York and Washington, D. C. and to every one of the regional meetings she could include in her calendar. At the request of the U. S. Coordinator of Transportation, both the Board of Trustees (at their July meeting in Syracuse) and the NVGA Executive Committee (meeting at New York City, September 1) in 1942, recommended that no national convention be held in 1943.

The War Service Committee she suggested and chaired involved a close working relationship of NVGA committee members with representatives of the armed services and the Selective Service branch of the federal government. An outgrowth of that committee’s report was the issuance of a special number of Occupations titled "War Edition," the Counselor’s War Time Manual, which appeared in September 1942. Supplements in later issues of Occupations made available to vocational guidance counselors details of then current wartime needs of the armed services and of the supporting industries. One committee on international relationships prepared a brochure on vocational guidance for Latin America, translated into Spanish and Portuguese, and distributed by the Pan American Union. Much correspondence with these countries followed.

At a special CGPA work meeting for officers and trustees of constituent organizations at Hotel Biltmore in New York City during January 1943, Bennett chaired the opening session of the conference which considered guidance of youth for war service. The theme of that first session was Pre-Service Guidance. At the New York City meeting a decision was made to include all members of the NVGA Board of Trustees for another year. In November 1943, another CGPA work conference was held so that the constituent organizations might profit from an earlier discussion of current problems.

Originally scheduled for extensive review by the NVGA Delegate Assembly at San Francisco in February 1942, the constitution was revised as a result of a mail balloting in 1944. Also, the membership voted to change the association’s Magazine to Journal.

At the Denver convention during the NVGA Luncheon on Wednesday, March 29, 1961, Margaret Bennett was honored with a Citation of Meritorious Service and plaque for outstanding achievement and leadership in vocational guidance in recognition of her contribution to the vocational guidance movement and to the course of democratic education in the United States. Bennett was the first woman to be elected to the American Personnel and Guidance Association in 1936.

At her home in California on November 22, 1975, Margaret Bennett wrote briefly some of her thoughts about vocational guidance and career development:

My philosophy and perspective on vocational guidance and career development grew as an integral part of my life experience. The meaning of the word career never struck me as new when it came into my thought of vocational development as a life-long process intimately involved with all aspects of personal development.

My early interests changed from music (always strong) to architecture, and then, with economic pressures, ranged from mathematics through science, history, combined with education, to psychology with emphasis upon personnel work. Beyond the economic influence that brought me into education came the experience with high school seniors in civics. Here I found a major interest discussion of all personal concerns children have in the work of the NVGA.

Invited to participate in a new freshman orientation program at Stanford University in 1923-24, the vision of inter-related group and individual guidance took shape and I experimented a bit with the idea as well as attempting in independent study to develop a course, to date, in the personnel field - an impossible task today, of course!

The first college opened up in Pasadena I went there to try out my ideas and spent the next twenty-five years developing a group and individual guidance program throughout the school system. Here much was learned through experience, and evaluation of what could best be done in groups, that in individual interviews, and how the two were inter-related. In the budget-lean thirties we learned how the system might yield with economy and efficiency. For ten years as college psychologist I worked more specifically on therapeutic aspects. Summer and some year-long seminars with guidance workers in various universities helped to clarify and enrich my ideas of this type of program.

Vocational guidance was always the main program that was aimed at self-knowledge and career planning and curriculum, including the personal, professional, counseling, and community was always a vital part of the total planning. When reports on group therapy began to appear in the thirties, I gained increased awareness of some of the therapeutic goals in the program.

Perhaps this brief overview of my long-term efforts to develop a comprehensive guidance program will explain why the current term "career development" conjured nothing new to me except the combining of new ideas and new vocabularies. In recent years I have participated in career guidance programs in the local YWCA, first with counselor and later with government groups to study improvement and coordination of vocational guidance in the Monterey Peninsula. Now we are offering group and individual counseling for adult guidance who wish to enter, reenter, or change work. A new writing schedule is underway and awaiting time to pursue it.

Marion Rex Trabue was elected president of NVGA in the mail ballot conducted during February 1944. He succeeded Margaret E. Bennett and served longer than any other NVGA president, a period of twenty-eight months from March 1, 1944, until June 30, 1946.

A native of Indiana, Trabue was fifty-three years old, married to Emma Wilkie Small, and father of two grown sons. Teachers College, Columbia University conferred upon him the Ph.D. degree in 1917.

Dean, College of Education, and Director of Summer Sessions (1937-56), The Pennsylvania State University (State College), formerly he was a faculty member at Teachers College (1915-22), then he accepted the position of Professor of Education and Director of the Educational Research Bureau at the University of North Carolina to 1937.

Positions held by M. R. Trabue with NVGA included that of membership on the Student Research Section during 1935-36, trustee for two years, 1942-44, and representative to the Council of Guidance and Personnel Associations (CGPA) for five years, 1943-47. During 1942-43, he chaired NVGA’s Nominating Committee and accepted an appointment by President Bennett near the end of her term to represent NVGA in working with three other national organizations on problems of teacher recruitment.

Trabue’s first appearance on the annual NVGA Recognition program was at Minneapolis in 1933, when he was a member of the symposium on the work of the Minnesota Employment Stabilization Research Institute (University of Minnesota) during Friday morning, February 24. His subject was "Vocational Adjustment."

At the St. Louis convention in 1936, he was one of four speakers at an informal group discussion on the function of vocational guidance. His talk in Parlor B and C at the Coronado Hotel on Friday afternoon, February 21, focused on New Approaches and New Techniques in Occupational Research. The next year at New Orleans, during the closing feature of CGPA on Saturday, February 20, 1937, in the St. Charles Hotel, he was one of three panel members who discussed Guidance and Personnel Work in the South.

President of the General, Pennsylvania branch of NVGA (1940-42), Trabue journeyed to the annual convention at San Francisco in 1942, and spoke at a section meeting on Research in Techniques of Appraisal. His topic at the Mark Hopkins Hotel that Thursday afternoon, February 19, was "Recent Research in Techniques of Appraisal of Personality." At the NVGA Business meeting the next day in Hotel Fairmont, his election as a trustee for two years was announced.

That year on the weekend of July 18, following the New York State Counselor’s Association conference at Syracuse, he attended the NVGA Board of Trustees’ meeting. Early in 1943, during Friday through Monday, January 15-18, Trabue participated in the CGPA working conference at the Biltmore Hotel in New York City and spoke as a panel member on a CGPA program titled Useful Personnel Techniques and Instruments. Also, he met with the NVGA Board of Trustees during which time he was appointed one of the two representatives to CGPA.

Elected NVGA’s twenty-eighth president, M. R. Trabue was the seventeenth man to head the association and presided at the two-day meeting of the Board of Trustees at the Teachers College headquarters in New York City during Wednesday and Thursday, April 12-13, 1944. Membership on April 15 was 3,080.

A constitutional revision effective July 1, 1944, placed President Trabue in charge of an Executive Committee. Later that month, during Thursday through Saturday, July 27-29, he presided at a Board of Trustees’ meeting at the Nittany Lion Inn at
State College, Pennsylvania. The War Services Committee was discontinued and replaced with the Post-war Problems Committee.

Following the luncheon on Saturday, October 14, 1944, during a Western Pennsylvania NVGA branch meeting, Trabue summarized and interpreted the general discussion of the conference theme, Problems of Guidance Incident to Post-War Education and Vocational Adjustment. One of two guests of honor at a social meeting of the Teachers College branch on Wednesday, November 15, he spoke briefly on the status and future trends of the vocational guidance movement.

When M. R. Trabue represented NVGA at the CGPA meeting held Thursday, February 22, 1945, at the Columbia University Club, he was elected president of CGPA. During Vocational Emphasis Week at Ohio Wesleyan University (March 12-16, 1945), he was a featured speaker. About two weeks later, during Thursday and Friday, March 29-30, he presided at a Board of Trustees’ meeting in Pittsburgh, Pennsylvania. On Thursday evening, when the Western Pennsylvania branch members were hosts, the meeting was held at the University of Pittsburgh. Dinner was served in the Army Mess Hall, army style.

Increased enrollment at Teachers College made it necessary for NVGA to find other office space. On June 1, 1945, offices were moved to 82 Beaver Street, in the Wall Street district of “Little Old New York.” The move increased the budget.

As reported by the NVGA Nominations and Elections Committee, the results of the election conducted during the spring of 1945 indicated that Trabue, among the first to become professional members that year, was to serve from July 1, 1945 to June 30, 1946.

On Monday, September 24, 1945, the CGPA Board of Representatives convened in Chicago. President of both CGPA and NVGA, Trabue presided. The group decided against holding a national convention in 1946, but decided to conduct nine or ten regional conferences in selected cities during March and April 1946, to serve a majority of members. President Trabue spoke at a dinner meeting of the Philadelphia branch of NVGA on Tuesday, October 9, 1945. His topic was “Vocational Guidance from the National Point of View.” Then the Planning Committee representatives of CGPA met in November 1945. NVGA was represented on each regional conference committee. More people attended the regional conferences than had attended a national convention.

The New York Vocational Guidance Association met on Tuesday, January 15, 1946, to greet President Trabue who discussed the need for guidance in an atomic age in which destruction of human life was possible on a grand scale.

M. R. Trabue met with NVGA officers and trustees at Hotel Pennsylvania in New York City on Wednesday and Thursday, February 27-28, 1946. Those present voted to hold a national convention in 1947, in conjunction with CGPA. When he left office on June 30, 1946, NVGA’s membership totaled 4,276.

Distinguished Professor of Higher Education at the University of Kentucky (UK) during 1956-61, he continued as a teacher substitute at UK until January 1963. Marion Rex Trabue died during his eighty-second year while living in Virginia.

NVGA’s presidential winner in the spring election of 1946 was C. Gilbert Wrenn, who succeeded M. R. Trabue on May 1, 1946. The Committee on Nominations and Elections announced the results in the October 1946 issue of Occupations, the Vocational Guidance Journal. (No annual convention was held that year.)

Wrenn was forty-four years, married to Kathleen La Raut, and father of a son named Robert L. (now Director of the Student Counseling Services and Professor of Psychology, University of Arizona). Gilbert Wrenn received both his A.M. (1929) and Ph.D. (1932) degrees from Stanford University. Author or co-author of more than one hundred, fifteen publications when elected, the total now exceeds four hundred articles, Editor’s Introductions, chapters of books, and books including The Counselor in a Changing World (1962) and The World of the Contemporary Counselor (1973).

Professor of Educational Psychology at the University of Minnesota (1937-64), he left Stanford University to become Associate Professor and Assistant Director (1936-38) of the General College at Minnesota. At Stanford he was Vocational Counselor (1929-36), Assistant Registrar for Student Personnel (1932-36), and Assistant Professor of Education. Professor of Educational Psychology (1964-68) at Arizona State University (ASU), he then became Visiting Professor (1968-72) at ASU and Distinguished Professor (1968-71) at Macalester College.

President of the Minneapolis branch of NVGA (1939-41), offices held by Wrenn in NVGA before his election as president included second vice-president (1941-42), first vice-president (1942-44), and trustee (1944-46). Other assignments included his acceptance of appointments to NVGA’s Editorial Advisory Committee (1939-41), membership on the Program Committee (1940-44) which he chaired two years (1941-43), and chairmanship of the Committee on College Guidance (1940-42).

Wrenn’s first appearance on the NVGA annual convention program was at Minneapolis in 1933, when he was one of several who spoke at a session on “Guidance on Each Level of Education - The Present and the Ideal.”

At New Orleans on Wednesday afternoon, February 17, 1937, he was leader of a joint session of the American Council of Guidance and Personnel Associations (ACGPA) when a group discussed Counseling on Personal Problems. The next morning, he joined several speakers who discussed Personal Counseling. His topic was “Inter-relationships of Counseling.”

In St. Louis at the Coronado Hotel on Wednesday afternoon, February 21, 1940, he was one of two leaders of a round-table sectional meeting on Preparation for Guidance Service.

Wrenn chaired a CGPA (formerly ACGPA) joint discussion group at Atlantic City’s Chalfonte-Haddon Hall on Wednesday afternoon, February 19, 1941. At a Breakfast Shop Talk the next morning he chaired a meeting of the Committee on College Guidance. At a Thursday afternoon at the so-called Assembly meeting, the announcement of his election as second vice-president was made.

During the great debate about renaming NVGA in 1941, Wrenn declared a change of mind and joined those who believed the name should remain the same.

At the San Francisco convention in 1942, he participated on three NVGA programs. At the Mark Hopkins Hotel on Thursday morning, February 19, he chaired a sectional meeting on Preparation for Personal Services in Vocational Guidance and Occupational Adjustment. That afternoon at a section meeting his topic was “The College Freshman Looks Back at the High School.” Later the next morning at a sectional meeting on Library Service and Vocational Guidance, he spoke on “Vocational Guidance in the St. Paul Library.”

C. Gilbert Wrenn
Twenty-Ninth President
1946 - 1947
In bringing this letter to a close I would like to remind our members that our strength as a professional group depends not alone upon what officers and committees can do, but also upon the separate contributions of each member. Our movement progresses in prestige and influence as all of us accept the responsibility for doing all we can, nationally and in regional and local areas, to make counseling a "profession" in the fullest sense of the word.

October 1948

Warren K. Layton
Thirtieth President
1947 - 1949

The returns from the election ballots mailed early in March 1947, indicated that Warren K. Layton was voted NVGA's new president, succeeding C. Gilbert Wrenn. Layton's one-year term began July 1, 1947, and he was re-elected in 1948. The official announcement of his 1947 victory was reported at the second Delegate Assembly meeting on Monday afternoon, March 31, in the Deshler-Wallick Hotel at Columbus.

Illinois-born, he was fifty-seven years old, and a graduate of the A.B. (1911) degree from Northwestern University, the A.M. (1918) from the University of Illinois, and the Ph.D. (1931) from the University of Michigan.

Divisional Director of Guidance and Counseling (1944-59) in the Detroit Public Schools, Layton first took charge of counseling (1929) and became Assistant Director (1930-36), then Director in Charge of Guidance and Placement (1936-44).

Preceding officers Layton held in NVGA were treasurer (1932-33) and first vice-president (1938-39, 1946-47). Among his other assignments, he chaired the Arrangements Committee for the 1931 convention in Detroit. The Commercial Exhibits Committee he chaired during 1933-39 arranged for NVGA's first commercial exhibit at the 1932 Washington, D. C. convention.

A member of the Occupational Research Section's executive committee during 1932-33, he reported for his special committee at the Board of Trustees' meetings on Monday, June 27, and Saturday, December 3, 1932, at New York City and Wednesday, February 22, 1933, at the Nicollet Hotel during the Minneapolis convention.

Layton was appointed a member of NVGA's special Committee on Future Policy during 1938-39, and served an appointment on the editorial board of Occupations, the Vocational Guidance Magazine for two years, 1939-41.

A representative of NVGA to the Council of Guidance and Personnel Associations (CGPA) during 1939-44, he was active on CGPA convention programs and was president of CGPA during several months of 1940 and during 1942.

A member of the NVGA Program Committee during 1941-42, Layton chaired the subcommittee on Regional Conferences and reported at the Board of Trustees' meeting on Saturday, July 19, 1941, at Syracuse, New York. During four years (1942-46), he chaired NVGA's Administration and Supervision Division, and he chaired the Program Committee (1946-47) which planned the 1947 Columbus convention, the association's first national meeting since 1942.

Appearing on a number of annual convention programs, Layton chaired a Saturday morning, February 25, 1933, breakfast meeting on Scholarship Funds in Room G of the Deshler-Wallick Hotel in Minneapolis. At St. Louis in 1936, during the annual convention at a breakfast conference on Friday morning, February 21, in the Coronado Hotel's Pine Room, he spoke on "The Work of the City Director of Guidance." At New Orleans on Thursday afternoon, February 18, 1937, in Room B of the St. Charles Hotel, he spoke at a section meeting of Administrators, College Teachers, Directors. The general topic was The School Placement Program and the N.Y.A. In Haddon Hall's Mandarin Room at Atlantic City on Thursday afternoon, February 24, 1938, he presided at a section meeting on Guidance and Training in Relation to Placement. Then he participated as a panel member during the next hour.
in the Chalfonte's Music Room on Summary Session of Guidance, Training, and Placement.

At Cleveland's Hotel Cleveland during the annual convention on Thursday afternoon, February 23, 1939, Layton spoke on "The In-Service Guidance Training of Teachers" at a sectional meeting on Preparation for Guidance Service. Two years later, at Atlantic City's Chalfonte-Haddon Hall Hotel on Thursday morning, February 20, 1941, he was a panel discussant at the opening general session on Guidance: Particulars and Specifics. Although scheduled to participate in at least two sessions at San Francisco in 1942, the meetings did not proceed as planned.

At Columbus in 1947, during a dinner meeting of the Administration and Supervision Division in the Deshler-Wallick Hotel on Saturday evening, March 29, Warren Layton presented "A Preliminary Report of Study of Administrative Provision of Guidance Service in Schools." Also, he appeared at a meeting of the Committee on Branch Programs. The next afternoon he spoke on "Administrative Provisions for Guidance in Schools."

NVGA's thirteenth president and eleventh man to serve, Warren K. Layton communicated with the membership in "The President's Letter," which was published in the association's journal. He chaired NVGA's Executive Committee and presided at the Board of Trustees' meeting in July 1947, and Saturday and Sunday, January 17-18, 1948, in New York City. The Saturday session was held in the headquarters office; on Sunday the trustees met at the Allerton Hotel. On March 15, 1948, the membership totaled 4,704.

NVGA met at Chicago's Stevens Hotel with CGPA for the 1948 convention during Monday through Thursday, March 29-April 1. The CGPA theme was Personnel Work as a Profession. Five hundred, seventy-three NVGA members registered.

President Layton presided at a meeting of the Board of Trustees on Sunday evening, March 28, and Monday morning at the opening general session delivered his presidential address titled "NVGA: Its Status and Task." At the Delegate Assembly meetings that afternoon in the North Ballroom, the Committee on Nominations and Elections reported that all officers and trustees were returned. On Wednesday morning, Layton presided at the second Delegate Assembly meeting, which was held in the North Ballroom. That afternoon he attended a meeting of the Publications Committee in Room 19. He presided at the Banquet that evening and a luncheon meeting of the Board of Trustees in Room 21 on Thursday.

