..... 715-741-0503 (c)
2531 Golf Course Road, Wisconsin Rapids, WI
54494
E-mail: darleneschumacher41@gmail.com

International2025-2027

Diane Koch 920-387-3990 or 920-266-5442 (c)
W1646 Hochheim Road, Mayville, WI 53050
E-mail: dd_koch@hotmail.com

Membership 2025

Sheryl Smith 608-526-4249 or 608-317-2411 (c)
927 Amy Drive, Holmen, WI 54636
E-mail: rosh927@charter.net

Appointed Committee Chairs

Marketing2025

Lori Hlinak 920-304-1171 (c)
P O Box 219, Luxemburg, WI 54217
E-mail: lynnz23cat@gmail.com

UPDATE Editor2025

Marcelline Protheroe 920-622-3959 or
920-572-1736 (c)
N6131 22nd Drive, Wild Rose, WI 54984
E-mail: marceproth@gmail.com

Wisconsin Bookworms 2025-2027

Jean Brew 608-254-7428 or 608-432-6231 (c)
S120 County Road A, Wisconsin Dells, WI 53965
E-mail: brewcenturyfarm@gmail.com

Non-Board Participants:

Conference Registrar2025

Jane Grabarski 608-547-2419 (c)
996 Evergreen Avenue, Grand Marsh, WI 53936
E-mail: janegrabarski@gmail.com

Webmaster2025

Donna Zarovy 262-857-7502 or 262-945-7502 (c)
6207 203rd Avenue, Bristol, WI 53104
E-mail: zarovy@frontier.com

UW-Madison – Division of Extension

Point of Contact

Sara Richie, Life Span Outreach Program Manager,
Institute of Human Development and Relationships
UW-Madison, Division of Extension
Email: sara.richie@wisc.edu

Created 11/5/24



2025 WAHCE, Inc., Calendar



Month		Program, Event or Activity	Person(s) responsible
January	2nd	UPDATE Articles due to Editor (for February issue)	
	By the 10 th	COMMUNICATOR mailed to County Presidents, District Boards and State Board, Electronically to Educators	State President
	10 th	Reports due to President and Secretary for January Board Meeting	
	12 th	WAHCE State Board Meets via Zoom	State Board
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February			
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March	5 th	Reports due to President and Secretary for March Board Meeting	
	15 th	Ruth B. Sayre Scholarship application form to State President	County President/Scholarship Chair
	16 th	WAHCE State Board meets via Zoom	State Board
	30 th	County Financial Reports due to State Treasurer	County Treasurer
	30 th	WAHCE Scholarship & Wisconsin Bookworms County Reports due to WAHCE Treasurer	County Treasurer/President
	31 st	990N Postcard filing	County Treasurer
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April	1st	UPDATE articles due to Editor (for May Conference issue)	
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May		UPDATE Mailed (Conference Issue)	Editor
	1 th	County Membership Dues & Report due to State Treasurer	County Treasurer
	1 th	“Pennies for Friendship” due to State Treasurer	County Treasurer
	1 th	Pay WAHCE dues	
<hr/>			
June			
	15 th	Reports due to President and Secretary for June Board Meeting	State Board
	22 nd – 23 rd	WAHCE State Board Meeting, Tundra Lodge, Green Bay, WI	State Board



