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**Family and Consumer Sciences Experts Tackle
Challenges and Opportunities of “America’s Cultural Kaleidoscope”
at June 21 - 24 Conference in Reno**

(Reno, Nev. – June 18, 2007) — Experts in multicultural education, diversity, personal finance, health and wellness, human development, food and nutrition, and other areas of family and consumer sciences (FCS) will present research and devise strategies related to dramatic shifts in U.S. demographics and complex cultural challenges at the American Association of Family & Consumer Sciences (AAFCS) 98th Annual Conference, *America’s Cultural Kaleidoscope: Challenges and Opportunities*, in Reno, Nevada, June 21 - 24, 2007.

Some 1,000 professionals and students in family and consumer sciences and allied fields from across the U.S. will convene at the Grand Sierra Resort in Reno. The meeting will feature prominent keynote speakers and sessions on a variety of topics, such as teaching personal finance from a multicultural perspective, preparing for the challenges and opportunities of our growing population of older Americans, and bringing health education to rural communities, as well as special events to honor award, grant, and fellowship recipients.

Mary Kay Mueller, international trainer, coach, and author, will kick off the conference on June 21st with “Shift Happens: Tools for Transition.” On Summit Day, June 22nd, conference participants will learn from keynote speakers Dr. James A. Banks, “father of multicultural education in the U.S.” and professor at the University of Washington, and Dr. Eugene García, VP for education partnerships at Arizona State University and researcher in effective schooling for linguistically and culturally diverse student populations. Dr. Arthur C. Brooks, professor and nonprofit studies program director at Syracuse University, will present “Generations and the Future of Association Participation” and “Our Giving Culture” on Saturday, June 23rd.

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After Mueller’s keynote address on Thursday, AAFCS will name Carolyn W. Jackson as AAFCS executive director. The AAFCS Board of Directors selected Jackson based on her rich professional background, proven record in association administration, and highly developed abilities to serve AAFCS during its transition and Centennial celebration. As AAFCS transitional executive director for more than a year, Jackson effectively demonstrated her exemplary communication skills and experience in relationship management and development.

With more than 30 exhibitors, attendees will also be able to learn about the latest FCS products and resources at the Expo. As a special note, **four of AAFCS’ exhibitors have exhibited for at least 60 years**, and 13 of AAFCS’ exhibitors have been participating in the Expo for more than 15 years.

About AAFCS

Founded in 1909, AAFCS is the only national not-for-profit 501 (c)(3) organization providing leadership and support to FCS students and professionals in multiple practice settings. FCS professionals help individuals, families, and communities make informed decisions about their well-being, relationships, and resources to achieve optimal quality of life. AAFCS’ 8,000 members are elementary, secondary, and post-secondary educators, researchers, and administrators; Cooperative Extension educators; and other professionals in business and industry, not-for-profit organizations, and government. With national headquarters based in Alexandria, Va., AAFCS has 52 affiliates located across the United States and Puerto Rico.

Interviews/Quotes

For more information or to schedule an interview, contact Gwynn Mason at 360-223-3217 or gmason@aafcs.org.

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