During 1948, President Layton called a meeting of the Executive Committee in New York City on Saturday, April 24, and held conferences with the executive secretary in Pittsburgh on Friday, June 11, and in New York City on Friday and Saturday, August 13-14. During Saturday and Sunday, September 11-12, in Boston, he met with the NVGA Executive Committee. At Cleveland on Saturday, October 16, the NVGA Board of Trustees appointed a Housing Committee to move headquarters offices from New York City to Washington, D. C. After the Cleveland meeting, President Layton invited seven national groups to join with NVGA on the completion of the manual on Counselor Preparation, published in April 1949. Membership on April 1, 1949, totaled 4,616.

NVGA's national convention in 1949 was held with CGPA in Chicago's Stevens Hotel during Monday through Thursday, April 18-21. The general theme was Achieving Common Goals of Guidance. A Placement Desk for the first time was in charge of an appointed committee.

In the North Ballroom at NVGA's opening general session on Monday morning, President Layton's address was "The Past Year in NVGA." That afternoon in the same room he presided at the first Delegate Assembly meeting. Two hundred, thirteen delegates represented seventy-five branches. Wednesday morning in the Grand Ballroom he presided at the second Delegate Assembly meeting, then met Room 20 for a luncheon with the Board of Trustees. That evening he presided at the NVGA Banquet held in the Grand Ballroom.

In retirement since 1959, Warren L. Layton was living in the eighty-sixth year of his life when he died in Michigan.

The functions of NVGA are to facilitate the delivery of better and better vocational guidance to all who need and want it by means of: (1) Facilitating exchange of knowledge through publications, conventions, and research, and (3) helping people who want to start or improve their own programs of vocational guidance. I would like to see NVGA as a medium through which we, as a group, can provide some services that we, as individuals, cannot provide alone.

I wish our personal attitudes toward NVGA might be "How can I, through NVGA, be of more help to those who need and want my help?" rather than "What can NVGA do for me?"

I would not like to see NVGA become either a labor union or a political lobby.

December 1975

Robert Hoplock
Thirty-First President

1949 - 1950

Returns of the election ballot mailed to NVGA members during February 1949, revealed that Robert Hoplock was chosen president to succeed Warren K. Layton on July 1, 1949. The official announcement of his election was reported at the Delegate Assembly meeting at Chicago's Stevens Hotel during convention on Monday afternoon, April 18, and included in the May 1949 issue of Occupations, the Vocational Guidance Journal.

A native of New Jersey, Hoplock was forty-seven years old, married to Margaret Emily Thornton, father of a daughter, Margaret Joan (Mrs. A. J. Bedell), and grandfather of three children.

Having received his Ph.D. (Educational Research, 1935) degree from Columbia University, he was Professor of Education at New York University (from 1939 to 1972), where he chaired the Department of Guidance and Personnel Administration for thirteen years. Formerly, he was Assistant to the Director of the National Occupational Conference (NOC, 1933-39).

Hoplock's publications included Job Satisfaction (1935), Group Guidance (1949), Occupational Information (1957, now in the fourth edition, 1976), and three hundred articles in educational, psychological, and business journals.

Hoplock said that he joined the New York City and the Philadelphia branches of NVGA in 1928, because he wanted to learn more about vocational guidance and to become a part of the profession. During summer vacation (1925) after his first year as a teacher in Lambertville, New Jersey, he talked with Mary Hayes and others about finding occupational information and decided his life's vocational direction.

Vocational Counselor in the Rahway (New Jersey) Public Schools during 1927-30, Hoplock organized and became the first president of the New Jersey branch of NVGA in 1929. Then when he inquired to NVGA President Richard D. Allen about the existence of a committee which promoted vocational guidance services in communities, Allen appointed him to chair NVGA's chairman Publicity Committee (1929-30). Later that year he accepted also an appointment to chair the Membership Committee. In 1929, the J. C. Penney Foundation agreed to finance the work of NVGA's first executive secretary for an anticipated five years. At a special meeting of the board held in the board rooms of the J. C. Penney Foundation on Wednesday, November 27, in New York City, Robert Hoplock was appointed executive secretary, effective February 1, 1930. His title was changed to field secretary at the Atlantic City convention later that month, at which time he also became a member of the Publicity Committee (1930-31). When the great depression threatened to wipe out the Foundation, the grant was terminated December 31, 1931.

Named associate editor (1938-40) of Occupations, the Vocational Guidance Magazine, Robert Hoplock was a member of NVGA's Program Committee during 1938-39, and served as a member of the executive committee of the Occupational Research Section (1938-49), until he became president. A member of NVGA's
Program Committee during 1940-41, he served during 1946-47 on that committee, which planned the first national convention of NVGA since 1942. Accepting an appointment to the special committee of the Section on Preparation for Guidance Service during 1940-41 relating to preparation and certification of counselors, he chaired both the Nominations Committee and the Committee on Cooperation with Labor and Industry during 1943-44.

Elected NVGA trustee in the mail ballot conducted early in 1944, his term was for two years (1944-46). Appointed to chair the Committee on Finance and the Professional Staff's subcommittee on Circulation during 1943-45, both assignments were extended through 1946. Among the first group of professional members in 1945, Hoppock agreed to serve as one of NVGA's representatives to the Council of Guidance and Personnel Associations (CGPA) during 1945-46.

Robert Hoppock attended all of the NVGA annual conventions beginning in 1950 in Atlantic City through 1972 at Chicago, with only two or three exceptions. His participation record in the annual programs during that period was distinctive.

When Robert Hoppock became NVGA's thirty-first president on July 1, 1949, he was the twentieth man to serve in the association's highest office. Headquartered for the first time in Washington, D.C., NVGA's new address when Hoppock took office was 1424 Sixteenth Street, N.W. The president utilized a monthly newsletter from the national office to communicate with branch presidents, officers and membership, those in retirement, those in a retired status, and those who requested a copy.

During his term as president, he chaired NVGA's Executive Committee and served as a representative to CGPA, meeting in Toronto, Canada, in July and Atlantic City in October 1949. The NVGA Executive Committee met with New York City branch members on Tuesday, September 27, at a social meeting at Hotel Claridge on Times Square. President Hoppock described NVGA's plans for the coming year.

He chaired the meetings of the Board of Trustees at Washington, D.C., during Tuesday and Wednesday, October 11-12, 1949, when the establishment of the position of assistant executive secretary was authorized (and filled in November).

NVGA met at convention with CGPA in Atlantic City during Monday through Thursday, March 27-30, 1950. The theme was The Personnel Profession: Achievements and Objectives. President Hoppock presided at Delegate Assembly and delivered his President's Address, 1950 at the Luncheon on Wednesday.

Among recognition honors received throughout his career were the New York Personnel and Guidance Association Award presented to him at the Annual Award Dinner on Thursday, May 19, 1966. During the Luncheon at the annual NVGA convention in Minneapolis, Minnesota, the National Association's Meritorious Service Award was presented on Wednesday, April 14, at the Radisson Hotel. Late in 1967, Hoppock was awarded the first Eminent Career Award "in admiration and in appreciation for enduring contributions to the noblest principles of vocational guidance."

Featuring second in a PIONEERS IN GUIDANCE series published in the January 1976 issue of the Personnel and Guidance Journal, the article was titled "From Seeker to Teacher: The Odyssey of Robert Hoppock." In December 1976, after the publication of his book on Job Satisfaction, the Vocational Guidance Quarterly published a "Special Issue on Job Satisfaction in Honor of Robert Hoppock."

The program for "A Day to Honor Robert Hoppock," at the New York University Club on Friday, April 21, 1972, quoted from one of his earlier writings:

"If I have a philosophy, it is no more than a belief in a few things that seem to me to be almost axiomatic. Since nearly every one of us eats food that someone else produced, wears clothes that someone else made, and lives in a house that someone else built, I think it reasonable to do something useful in return. A job should be worth doing for its own sake, as well as for what it pays in financial or psychic rewards. Finding and holding an appropriate job can add much to our success. Productive employment in an inappropriate job can aggravate our feelings of frustration and failure.

"Having early in the seventy-fifth year of his life with his wife in Manhattast, New York, Robert Hoppock wrote on the last day of December 1975 the following about his "perspective regarding vocational guidance and career development:"

"I'm not sure what this means. One of the first things I learned from NVGA, back in the 1920's, was that "vocational guidance is a lifelong process," which would seem to make it cover the same time span as career development. I guess I see career development as what happens to the client, and vocational guidance as what we do to help make it happen.

Clifford E. Erickson's election to the presidency of NVGA occurred in March 1950, and he succeeded Robert Hoppock in July of that year. He was re-elected in 1951 for a second one-year term. Those in attendance at NVGA's first Delegate Assembly meeting in Atlantic City's Chalfonte-Haddon Hall on Monday afternoon, March 27, heard the opening announcement of his 1950 election. Readers of Occupations, the Vocational Guidance Journal (Journal) learned about Erickson's election in the May 1950 issue.

Illinois-born, he was forty-two years when elected, married to Mildred E. Brinkmeier, and father of a son (Walter Bruce) and a daughter (Marilyn Kay).

Professor of Education (since 1944) and Director of the Institute of Counseling, Testing, and Guidance (1945-51) at Michigan State University (MSU, formerly Eastern Michigan University), on July 1, 1951, he was elevated to the office of Dean of the Basic College. Erickson left Northwestern University where he received his M.A. (1933) and Ph.D. (1937) degrees and was Instructor (1934), Assistant Professor, Assistant Dean of University College (Chicago Campus) from 1936-39, he became Director of the Guidance Laboratory from 1940-44.

Prior to his election, he became nationally known in the field of guidance and personnel work through a number of booklets and books he wrote or co-authored such as Organization and Administration of Guidance Services (1947), A Basic Text for Guidance Workers (1947), and The Counseling Interview (1950). Editing a department in School Activities Magazine for eight years, he contributed also to other periodicals. An extract from a speech published in September 1940 read as follows about vocational guidance:

Clifford E. Erickson
Thirty-Second President
1950-1952

Clifford E. Erickson
Thirty-Second President
1950-1952
The major function of NVGA should be that of keeping alive the vocational aspect of counseling. It should motivate counselors to prepare themselves as thoroughly and realistically as possible in vocational psychology. It should motivate schools, social agencies, and other institutions to give appropriate emphasis to the selection of counselors who in number, training, and experience can be helpful to individuals in relating their self-concepts to the labor market.

December 1975

In the NVGA elections of 1952, Max Baer was the presidential winner. The official announcement was reported at the first Delegate Assembly meeting during the annual convention on Monday afternoon, March 31, at the Biltmore Hotel in Los Angeles. The May 1952 issue of Occupations, the Vocational Guidance Journal (V.G.J.) informed the readers of Baer’s election. He succeeded Clifford Erickson on July 1, 1952, and served through June 30, 1953.

Born in Frankfurt, Germany, Max Baer was thirty-nine years. George Washington University conferred upon him the doctorate degree early in 1947.

Washington, D. C. was his work setting where he was National Director, B’nai B’rith Vocational Service Bureau (1953-54) and International Director, B’nai B’rith Youth Organization (1948-present).

Requested by an NVGA trustee to write a column early in 1943, Baer wrote “Washington Flashes” beginning with the April issue of the Journal, continuing in the Personnel and Guidance Journal (P&GJ) and ending with the June 1969 issue of P&GJ, a time span of twenty-six years (during which time he contributed without remuneration!). In July 1969, as retiring author of “Washington Flashes,” he accepted a citation from the APGA president and executive director at APGA headquarters in Washington, D.C.

Early in 1951, the year before his election as NVGA president, his book, Occupational Information: Its Nature and Use (with Edward C. Roebert) was published (third edition, 1964). Baer was co-author of Careers in Retail Business Ownership, published in 1946.

Accepting a number of committee assignments with NVGA, Baer served as a member of the Program Committee (1940-41, 1946-47), planning for conventions in Atlantic City (1941) and Columbus (1947), and he chaired the committee (1949-50) which planned the annual program at Atlantic City in 1951. He chaired the national Publicity Committee (1941-44, 1946-47) and the Public Relations Committee (1944-46, 1947-49). President of the District of Columbia branch during 1946-47, he served on NVGA’s Legislation Committee that year and appeared as a representative before the Senate Appropriations Committee to support the George-Barden Bill (sponsored by the American Vocational Association) and presented a resolution passed by NVGA’s Delegate Assembly against an anticipated budget slash. As a member of the International Relations Committee (1948-49), he assisted in the project to distribute vocational guidance materials in war devastated countries. (One hundred packages of books and other materials were sent.) Elected a trustee in the 1950 elections, Max Baer was serving the second year of his three-year term when voted president of NVGA in 1952.

Baer reported that he had knowledge of the existence of NVGA as far back as 1934, when he examined his first issue of Occupations, the Vocational Guidance Magazine. He obtained his first position in the vocational service field in 1938, and joined NVGA on the very first day of his employment, since he took it for granted that every professional should affiliate with at least one appropriate professional association.

Max F. Baer
Thirty-Third President
1952 - 1953
NVGA's annual convention held at Atlantic City in February 1938 was the first attended by Max Baer, and he said in 1975 that over the years he participated in eighteen national conventions and numerous regional conferences.

Thirty-third NVGA president, Max F. Baer, was the twenty-second man to serve in the association's highest office. Serving during the first year NVGA was a Division of APGA, he represented that body on the APGA Executive Council during his term. Because there existed much fear on the part of many prominent supporters of vocational guidance that it would be submerged in APGA, President Baer devoted an enormous amount of time to assuring the Division's identity and perpetuity.

What is known as NVGA divisions became sections, special interest sections, and committees during his term. One of his reasons for launching the Vocational Guidance Quarterly (VGQ) was to give NVGA some visibility and to offset the apprehension and fears of many that the P&GJ would be diluting the vocational aspects of guidance. With the assistance of an Editorial Committee of six people and all those who chaired sections that year (1952-53), Baer served as the founding Editor and communicated with his readers in a two-page column titled "Message from the PRESIDENT."

President Baer traveled frequently on NVGA business and spoke at a number of branch meetings throughout the country. During Monday through Thursday, March 30-April 2, 1953, NVGA convened with other Divisions of APGA for the annual convention held at Chicago's Conrad Hilton Hotel. The common theme was Human Resources and Manpower Utilization.

President Baer presided at NVGA's opening general session on Monday afternoon, the Delegate Assembly meetings on Tuesday afternoon and Wednesday morning, and the NVGA Luncheon on Wednesday.

He lives with his wife in Washington, D.C.

In December 1975, Past-president Baer commented briefly about his philosophy of vocational guidance, career development, and the future of counseling:

Career choice represents one of the major decisions made in the lifetime of an individual. It determines his economic security or advancement, helps to give meaning and purpose to life, affects negatively or positively the measure of satisfaction in life, and often determines his choice of a mate, friends, and lifestyle.

Career choice is not just an intellectual exercise in an endeavor to match occupational aptitude patterns with individual profiles. The emotional and attitudinal components play such a major role in career choice that in most cases the counselor must be equipped to deal with the totality of the individual. Thus vocational guidance is only an aspect of general guidance. Nevertheless the term "vocational guidance" must be retained, if for no other reason than to develop patterns which cut through a variety of conditions. Moreover, counselors who cannot be helpful to individuals in career choice without a realistic understanding of the world of work.

The process of matching occupational aptitude patterns with profiles of individuals should be governed by another caution: Not infrequently a low score in one trait or aptitude is offset by unusually high scores in others. Computerization is an effective aid in counseling, so long as it is not considered a substitute for the counselor.

Since career choice is a process rather than an act and since the average individual may change occupations six times in the course of a lifetime, we need to focus on career development. We need to change our traditional studies of the work experiences of individuals. The current economic recession is revealing career patterns quite different from those we have been experiencing for the past thirty-five years or so. Therefore, counselors need to study the career development patterns which cut through a variety of conditions. Moreover, it must not be assumed that a career development pattern will necessarily apply to any given individual.

I believe that it is time for all those who have a professional interest in vocational guidance to take part on a selected basis in social action relating to the profession. Counselors must not be eliminated from school systems on account of budgetary limitations. Counselors in public employment services must not be assigned to other functions. The idea is not so much one of the counselor controlling his own job; it is one of protecting what progress has been made in entering the important phases of vocational guidance over the years. Moreover, counselors should join forces with others in effective action to reduce unemployment. Youth suffer from unemployment more than any other segment of the labor force. Counseling often seems meaningless when the outlook for employment is bleak.

The presidential election in the 1953 NVGA election was Clarence C. (Dinny) Dunsmoor. He took office on July 1, succeeding Max Baer. Official announcement of Dunsmoor's election as NVGA's highest office was made at the opening Delegate Assembly at Chicago's Conrad Hilton Hotel on March 31. Readers learned about the election results in the May 1953 issue of APGA's Personnel and Guidance Journal (P&GJ) and in the Autumn, 1953 edition of NVGA's Vocational Guidance Quarterly (VGQ).

Iowa-born, Dinny Dunsmoor was fifty-three years of age, married to Beulah Fletcher, and father of a daughter (Dorothy D. Wiesenfeld) and a son (David Miles Dunsmoor). In attendance (part-time) at Harvard University during summer sessions in 1929, 1930, 1932, and 1933, he attended full-time during 1933-34, and received his Ed.M. (1934) and his Ed.D. in 1938 from that institution.

Dunsmoor was Director (1952-65), Board of Cooperative Educational Services (BOCES), First Supervisory District, Westchester County, New York, an administrative position he accepted after organizing and directing the widely-known BOCES Guidance Center at Katonoh, New York (since moved to Yorktown Heights, New York). Teacher, Vice Principal, and Vocational Director (1924-29) at West High School in Waterloo, Iowa, he became Director of Guidance there (1929-36). He then accepted an appointment as Director of Guidance (1936-43) in the New Rochelle, New York, Schools until June 1943, when he entered the U.S. Navy where he served as Commanding Officer of the V-12 Navy Units at the University of Dubuque, Dubuque, Iowa, and later at Southwestern University, Georgetown, Texas. Following thirty-one months in the Navy, LCDR Dunsmoor returned to his former position at New Rochelle, New York. In September 1946, he accepted a position as Director of Pupil Personnel (1946-49) for the Long Beach, California Public Schools, before his return to New York. During his professional career of some forty-three years, he served as part-time Lecturer, Visiting Professor, or Workshop Coordinator in eighteen different colleges, universities, and graduate schools throughout the country.

Among the numerous professional writings of Dinny Dunsmoor (prior to his election as co-authorship (with Leonard W. Wilson) of Principles and Methods of Guidance for School Personnel (1942 and 1948) and (with Oliver C. Davis) of How to Choose That College (1951). He also served as "Co-Editor" of How to Visit Colleges, in November 1954, the first of the "How to Do It" booklets prepared by the Public Information and Professional Relations Committee of NVGA under the chairmanship of Mary E. Campbell.