2025 WAHCE, Inc., Calendar



Month	Program, Event or Activity	Person(s) responsible
July	1st UPDATE articles due to Editor (for August issue)	
	8 th -10 th NVON Conference in Springfield, IL	WAHCE Members
	21 st -24 th ACWW Area Meeting Erlanger, Kentucky	All welcome
August	1 st Cultural Arts registrations due to WAHCE Cultural Arts Chair	County Cultural Arts Chair
	1 st Award Applications due for Stitches, Services, Education, & Club	County Coordinators,
	5 th -7 th Farm Technology Days, Clinton Farms, Bear Creek, WI	All are invited
	15 th WAHCE State Conference registrations due Late fee after the 15 th is \$50.00	All are invited
	20 th Educational Program and Project Display Registrations due	County Coordinators
September	14th WAHCE Per-Conference Board Meeting	WAHCE Board & Conference Registrar
	15th-17th WAHCE State Conference, Tundra Lodge, Green Bay, WI	County Presidents, or official delegates
October	1st UPDATE articles due to Editor for November issue	Conference reports and other news
	Standing Chair Zoom Meetings	State/District Standing Chairs
	21 st Reports due to President and Secretary for November meeting	
November	1st County Organizational Sheets due to District Director	County Presidents
	2nd & 3rd State Board & newly elected officers & chairs meet in Plover	State Board
	3 rd -9 th HCE Week	All participate
	15^h County Organizational Sheets due to State President	District Directors
	30th Articles Due for "COMMUNICATOR" to State President	State Board & District Chairs
December	Communicator prepared and mailed sometime during January	

HCE – "Bring Your Passion to HCE"



**Wisconsin Association for Home and
Community Education, Inc.
2025 Call for Nominations**



The 2025 WAHCE Nominating Committee is in search of qualified candidates for the following positions on the WAHCE State Board for the service years of 2026-2028:

Vice President of Program
Membership

Secretary
Cultural Arts

The positions of, Northeast District Director and West District Director will also be elected in 2025.

The qualifications for Executive Committee and Committee Chair candidates shall be as follows:

1. Each candidate for office shall give written consent.
2. All candidates shall be notified when they have been nominated.
3. All candidates must have served, or are currently serving in a WAHCE leadership position at the county, district, or state level

A brief list of duties for these positions follows. A more complete description is in the manual for each position. Candidates' resumes will appear in the *UPDATE* prior to the Annual Association Meeting.

Candidates for these positions will be elected at the Annual Business Meeting during the 2025 WAHCE State Conference in Green Bay, and their terms will begin January 1, 2026.

Contact one of the following committee members with names of potential candidates, or mail nominations by April 1, 2025 to Mary Ann Bays,

The Nominating Committee consists of the following:

Committee Chair:

Mary Ann Bays608-547-6889
2150 8th Drive, Adams, WI 53910
53083
Email: baysfarm@frontier.com

Carolyn Dreier.....920-627-2739
1013 Carver Ave, Howards Grove, WI
Email: carolyn.dreier@yahoo.com

Terra Malama920-255-0308
4116 Woodland Road #1, Green Bay, WI 54313
Email: mtbol214918@yahoo.com

Shirley Steinhorst.....608-356-3531
1050 4th Street, Baraboo, WI 53913
Email: shirleysteinhorst@yahoo.com

Cheryl Eilert..... 608-297-7640
N5162 11th Road, Montello, WI 53949
Email: cheryleilert@gmail.com

Roberta Shaffer.....715-791-4570
6405 County Road A, Webster, WI 54893
Email: bertshaffer@gmail.com

Potential candidates will be contacted by the Nominating Committee Chair and asked to submit a completed **“WAHCE Officer Candidate Information Form”, a personal**

biographical sketch, a letter of consent, and two endorsement letters – one from a county officer and one from a district officer by April 15, 2025.

Guidelines for Vice President of Program

Election and Terms:

- The State Council elects the WAHCE Vice President to the WAHCE Executive Board for a three-year term of office. It is nonrenewable.
- Is a voting member of the WAHCE Executive Board and receives all financial reimbursements defined in the By-Laws and Standing Rules of WAHCE.

