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1. Create an FDRS office whose responsibility would be public relations and information services. It is critical that this function be performed by someone with a degree of expertise in the PR field.
2. Since the creation of such an office would entail expenses (printing, mailings, etc.), an increase of \$2.50-\$5.00 in annual dues should be effected. The additional monies should be allocated to meet the needs of the promotional activities.
3. a) Each officer and director of the FDRS should submit a list of
 - trade organizations
 - trade publications
 to whom a copy of the FDRS brochure and planned events/programs should be forwarded.
- b) Use of outside applicable mailing lists.
4. Conduct an annual competition for university-level student research on food distribution. The competition could carry a small monetary first prize and two honorary mention awards. The papers could be read by the winners at the annual meeting and printed in the FDRS publication.

REPORT OF THE FOOD DISTRIBUTION RESEARCH SOCIETY COMMITTEE ON EDUCATION 1971-72

The Ad Hoc Committee on Education of the FDRS was created as the result of a Special Educational Problems session held at the 1971 FDRS meeting in Phila., Pa. The unusually high attendance (40 plus) at that session pointed out the need for further examination of the problems facing the Academic members of the FDRS. President Dale Anderson appointed the educational committee to examine these problems and report at the 1972 meeting. Dr. John Allen of Michigan State University was appointed Chairman, with Daniel J. McLaughlin of St. Joseph's College to serve as Vice-Chairman. Informal meetings were held during the year with other committee members for budgetary reasons. Dr. Allen concentrated on the West, and Mr. McLaughlin on the East, with joint meetings in Philadelphia and E. Lansing.

The Philadelphia sessions raised several areas that needed study.

a) Improved communications between the academic institutions involved in food distribution. The FDRS Newsletter would appear to be the appropriate vehicle at this time.

b) Student Recruiting - The schools and the FDRS should encourage more young people to select food distribution as a career. Industry and Trade Association support is essential to mount an effective campaign.

c) Industry and Government Support - The schools need more support from both groups; and perhaps should broaden the base of government interest. Conversely the schools should increase their communications with both groups.

d) Examine Existing Programs - The nature, extent and purposes of the existing academic programs should be examined for the good of all members. This project is currently being undertaken by Past President Anderson; and will be reported in the FDRS Newsletter.

e) The educational committee should exist as a permanent wing of FDRS.

The Ad Hoc committee makes the following suggestions to the FDRS at this time:

a) Formalize the educational committee within the FDRS structure. This has been done as a result of a change in the FDRS constitution at the 1972 meeting. There is now a permanent Vice President for Education.

b) Create an informal coalition for the food distribution schools under FDRS leadership. This should be a major priority for the newly appointed Vice President for Education.

c) Design a letter of support and encouragement from the FDRS to the executives of the food distribution schools. This would be the responsibility of the new Vice President with the approval of the Board of Directors.

The frustrations of 1971-72 point out the need for and the challenges facing the new educational arm of the FDRS. There are many problems and no easy solutions; but a start has been made.

D.J. McLaughlin
Vice President, Education 1973