Twice re-elected to three-year terms (1948-51, 1952-55) as NVGA trustee, he served only one year of the second term before his election to the presidency of the association. Other professional assignments with NVGA over the years included: (1) Chairmanship of the Section on Administration and Supervision (1959-60), and (2) Chairmanship of the Branch Membership Committee (1950-51). Dunsmoor was also appointed a member of the trustees at their meeting on January 22, 1951, when they proposed a unification amendment at the NVGA Delegate Assembly meetings during the Chicago convention in March of that year.

A former president of the Iowa branch (1931-32), of the New York State Counselors Association (1941-42), and of the California Research and Guidance Association (Southern Section, 1948-49), Dunsmoor attended most of the annual conventions through 1965, beginning in 1933 at Minneapolis. He was among those who attended the NVGA work conference in New York City during January 1945, a period during World War II when national conventions were curtailed.
Elected NVGA's thirty-fourth president and the twenty-third man to serve, Dunsmoor communicated with the membership in a two-page column titled "Message from the PRESIDENT" published in each issue of VGQ and wrote articles such as "Time to Stand Up and Be Counted" and "With Interest," which were published as editorial comments in the P&GJ during his term. An article of his titled "Good Guidance is Educational Insurance" was printed in the December 1953 issue of Vocational Education News. He presided at a meeting of the Board of Trustees at the Waldorf-Astoria Hotel in New York City in June 1953, when a long-range public relations program and membership expansion were planned and Community Teamwork in Guidance was adopted unanimously as NVGA's theme for 1953-54.

NVGA joined other Divisions of APGA at Buffalo's Hotel Statler for the 1954 national convention held Sunday through Thursday, April 11-15. APGA's theme was Guidance in a Free World.

After presiding at a Board of Trustees' meeting Sunday evening, the next afternoon he chaired NVGA's opening session, when the topic discussed by four participants was "The Community Organizes for Vocational Guidance." On Tuesday, President Dunsmoor presided at the Luncheon and the first Delegate Assembly which followed. A prominent national figure on the professional organization scene, Dunsmoor described his term as a "year of decisions" and a "build-up" year.

C. C. Dunsmoor was the fourth past-president of NVGA who succeeded to APGA's highest office, serving as president of APGA during 1962-63. APGA PRESIDENTIAL REFLECTIONS (1975) includes a narrative sketch of his work in that position.

Now living in the seventy-seventh year of his life, Dinny Dunsmoor and his wife reside in Seminole, Florida, where they have been "busy" with non-professional concerns since 1967.

The winning candidate in the 1954 vote for president of NVGA was Clifford P. Froehlich, whose election was reported at the first Delegate Assembly meeting at Buffalo's Hotel Statler on Tuesday, April 13, in the May 1954 issue of the Personnel and Guidance Journal, and the winter issue of the Vocational Guidance Quarterly (VGQ). His term began on July 1 that year when he succeeded C. C. Dunsmoor and ended on April 30, 1955, a ten-month period.

A Minnesota native, thirty-nine years old, and married to Edna Peterson, Froehlich was the father of a daughter (Winifred). His second daughter (Peta) was born in August 1955. Recipient of the B.A. (1935) degree from Macalester College and the M.A. (1939) degree from the University of Minnesota, The George Washington University awarded him the Ed.D. (1948).

Associate Professor (1952-57), then Professor of Education at the University of California at Berkeley (UCB), he previously was Specialist for Training Guidance Personnel, Occupational Information and Guidance Service (1946-52), United States Office of Education (USOE). Accepting the directorship (1939-40) of the Community Guidance Center in Fargo, North Dakota, he then became State Supervisor of Occupational Information and Guidance (1940-42) in Minnesota. In June 1942, he enlisted as Psychologist, Statistical Research Department, Army Air Force Psychological Research Unit, until April 1945, when he was discharged as a Second Lieutenant.

During his tour with USOE, Froehlich prepared approximately seventeen reports. Prior to his presidential victory with NVGA, at least thirty-five articles which complemented his teacher-education career were published in professional journals. Several other articles were accepted and awaiting publication. Three of his better known books were Guidance Testing (in collaboration with A. L. Benson and later revised with Kenneth B. Hoyt), Guidance Services in Smaller Schools (1952), and Studying Students: Guidance Methods of Individual Analysis (in collaboration with John G. Darley, 1952). Also, he was Editor of a Professional Guidance Series with Science Research Associates.

Among his earlier professional involvements in NVGA, he was a member of the Ethical Practices Committee (1947-49). Chairing the Convention Program Committee (1947-48), he wrote articles for Occupations, the Vocational Guidance Journal about the 1948 Chicago meetings. A member of the Professional Training and Certification Division of NVGA, he chaired that group during 1949-50. Instrumental in the formation and organization of APGA, Froehlich accepted an appointment to chair NVGA's Policy Committee during 1950-52. Elected with approximately thirty-six others to the 1952 APGA Assembly at the Los Angeles convention, he served a membership on NVGA's Constitution Committee during 1952-53. Elected vice-president in 1953, Froehlich served on the APGA Executive Council during 1953-54 and the following year when NVGA president. During both years he was president of the Northern California regional branch.

Becoming more professionally involved initially with NVGA when he was State Supervisor in North Dakota, he attended and participated in all the annual national conventions until his death late in 1959. At the San Francisco convention in 1942, Froehlich was scheduled to chair a section meeting on Initiating a Guidance Program. He presented the manual on Counselor Preparation at Chicago’s Stevens Hotel during Wednesday morning, April 20, 1949. Later, at the general session in the Grand Ballroom, his topic was "Approved Recommendations for the Professional Preparation of Counselors." A member, secretary, and spokesman for the Committee to Consider Unification of the Counsel of Guidance and Personnel Associations (CGPA), at Atlantic City’s Chalfonte-Haddon Hall on Tuesday evening, March 28,
1950, during an NVGA symposium, he discussed the proposed Guidance and Personnel Association in reference to counselor needs. Thirty-fifth president and the twenty-fourth man to serve in NVGA's highest office, Clifford P. Froehlich taught two courses at the University of Hawaii Summer Session during June to August 1954. In Chicago he presided at the fall meeting of the Board of Trustees' during Friday and Saturday, October 8-9, 1954, prior to the APGA Executive Council meetings which he attended the next two days. His presidential messages were published in the winter (1954-55) and spring (1955) issues of the VQG.

NVGA joined the other Divisions of APGA at Chicago's Conrad Hilton Hotel for the annual convention during Sunday through Thursday, April 3-7, 1955. The convention theme for all groups was Guidance and Personnel Work in a Dynamic Society. President Froehlich presided at the Delegate Assembly meetings on Monday evening and Wednesday afternoon. At the Luncheon on Tuesday, he delivered the "President's Address." Early Thursday afternoon he met with the trustees.

In the 1955 vote for APGA president-elect, Clifford P. Froehlich was elected and served as president during 1956-57, the second NVGA past-president voted to APGA's highest office. Recognized and honored at the 1950 Atlantic City convention, he received the CGPA Research Award for the quality of his study on evaluation of guidance services. Awarded the honorary degree of Doctor of Laws by Macalester College in 1957, the citation read in part:

"Dr. Froehlich has contributed many scholarly publications in his chosen field. He also has displayed a remarkable leadership among his colleagues who, last year, elected him President of their national organization, the American Personnel and Guidance Association."

During the seventh annual awards banquet of the Los Angeles branch of NVGA in March 1958, Froehlich was presented a citation. At the time of his death in Berkeley, Clifford Froehlich was living in his forty-sixth year.

NVGA should reassert its central coordinative and integrative role in the guidance, personnel and career development movement. Preparation for lifetime living is meaningless without proper vocational guidance and career development support, it is stated. The APGA, however, must be kept providing cost-effective, predictive and fragmented services which can help one another and dissipate limited resources when, in fact, the rallying point for the entire involvement is career development, i.e., vocational guidance.

November 1975

NVGA's first president-elect was Charles E. Odell, whose election was reported in Buffalo at the Delegate Assembly on Tuesday afternoon, April 13, 1954. The May issue of the Personnel and Guidance Journal (P&GJ) reported his victory.

A native of New York City (Richmond Hill), Odell was thirty-seven years old, married to Louise Isabel Minter, and father of a daughter (Sally Louise) and a son (Charles Edward II). Recipient of an A.B. (1937) degree from Syracuse University, he continued graduate studies at the University of California (1937-49).

When elected to high office, he was Chief, Division of Counseling, Selective Placement and Testing, Bureau of Employment Security (1948-55), a branch of the United States Employment Service (USES) which he organized and first supervised as Chief (1947-55). First employed as an intern with the National Institute of Public Affairs in Washington, D.C. during 1937, he worked in the U.S. Department of Labor until 1957. First a Procedures Analyst (1937-40), he became a Regional Representative (1940-43), then Regional Labor Market Analyst (1946-47), after serving as an enlisted classification officer in the U.S. Naval Reserves during 1943-46. Appointed Special Assistant to the U.S. Under Secretary of Labor for Older Worker Programs (1955-57), he then left the Department of Labor to become Director, Older and Retired Workers Department, United Auto Workers (1957-66) in Detroit. Special Assistant to the USES Director (1966-67), he then became USES Director and advanced to Deputy Associate Manpower Administrator for Field Operations (1968-69), then Deputy Director of the U.S. Training and Employment Service (1970-74), before joining the Bureau of Employment Security for the State of Pennsylvania as a Consultant on Manpower Delivery Systems (1974-75).

Among his professional activities with NVGA, Odell accepted an appointment to membership on the Professional Training and Certification Division in 1947, and chaired that Division for two years, 1950-52. He planned and coordinated the annual convention at Chicago in 1950. While treasurer during 1951-52, he chaired the Finance Committee, and represented the association to the Council of Guidance and Personnel Associations (CGPA) at meetings in Chicago (October 1951) and Columbus (January 1952). As treasurer, he became a party to the transfer of the NVGA Charter to APGA. In addition to his vice-presidential responsibilities during 1952-53, Charles Odell served on the Editorial Committee of the Vocational Guidance Quarterly (VQG), functioned as Coordinator of NVGA's sixteen Sections, chaired the Program Committee, and represented NVGA on APGA's Executive Council (until the APGA Divisions elected their regular representatives). He continued as Coordinator of Sections during 1953-54 and attended the June 1953 NVGA Board of Trustees' meeting at New York City's Waldorf-Astoria Hotel to help present preliminary plans for the 1954 convention at Buffalo. A member of the Public Information and Professional Relations Committees during his terms as NVGA president-elect and president, he again represented the association on the APGA Executive Council. Concurrently with his presidency, he was chair-elect of the Older Worker Section of NVGA.

Charles E. Odell
Thirty-Sixth President
1955 - 1956

A native of New York City (Richmond Hill), Odell was thirty-seven years old, married to Louise Isabel Minter, and father of a daughter (Sally Louise) and a son (Charles Edward II). Recipient of an A.B. (1937) degree from Syracuse University, he continued graduate studies at the University of California (1937-49).

When elected to high office, he was Chief, Division of Counseling, Selective Placement and Testing, Bureau of Employment Security (1948-55), a branch of the United States Employment Service (USES) which he organized and first supervised as Chief (1947-55). First employed as an intern with the National Institute of Public Affairs in Washington, D.C. during 1937, he worked in the U.S. Department of Labor until 1957. First a Procedures Analyst (1937-40), he became a Regional Representative (1940-43), then Regional Labor Market Analyst (1946-47), after serving as an enlisted classification officer in the U.S. Naval Reserves during 1943-46. Appointed Special Assistant to the U.S. Under Secretary of Labor for Older Worker Programs (1955-57), he then left the Department of Labor to become Director, Older and Retired Workers Department, United Auto Workers (1957-66) in Detroit. Special Assistant to the USES Director (1966-67), he then became USES Director and advanced to Deputy Associate Manpower Administrator for Field Operations (1968-69), then Deputy Director of the U.S. Training and Employment Service (1970-74), before joining the Bureau of Employment Security for the State of Pennsylvania as a Consultant on Manpower Delivery Systems (1974-75).

Among his professional activities with NVGA, Odell accepted an appointment to membership on the Professional Training and Certification Division in 1947, and chaired that Division for two years, 1950-52. He planned and coordinated the annual convention at Chicago in 1950. While treasurer during 1951-52, he chaired the Finance Committee, and represented the association to the Council of Guidance and Personnel Associations (CGPA) at meetings in Chicago (October 1951) and Columbus (January 1952). As treasurer, he became a party to the transfer of the NVGA Charter to APGA. In addition to his vice-presidential responsibilities during 1952-53, Charles Odell served on the Editorial Committee of the Vocational Guidance Quarterly (VQG), functioned as Coordinator of NVGA's sixteen Sections, chaired the Program Committee, and represented NVGA on APGA's Executive Council (until the APGA Divisions elected their regular representatives). He continued as Coordinator of Sections during 1953-54 and attended the June 1953 NVGA Board of Trustees' meeting at New York City's Waldorf-Astoria Hotel to help present preliminary plans for the 1954 convention at Buffalo. A member of the Public Information and Professional Relations Committees during his terms as NVGA president-elect and president, he again represented the association on the APGA Executive Council. Concurrently with his presidency, he was chair-elect of the Older Worker Section of NVGA.
His early work with the American Youth Commission's Baltimore Research Center - "Matching Youth and Jobs" (1939-40) - particularly on the transition from school to work (from which emerged the first employment counseling manual for the USES) "propelled" him into vocational guidance. He joined NVGA in 1947, and his application for professional status was approved during the 1949-50 membership year. He was proud to say that his wife and he have been full dues-paying members from the beginning. They opposed and refused to enroll as life members because they thought this would bankrupt APGA.

Attending his first national convention at Atlantic City (1941), Charles Odell explained that he was present for most, but not all, APGA conventions. Among those conventions during which he participated on the annual program through his term as president were: Chicago (1948, 1949, 1951, 1953), Atlantic City (1950), Los Angeles (1952), Buffalo (1954), and Washington, D. C. (1956).

Charles E. Odell was the thirty-sixth NVGA president and the twenty-fifth man to serve in the association's highest office. His "Message from the PRESIDENT," a two-page column, was published in three different issues of the VGGQ. He presided at the meeting of the Board of Trustees held in conjunction with the APGA Executive Council meetings at Washington, D. C. on Sunday and Monday, October 23-24, 1955.

Guidance and National Policy was the theme of the annual APGA convention at Washington, D. C. during Sunday through Thursday, March 25-29, 1956. Two major NVGA workshops on Branch and Section activities preceded the regular convention program. President Odell presided at the Delegate Assembly business meetings on Monday afternoon and Wednesday afternoon. At the first meeting, he presented a "State of the Association" message which described the trials and accomplishments of his administration. He presided at the annual Luncheon and was present for the Board of Trustees' meeting Thursday afternoon.

During the annual NVGA Luncheon at the New Orleans' Marriott Hotel on Wednesday, April 10, 1974, Past-president Odell received a Merit Award.

He was elected president-elect of NECA in 1973, and served as president (1974-75) and a member of the NECA Board (1968-76). He is currently a member of the Editorial Board of the P&GI, and edited a Special Issue of the Journal on the Employment Outlook for Counselors (November 1974).

Commissioner of the State of Connecticut Department on Aging since 1975, Charles E. Odell wrote briefly about his philosophy of vocational guidance and career development on November 24, 1975:

Vocational Guidance fulfills a normal need of normal people at any point in their growth and development where career decisions and choices are confronting them. The need is pervasive, and therefore requires a widespread availability of trained and qualified professionals in all levels and settings where career choices and decisions may occur - in schools, public and private employment services, industry, labor, colleges, adult education, vocational and rehabilitation agencies. Since I have always perceived Vocational Guidance as a developmental process, I have never understood "the strain" about distinguishing it from career development. I regret to say it, but I counselor trainers who rejected vocational guidance because they wanted to escape from the dominant influence of vocational education over guidance services in the states in the forties and fifties. I say "Welcome Home" and let's get on with the job of helping people "to choose, prepare, and proceed with the process that is ongoing and developmental in nature, leading to second careers, third careers and even retirement careers as volunteers, craftsmen, or just plain real, or foster grandparents."

...the contributions of vocational guidance and of NVGA as the professional association with this primary interest are a concern for every counselor. Enlightened concepts about vocational guidance, adequate vocational information, counseling for proper vocational choice, preparation for vocational adjustment--these are concerns of all counselors everywhere. Thus NVGA is a potential resource and ally for every personnel and guidance worker. Ours is an open shop and we are proud of it, just as we are proud of the constant updating of our role as association and professional members, and counselors everywhere.

This is the meaning of NVGA--resources for all counselors and strength for guidance as a profession. Moreover, we offer resources for education and strength for service to our youth.

Summer 1956

The official announcement of Blanche (Buhlig) Paulson's victory as NVGA president-elect on the 1955 ballot was presented at the first Delegate Assembly meeting of the annual convention at Chicago's Conrad Hilton Hotel on Monday afternoon, April 4, and a biographical statement titled "Meet NVGA President-Elect PAULSON" was printed in the first issue of the Vocational Guidance Quarterly (VGGQ).

Chicago-born, Blanche Paulson was forty-nine years old, and married to Skulig G. Paulson. Awarded a B.A. (1927) degree by the University of Wisconsin, she received her M.A. (1939) degree from Northwestern University.

Director (1955-71), Chicago Bureau of Counseling Services (later changed to Pupil Personnel Services), she was first Coordinator of the Division of Guidance and Counseling then Supervisor of the Bureau (1948-55). At Bowie High School in Chicago, she was a Teacher for eleven years (1932-43), before her assignment as Teacher in the Chicago Bureau of Child Study (1943-48).

Co-author (with S. A. Hamrin) of Counseling Adolescents (1950), Blanche Paulson contributed also to several pamphlets and wrote a number of articles on guidance. Some of her previous teaching experience included self-appraisal and careers classes. In the Bureau of Child Study she rewrote psychological materials used in the guidance course.