Duties:

- Performs duties of the President in the absence or disability of the President, except in the year when the President-Elect is in office.
- Attends all WAHCE Board Meetings.
- Reviews the Minutes from all WAHCE Executive Board meetings and communicates any changes to WAHCE President and Secretary.
- Works with the WAHCE University of Wisconsin Liaison and the WAHCE President to decide on and implement yearly focus for the Educational Program.
- Helps to prepare the Educational Program announcement or invitations to districts.
- Sends Educational Program information to UPDATE, Communicator and Conference Program Coordinator.
- After WAHCE Conference, sends educational program information to webmaster for website.
- Keeps Award forms up-to-date including the forms on the website.
- Arranges for judges for: Stitches of Love, Services of Love, Club Community Service books, and Educational Program Awards.
- After being received, send all Award Books for Stitches of Love, Services of Love, and Club Community Service and Educational Program awards to the judges. Send letters to the winners. Present Award certificates at the State Conference.
- Prepares annual Calendar of Duties and keeps the Educational Program Manual updated.

Guidelines for WAHCE Board Secretary

Election and Terms:

- The State Council elects the WAHCE Board Secretary to the WAHCE Executive Board for a three-year term of office. It is nonrenewable.
- Is a voting member of the WAHCE Executive Board and receives all financial reimbursements defined in the By-Laws and Standing Rules of WAHCE.

Duties:

- Keeps minutes of all WAHCE meetings and sends a draft to the President and the Vice President for their critique and corrections.
- Attends all WAHCE Board Meetings.

- Within four weeks of meeting, send corrected copy to WAHCE Executive Board Members, Standing Committee Chairs, University of Wisconsin Liaison and UPDATE Editor.
- Sends all minutes and pertinent correspondence by email, if possible.
- Performs secretarial duties as assigned by the President.
- Provides presiding officer with exact wording of a pending motion or one previously acted upon.
- Brings Minute books (either hard copy or electronically) to each meeting for referral if necessary.
- Secretary for Annual Meeting. Prepares a list of counties and calls roll at Annual Meeting.
- Sends duplicate copies of official correspondence to WAHCE President, Liaison, and President Elect.
- Serves on By-Law Revision Committee if asked by President.
- Prepares annual Calendar of Duties.
- Serves on WAHCE Executive Board Manual Committee.
- The President coordinates with all committees to update their committee manuals annually this includes the hard copy and the flash drive. Secretary also has a copy of the drive and may assist.
- Uses and maintains the WAHCE state computer and printer.

Guidelines for Cultural Arts Chair

Election and Terms:

- The State Council elects the WAHCE Cultural Arts Chair to the WAHCE Executive Board for a three-year term of office. It is nonrenewable.
- Is a voting member of the WAHCE Executive Board and receives all financial reimbursements defined in the By-Laws and Standing Rules of WAHCE.

Duties:

- With the assistance of the Cultural Arts Committee, develops a statewide program to:
 - Encourage self-expression through various forms of creative, visual and performing arts.
 - Explore the fine arts and publicizes in newsletters and other media.
 - Promote interest in educating future generations in the heritage skills of the past.
- Quilt Raffle: The Cultural Arts Committee conducts a quilt raffle at the WAHCE Conference to generate the funds to conduct the Cultural Arts Show. This includes:
 - Arranges for renewal of the annual raffle license with the Wisconsin Division of Gaming including the required income and expense statement. License is renewed in February.
 - Obtain a quilt(s) and other items to be used for the auction.
 - Purchase the tickets to be used for the raffle.
 - The members of the committee and/or chair shall man a table during the WAHCE Conference to sell the raffle tickets.
 - At the designated time, conduct the raffle.

- With the State Conference Committee:
 - Previews Cultural Arts Room and draws up room layout.
 - Arranges for quilt racks, tables, chairs, and ladders to use in Cultural Arts Show room.
 - Arranges for judges, purchases ribbons, medal awards, and People’s Choice certificates.
 - Sets times when entries can be dropped off and picked up at conference.
 - Sets time for judging and viewing during the conference.
 - Selects four volunteers for drop off and pick up times and 12 volunteers to help the judges and set up the room for viewing.
- Announces People’s Choice Awards at annual conference.
- May plan and conduct a workshop at the WAHCE State Conference with the assistance of committee members.
- Chair of the WAHCE State Cultural Arts Committee made up of a District Cultural Arts Chair from each of the districts in the state.
- Attends WAHCE Executive Board Meetings.
- Keep the Cultural Arts Manual and Calendar of Duties up-to-date on a yearly basis. Updates the committee manual on the flash drive and gives a copy to the current WAHCE President and Secretary.

Guidelines for Membership Committee Chair

Election and Terms:

- The State Council elects the WAHCE Membership Committee Chair to the WAHCE Executive Board for a three-year term of office. It is nonrenewable.
- Is a voting member of the WAHCE Executive Board and receives all financial reimbursements defined in the By-Laws and Standing Rules of WAHCE.

Duties:

- Is the Chair of the WAHCE State Membership Committee made up of a Membership Chairperson from each district.
- Creates a membership challenge for the next year.
- Prepares a report of membership activities for the WAHCE Annual Report and submits to President for approval.
- Conducts a workshop at the WAHCE State Conference, with the assistance of committee members, to promote the state membership plan. Arranges for a speaker, if desired, for the workshop. Responsible for WAHCE photo booth to be used at WAHCE Conference.
- Corresponds with counties receiving membership awards of plans for presentation of awards at the WAHCE State Conference. Make necessary seating arrangements for award winners.
- Distributes other information pertinent to membership to Membership Committee members. (District Director in the absence of a District Membership Chair).

- Sends copy of correspondence and information pertaining to membership to State President.
- Attends all WAHCE Executive Board Meetings or Zoom meeting.
- Holds a Zoom meeting with District Membership Chairs to develop the membership plan and activities to:
 - Provide leadership in recruiting new members and forming new clubs.
 - Promote WAHCE through cooperation with other organizations having the same goals.
 - Make members aware of WAHCE membership status and the importance of their role in recruiting new members.

Submits a membership report for publication in each edition of the UPDATE.



2025 WAHCE ANNUAL BUSINESS MEETING & CONFERENCE

INVITATION AND HOTEL RESERVATION INFORMATION

SAVE THE DATE: September 15th-17th, 2025!

Let's get "Going Wild with HCE!!" at the 2025 Wisconsin Association for Home and Community Education Annual Business Meeting and Conference in Green Bay, Wisconsin on September 15th-17th, 2025. The Conference Center provides rooms that are all suites. In addition, each room will receive 4 waterpark passes.

Hotel Specifics:

The Tundra Lodge Resort – Waterpark and Conference Center is located at 865 Lombardi Avenue, Green Bay WI 54304.

Guests can start making their reservations now by calling the hotel directly at 1-877-886-3725 and mentioning the WAHCE Conference. All rooms are suites and are at the rate of \$99.95 per night.

Rooms are King Suite, Double Queen Suite, Queen Cabin Suite (bunks in separate room without door), Queen Family Suite. Ask the hotel when booking if you have questions. There may be a number of ADA rooms available.

Keep in mind there might be a bit of walking due to the layout of the hotel.

Most conference events/sessions rooms are on the lower level. There are elevators. The dining room is on the main level.

Any questions, please contact us by phone or email. Terra Malama, Conference Chair mtbo1214918@yahoo.com 920-255-0308 or Louise Dahlke Conference Co-Chair lddahlke50@gmail.com 920-362-4756.

Vice President of Programs

It's been quite intriguing to find educational programs that interest our HCE members. It's usually pertinent information that we need to take part in at some time in the future. Quite often it is a subject we don't want to talk about.

Social Isolation can lead to depression. Do we keep in touch with friends and relatives we haven't heard from for a while? How can we tell if our friend is suffering from depression and loneliness? What can we do to help?

Milk, Mail, and Medication was an interesting title for meditating as a caregiver. We never plan to be one, sometimes life throws us into the situation.