A member of NVGA's Division on Administration and Supervision, she chaired the Chicago branch membership committee during 1951-52. APGA Convention Program Coordinator and Editor for the Chicago meetings in 1953, she was elected NVGA trustee that year for a three-year term. She served only one year (1953-54) as trustee, but she was elected treasurer for 1955-56. While NVGA president-elect and president (1955-57), she represented NVGA on the APGA Executive Council. During her term as president-elect, she served as Coordinator of NVGA's sixteen Committees and Sections by which she stimulated continuing activities and services to the membership. She wrote three separate columns titled "NVGA Section News," which were published in different issues of the VGGQ. Appointed to the APGA Committee on Branch Development that year, she met a full-day with other committee members at the October 1955 APGA Executive Council meetings at Washington, D.C. and attended the APGA Executive Council and NVGA trustee meetings on Saturday and Sunday, October 23-24. Requested to develop a statement on APGA Branches with the president-elect of the National Association of Guidance Supervisors and Counselor Trainers, their article on "Why an APGA Branch?" was published in the February 1956 issue of the Personnel and Guidance Journal.

A member of NVGA in the 1940's, her application for professional membership was approved in 1949. Prior to assuming her duties as president-elect, she appeared at several conventions and at Chicago (1951) was recorder at an NVGA group meeting on the Place of Service Clubs in the Guidance Program. At the Los Angeles convention the following year (1952), conducted at the Billmore Hotel, she was one of five participants of NVGA's Division on Administration and Supervision on

Blanche B. Paulson
Thirty-Seventh President
1956 - 1957
Tuesday evening, April 1, who discussed Problems Involved in the Coordination of the Activities of the School Guidance Team. The following morning, she was one of four presenters at a meeting on Functions and Values of Occupational Information. Her topic was "Using Occupational Information in a Self-Appraisal and Careers Course."

Thirty-seventh president of NVGA and the twelfth woman to serve in that office, Blanche B. Paulson succeeded Charles Odell on May 1, 1956. During her term, she communicated with the membership in a two-page column titled "Message from the PRESIDENT" and printed in the VGQ. NVGA Notes, designed to stimulate business and industry interest in NVGA service to members, was issued during her term. Early in her presidential year, Paulson assisted on the Professional Standards Committee with field investigations.

At Detroit in October 1956, she met with the NVGA Board of Trustees for two days and heard reports from several committees and sections. During those meetings, a Study Commission (known as the Think Committee among the trustees) was organized to discuss and work on developmental rather than housekeeping affairs. The Study Commission of five members, consisting of the officers and the immediate past-president, met for an appraisal session at East Lansing (Michigan) in January 1957, to "think" about NVGA's direction and potential. President Paulson considered the discussions one of the important accomplishments of the year. A report of their deliberations was presented at the meeting of the Board of Trustees on Saturday, April 13, 1957, prior to the convention program in Detroit during which time she presided.

NVGA met with other APGA Divisions at Detroit's Statler Hotel for the 1957 convention during Monday through Thursday, April 15-18. The general theme was The Individual's Role and Industrial Change. Among her responsibilities, President Paulson presided at the Delegate Assembly meetings Monday afternoon and Wednesday morning. The Think Committee report was presented at the Monday meeting. Action taken Wednesday included approval of an increase in dues.

Paulson telephoned President Raymond Hatch on May 1, 1957, and said: "Ray, the job is yours. I'm glad to be on my way to Mexico for a vacation. Good luck!"

She received NVGA's Eminent Career Award posthumously at the Luncheon during the 1974 convention in New Orleans.

In her first "Message from the PRESIDENT" printed in the 1956 summer VGQ, Blanche Paulson wrote:

All NVGA members know that vocational guidance can never be isolated from education guidance, personal guidance, or any other kind. The choices a person makes are inter-related, but the vocational choice is above all others perhaps symbolic of the individual's picture of himself. For this reason the efforts of school systems and agencies to help young people make this choice are symbolic also of their total guidance efforts.

From the organization of the American Personnel and Guidance Association, designed to broaden, the membership base, to the present time, two things have become abundantly clear. First, there is a need for positive leadership in society for the promotion of vocational guidance concepts. This NVGA has done and should be encouraged to continue its efforts. The second apparent factor is one of relating to our parallel divisions of APGA since we do not match the identity of most of the others as they serve, in general, according to Section III of schools or assembly of schools or approaches. The of course not news to the reader. It still remains a vast difficult problem for the NVGA since it has a service responsibility to most, if not all, of the other divisions. Yet curiously, publication discourages facilitation of that role. A way may be found to correct this situation so as to maintain an aggressive leadership role in furthering the vocational guidance concepts which NVGA has nurtured in our profession for over sixty years.

December 1975

The candidate who won the NVGA president-elect position in the 1956 vote was Raymond N. Hatch. The announcement of his election was reported at the first NVGA Delegate Assembly meeting on Monday afternoon, March 26, during the annual convention in Washington, D. C. The May 1956 issue of the Personnel and Guidance Journal and the summer 1956 number of the Vocational Guidance Quarterly (VGQ) informed the readers about the election results.

Ohio-born, Raymond N. Hatch was forty-five years old, married to E. Grace Norris, and father of a son named David. Awarded a B.S. (1939) by Ashland College, his M.A. (1947) degree dealing with vocational guidance information was received from Michigan State University (MSU, formerly Michigan State College), and he was recipient of the Ed.D. (1950) degree from Oregon State University.

Assistant Professor (1947), Associate Professor (1950), then Professor of Education (1952-69), and Assistant Dean, Continuing Education (1955-61) at MSU, Hatch was formerly Acting Director, Institute of Counseling, Testing, and Guidance (1951-52); Head, Department of Guidance and Counselor Training (1952-54); Assistant to the Dean, School of Education (1954-55); then Director, Bureau of Research and Service (1955-56).

His prior work history included Elementary Teacher (1934-36), Jackson Township Schools, Mansfield, Ohio, and Elementary and Secondary Teacher (1936-40), Director of Guidance (1940-42), then Assistant High School Principal, Shelby (Ohio) Public Schools. After serving six months as Instructor in Army Personnel (1943) and Chief of Tests Section, Engineer School, Ft. Belvoir, Virginia (1944-46), Hatch was Director of Guidance (four months in 1946) at East Lansing (Michigan) High School, then appointed Instructor in the Institute of Counseling, Testing and Guidance (1946-47) at MSU. On leave to serve as Chief Consultant to the Board of Control, Grand Valley State College (Michigan), for the first six months of 1961, Raymond Hatch accepted an assignment as University Consultant and Head of the MSU Advisory Group (1961-63) at the University of the Ryukyus, Okinawa. He chaired the MSU Department of Guidance and Personnel Services for one year (1963-64), then was assigned to MSU's Thailand Project as Chief-of-Party (1964-67). After a leave of absence, he was appointed Professor, Counseling, Personnel Services and Educational Psychology (1969-present) at MSU.

Visiting Instructor during summer sessions at eight colleges and universities prior to his election to NVGA's highest office, Hatch was author of several journal articles. Since leaving office in 1958, he has written additionally including numerous bulletins and contributed to or wrote at least nine books. Among those books are: editor, The Organization of Pupil Personnel Programs (1974); co-author, The Information Service in Guidance (1960, revised in 1966 and 1972); co-author, Administration of Guidance Services (1958, revised in 1965); and author of Guidance Services in the Elementary School (1961) and Guidance Services in the Secondary School (1963).
The choice of the NVGA voters for president-elect in the 1957 balloting was Edward C. Roebel. The announcement of his election occurred at the Detroit convention on Thursday, April 15, and the summer 1957 issue of the *Vocational Guidance Quarterly* listed him among the newly-elected officers.

Born in Wisconsin, Roebel was forty-three years old, married to Gracebelle Raettig, and the father of four children, three daughters and one son. Recipient of a Ph.B. (1935) degree from Lawrence College, he was awarded the M.A. (1938) and Ph.D. (1942) degrees by Northwestern University, where he was All-University Basketball during 1940-41.

Associate Professor in 1956, then Professor of Education (1957), he chaired the Department of Counseling and Guidance and was Director, Counseling Laboratory, University of Michigan for thirteen years, from 1953 until 1966, when he accepted appointment as the first R. R. Holmstedt Distinguished Professor of Education in Guidance and Psychological Services at Indiana State University until his death early in 1969. Formerly a junior high (1935-42) and senior high school (1942-43) teacher in Wisconsin, he accepted an appointment as Professor of Education and Placement Director at Hamline University. At Kansas State Teachers College (Pittsburg), he was Director of Guidance and Counseling and Associate Professor of Education (1945-47).

Then he accepted an appointment as Associate Professor of Education and State Coordinator in House of the University of Missouri (1947-53).

Co-author of several books and contributor of nearly a dozen articles in professional journals when elected, he authored one book, *The School Counselor* (1963), co-authored another, and wrote many additional articles which were published in later years.

During his NVGA commitments, he was appointed to chair NVGA's Branch Membership Committee during 1951-52, he chaired the Membership Committee the following year (1952-53) and co-chaired the APGA National Membership Committee. Elected delegate to the APGA Assembly in 1953 and 1954, for conventions at Buffalo and Chicago, respectively, Roebel was named to chair NVGA's National Committee during 1954-55, and voted trustee for a three-year term in 1955. He served on Publications Committee during 1955-56 and was acting business manager. Serving two years of his trustee's term (1955-57), as NVGA president-elect and president the next two years, he was a representative on the APGA Executive Council.

Edward C. Roebel

Thirty-Ninth President

1958 - 1959

---

Vocational guidance has been viewed in many ways but to me it is the organized effort to help each individual attain maximum self-realization and economic efficiency consistent with his state of development and his environment. A broad statement of this nature may need some clarification. The phrase "consistent with his state of development" seems to mean that the guidance program must be individual. No longer can one be satisfied with programs that are developed to a level of "self-realization" he must have an objective awareness of self and what is necessary in relationship to that self. Secondly, if he is to become economically efficient a program must be an absolute necessity coupled with an effective system of placement or work. Recognized by counseling and placement service is required in delivery system is to be effective. Group counseling and placement services are provided by program is an absolute necessity coupled with the objectives of this nature activities, counseling and placement services are provided by program is an absolute necessity coupled with the objectives of this nature activities.
Voted APGA president-elect the following year (1960), Roobef served his term as APGA president during 1961-62, the third past-president of NVGA to serve in APGA’s highest office. APGA PRESIDENTIAL REFLECTIONS, published in 1975, includes a written sketch of his work in that position.

NVGA presented him a Meritorious Service Award at the Boston convention in 1963, and honored his memory late in 1969 with a special bronze and walnut plaque.

He was living in his fifty-sixth year at the time of his sudden death.

While he still chaired the Department of Guidance and Counseling at the University of Michigan, he presented a paper titled “Concepts in Career Planning” before the North Carolina PGA. The following comments are excerpts from his prepared statement:

... it is obvious that career development is a life-long process. Career development is not as profound an concept in career development patterns of young people by offering them isolation activities, such as an occupations course in ninth grade. Now I have nothing against it, but it is the beginning and the end of career development activities. I do not think you are going to have much of an effect any more than I think a career day for the eleventh and twelfth graders is going to solve many problems if it is in isolation. Now if they have been laid properly, then they might have very significant effects. But if they are simply in isolation, I say forget it and save your time—unless the superintendent wants to keep his job and he wants to have a good public relations display ... .

I should emphasize the fact that career development is a special case of total development. Career development is related to other facts of development. It is not only your attitude toward mathematics that may eventually lead you to believe that you are not much good in this area, but other school subjects, such as science courses or other types of activities, impinge upon and reinforce the idea that math is not going to be a strength. As we actually work with young people, we have to deal with their total development. Certainly how a pupil feels about himself or about his family has some effect on career development.

My Purposes in NVGA

The task of vocational guidance and vocational psychology today is two-fold. On the one hand there is a need to help counsellee's come to a full awareness of their potential through knowledge of the interaction that their talents, feelings, and potential through knowledge of the interaction that their talents, feelings, and values have on behavior in school and in work. On the other hand we have a responsibility to inform the public, particularly parents and fellow workers in allied professions that our profession is prepared to contribute to make their lives and those of their children, relatives and clients more meaningful and effective. To me this is the essence of career development.

I see career development as a life-long process that begins even before birth and continues through retirement until death. Our part in this process is to show parents how they can help their children, particularly in the pre-school and elementary school years, to identify and enhance those factors that are a part of each person's full educational and vocational performance. Education does not apply just to formal schooling, but to every bit of learning that occurs throughout our lives. Hence career education and work experience are an integral part of each person's knowledge of self, work settings, and of work potential.

My concept of the career development process could be likened to entering an even smaller series of minnow traps set within one another. For those not familiar with such a device, a minnow trap is a circular wire cage with a funnel leading in at each end so that the minnows can swim in and usually not be able to swim out. As a person progresses through life, each major decision or choice could be likened to moving through such a series of minnow traps. Once made it is virtually impossible to reverse the encompassing and narrowing effect that each of these decisions produces. The counselor's task is to promote a knowledgeable choice as possible and in addition make each counselee aware of as many other choices as will expand or reverse limits of the effects of such a choice on future opportunities. In other words, to make sure the counselee can find a way out of the minnow trap. Thus our responsibility is not just to facilitate educational and vocational decision-making, but to produce understanding of the future possibilities stemming from each choice and its probable impact on the counselee's life.

A concomitant of helping the counselee develop ever-increasing independence and effectiveness through learning how to gather information and improving decision-making skills to make more appropriate life choices is the ancillary help we can give by making parents, teachers, and other allied professionals more skillful at participating in this process. By teaching them the ways they can help a given boy or girl in career choices, we broaden and improve that young person's life. Many parents participate in this learning process of their children without being fully aware of its implications for career choices. When one realizes that about 50 per cent of what one learns occurs before entering school, it is possible to see how important the parent's role in career development can be.

The teacher, as a result, is often unaware of the effect that academic skills or their absence can play on a child's performance later in the world of work. Part of the vocational counselor's task is to help such teachers learn what a vital role they play, not just in school, but in the entire work life of the boys and girls with whom they have daily contact and influence.

In like manner other professionals with whom we work, such as the school psychologist, should realize the impact that cognitive testing, diagnosing and treating
emotional needs, or referral to outside resources can have on a given child's entrance into and progress in an occupation.

I have always seen these two functions of the vocational counselor on a national scale as the role of NVGA. We have an obligation to foster research into developing more complete career information for use of each citizen, and to serve as the unit within APGA where all APGA members can meet, exchange ideas, and contribute to career development and career education goals. I have always been rather disappointed that these functions of NVGA have not been more clearly perceived by APGA and its divisions. In spite of the fact that NVGA contributed the largest financial aid in founding APGA and gave it strong division support in its growth, I feel we have often been treated as a stepchild and it has seemed ungrateful to me. Perhaps this is due to the lack of continuity among officers of the associations and the sort of information found in a volume like this gets lost in the transition.

I cannot really remember how I got involved in NVGA. I am sure it was due to the efforts of my wife, Martha Odell, who was a counselor in the New York State Employment Service in Syracuse when I was a high school counselor in Elbridge, New York. I am sure it was also due in part to the influence of her brother, Chuck Odell, also an NVGA president, who was working for the United States Employment Service in those years. Chuck and I ultimately became trustees of NVGA at the same time.

One event I remember vividly from those years was a conference in New York City on Careers for Women in 1953. This was organized by Mary E. Campbell, also an NVGA Trustee and Secretary to the Corporation of Condé Nast Publications. The major speaker at this conference was Madame Frances Perkins, Secretary of Labor in Franklin Roosevelt's cabinet. She was a highly competent woman, an excellent speaker, and a lovely person. She and Mary Campbell "made" the conference for me. It should be noted also that this NVGA co-sponsored event took place long before the current emphasis of the Women's Movement.

I do not remember when I first joined NVGA or the first convention I attended. The first national convention I really remember was in Los Angeles in 1952 when final steps were taken to create APGA. As trustee of NVGA I was Coordinator of Branches for a while and also Coordinator of Interest Groups at another time. Those years get a little hazy now in trying to sort them out as to time. I do treasure the friends I made in NVGA meetings and APGA executive council meetings and the social hours we spent when the work was done.

One of the last major activities of NVGA in which I participated was creation of the Rehabilitation Counselor Training Manual at a conference at the University of Virginia. This document was written by a group of about twenty people in the space of a week. I have always felt it was a fine job they did.

While I am currently in good health and preparing to retire in the summer of 1986, I do not often attend national conventions since a mild coronary in 1968. I prefer to devote my energies to improving the Boston College Counselor Education and Counseling Psychology Program and to a forth-coming text on interviewing. Vaya con Dios!
I hope NVGA may be the source of and stimulus for greater understanding and emphasis throughout APGA on the central importance of work and work satisfactions to individual well-being and even mental health, and also on the contribution occupational planning and work experience can make to the educational planning and motivation of young people.

April 1968

The choice of NVGA voters for president-elect in 1960 was Helen Wood, as was officially announced at NVGA’s first Delegate Assembly meeting at that year’s Philadelphia convention.

Born in Philadelphia, Helen Wood was awarded her B.A. degree by Wellesley College in 1940. Throughout the following years, she served as an Apprentice Case Worker with the Family Society of Philadelphia. Then she graduated work at Columbia University, where she received an M.A. degree in 1942.

Her active concern with young people’s employment and educational problems began soon thereafter, with her appointment as Investigator in the Bureau of Women and Children, Pennsylvania Department of Labor and Industry (1943-45). It was intensified during her tenure as a research service (1945-48) in the Industrial Division of the Children’s Bureau, then a part of the U.S. Department of Labor. In these years, she studied and wrote reports on child labor and youth employment policies in various fields and helped to develop standards to protect young people against employment in hazardous occupations and promote suitable employment conditions for them.

Her involvement in vocational guidance and NVGA came with her transfer in 1943 to the Bureau of Labor Statistics’ newly established Occupational Outlook Service (OOS). There, she helped to develop the OOS’ research and publication program, which was designed specifically for use in vocational guidance.

She specialized in studies of the occupational outlook in scientific and other professional and technical fields and, after a few years, was assigned overall responsibility for the preparation of the Occupational Outlook Handbook, the Occupational Outlook Quarterly, and related publications.

After eight years in the OOS, Helen Wood transferred to the Labor Department’s newly organized Manpower Administration, to be more exact, its short-lived predecessor agency) in 1961. Her key responsibility there was as Editor of the first annual Manpower Reports of the President (1963-72), which provide the most comprehensive and authoritative discussion of employment, unemployment, training requirements, and many other factors affecting job opportunities. She retired in 1972 but worked part-time as a consultant the following year to help her successor get out the next Manpower Report.

Over her entire career, she was the author of many reports and articles on employment and educational programs and their employment effects of automation, the occupational outlook, and related questions–with frequent focus on the vocational guidance implications. For her work on the Occupational Outlook Handbook and the Manpower Report, she received two Distinguished Service Awards from the Department of Labor.