2025 Educational programs presented at the State Conference will also interest us all.

I looked forward to receiving the 15 awards booklets from counties around Wisconsin. Participation from more counties is always welcome. Just follow the rules in the guidelines. It's quite a job for the judge because they look through the information, carefully.

I had a busy job preparing for the State Conference. I sent out invitations and reminders to reserve table displays, prepared letters of acceptance for the awards, and also made the award certificates presented to the winners at the Banquet.

Chair - Teri Madden

State Marketing Report for Communicator by Lori Hlinak

I totally appreciate my people that are helping me market in the different districts around our state.

I have the stars, long sleeved shirt in red and blue. The sizes only go up to extra large.

Stars Long Sleeved Shirt	\$20.00
Wisconsin Bookworms Bookmark	\$.50
Magnifying Bookmark	\$ 2.50
HCE Glitter Pin	\$ 3.50
HCE Trinket Box	\$ 2.00

I have been very busy working with two new companies and they are so wonderful to work with! No, I can't tell you who they are or what I'm thinking about getting from them. I don't want to ruin any surprises as you know!

Sheryl Smith- our membership chair has introduced HCE member lives here signs and I have the majority of them and they're \$10 each.

I have been busy working on the new clothing item for next year and pretty soon I will be getting ready to work on the charm for 2025 for the Northeast District and of course, the new calendars for 2026 and 2027.

Everything that is sold in the marketplace has to have our HCE emblem on it or it can't be sold. That is why we do not sell the bracelets or chains to put the charms on.

Membership Report 2025

Sheryl Smith, Membership Chair

New member recruitment was the topic of my workshop at the state conference, and I presented some valuable information.

There are 3 steps in the membership funnel:

1. Capture. Prospective members are “captured” when they are looped into your organization’s workings, be it email, newsletter, attending an event, or word of mouth.
2. Nurture. Send follow-up emails, mailers, or phone calls nudging prospective members along the path to signing. Make them feel appreciated and valued with personalized attention, especially if they have shown interest.
3. Conversion. Offer incentives to signing up. You might want to emphasize key aspects of the membership experience, like networking or community impact.

There are many ways to involve current members in recruitment, my handout from the conference listed 14. A few suggestions are: host a bring a friend event, run member features in your newsletter, thank your members regularly for things they do, help members develop an “elevator pitch” about their membership to use for recruiting, as membership chair personally follow up with every prospect, reach out to former members, and involve your current members by asking for recruitment ideas.

Recruit members through website or social media site if you have one.

There are many ideas for event recruitment: Invite guests to meetings, create a welcome package to give prospects, sponsor a local event, be in a parade, have a booth at fair or festival, host a guest speaker, and consider attendance options, let prospects know they can attend as much or do as much as their time allows.

There are many other ideas that were presented, if anyone wants the entire handout, I will gladly email it to you. Most importantly, recruitment is just one part of a strong membership base. Member retention is just as important to the maintenance and growth of your organization.

Also---- we now have signs available for purchase through marketing that say “HCE Member Lives Here”, posting one of these in your yard may just help attain a new member.



Wisconsin Bookworms Marianne Geiger

Wisconsin Bookworms has been providing FREE books to preschool children since 1998. At the end of the 2024-2025 school year, a total of 987,000 books will have been given to 104,155 children.

A total of 33 WAHCE counties participated in the Wisconsin Bookworms program for the 2024-2025 school year, reading to almost 4000 children. Twenty-two counties ordered 7 book sets, and eleven counties ordered 8 book sets.

For the 2025-2026 school year, Wisconsin Bookworms will celebrate the...

ONE MILLION BOOK MILESTONE!

Jean Brew is the new WAHCE Wisconsin Bookworms Chair. She will select approximately 12 books for consideration for the 2025-2026 school year. Information will then be sent to the Review Team who will choose their top 8 books. After the books are chosen and information gathered, each county participating in Wisconsin Bookworms will receive information about the books, order forms, and other pertinent information. Book orders will be due by June 1 in order for the books to be shipped in late June or July.

Activity Sheets are developed in both English and Spanish by the UW Madison-Division of Extension. Information and copies for Wisconsin Bookworms are featured on the WAHCE Website at wahceinc.org.

I have been the WAHCE Wisconsin Bookworms Chair since 2021. It has been a pleasure meeting and working with everyone participating in this awesome program. I feel good about Jean Brew taking over this position and know that you will give her the same cooperation that you have given me.

Marianne Geiger



UPDATE

2025 will be UPDATE's 52nd year of sharing the news of our WAHCE organization across the State. With your help we will continue to do this.

Your county's news article will continue to be published in Brite Lites according to the following schedule.

ISSUE	NEWS DEADLINE	DISTRICTS FFEAURED
February	January 1st	Central & Northwest
May	April 1st	CONFERENCE ISSUE
August	July 1st	West & Southwest
November	October 1st	Southeast & Northwest plus, Conference recap

Please keep your articles to approximately 300 words and **observe the reporting deadline**. News of your programs and projects are of interest to all members. Please omit personal comments such as "the food was good" - "a good time was had by all". Emailed articles are greatly appreciated.

As always, we strive to increase our subscription numbers. I ask that you continue to promote UPDATE at your meetings and social functions.

Thank you for your continued support of UPDATE.

Have a great 2025!

Sincerely Communicating
Marcelline Protheroe
UPDATE Editor

Email: marceproth@gmail.com

WEBSITE:



Wisconsin Association for Home and Community Education, Inc.



This is the header for the website at www.wahceinc.org. Please click on the box on the right with three lines to see what is under each category. This box appears next. Select the content you wish to look at. The boxes below show what is under each category.



Wisconsin Association for Home and Community Education, Inc.

Contact
Education Programs
HCE Forms & Documents
Wisconsin Bookworms
Other
2024 WAHCE Conference Information

(This content will look a little different.)

Education Programs

WAHCE Conference Education Programs

In conjunction with UW Division of Extension Family Living Programs, the WAHCE Vice President of Program has created two education programs that were presented at the WAHCE Conference. Feel free to download these programs and use them for your HCE group.

2020 – Conference Cancelled, no programs

2021 Education Programs

2022 Education Programs

2023 Education Programs

2024 Education Programs

Contact
WAHCE Committee Chairs
WAHCE Counties
WAHCE Officers

HCE Forms & Documents

Check here for WAHCE Forms:



- [Awards & Other Forms](#)
- [General Forms](#)
- [HCE Brochure](#)
- [Update Order Form](#)

HCE Forms & Documents

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- [Update Order Form](#)



Here is the information needed to register for the 2025 WAHCE Annual Business Meeting and Conference. Chair Terra Malama and Co-Chair Louise Dahlke hope you will attend and look forward to seeing you. It is a great time to “learn, care and share” with HCE.


Conference Information  

Tours  

Workshop Descriptions  

Registration Form  

Keynote Speaker and Entertainment  

Parking Information  

Hotel Information



We will be staying at the Tundra Lodge in Green Bay, WI. More info to follow soon.

Contact:


Terra Malama, Conference Chair, mtbo121418@yahoo.com

Louise Dahlke, Conference Co-Chair, lddahlke47@gmail.com

Other

2025 Communicator (Web Version)  

2025 Calendar of Events  

Call for Nominations for 2025  

[WAHCE By-Laws](#)

[What is HCE?](#)

[International Information](#)

Marketplace  

[Membership Definition](#)



[Our Heritage](#)

[Prayer & Homemakers Creeds](#)

[Other Links](#)

Wisconsin Bookworms – There is more content on this Page. This is a list of the forms.