Because of her professional involvement in developing occupational outlook information for use in guidance, Helen Wood joined NVGA in the late 1940’s and was accepted into professional membership. In attendance at most conventions from the late 1940’s through 1974, she participated in many convention programs from 1950 onwards and maintained extensive contacts with NVGA’s local chapters, in order to interpret and consult about the Occupational Outlook program.

A member of the Occupational Research Section from the start of her membership in the association, she was appointed to chair that section in 1953-54.
She was elected NVGA delegate to the APGA Assembly (1955 and 1957), NVGA secretary (1959-60), and president-elect (1960-61). In the spring of 1961, she succeeded C. Winfield Scott as president, becoming NVGA's forty-second president and the thirteenth woman to hold that office.

Besides fulfilling an NVGA president's usual responsibilities of presiding at Trustees' meetings and Delegate Assemblies and representing the association on the APGA Executive Council and in many other contexts, President Wood placed special emphasis on program plans for the 1962 convention in Chicago. The result was more and stronger programs with respect to the changing world of work and its implications for educational and career planning, as well as continued attention to the techniques and psychological aspects of vocational counseling. She also worked closely with the project for a golden anniversary volume, Man in A World at Work (issued in 1964), and was responsible for consummating the final negotiations with the publisher. In addition, issuance of a regular NVGA Newsletter was an innovation of her presidency, and the Vocational Guidance Quarterly (VGQ) was given an improved format with her encouragement.

Helen Wood has remained active in NVGA, serving for a year as chairperson of the Occupational and Educational Information Section and as a member of the Editorial Board of VGQ (1975-76). NVGA's Eminent Career Award was presented to her at the Atlanta convention in May 1973.

In the fall of 1976, she wrote the following about her philosophy of vocational guidance:

Vocational guidance faces both a difficult challenge and a great opportunity for service to this country and its youth in this period of disastrously high rates of youth unemployment and of declining educational achievement in many schools. Our profession is in a unique position to help both educators and young people understand the realities of the rapidly changing world of satisfactory working life. We should accept responsibility not only for aiding young people's career planning but also, in so doing, for motivating them educationally. And we should strive to give young people adequate preparation for adult life as citizens and workers.

NVGA should continue its emphasis in providing regional, national and local leadership for those who are concerned primarily with assisting in the process of vocational decision-making that many clients require. I think there is a special thrust in relating career planning to life's needs and NVGA should offer professional involvement for individuals interested in not only skills in assessing the individual's potential for occupational endeavors, but new systems of organizing, collecting and dispersing all types of environmental information. Vocational counseling has unique qualities. The concept and services of vocational guidance as a societal function needs the impetus of a national organization. NVGA can be a leader in developing such goals, materials and functions by which this can be accomplished.

I believe, however, that NVGA also has the obligation to broaden the perspective of vocational guidance from what it was some years ago. We have moved from the over-simplified matching concept suggested by Parsons, Bloomfield and others. At this juncture there is need to place greater stress on the individual's values, attitudes and feelings not only as he makes decisions and plans but as he seeks to identify his needs for occupational outlets which will enhance his self-concept. Thus, NVGA needs to help individuals, agencies and groups represented within the organization to implement a more totally organic approach to life planning without deprecating vocational concerns. In essence I believe that we should integrate vocational assistance with other emphases in human intervention as we help individuals, regardless of setting or concern.

April 1976

The winning NVGA president-elect candidate in the 1961 national vote was Harold F. Cottingham. The results of the election were reported at the Delegate Assembly meeting at Denver on Monday afternoon, March 27.

Born and reared in Charleston, Illinois, he was forty-seven years old, married to Violet Costello, and father of two daughters.

Professor of Education (since 1954) and Head, Department of Guidance and Counseling at The Florida State University (FSU), he accepted an appointment at FSU as Associate Professor of Psychology in 1948, one year after receiving his Ed.D. degree at Indiana University. His early education was obtained in a college town, where he attended the training school, high school, and college in one institution, Eastern Illinois University, and was awarded a B.Ed. (1935) and an honorary Pd.D. (1956).

Now author of four books, approximately thirty-two journal articles, and eight special publications, Cottingham joined NVGA in 1938 and was admitted to professional membership in 1949. His initiation into the guidance field came during 1936-41, while teaching at Paris, Illinois. During this period he was greatly influenced by Bob Hoppocke, a summer instructor at the University of Iowa, who introduced NVGA and Occupations, the Vocational Guidance Magazine to his graduate students. Another significant figure at the University of Iowa at this time was Dewey B. Stuit who was Cottingham's master's advisor. As a high school teacher in Illinois, Cottingham had some occasion to work with Dan D. Feder then in the Student Personnel Bureau at the University of Illinois. These contacts were also professionally stimulating and strengthened his interest in the guidance profession. Without exception, his attendance record at the last thirty annual conventions is perfect (since 1947 at Columbus). His convention participation record as a member in early years or later as an officer, as a program participant, or as a program presenter was near-perfect.

Official assignments with NVGA included delegate to the APGA Assembly at Buffalo (1954) and Detroit (1957), a member of the Nominations Committee and Professional Membership Committee, Vocational Guidance Quarterly (VGQ) editorial board member (1956-58), and trustee (by appointment to fill a vacancy during 1958-59 and election in 1959). As president-elect and president (1961-63), Cottingham was an ex-officio member of the NVGA Commission on Structure and Membership and a representative on the APGA Executive Council. As president-elect he served as editor of the NVGA Newsletter and was active in arranging and then

Harold F. Cottingham
Forty-Third President
1962 - 1963
presiding at the Chicago Luncheon program on Wednesday, April 18, 1962. The next morning he presided at the open meeting of the Program Committee for 1963. That afternoon he co-chaired at a meeting of the old and new Boards of Trustees.

Succeeding Helen Wood as president on May 1, 1962 as NVGA's forty-third president and the thirty-first man to serve, Cottingham communicated to the VOG and letters in both issues of the NVGA Newsletter, joined with the Executive Committee in May and the Board of Trustees at Washington, D. C. in October 1962 and at a pre-convention session on Sunday, April 7, 1963, on the occasion of the fiftieth anniversary at the Boston convention. Guidance: Retrospect and Prospect was the theme of the annual convention held during Monday through Thursday, April 8-11. Preceding at both Delegate Assembly and Presidential Committee co-chaired the Thursday afternoon Board meeting. The previous afternoon at the Luncheon, he accepted a commemorative plaque presented to NVGA by Boston University. At the conclusion of his NVGA presidency, Cottingham began his term as president-elect of APGA, the fifth former leader of the association to serve in APGA's highest office.

Recipient of the NVGA Presidential Award for Meritorious Service at the Luncheon at Washington, D. C. on Wednesday, April 6, 1966, at the Forty-Fourth President, Harold Cottingham continues with his many professional responsibilities as a member of the Division of Professional and Clinical Programs in the College of Education at FSU.

In April 1976, he expressed some of his views about vocational guidance and career development, followed by a concluding statement: At this point, my philosophy of vocational guidance is somewhat different than it was some years ago. Vocational guidance as a process calls for one to look at its value structure, including personal goals, and integrate its current and projected occupational activity with these beliefs. Certainly vocational endeavors can be an implementation of one's self-concept. However, the importance of this self-concept is dependent upon individual traits, the type of occupation explored, and the development of one's potential as a part of his vocational and personal/social. These variables are constantly interacting.

As a contemporary movement, vocational guidance seems to me to have taken on a broader meaning in our society than originally conceived or even anticipated. The association of vocational guidance is certainly an avenue of self-expression, information about one's environment and the world that they occupational, or personal/social. These concepts are constantly evolving.

Basically, I feel that vocational guidance involves two components or sets of content data in the integration of self and vocation: individual data and environmental data. A third element is the process of guidance, information about one's environment and the world that our occupational, or personal/social. These variables are constantly interacting.

As a contemporary movement, vocational guidance seems to me to have taken on a broader meaning in our society than originally conceived or even anticipated. The association of vocational guidance is certainly an avenue of self-expression, information about one's environment and the world that one occupational, or personal/social. These concepts are constantly evolving.

Our task here is to identify one's potential for self-expression, but may not be the only outlet for meeting one's needs. It may well be that when one avocation or leisure time activity give him greater fulfillment. If we do have, however, this is not the case. Second, a child's occupational outlets can be a highly gratifying part of his life that indeed will satisfy much of his need for self-actualization.

We see career development as an ongoing process in which the individual constantly re-evaluates himself in light of his knowledge and experience. This is a matter of identifying one's potential for self-actualization and reorganizing self-enhancement needs with environmental opportunities over a person's lifetime. It is the responsibility of career development educators to help the individual to identify and use his experiences and a variety of vocation-developing and rewarding experiences in the individual's life. Career development literature includes concerns and one's potential for self-identification and socializing with practices in which deal with the individual's personal characteristics. Our task here is to draw ideas and methods from these writings.

Vocational guidance is a service designed for those who at present need help in resolving career development. We would suggest that vocational development is a matter of not only relating one's satisfaction to job opportunities, but also planning, the acquisition of new skills, and planning for development needs in their career development. Certainly, there are tasks of the individual, the guidance counselor, and the client in career development, not only relating one's satisfaction to job opportunities, but also planning, the acquisition of new skills, and planning for development needs in their career development. Certainly, there are tasks of the individual, the guidance counselor, and the client in career development.
The historical aspects of this current project permits a review of the efforts as president of the National Vocational Guidance Association, and counseling education, and the contributions of our predecessors. The review was initiated at the American Occupational Therapy Association luncheon at which 25 past presidents were recognized, including Anne S. M. to the organization. The significance of the services of another NVGA pioneer, the late Leonard Miller, is stated in the current volume for which this article is written. It is presumed to be designed to provide volume, Man in a World at Work. My fortune to be honored as president during its 50th anniversary year political and economic development in a democratic society. A project was proposed, therefore, Guidance for a New Age, 1973.

The several current approaches to vocational guidance theory and practice suggest that an inflation of Social and manpower problems of unemployment, economic NVGA was founded and the political concomitants are not inconsistent with those in 1913 when Smith-Hughes Act was passed and the many other acts enacted to the World in 1947. Career education as it is applied today is only another one of the millions who have the concept of choice, an "appropriate" career choice, is an empty "Clamor for work" that discomfort which was associated with a period of absolutes. Individual assessment and provided to be neither practical nor successful, "with the use of more federal funds force Kidston's unfortunate theoretical ratio upon us again.

The developmental psychologists, primarily Buehler in 1933, Havinup in 1953, Holland in the provision of printed career materials and recruitment through guidance function of vocational guidance, but the concept of self and individual humanists and individual psychologists have tried to stimulate in the Department of Labor career activities. The NVGA Guidepost is no cure for disease and poverty and the development ofae, the ongoing effort to have a labor force recruitment. Program planning for forming programs for counseling of employment national and international endeavor to engage the labor force at one end and advancing it at the realties of employment cycles must be coordinated with individual counseling to worthwhile. When the official individual dignity, a feeling that somehow what one does and feels is unacceptable, that one has been unable to obtain employment over a developed to others employees, the principles of career development and occupational programs must give way to counseling and social work.

The above elements are more than semantic. Current socio-economic-political problems of poverty, social unemployability, poverty, social unemployability, opportunities, and other problems are coupled to which NVGA and all members of ACPA must give . The relationship between economic conditions and the employment has been well established. It has not always been social. Kidston in the 20's was involved in his NVGA convention attendance at Cleveland in 1939. Assignment as a convention session recorder was succeeded by his becoming president (1939-40) of the Teachers College Branch of NVGA and the development of two close and continuing professional relationships. Early in 1976, Ashcraft mentioned some of the other influential persons in his professional and work life:

Working with Steve Habbe in the Hartford (Connecticut) Adult Guidance Center, followed by the opportunity to establish a Student Personnel Program for what is now the University of Bridgeport, and all the various subsequent, substitute in assignment, and assignment or special projects. The wide wide among the leaders in counseling in advising and personnel research. I have been in the development process, including the development of these and such relationships. Morrison have been in guidance and counseling most meaningful.

Assistant Director (1988-66) of the Division of Guidance Services with the Colorado State Department of Education, Ashcraft was responsible for the state Counseling and Testing Program during the time of his NVGA presidency under Title V-A of the engaged in promoting guidance services in the schools using the National Defense Education Act. He was instrumental in the Department's electronic National Defense Education Act. He was instrumental in the Department's electronic National Defense Education Act. He was instrumental in the Department's electronic National Defense Education Act. He was instrumental in the Department's electronic National Defense Education Act. He was instrumental in the Department's electronic National Defense Education Act. He was instrumental in the Department's electronic National Defense Education Act. He was instrumental in the Department's electronic National Defense Education Act. He was instrumental in the Department's electronic National Defense Education Act.
have always felt that NVGA is the one division within APGA which has within itself the capacity, both to give APGA purpose and to keep it together. I feel this way because I find NVGA to be APGA's one division which is organized functionally, not by role. Hence NVGA has within its being the capacity to generate theory and, through theory, to give APGA members new things on which to hang the hats of their roles.

November 21, 1975

NVGA's successful candidate for president-elect in the 1964 national vote was David V. Tiedeman, whose election was reported to those attending the first Delegate Assembly meeting, held in San Francisco in the Sheraton-Palace Hotel's French Parlor on Monday afternoon, March 23.

A native of Georgia, Tiedeman was forty-four years, married, and father of two sons. Receiving an A.B. (1941) from Union College and A.M. (1943) from the University of Rochester, David Tiedeman's undergraduate studies earned him the Ed.M. (1948) and Ed.D. (1949) degrees at Harvard University.

Professor of Education (since 1959) and Associate Director of the Center for Research in Education at Harvard's Graduate School of Education, he was on leave for a year as Fellow at the Center for Advanced Studies in the Behavioral Sciences at Stanford (California) and Special Fellow, National Institute of Mental Health. First joining the faculty at Harvard in 1946, he resigned his Professorship in 1971.

At Union College, Tiedeman served under the spell of Professor Ernest M. Lignon who had a Character Research Project in operation and eventually "induced" Tiedeman into the field of vocational guidance. Also, conscious of John Brewer's professional efforts in behalf of NVGA while at Harvard, Tiedeman recognized his opportunity and responsibility to serve in a professional capacity. Having started making a career for himself in career development research and seeking a primary reference group for that activity and his career in Guidance, he believes he joined NVGA in late 1949 or early 1950, soon after receiving his doctorate from Harvard and being named an Instructor in Education (Guidance).

A contributor to Occupations, the Vocational Guidance Journal (Journal) beginning in a late 1950 issue, nearly eighty of his professional articles, monographs, chapters, and books appeared in subsequent issues of the Journal and its successor, APGA's Personnel and Guidance Journal (P&G) and other professional publications between 1949 and July 1, 1966, two months after he left the NVGA presidency.

Admitted to professional membership in 1961, an early assignment of his in NVGA was to chair the Ad Hoc Committee on Research during 1960-61. Recipient (with Robert P. O'Hara) of an APGA Research Award at the 1961 convention in Denver, Tiedeman accepted an appointment to chair NVGA's Research Committee during 1962-63, the same year he served as Coordinator of the APGA convention in Boston. Elected trustee in 1963 to a three-year term, he served one year after which he became president-elect of NVGA. In addition to his presidency during 1962-64, he served as a member of the Awards Committee.

First present for a national convention at Atlantic City in 1950, his attendance record through the 1976 convention at Chicago was perfect. Participating in national convention programs the number of times (most of them speaking at NVGA), a listing through his presidential term included: Los Angeles (1962); Buffalo (1964); Washington, D.C. (1966, 1966); Cleveland (1959); Philadelphia (1960); Denver (1961); Chicago (1962); Boston (1963); San Francisco (1964); and Minneapolis (1965).

During the annual convention in Minneapolis, NVGA President-elect Tiedeman was participating on a Tuesday morning, April 13 program titled the Liberal Arts
To understand NVGA is not to emphasize the importance of the organization itself but rather the importance we place upon the beliefs and goals represented by the Association. NVGA is only a means to an end, not an end in itself. Thus, we must not only explore the goals for which we stand and the necessity for them, if they exist. To re-assess and reclarify the ends that NVGA serves remains our fundamental and continuing task.

October 1966

NVGA voters chose W. Wesley Tennyson president-elect from among the two candidates for that office early in 1965. The official announcement of his election was presented at the first Delegate Assembly meeting on Monday afternoon, April 12, during the Minnesota convention.

A native of Missouri, Tennyson was forty years old, married to Marje Davis, and father of four children, two daughters and two sons.

Having earned his doctorate (1956) from the University of Missouri, he was Associate Professor of Educational Psychology and a Counselor Educator at the University of Minnesota where he joined the faculty in 1957.

Co-author of The Teacher's Role in Career Development (1960), he revised this book which was distributed to the NVGA membership during 1966. Also, he was author of several journal articles.

His duties included membership on the Editorial Board of the Vocational Guidance Quarterly (VGQ) for six years, 1958-62, and membership on the Board during 1957-60. Appointed to the chairmanship of the Publications Committee for three years, 1957-60, he represented NVGA on the AGPA Publications Committee during the 1961-62 year.

Busy preparing and revising a publications policy with his associates on the Publications Committee during 1960-61, Tennyson was on hand at the meeting of the Board of Trustees at Chicago in November 1960 to discuss the work of his committee.

Elected to a three-year term as NVGA trustee in 1963, Tennyson served two years until his selection as president-elect in 1965. During his second year as trustee (1964-65), he chaired the Convention Program Committee in preparation for NVGA's annual meeting at Minneapolis in 1965, and began a two-year membership (1964-66) on the Committee on Guidelines for Occupational Films, a committee of the Occupational and Educational Information Section. Also, he chaired the executive committee which planned the Arlie House invitational conference (May 1-4, 1966) on the fostering of career development through the curriculum, and he represented NVGA on the AGPA Executive Council during his term as president-elect and president (1965-67).

An AGPA life subscriber since 1958-59, Tennyson first appeared on a national convention program with another division at St. Louis in 1957. Besides his chairmanship of Publications Committee meetings at national conventions in Philadelphia (1960), Denver (1961), and Chicago (1962), he was participant at a Tuesday morning, April 17, 1962 NVGA Guidance Information Review Service open business meeting and discussion. Within a month or so he completed his year as AGPA state membership coordinator in Minnesota.

Editor of three issues of the NVGA Newsletter during his term as president-elect, he alerted the membership in the January 1966 newsletter about the forthcoming NVGA conceptualization in his article titled "Revising Our Capacity to Change."