[Wisconsin Bookworms Coordinator's Page](#)

2024 - 2025 Wisconsin Bookworms Booklist  

[2024-2025 Activity Sheets](#) Are available in PDF format. Follow the link

Wiggly Worm Coloring Sheets – New in 2024  

Certificate of Completion for Students  

Certificate of Completion for Bookworms Friends  

All counties now have a website under Contacts at www.wahceinc.org. Please check your sites and let Donna know of any changes at zarovy@frontier.com

or call 262-857-7502 or 262-945-7502.

THESE FORMS ARE ON THE WEBSITE UNDER GENERAL TAB -- Forms in pdf and Word

- 25 Year Membership Certificate (borders)
- 25 Year Membership Certificate
- 50 Year Membership Certificate
- Candlelight Ceremony Officer Installation
- Club /County Disbanding Info and Forms
- Club Treasurer Annual Report (Sample)
- County Treasurer Annual Report Form
- 2025 Cultural Arts Entry Form
- [Copyright Information for HCE newsletters](#)
- [Guidelines on the Educational Roles of Extension with WAHCE \(11/2019\)](#) (pdf file)
- Letterhead for WAHCE
- Letter to All Treasurers
- Liability Insurance Order Form
- Meeting Minutes
- Membership Roll
- Membership Survey
- Memory Certificate
- New County HCE Club Form
- New County Club Guidelines
- Nicaragua Baking Items Needed and Packing Slip
- Nicaragua Sewing Items Needed and Packing Slip
- Nomination Form
- Photo Release for HCE
- Photo Release for HCE with Multiple Lines
- Organizational Chart
- Roll Call
- Scholarship Report Form
- Update Subscriptions
- WAHCE Talking Points
- Yearly Calendar of Duties

WAHCE Motions Made From January 1, 2024 through December 31, 2024

WAHCE Board Meeting, January 21, 2024 (Zoom)

Motion by Marcelline Protheroe to approve the November 5 & 6, 2023 minutes as printed. Sheryl Smith seconded the motion. Motion carried.

WAHCE Board Meeting, March 17, 2024 (Zoom)

Motion by Marcelline Protheroe to accept the addition of "Illinois HCE Conference" to the agenda. Eileen Gottbeheat seconded the motion. Motion carried.

Motion by Marcelline Protheroe to accept the minutes as read with the correction of changing the spring SW District meeting place to the United Church of Christ in Darlington, Wisconsin.

Donna Zarovy seconded the motion. Motion carried.

Motion by Lori Hlinak to use the scholarship funds to give \$200 scholarships out at conference, and to roll over any remaining funds to the next year. Recognition should be given to the donors unless they decline to be recognized. Memorials should be noted. Donna Zarovy seconded the motion. Motion carried.

WAHCE Board Meeting, June 23 & 24, 2024 Paper Valley Inn, Appleton, WI

Motion by Donna Zarovy to approve the March 17, 2024 minutes as printed. Sheryl Smith seconded the motion. Motion carried.

Motion by Mary Ann Bays to purchase "HCE Member Lives Here" signs @ \$10.00 each for 100 signs, for \$1,000. Terra Malama seconded the motion. Motion carried.

Motion by Louise Dahlke to approve the proposed 2025 budget as presented from committee. Motion carried with Board approval.

Motion by Mary Ann Bays to amend and add \$250.00 to the 2025 proposed budget expense line item USA/ACWW Conference delegate and \$250.00 to the expense line item CWC Conference delegate. Marianne Geiger seconded the motion. Motion carried.

Motion by Lylene Scholz that we approve the changes and updates for the 2025-2027 WAHCE Handbook. Motion from committee carried with Board approval.

WAHCE Pre-Conference Board Meeting, September 15, 2024 Paper Valley Inn, Appleton, WI

Motion by Louise Dahlke that Amy Wiza be able to sell items at the conference. Lori Hlinak seconded the motion. Motion carried.