In Washington, D.C. during the 1966 convention, he chaired a Tuesday morning, April 5, program titled Outreach Counseling - Minneapolis' Project B. At noon the next day (Wednesday) he presided at the NVGA Luncheon. Thursday morning he presided at a meeting of the NVGA Board of Trustees (1966-67) and those who chaired committees, commissions, sections, and interest groups.

W. Wesley Tennyson
Forty-Seventh President
1966 - 1967

Graduates' Confrontation with the Problem of Work and Readiness for Placement.

the next morning (Wednesday) he was a speaker at a meeting on The Introduction to Guidance: Course, Philosophy or Survey of Practices? Then he was participant at a session called Impact of New Federal-State Training Programs on Development and Utilization of Counseling Personnel at the NVGA Luncheon which followed. Thursday morning he co-chaired a breakfast meeting for NVGA 1964-65, 1965-66 Trustees and late that morning chaired the meeting of NVGA 1966 Chairs of Committees, Sections, and Interest Groups.

One of the early AGPA life subscribers during 1957-58, and contributor to the AGPA building fund on several occasions, Tiedeman was a representative for NVGA on the AGPA Executive Council during his term as president-elect and president (1964-66). While president-elect, he edited both issues of the NVGA Newsletter and even had to write several articles for the March 1965 issue.

NVGA's forty-sixth president, Tiedeman was the thirty-third man to serve in the association's president's office. He succeeded Kenneth B. Ashcraft. Three issues of the NVGA Newsletter were published during his term. In December 1964 issue he wrote an article titled "Presto! Commissions on the Move!" and informed the membership about the decision to add commissions and reorganize NVGA. The association's logo appeared for the first time in the January issue of the newsletter, and President Tiedeman wrote about "NVGA and Work in the Great Society: Your President Reports!" in the March newsletter.

The president presided at meetings of the Board of Trustees at headquarters in Washington, D.C. during Friday through Sunday, October 8-10, 1965, and at Columbus, Ohio, during the same days on January 14-16, 1966.

The national convention in 1966 was held in Washington, D.C. during Monday through Thursday, April 4-7. The common theme for AGPA and the Divisions was Man in the World Society: Heritage, Status, and Promise. During Saturday morning Tiedeman presided at a pre-convention meeting of the Board of Trustees and in the afternoon he chaired the session for NVGA commission chairmen and trustees and committee chairmen. That afternoon, also, he presided at the meeting for section and interest chairman and trustees. On Monday and Wednesday afternoons he presided at Delegate Assembly meetings. Tuesday morning President Tiedeman chaired an AGPA general session in the International Banquet Hilton Hotel. He presided at the NVGA Board of Trustees Meeting with Branch Representatives (Reconceptualization of Vocational Guidance) that afternoon and attended the annual NVGA Luncheon the next day, Wednesday, when he received the NVGA Presidential Award for Meritorious Service. Thursday morning he presided at a breakfast meeting with the trustees.

Principal Research Scientist, then Director (1971-73), Institute for Research in Education at the American Institutes for Research in Palo Alto (California), Tiedeman was appointed Professor of Education and Director (1973-76), ERIC Clearinghouse in Career Education, and is now a Co-Director (1976-present) of the new Clearinghouse on Adult Education and Lifelong Learning at Northern Illinois University.

In November 1975, David V. Tiedeman expressed himself briefly about his philosophy of vocational guidance and career development:

Only each person guides himself or herself. Each person is capable of becoming aware and even appreciative of such guidance. In guiding one's self, one arranges prosthetic relationships with others. The "trick" which programs of Guidance have to pull off is to see that the person being helped makes these prosthetic relationships operationally adjuntive for himself or herself.

Vocational guidance is merely guidance about vocation. I'm not currently sold on existence of one vocation. However, no matter what happens occupationally, everyone will always be involved in some kind of career. Hence I prefer career guidance to vocational guidance.

The human career is a course or path in a lifetime. Persons become conscious of their career development. Such consciousness, persons are able to capitalize direction for their future careers.

Occupation, not vocation, is a primary context within which the individual is forced to make decisions and act. Hence Guidance Programs arrange prosthetic devices which the individual succeeds in making adjunction to his or her understanding during times of aspiration.
NVGA's forty-seventh president and thirty-fourth man to serve, W. Wesley Tennyson succeeded David V. Tiedeman. Launching his term with his presence and participation in the Warrenton (Virginia) Invitational Conference on Implementing Career Development Theory and Research Through the Curriculum, Tennyson reported to the membership with "A Message from Your President" in the October 1966 issue of the newsletter.

On Friday and Saturday, October 14-15, he presided at a meeting of the NVGA Board of Trustees at headquarters in Washington, D. C. followed by the first National Vocational Guidance Week (October 22-29, 1966), NVGA's new program with the theme, Reach for Tomorrow through Vocational Guidance. President Tennyson had an opportunity to share in observances of the new program by the Chicago Guidance and Personnel Association and the Twin City Vocational Guidance Association. Another message titled "The Course We Chart: Your President Reports" was published in the February newsletter. "Nourishing a Professional Association" appeared in the October 1966 issue.

The theme of the national convention at Dallas in 1967, during Monday through Thursday, March 20-23, was Guidance: The Big Frontier. Headquarters for NVGA was the Adolphus Hotel where Tennyson presided at pre-convention meetings in his Suite (717) on Sunday morning, March 19, with trustees and those who chaired committees, early afternoon with trustees and those who chaired section and interest groups, and later in the afternoon with the trustees only. On Monday and Tuesday afternoons, he presided at Delegate Assembly meetings in Civic II of the Adolphus, the trustees and branch representatives at which time Reconceptualization of Vocational Guidance was discussed. President Tennyson was presenter on an NVGA program of the same topic on Wednesday morning in the Terrace Room of the Baker Hotel, prior to the NVGA Luncheon attended by approximately one hundred people. The next morning, he presided at a breakfast meeting of the trustees in Parlor F of the Adolphus.

At the Dallas convention, he was the recipient of NVGA's Presidential Award for Meritorious Service and honored with a special award from the Harvard Graduate School of Education.

In a presidential message published in the October 1966 newsletter, Tennyson commented on career development as follows:

There is a growing awareness that if our counseling and guidance programs, irrespective of the setting, are to touch the lives of everyone, they must operate within a conceptual framework that offers a socially acceptable means for exploring self, furnishing enough people's ability to permit examination of the full range of counsellee concerns related to life development, including work. Current research in the field of human development suggests that vocational counseling and research in career development is beginning to provide procedures and resources for guidance in most settings. In line with this thinking, the National Association of Guidance and Vocational Guidance Association has launched two significant projects for which we solicit your interest and help at the local level.

A quote of his from the June 1970 YGQ included the following comment about vocational guidance:

"As we move into the 1970's, it is important that the conception of vocational guidance held by which vocationally relevant behavior is expressed, both by researchers, and practicing counselors be broadened to give attention to the process conception and empirical research in vocational psychology shows that occupational level of development is not in itself a conceptual shift in right, but is does not go far enough. Schools are organized along lines very similar to the personality of the students and the industrial enterprise. Important components of the adult work involved in a work task and see to it that completion, the ability to relate to supervisory authority, values associated with work, and the development of effective work habits. It is a task of vocational guidance to help people develop these behaviors."

The changing nature of the technological order has made it increasingly difficult for youth to acquire a reasonable occupational literacy. It would be hard to challenge the assertion that numerous youngsters grow up with a sense of detachment from the world of work. NVGA, it seems to me, must foster in all possible effective ways the developmental notion of vocational guidance, that occupational choice-making is the emerging role of the person and major goal of vocational guidance, and it must encourage the development of programs of guidance awareness in youth. The growing trend toward the training and employment of school counselors opens a door for us. Elementary school counselors will need the help of all responsible professional groups in defining their emerging roles. Clearly there is a job for NVGA here.

September 1965

One of two candidates for president-elect of NVGA in the 1966 vote, Henry Borow won. APGA's March 1966 issue of the Guidepost informed the membership. The announcement of his election was reported at the NVGA Delegate Assembly during the annual convention held that year in Washington, D. C. on Monday afternoon, April 4.

Henry Borow
Forty-Eighth President
1967 - 1968

Henry Borow was a native of Philadelphia, Pennsylvania, Borow was forty-eight years, married to Marjorie Sperring Borow, and father of two children. He was recipient of the B.A. (1939), M.S. (1942), and Ph.D. (Psychology, 1945) degrees from the Pennsylvania State University.

Professor of Psychological Studies in the General College (1955-present) at the University of Minnesota, he accepted an appointment to the faculty in 1946 as Associate Professor of Vocational Orientation. At Pennsylvania State he was Personnel Research Assistant (Personnel Service Division), Instructor in the Department of Psychology (1944-46), and Vocational Adviser, Veterans Counselor Center (1945). He has been a Visiting Professor at New York University (1963-64) and University of Western Ontario (four times). During 1969-74, Borow was Project Director, Project Junior College (a national study of the educational career patterns of American community and junior colleges).

Borow's publication record included more than sixty articles, chapters, and lists, and he was author of Vocational Planning for College Students: A Sequential Project Method (with Robert V. Lindsey, 1959). As of 1976, this publication total is approximately one hundred. Editor (1964-66) and member (1963-64) of NVGA's Commission on the Fifth Anniversary Volume, Man in a World at Work (1966), he contributed with others Chapter 3, "Milestones: A Chronology of Notable Events in the History of Vocational Guidance," and Chapter 16, "An Integral View of Occupational Theory and Research." Also, in later years, he was editor (and a contributor) to NVGA's companion volume, Career Guidance for a New Age (1973).

As vice-presidential responsibilities with NVGA, Henry Borow served two years (1964-66) of a three-year term as trustee prior to becoming president-elect, and he was collaborating trustee for the Commission on School and College Relations with Employment Service (1965-66). Under his direction a collection of statements in definition of vocational guidance was assembled for "Project Recommendations," during the three-year period, 1964-67, Borow was a member of the NVGA Awards Committee, proposed the establishment of NVGA's Eminent Career Award, and served on the Advisory and Planning Committee for the Arlie House Invitational Conference on Implementing Career Development Theory and Research through the Curriculum (held early in May 1966).

Influenced to join NVGA during the middle 1940's by Professor Donald G. Paterson, "father" of guidance and counseling at Minnesota, Henry Borow was voted permanent membership in 1948-49, elected vice-president (1949-50), then president the following year (1950-51) of NVGA's Minneapolis component. He became an APGA Life Member during 1958-59 with NVGA as his primary Division.
First attending an NVGA convention at Chicago in 1948 or 1949, Borow was a program participant at Philadelphia (1960), Denver (1961), Minneapolis (1965), Dallas (1967), Denver (1968), Minneapolis (1969), and San Francisco (1970). He was also president of the NVGA Luncheon and combined meeting of the Board of Trustees (a group of persons who chaired committees, commissions, sections, and interest groups), and Detroit (1968), as well as the Detroit (1968). 

Honored with a Citation of Achievement on behalf of NVGA at the Luncheon in Detroit, four years earlier at San Francisco, he had been awarded NVGA's Meritorious Service Award.

A member of the APGA Executive Council during the two-year period he was NVGA president-elect and president (1966-68), Henry Borow served as NVGA Newsletter editor (three issues) during that time segment. At that time, he wrote for the American Journal of Education and the National Seminar on Vocational Guidance held at Northwestern State University during August 21-26.

NVGA's forty-eighth president, Henry Borow was the thirty-fifth man to serve. He succeeded W. Wesley Tennyson, also a member of the faculty at the University of Minnesota. Step Up To Your Future Through Vocational Guidance was the theme of the second annual NVGA Week held October 22-28, 1967.

Early in 1968, at the invitation of The Asia Foundation, President Borow and his wife joined APGA President P. G. Williamson, Mrs. Williamson, and others as a principal participant at the Asian Regional Conference on Educational and Vocational Guidance in Tokyo. In addition to Japan, he made official visits to South Korea, Singapore, and the Philippines. Also, Borow has participated in international conferences on counseling and career guidance in England, Belgium, Germany, Canada, and Mexico.

Borow presided at a meeting of the NVGA trustees in the APGA Conference Room at Washington, D. C. during January 1968. In the February issue of the NVGA Newsletter, he communicated with the membership in an article titled “This We Do from the President.”

As President of NVGA with the other Divisions of APGA for the 1968 convention. The theme of the sessions conducted Sunday through Thursday, April 7-11, was Total Awareness—Total Commitment. The Sheraton-Cadillac Hotel was NVGA headquarters.

A paragraph from Borow's chapter, “Career Development: A Future for Counseling” in Counseling and Guidance in the Twentieth Century, (Copyright © 1970 by Houghton Mifflin Co.) reads as follows:

The growing awareness in counseling circles of youth's occupational dilemma has been illuminated by research on the nature of career development. We know, for example, that many workers appear to have significant implications for subsequent occupational behavior; that younger elementary school children tend to rank occupations according to their perceptions and inferences are influenced in their occupational rankings and preferences more by the perceived power of and requirements of specific occupations possessed by junior high school students is the basis for relatively consistent occupational aspirations and preferences stated by secondary school youth; that vocational counseling is generally sharpened and of questionable reliability; that there is relatively great instability in maturity; judging by stability, the belief in any form of preference and the ability to state the rationale for student career aspirations is limited for adolescents and adults who have high frequencies in having specific occupational roles. The belief in any one form of preference is generally unfounded, that there is severe adjustment anxiety. (a) persistent feelings of personal inadequacy and integration problems for work; (b) lack of understanding of the future; (c) lack of understanding of the self; (d) lack of understanding of the sequence of events; (e) lack of understanding of the sequence of events; (f) lack of understanding of the sequence of events; (g) lack of understanding of the sequence of events; (h) lack of understanding of the sequence of events; (i) lack of understanding of the sequence of events; (j) lack of understanding of the sequence of events; (k) lack of understanding of the sequence of events; (l) lack of understanding of the sequence of events; (m) lack of understanding of the sequence of events; (n) lack of understanding of the sequence of events; (o) lack of understanding of the sequence of events; (p) lack of understanding of the sequence of events; (q) lack of understanding of the sequence of events; (r) lack of understanding of the sequence of events; (s) lack of understanding of the sequence of events; (t) lack of understanding of the sequence of events; (u) lack of understanding of the sequence of events; (v) lack of understanding of the sequence of events; (w) lack of understanding of the sequence of events; (x) lack of understanding of the sequence of events; (y) lack of understanding of the sequence of events; (z) lack of understanding of the sequence of events.

The functions of NVGA in a changing technological society have expanded over the years. It seems to me to be the primary functions of NVGA are the professional functions that most professional societies try to extend to their members. The members, in turn, can then provide the highest quality of professional services to the people served. Two NVGA commissions that were established during my administration as President have, in my opinion, accomplished a great deal; namely, an NVGA Commission on the occupational Status of Women, and the other on Equalization of Opportunity for Employment. Both Commissions have grown and developed, including the issuance of professional publications.

January 1976

Among three candidates, S. Norman Feingold was the winner in the vote for NVGA president-elect early in 1967. The election results were reported at the Dallas convention during the Delegate Assembly meeting on Monday afternoon, March 20, in the Adolphus Hotel (Civic Corridors).

A native of Massachusetts, Feingold is married to Marie Goodman, and father of four daughters. With an A.B. (Psychology, 1937) degree from Indiana University, and an M.A. (Psychology, 1940) degree from Clark University, Norm Feingold was awarded his Ed.D. (Guidance and Education, 1948) at Boston University, where he was first a graduate assistant and then a Special Lecturer in the School of Business and the School of Education (1953-58).

His position as National Director (1958-present) of the B'nai Brith Career and Counseling Services (formerly Vocational Services), in Washington, D.C. and twenty field offices throughout the United States, affords him many opportunities for travel and to spend time with colleagues in many parts of the world. The increasing interest of NVGA internationally has always been a source of deep satisfaction to him. Having spoken to the staff of the Hadassah National Guidance Institute in Israel in 1959 and 1965, and the recipient of an Award from that organization in 1974, he believes that counselors, no matter which work setting or country, can learn from one another.

He is former Executive Director (1940-45) of Vocational Services (now community counseling and placement agency), Association of Jewish Philanthropies of Greater Boston, then Executive Director (1946-58) of the Jewish Vocational Service and Work Adjustment Center. Feingold was a Psychologist in the U. S. Army General Hospitals during the intervening years (1943-46).

Lecturer in psychology for more than twenty universities, he has been Professorial Lecturer in Psychology for a number of years at the American University. He currently chairs the Committee on Human Relations of the Graduate School, U. S. Department of Agriculture.

Author of more than twenty books, numerous articles and briefs when elected NVGA's highest office, his books now number twenty-seven, including Occupations and Careers; five volumes of Scholarships, Fellowships and Loans; And A Counselor's and Career Guide: a ten-volume series of Reference and Career Information, American Bank of Information. Editor of the Handbook: Readings in Counseling, Student Aid and Rehabilitation. Editor of the Handbook: Readings in Counseling, Student Aid and Rehabilitation. The Handbook: Readings in Counseling, Student Aid and Rehabilitation. The Handbook: Readings in Counseling, Student Aid and Rehabilitation. The Handbook: Readings in Counseling, Student Aid and Rehabilitation.

Feingold reports that Donald Super's teaching influenced him to join NVGA in the 1940's and become a professional member during 1948-49. Indicating that NVGA had particular import for him, he said that it was his good fortune to be NVGA's first president during 1964-65. Indicating that NVGA's important role for him, he said that it was good fortune to be NVGA's first president during 1964-65.

Among three candidates, S. Norman Feingold was the winner in the vote for NVGA president-elect early in 1967. The election results were reported at the Dallas convention during the Delegate Assembly meeting on Monday afternoon, March 20, in the Adolphus Hotel (Civic Corridors).
An active member of the Boston NVGA group, Norm Feingold served as vice-president and president of the Greater Boston branch of NVGA during the 1950's.

Among his responsibilities and assignments with NVGA, Feingold was trustee for three years, 1964-67. A member of the Vocational and Religion Interest Section during 1964-65, he chaired that section the following year (1965-66). Accepting an appointment to chair the Merit and Eminent Award Committees for two years, 1965-67, he also served as a member of the Program Committee during 1965-66, in preparation for the annual convention held at Washington, D. C. in 1966. An NVGA representative to the APGA Executive Council during 1967-69, he represented NVGA in the APGA Senate during 1968-69. Feingold edited the NVGA Newsletter for three issues, while he served as president-elect.