Motion by Donna Zarovy that we reimburse Lori Hlinak for the 4-Imprint video reproduction. Terra Malama seconded the motion. Motion carried.

WAHCE 2024 Annual Business Meeting, September 17, 2024 Paper Valley Inn, Appleton, WI

Motion by Margaret Breish to accept the secretary's report with additions. Cheryl McCluskey seconded the motion. Motion carried.

Motion by Amy Kohlman to accept the proposed budget for 2025. Cheryl McCuskey seconded the motion. Motion carried.

Motion by Debra Downen to extend discussion on this topic (LPL financial philosophy on investments) by 3 minutes. Lynn Marcks seconded the motion. The motion was denied. Motion by Donna Zarovy that we cast a unanimous ballot for election of Treasurer-elect, International Chair and Wisconsin Bookworms. Lori Hlinak seconded the motion. Motion carried.

WAHCE State Board Meeting, November 3 & 4, 2024 Comfort Inn, Plover, WI

Motion by Louise Dahlke to approve the minutes of the June 23 & 24, 2024 meeting as read. Marcelline Protheroe seconded the motion. Motion carried.

Motion by Terra Malama to eliminate the Bonus Category for the 2025 WAHCE State Conference due to space limitations. Lori Hlinak seconded the motion. Motion carried. One person was opposed.

Motion by Lylene Scholz that the Board approve the Pennies for Friendship allocation as is suggested by committee. The Board approved. Motion carried.

Motion by Lori Hlinak that the first timer scholarship for \$100 be given out at state conference based on how much money is donated to the first timer fund. The motion was seconded by Teri Madden. Motion carried.

Motion by Terra Malama that the 2025 conference registration be set at \$170.00 for the full conference to include meals. Teri Madden seconded the motion. Motion carried.

Motion by Terra Malama that the 2025 WAHCE Conference offer a one day registration for Tuesday—cost to be determined. Donna Zarovy seconded the motion. Motion carried.

Motion by Donna Zarovy that we reactivate our WAHCE Facebook page/account. Terra Malama seconded the motion. Motion carried.

Respectfully submitted,
Bernie Arena, Secretary
WAHCE Motions Made 2024



WAHCE Scholarship County Report Form



Report Period: January 1 – December 31 Year: _____

County: _____ District: _____

Person Reporting: _____

SCHOLARSHIPS

List all scholarships given by your county organization and clubs within your county, to any individual for educational opportunities.

(Include scholarships awarded to HCE members for WAHCE state conference, etc.)

Type of scholarship	Recipient	Scholarship Amount	Number Given	Total Dollars
<i>Example: College or Conference</i>	<i>High School Senior</i>	<i>\$200.00</i>	<i>2</i>	<i>\$400.00</i>

Please send completed report to the WAHCE Treasurer by May 1st

*Louise Dahlke
5781 S County Road T
Denmark, WI 54208*



Wisconsin Association for Home and Community Education

HCE Members and family, Guest Speakers Photo Release Permission Form

___ I grant permission to the Wisconsin Association for Home & Community Education (WAHCE) to use my photo and comments in WAHCE reports, articles, and publications designed for educational, informational, and promotional purposes. I understand some of these materials may be posted online for a period of time.

___ I grant permission to the Wisconsin Association for Home & Community Education (WAHCE) to use the photo and comments of my minor child, (name) _____, in WAHCE reports, articles, and publications designed for educational, informational, and promotional purposes. I understand some of these materials may be posted online for a period of time.

Cover Year – 2025

Print Subject's Name (adult or youth)	
Signature	
Date:	
Print Name of Parent or Guardian: <i>(Parent or guardian must sign if subject is under age 18)</i>	
Address	
City/State/Zip	
Telephone	
Email:	

Comments:

- All members need to sign either the new membership roll sheet or this photo release. Needs to be on file in your county extension office (indefinitely). And readily available upon request. Conference chairs and other special events – should maintain a copy respectively.

Rev. 9/12/2024