He has attended annual conventions since 1951, with few exceptions. Serving as a recorder that year on March 29, at the Stevens Hotel, he was a participant on annual programs at Los Angeles (1952), Cleveland (1959), Chicago (1962), Bos-on (1963), Minneapolis (1965), Washington, D. C. (1966), Dallas (1967), Detroit (1968), and Las Vegas (1969), when he also presided as NVGA president.

NVGA's forty-ninth president, S. Norman Feingold was the thirty-sixth man to serve the association. He succeeded Henry Borovik. Utilizing the newsletter as a means to communicate with the membership, President Feingold wrote "GUIDEPOSTS FOR THE FUTURE: Your President Reports" for the July 1968 issue, and "Message from the President of NVGA" in the March 1969 edition. The theme for NVG Week during October 20-26, 1968, was Be Ready for Tomorrow - Get Guidance Today. 

Presiding at the annual NVGA Luncheon at Detroit's Sheraton-Cadillac Hotel on Wednesday, April 10, 1968, late the next morning in the Sheraton Room, he chaired his first NVGA Board of Trustees' meeting. At the Gramercy Inn in Washington, D. C. during Friday through Sunday, January 24-26, 1969, he presided at the mid-year meeting of that group.

NVGA joined other Divisions of APGA at Las Vegas for the annual convention during Sunday through Thursday, March 29-April 3. The theme for Feingold's year was "Commitment to Action. The Flamingo Hotel was NVGA's headquarters. President Feingold met with the trustees in an all-day pre-convention meeting on Saturday, March 29, in the Flamingo's Board Room and again the next Thursday morning. In the meantime, during the afternoon in the Flamingo's Sunset Room and on Tuesday evening in the Comstock Room, he presided at the Delegate Assembly meeting. His President's Reception in the Comstock Room on Monday evening was one of the social highlights, as was the Luncheon on Wednesday in the Sage Room.

Former President S. Norman Feingold served as APGA's twenty-third president during 1974-75, the seventh NVGA past-president so honored.

He believes now, as he did many years ago, that one's work determines to a great extent, perhaps more than any other factor, where one chooses to live, who one's friends are, who one marries, or not, and ultimately one's life-style.

On January 6, 1976, S. Norman Feingold stated briefly his philosophy of vocational guidance and commented about career development and vocational guidance:

My philosophy of vocational guidance is that every individual is a Very Important Person and goals are considerably but, hopefully, in each instance, the individual will try to maximize that potential. We must all be ready for constant change. More and more my understanding of guidance and vocational guidance. It is important to find their appropriate careers and goals. Vocational guidance and career development are a lifetime developmental concept, meaningful to each individual. It can prevent alienation, and at the same time, vocational guidance constant change. These concepts have been an instrumental in my lifetime active involvement in the President's Committee on Employment of the Handicapped, as well as organizing and professional support which helps them to conceive, develop, and carry out programs which meet the vocational needs of youth and adults.

Active in the old Council of Guidance and Personnel Associations, Donald E. Super was among the initial group of APGA officers as the first president-elect (1951-53), becoming second president (1953-54). His professional responsibilities during those years in the guidance field made him an early elder statesman, while taking a major role in more recent years with NVGA. One of only two APGA past-presidents elected to Division president, he was voted NVGA president-elect in the 1968 balloting.

A native of Honolulu, Hawaii, Super was fifty-seven years old, married to Anne-Margaret Baker, and father of two grown sons (Robert and Charles). With B.A. (1932) and M.A. (1936) degrees awarded him by Oxford University (England), and a Research Assistantship (1936-38) at Teachers College, Columbia University (C), two years later, Super was recipient of the Ph.D. (Educational Psychology and Guidance) (1940) from Columbia.

As a Professor of Psychology (1945-49), Professor of Psychology and Education (1949-79), Research Associate, and Associate in the Guidance Laboratory, he became Director, Division of Psychology and Education (1965-74) at TC where he also represented the Department of Psychology (1970-74). He was previously Assistant Professor of Educational Psychology (1938-42) and Associate Professor and Director of the Student Personnel Bureau at Clark University, when he took a leave of absence with the USAF as a psychologist (Lieutenant to Major, 1942-45). Secretary in training (half-time) at the Cleveland (Ohio) YMCA and Instructor (half-time) at Fenn College (1932-34), he became Assistant Employment Secretary at the YMCA (1934-35), then Director (1935-36) of the Cleveland Guidance Service.

During 1975-76, Donald E. Super was Research Associate in the Institute of Psychological Research at TC, Honorary Director and Senior Fellow for Research, National Institute for Careers Education and Counseling at Cambridge, England, and Fellow, Wolfson College, Cambridge University (both part-time). In September 1976, he went there for three years (both full-time) funded by the Leverhulme Trust to study overseas research in the United Kingdom.

Wright of a computer-assisted guidance system, two tests, more than a hundred journal articles, chapters in several texts, and a dozen books and monographs, his most significant contributions to the guidance field include: (The Psychology of Careers (1957); Appraising Vocational Fitness (1949, revised in 1962); The Psychology of Measuring Vocational Maturity (1945, revised in 1962); and Measuring Vocational Maturity (with others, 1974).

A member on the Community and Professional Education Guide Committee (1940-41), early April 1946, he organized and chaired one of the very first post-war Regional Conferences at New York City. Serving on the Preparation for Guidance Services (1946), he accepted appointment also on the Ethical Practices Committee (1946-47), he accepted appointment also on the Ethical Practices Committee in 1951 in the 1955 and 1956 elections, Super was elected an NVGA Board of Directors. Delegate to the APGA Assembly at Washington, D. C. (1956) and Detroit (1957), respectively.

During more recent years, he was an NVGA representative to the APGA Division (1961-62), served on the editorial board of the Publications Committee (1961-62), served on the editorial board (1961-62) of the
fiftieth anniversary volume, *Man in a World at Work* (1964), and contributed (with the assistance of William C. Bingham) the last chapter, "The Professional Status and Affiliations of Vocational Counselors." He contributed the chapter on "Computers in Support of Vocational Development and Counseling" to NVGA's *Career Guidebook* (1973), a companion book to the anniversary edition. Super chaired the NVGA Convention Program Committee (1969-70) which organized the national anniversary program at Boston (1963). Editor for three issues (January, March, and June 1969) of the *NVGA Newsletter* as president-elect (1968-69), during his term as NVGA president (1969-70), he represented the association on the APA Board of Directors and presided at the annual NVGA convention in New Orleans.

International professional organization notable since 1959, his role as NVGA's liaison with the International Association for Educational Guidance (IAEVG) continued until 1974-75. As the president of IAEVG since 1975 he remains in frequent contact with current NVGA leaders.

Super's first convention was at Cleveland (1934). That fall he joined NVGA to provide himself with in-service training through reading and through professional communication. C. V. Thomas, President of Vocational Guidance and President of Personnel, encouraged him. Harry Kitson, his doctoral adviser at TC, encouraged him and did a great deal to make him feel that he was indeed joining a professional group! First participating in the program at St. Louis (1936), Super presented an inter-agency case conference reflecting the cooperation of the Cleveland Guidance Service. He skipped the Cleveland meeting in 1939 and attended Services (1947-48) when he was teaching in Paris. His convention participation log nearly equals his near perfect attendance record! He succeeded S. Norman Feinhold as NVGA's fifteenth president, the thirty-seventh man to serve.

Announced the first recipient of New York City PGA's first Annual Award (1958) "for significant contribution to the advancement of the Personnel and Guidance Field," Super was honored with an NVGA Citation (1952) during the 1963 Boston convention. The Eminent Career Award was presented to him for the association by John Odgers at the NVGA Luncheon on March 29, 1972 at Chicago.

Early in January 1976, Donald Super wrote briefly about vocational guidance, his perspective on career development, and added a closing note:

I see a vocation as the individual's expression of himself through an occupation. There are several roles in which the actualization of self-concepts, the use of attitudes and abilities, the expression of interests, the attainment of values, and the meeting of needs is possible: the occupational, the personal, the vocational, the civic, etc. For most adults the occupational role is of great importance as judged by time devoted to preparing for it and time spent in it, and by the impact of the occupation on the individual's life. Occupations have other aspects of living such as daily, weekly and seasonal activities, the avocational, the civic, etc. Most people are motivated by the potential for or in pursuit of the expression of interests. Education for work, so that the interests can be understood, pursued and developed, is therefore an important goal. Guidance does not mean guidance for nothing else, it means guidance for other vocations. For some people other roles are more important in their demands and in their satisfaction than the occupational role, whether for personal or for environmental reasons. Vocationally, guidance for the pursuit of a successful and satisfying career in the personal and social context, not in a vacuum, and therefore requires that vocational counselors be broadly enough trained to be able to relate the problems of self-in-work to those of self-in-family, self-in-lease, etc.

Too much about career development as an ongoing, continuous (even when there are discontinuities) process to make the classical dichotomy of stages and career choice emerge from the decisions resulting in occupational choices at point choices in other. In common, but not in common, the same time, stages follow each other. The developmental tasks into account, helping students and adult clients to see their role in the guidance process, explicit and specific to make possible first broader, then first choices in a sequence of occupations constituting the occupational career as the life cycle of the occupational group.

One of the great things about NVGA is the friendships which activity in the Association who are no longer active; Richard Hoppock, Gilbert White, Buell Estelle Prince and others currently active with which I have shared and continue to share professional interests and focus on friendship.

NVGA's president-elect winner in the 1969 vote was John G. Odgers. The March 1969 issue of APA's *Guidance* informed the national membership of his victory. A Michigan native, Odgers was fifty-five years old when he served as NVGA president, his father is the father of four (three sons and one daughter), and the grandfather of seven. (One son, Rick, is a school counselor in Columbus, Ohio.) Recipient of an A.B. (Sociology and Psychology, 1935) degree from Heidelberg College and an M.A. (1939) degree from Ohio State University (OSU), he completed advanced graduate study at both the University of Chicago and OSU. At OSU he completed all course requirements for the Ph.D. degree with a major emphasis in vocational guidance, student personnel psychology, and teacher education.

Director, Division of Guidance and Testing (1959-71, except for a two-year leave of absence for employment in India), State Department of Education, Columbus, Odgers was previously State guidance in several Servier capacities (1947-58) and Director, Division of Ohio Scholarship Tests (1958-59) with the same employer. Visiting Professor or Lecturer at ten different colleges and universities between 1946-66, he was a regular staff member of the OSU Departments of Education and Psychology, and director of the OSU得罪ment of Undergraduate and Graduate studies (1958-59).

A former Central Ohio branch vice-president (1948-49) and president (1949-50) who became an APA life member during 1957-58 with NVGA as his major Division, John Odgers was the OSU Guidance Service director during 1959-60, before accepting an assignment as Guidance Specialist with the OSU College of Education faculty in India for two years (1960-62).

With an interesting and varied work history in professional guidance work dating back to 1936, Odgers left the Ohio Department of Education to become Research and Development Specialist at Education (1971-72) for the Center for Vocational and Technical Education, OSU. Since 1972, John Odgers has served as a self-employed Consultant in Career Education, Guidance, and Placement to numerous projects in fourteen states and for the International Labor Organization in Turkey, Italy and Geneva, Switzerland. Also, he has been employed as half-time (currently full-time plus), Senior Educational Development Specialist, Career Decision-Making Program, Appalachian Educational Laboratory, Inc., Charleston, West Virginia.

Since first authoring A Job Hunter's Manual, published by the Civilian Conservation Corps in 1938 and reprinted by the National Youth Administration in 1939 (while he was a graduate student and half-time Research Assistant at OSU), Odgers has written, or supervised the production of hundreds of publications. As Editor of *Ohio Guidance News and Views* (1954-71), he wrote about ten editorials a year. He co-authored the Ohio Vocational Interest Survey, prepared for national release in 1969.

As becoming president-elect in 1969, other elective positions he previously held with NVGA include delegate to the APA Assembly at Chicago (1955), Washington, D. C. (1956); Detroit (1957) and APA Senate at Washington, D. C. (1966); and Las Vegas (1969) and trustee (1957-58, 1958-61, and 1968-71, of which he served only the first year before becoming president-elect. He served as national treasurer during 1957-58 and reorganized the budgetary routines.

Seventy-five years since the NVGA's founding, some of his committee assignments included chairing the Vocational Counseling Section (1952-54) and memberships on the *Vocational Guidance Quarterly* Editorial Committee (1952-55), Publications Committee (1954-55), Nominations and Elections Committee (1954-55), and
Publications Committee (1955-57, when he was chair-elect the first year and chaired the committee during the following year), Committee on Revision of the Guidance Section of the "Educative Criteria of the Cooperative Study of Secondary School Standards" (1955-58), and the By-laws Committee (1956-60). A short time after becoming president-elect (1969-70), an issue of the NVGA Newsletter, represented NVGA on the APGA's Commission on Functions, and Operations that year, and served as NVGA's representative on the APGA Professional Preparation and Standards Committee.

First joining NVGA when a graduate student at OSU in 1938, he has been a member for thirty-eight years, except for two or three years during World War II. With a near perfect attendance record at the annual conventions during earlier years he represented the Central Ohio branch in the NVGA Delegate Assembly. Prior to his presidential term, his participation on annual NVGA convention programs included the following: San Francisco (1942), Chicago (1948, 1949, 1953), Buffalo (1954), St. Louis (1958), Cleveland (1959), Minneapolis (1965), Dallas (1967), and New Orleans (1970). Since serving his term he presented at conventions in St. Louis (1973), New Orleans (1974), and Chicago (1976).

At New Orleans, while speaking at the second Delegate Assembly meeting in the Grand Ballroom of the Roosevelt Hotel on Tuesday evening, March 24, 1970, President-elect Odgers developed and noted ideas for action during the coming year. In the International Ballroom the next day, he presided at the annual Luncheon. Wednesday evening in the Red Oak Room, he chaired a meeting of the Board of Trustees (renamed Board of Directors effective May 1, 1970).

Succeeding Donald Cooler as NVGA's fifty-five-year president, John G. Odgers was the thirty-eighth man to serve. In attendance at the National Association for Educational and Vocational Guidance Seminar at Belgrade (Yugoslavia) during September 7-12, 1970, his article titled "President's Reports on Belgrade" appeared in the November NVGA Newsletter. It's Your Future . . . Prepare for It, was the theme February 1970 issue was followed by an organization chart (which he initiated) on NVGA's structure and chain of command.

Presiding at the Board of Directors' meeting early in October 1970 at pre-convention sessions of that group Thursday morning and evening, April 1, 1971, in Denver, Colorado, APGA met during Sunday through Thursday, April 4-8, for the annual convention. On Monday afternoon and Tuesday evening, Ogdens chaired the Delegate Assembly day in the Pennsylvania Room. At an annual Luncheon, he was the host.

Counselor Association in 1969, he was awarded the first "John G. Odgers Award" to counseling in Ohio in 1971. Ogdens was approved in 1976 by the American Professional group for distinguished service to guidance and Vocational Association to receive that organization's Outstanding Service Award.

The winter 1971 issue of New Jersey Guidance News featured an article by John Odgers titled "Vocational Guidance through the Curriculum: A Key to Career Development." Among his statements about career development, he wrote:

unattended until the junior high years, will already have missed significant opportunities to help kindergarten during which we fail to provide our pupils with a program designed to foster career open to them.

NVGA should provide national and international leadership in formulating theory about career development, supporting appropriate research and legislation, disseminating information about the education of vocational behavior, stimulating guidance program evaluation, and serving as a forum for open deliberation about all aspects of career behavior.

When William E. Hopkins withdrew from the office of NVGA president-elect in the spring of 1971, the NVGA Board of Directors appointed one of their members, William C. Bingham, to fill the vacancy and become president on May 1, 1971, succeeding John G. Odgers. APGA's April 1971 issue of the Guidepost informed the readers.

A native of New Jersey, Bingham was Associate Professor of Educational Psychology (1966-72) at Rutgers University, having received an appointment to the Department of Guidance and Educational Psychology, Graduate School of Education, as Lecturer in Education (1955-68) and directing Project CAUSE at Rutgers during the summer of 1964. During his employment history of earlier years, Bingham taught Social Studies (1951-55) at the junior high school level in the Irvington (New Jersey) public school system. Serving as a Counselor (1955-61) in the Passaic Valley Regional High School, he later interned as a counseling psychologist trainee (1962-63) at the VA Hospital, East Orange, New Jersey.

Conducting a regular column on "Briefing the Journal's" to the Vocational Guidance Quarterly (VGQ) for a period of four years (1964-68), he was an editorial board member of VGQ during 1965-70. Elected NVGA secretary (1968-69), he was voted trustee for a three-year term, 1969-72. While trustee during 1969-71, Bingham co-chaired NVGA's Commission on Education, Employment, and Racism. When appointed president-elect in 1971, he was completing the second year of his term as trustee. While NVGA president during 1971-72, Bingham was an ex-officio member of the new American Vocational Association (AVA)-NVGA joint Commission on Career Guidance and Vocational Education which produced the Postion Paper on Career Development, adopted by the Board of Directors of both associations.

Joining in 1962 and approved for professional membership early in 1964, Bingham decided that NVGA was the organization most likely to influence development of knowledge in vocational behavior. He also decided that NVGA was the organization in which he wanted to use most of the time he would have available for associational involvement.

Attending his first national convention at Boston in 1963, he appeared at all national conventions since 1976 and made formal presentations at most and participated in governance activities at most.

APGA Convention Program Coordinator at Atlantic City in 1971, he was elevated to NVGA's highest office as the fifty-second president of the thirty-ninth meeting of the organization. The NVGA Week (October 24-30, 1971) theme during his term was Turn On ... Tune In ... Your Future. Two other new commissions besides the joint AVA-NVGA thrust, were appointed during his term: Vocational Development Beyond High School and Criteria for Career Guidance Programs.

President Bingham communicated with the membership in the November 1971 and January, March, and June 1972 issues of the NVGA Newsletter.
President Bingham chaired an Executive Committee meeting during June 1971, the Board of Directors' meetings Friday through Sunday, October 22-24, at Chicago and during Thursday through Sunday, January 27-30, 1972, at Washington, D. C., and the pre-convention gatherings Friday evening and all-day Saturday, March 24-25, in the Gold Room at the Sherman House.

NVGA joined other APGA Divisions at Chicago in 1972 for the annual convention held during Sunday through Thursday, March 26-30. The common theme was involved for Human Development. NVGA headquarters was the Sherman House. Monday afternoon in the Randolph Room, Bingham presided at the first session of the NVGA Delegate Assembly. The next evening in the Louis XVI Room, the president chaired the second session of the Delegate Assembly. During the NVGA Luncheon program on Wednesday in the Grand Ballroom, President Bingham issued three Merit Awards.

Named Professor of Education and Coordinator of Counseling Education in July 1972, a brief time after leaving office as NVGA president, William C. Bingham is now Professor of Counseling Psychology and Guidance and chairs the Department of Psychological Foundations of Education at Rutgers. During 1974, he replaced Donald E. Super as U. S. National Correspondent and treasurer for the International Association for Educational and Vocational Guidance and continues to serve as NVGA's liaison late in 1976.

On February 3, 1976, Past-president Bingham commented briefly about his philosophy of vocational guidance and career development:

"My philosophy of vocational guidance can be characterized as humanistic, I regard self-understanding as the logical beginning point for guidance and implementation of self-perceptions as the legitimate basis for planning strategies, synthesizing environmental information, and investigating theoretical concepts. Career development offers a theoretical structure within which vocational guidance practices can be applied to facilitate growth and progress of clients."

To me, NVGA has a two-fold mission. The first is to continue to promote the improvement and extension of the theory and practice of career development and career guidance at all levels for all individuals, included in this are the promotion of research and development of new career guidance resources, techniques and procedures as well as the encouragement of preservice and inservice education for career guidance personnel. The second mission is to communicate effectively with the various publics to inform them of the needs of individuals for career guidance and of the excellent work presently being done by career guidance practitioners to meet these needs.

December 1975

One of two candidates for NVGA president-elect in the 1971 balloting, Norman C. Gysbers was declared the winner. APGA's Guidepost for March that year notified the national membership. In Atlantic City, his victory was announced at NVGA's Delegate Assembly meeting on Monday afternoon, April 5, in the Rutland Room of the Haddon Hall.

A Wisconsin native, Gysbers was thirty-eight years old, married to Mary Lou Ziegler, and the father of three children. Awarded an A.B. (1954) degree at Hope College (Holland, Michigan), he was a recipient of the M.A. (1959) and Ph.D. (Guidance and Counseling, 1963) degrees from the University of Michigan.

Associate Professor of Education (1966-70) when elected, then Professor (1971-present), Department of Counseling and Personnel Services, University of Missouri (Columbia), Gysbers was appointed Assistant Professor there, effective September 1, 1963. His previous work history included one year as elementary school teacher and one year as a junior high school science teacher in the Muskegon Heights (Michigan) Public Schools. He served two years in the U. S. Army.

Gysbers was Graduate Assistant in the Department of Guidance and Counseling (1961-62) and Assistant Director of the National Defense Education Act Counseling and Guidance Institute and Lecturer (1962-63) at the University of Michigan, before he continued his professional work career at Missouri. For the first seven years at the University, Gysbers was Director of Guidance and Counselor for the University Laboratory School.

Contributor of articles to the Vocational Guidance Quarterly (VQG), Counselor Education and Supervision, American Vocational Journal, and Journal of Counseling Psychology, he is now author of at least twenty-eight articles in fifteen different journals, chapters in four recently published textbooks, and senior author or editor of several other books. Among those are: Proceedings: National Seminar on Vocational Guidance; Developing Careers in the Elementary Schools; Career Guidance: Practices and Perspectives; and Career Guidance, Counseling and Placement: A Life Career Development Perspective. He co-edited the May 1975 special issue of the Personnel and Guidance Journal.

Assignments obtained within NVGA included that of representing NVGA on the APGA Publications Committee (1967-70), chairing the APGA Board of Journal Editors during 1967-70 and serving as Editor of VQG for eight years (1962-70). Interim Editor for the first two years, the previous editor was unable to complete his term of office so the NVGA Board of Trustees requested that a former editor, Delmont K. Byrn, assume the editorial duties. Byrn declined but suggested that he would work with Gysbers to complete the term. With his help, Gysbers completed the remaining two years of the term and subsequently was appointed for two additional three-year terms. Elected an NVGA delegate in 1965 to the APGA Senate in Washington, D. C. (1966), Gysbers was appointed trustee during 1969-70 (filling a vacancy) and was then elected a trustee for a three-year term in

Norman C. Gysbers
Fifty-Third President
1972 - 1973
Voted president-elect of NVGA in the 1972 balloting, his victory was reported at the Monday afternoon, March 27, 1972 Delegare Assembly meeting in the Randolph Room of Chicago’s Sherman House. APGA’s March issue of the Guidepost and the June edition of the NVGA Newsletter informed the membership about the election of Carl Mc Daniels.

Born in Iowa and reared in Virginia, he was forty-one years old, married to Ann Eller, and father of three daughters. Awarded a B.A. (Psychology-History, 1951) degree from Bridgewater College, both his M.Ed. (Guidance and Counseling, 1957) and Ed.D. (Counseling, 1964) degrees were received from the University of Virginia.

Formerly Associate Professor (1969-71), then Professor of Education (1971-present) and Director of Graduate Studies and Research (1971-76), College of Education, Virginia Polytechnic Institute and State University, he is now Coordinator of Career Education and Program Area Leader in Career Counseling. Beginning his work career as a Teacher-Coach (1951-52) in Bedford County, Virginia, Carl Mc Daniels completed military service as a Personnel Man First Class, USN (1952-56) and was Supervisor of Elementary Education for two of those years at the U. S. Naval Base at Portsmouth, New Hampshire. Counselor (1958-59) at Washington-Lee High School (Arlington, Virginia), where he received is diploma, he became earlier, Mc Daniels accepted an appointment to the APGA staff for six years (1959-65). Responsible for Congressional liaison and professional activities, he was successively Professional Specialist (1959-60), Assistant Director for Professional Relations (1960-61), Associate Director (1961-63), and Director of Professional Services (1963-65), Mc Daniels served as the “Branches in Highlight,” and contributed “Fellowships, Scholarships, and Assistantships for Guidance and Personnel Graduate Training” annually during 1960-64 in the Personnel and Guidance Journal. Also, Staff Associate on a number of APGA committees in addition to other assignments during his six years at national headquarters, Carl Mc Daniels then accepted an appointment as Associate Professor of Education (1965-69) at The George Washington University. After eleven years in the Washington, D. C. area, the Mc Daniels family moved to Blacksburg (Virginia), the home of Virginia Tech and where Carl Mc Daniels began to develop a counselor education program.

With most of his research in the area of career development during more recent years, his studies resulted in articles published in at least sixteen different journals, a visual series called “Washington-At-Work,” and television projects. His nine-part series “Careers in Virginia for High School Graduates” was published in the Virginia Journal of the Virginia Association for Vocational Aspects of Counseling Education (1965) and author of Finding Your First Job (1975). Professional organization responsibilities he accepted with NVGA included a Special Consultant (1967-69) to the NVGA By-laws Committee. Accepting an appointment as one of the first members on the Career Film Evaluation Committee 1967-69, he chaired the committee during 1971-73. During his term as NVGA president-elect (1972-73), he chaired the 60th Anniversary Committee. When, as President, he represented NVGA at the APGA/NCHE Conclave at New Orleans (1974).
Carl McDaniels participated in most of the annual meetings in one official capacity or another as well as program participant.

As president-elect with Luncheon program responsibilities in 1973, for the three regional conventions at San Diego (February), St. Louis (April), and Atlanta (May), along with governance obligations, McDaniels still found time to chair two programs at Atlanta.

Succeeding Norman Gysbers to the NVGA presidency on July 1, 1973, Carl McDaniels was that association’s fifty-fourth president and the forty-first man to serve. Experience the Future was the theme of National Career Guidance Week during November 11–17, 1973, the eighth consecutive annual observance. President McDaniels communicated with the membership in four issues of the NVGA Newsletter under the titles “Emerging New Leadership,” “Moving Toward a More Open Association,” “Energy and Enthusiasm of Our Association,” and “During Our 60th Year.” He presided at Board of Directors’ meetings at New Orleans early in November 1973, and Washington, D.C. in January and April 1974.

The common theme of the national APGA convention at New Orleans from Monday through Thursday, April 8–11, 1974, was Beyond Identity - Initiative and Integrity. Headquarters for NVGA was the Marriott Hotel. Under the direction of President McDaniels, much of the association’s sixtieth anniversary year NVGA program focused on combining relooks at the past of the association and relating them to the present with perspectives toward the future. Several NVGA past-presidents were called upon to participate in a variety of sessions and contribute input. There was a special 60th anniversary issue of the Vocational Guidance Quarterly under his leadership and the association became a full-fledged member of the International Association for Educational and Vocational Guidance.

Carl McDaniels chaired pre-convention meetings of the Board of Directors Thursday evening, April 4, and all-day Sunday, April 7, in the Marriott Hotel's Barracuda Room. Early on Tuesday and Wednesday mornings in La Galerie 4 and 5, President McDaniels presided at both Delegate Assembly meetings. Tuesday afternoon at The Rivergate (Room 6), he chaired a session on The Changing Job Scene to 1985 - Counseling Implications. On Wednesday morning he chaired the NVGA Anniversary Theme Session - AVA/NVGA Joint Policy Statement. At noon, Ballroom, when pollster George Gallup was the special 60th anniversary speaker.

Former NVGA President Carl McDaniels wrote about vocational guidance and career development as follows:

Career development and vocational guidance are complimentary terms to me. Career development describes a process which goes on regardless of external or helping nature. It can look at the multiple influences on one’s life and assist in translating these into a dynamic rather than a static fashion. In my view the advent of the term career development has helped to keep vocational guidance timely. There is currently a great concern for the life span frame-of-reference. There must be concern on the part of professional counselors for the influences in addition to knowledge and understanding of the complex entity we call, “The as a part of human development and the ability to communicate with those who need their help. These tasks, The Vocational Guidance Quarterly is viewed as being an important part of the view points of a host of significant aspects of vocational guidance. The numerous publications programs sponsored by NVGA as well as occasional workshop and conference all contribute to the challenges of 1976 and beyond - just as has been the case for the last sixty years.

A study of the Vocational Guidance Quarterly, the Newsletter and the Delegate Assembly Handbook reveals an enormous amount of work on the part of the organization. There seem to be two major foci: (1) The care and maintenance of an ongoing organization; and (2) The attention to persistent and to changing needs of the society as they relate to vocational development and the separate personal.

The maintenance function is most clearly understood by studying the yearly organizational chart and the NVGA By-Laws. The dynamic function of NVGA is illustrated in the active committee commission productivity and in all forms of publication (journal, books, reports, monographs, etc.).

In the years to come attention to the two foci noted here will be one way of assuring our continued viability. One of our most enduring contributions, historically, could be the tradition of publishing a decennial volume.

March 1976

Ester E. Matthews

Fifty-Fifth President

1974 - 1975

Voters selected Esther E. Matthews president-elect of NVGA early in 1973. Election results were reported to the membership in APGA’s Guidepost dated February 23, the NVGA Newsletter in March, and the Vocational Guidance Quarterly (VGQ) in June.

A native of Massachusetts and educated in that state, she attended State College at Worcester, where she was awarded the B.S. (Education, 1940) degree. From Harvard University, she was graduate of the Ed.M. (Counseling, 1943) and the Ed.D. (Counseling, 1960) degrees, having spent 1953-54 in full-time study.

Professor of Education (1970-present), University of Oregon, she accepted an appointment to the faculty there as Associate Professor in 1966, when she resigned her positions as Lecturer (1963-66) and Supervisor of the second year internship in the Harvard Graduate School of Education and as Head Counselor, Newton South High School. In Massachusetts her work career in education during earlier years was varied including: Teacher (1942-47) at elementary and secondary education levels (at Holden); Guidance Director in the Holden (1947-53) and Wareham (1954-67) Public Schools; and Counselor (1957-60) then Head Counselor (1960-66) at Newton excepting 1962-63 when she was on leave as Lecturer on Education at Boston University's NDEA academic year institute in guidance and counseling. Supervisor of the Newton summer institute in guidance counseling.

Esther Matthews was Instructor in the NDEA guidance and counseling summer institute at Teachers College, Columbia University, during the summer of 1965. Consultant and invited speaker at a number of state and regional APGA and national conferences, national and international workshops, and universities in recent years, she has contributed articles to professional journals and chapters for several monographs and books, and co-authored Counseling Girls and Women Over the Life Span (1972).

Prior to selection as NVGA president-elect, an early assignment held with NVGA was that of chair of the NDEA Ad Hoc Purpose and Function Committee (1974) during her term and represented NVGA in the APGA Senate at New Orleans (1974) during her term and represented NVGA in the APGA Senate at New Orleans (1974) as president-elect. While president she was also a member of the NVGA Board of Directors' subcommittee of three to identify a VGQ editor-elect and of the APGA Task Force to draft The Guidance and Counseling Act of 1975.
Esther Matthews' interest in vocational guidance and counseling caused her to join NVGA almost as early as 1943 when she received her master's degree in the area of counseling or as late as about 1950. Her application for advancement to professional membership was approved in 1968.

With national convention attendance beginning at Boston during NVGA's fiftieth anniversary, her subsequent presence included just about every convention. At annual meetings, she participated in a number of programs including; Boston (1963), Minneapolis (1965), Washington, D. C. (1966), Las Vegas (1969), New Orleans (1970, 1974), Atlantic City (1971), San Diego (1973), and New York City (1975). NVGA's fifty-fifth president, Esther E. Matthews was the fourteenth woman elected to the association's highest office and the first woman to serve in twelve years (since Helen Wood's term). Matthews succeeded Carl McDaniels on May 1, 1974. Her column, "On the President's Mind," appeared in the June and September 1974 and January and July 1975 issues of the NVGA Newsletter. NVGA's first national Posters Contest was held in conjunction with the ninth NCG Week (November 10-16, 1974) during which time the theme was Plug Into Life - Experience the Future.

Matthews chaired her first meeting of the Board of Directors during a breakfast meeting at the Marriott Hotel in New Orleans during Thursday morning, April 11, 1974. After meeting with the NVGA Executive Committee in Portland, Oregon, sometime during that summer, President Matthews presided at Board of Directors' meetings in October 1974 (in New York City), January 1975 (in San Diego), and at pre-convention sessions in the Chelsea Rooms of New York City's Americana Hotel on Saturday evening and all-day Sunday, March 22-23, 1975. NVGA and other Divisions of APGA met in New York City during Sunday through Wednesday, March 23-26, 1975. The theme of the annual program was Agenda for Action: Challenging, Confronting, Changing. NVGA headquarters was the Americana Hotel. The association was allocated sixteen program slots during Monday and Tuesday mornings in the Americana's Regency Ballroom. President Esther Matthews presided at the two Delegate Assembly meetings. The President's Reception was held Monday evening in Imperial Ballroom B. She presided at the annual luncheon on Tuesday in the Royal Ballroom. Laura Pres Houston, Vice-President of the College for Human Services, New York City, spoke on "The Individual -- You Can Make a Difference," and among the special activities a number of receiving recognition awards.

Esther E. Matthews was presented the Past-President's Award during the NVGA Luncheon at the Grand Ballroom at Chicago's Conrad Hilton Hotel on Tuesday, April 13, 1976.

Near the end of March 1976, former President Esther E. Matthews commented briefly about vocational guidance and career development:

Vocational guidance, in my view, consists of those actions, activities, and services that promote vocational development. My philosophy of vocational guidance would be embedded in the philosophy of total life development. Critical elements of that whole: (1) the necessity to attend to the human "Career" as a life-span stage exemplifying definitive tasks and opportunities for growth; (2) the knowledge that these tasks and opportunities recur, on a more complex level, in all subsequent stages; (3) the knowledge that these tasks and opportunities emerge from the possibility of change in the individual's human life. Work still remains as one of the main translators of human complexity, and the potential problem of vocational counseling is to understand more effectively how people help to mediate, to a greater degree, their identity and their work.

My present understanding of the nature of vocational counseling stems out of a central consideration of values. All other phases of counseling stem from this base the experience and above all the continued introspection about how it all makes sense for each individual. I am sure all readers realize that a brief statement of one's lifetime of thought and experience is an impossibility.
His “Report of the President” to the Delegate Assembly illustrates the organizational highlights of NVGA during America’s Bicentennial Year:

The National Vocational Guidance Association has continued its tradition of providing significant service to its multiple constituencies. Clearly, it is difficult to summarize the spectrum of activities of this vital Association. The accomplishments have resulted from uncounted hours of hard and dedicated work by a host of concerned NVGA colleagues. A careful review of our organizational chart, Board and Executive Committee minutes, Newsletters, and Delegate Assembly reports (including Ad Hoc Committees) provides a flavor of past, present, and future. It is impossible to recognize the many persons responsible for the management of the key human issues we elected to pursue. I offer my sincere appreciation to all who have given of themselves on behalf of NVGA during 1975-76; it has been an honor to serve as your President.

The NVGA Treasurer and I have worked diligently to insure the Association’s continuing integrity while maintaining optimal support of our services. Administratively, conservation was evidenced through an Executive Committee meeting rather than a full Board session in February. NVGA News is a meeting place for hundreds of persons to write about their personal perception of the association will be years hence. Likewise, the historical perspective may provide for the past to make some observations about the present. Where NVGA is now may be traceable to earlier policy directions and decisions. The burden and/or stimulation of responsibility, therefore, shared by the membership with ultimate action through the leadership, presents a continuing challenge to all of us. In predicting that vital issues of today and needs of tomorrow will continue to dominate the concerns of those who lead NVGA, seven selected comments are presented for your consideration:

(1) Remindful that the major purpose of this volume was to familiarize you with NVGA’s presidents, you realize another unique viewpoint of the association’s history has evolved.

(2) The counsel of the association’s past-presidents was sought and received (in most cases) for use in this book.

(3) Through our votes and professional involvements, we members face an ongoing task to participate in charting and recharting the course of organizational plans and purposes and directions.

(4) To aid in deciding and formulating future policy, the former presidents deserve to be known, heard, read, and studied.

(5) Suggestions of the past-presidents about aspects of NVGA’s “function(s)” represent a rich background of professional experience from which readings of their positions could be beneficial.

(6) Close scrutiny of their views relative to vocational guidance and career development reveal ever-present claims and counterclaims evidenced by semantic confusion which exists in (and sometimes plagues) our field.

(7) The social, political, and economic complexities involved with understandings of career guidance will continue to cause the association to review its professional identity, reinterpret membership service obligations, and reconsider associative tie-ins.

In conclusion, a by-product of this reference work represents my belated response to the Questionnaire distributed by George E. Leonard, when he was president-elect of the influential NVGA’s Ad Hoc Purposes and Function Committee (1975-76). Thank you for devoting some interest and valuable time to the association’s presidents!