

INTERNATIONAL FEDERATION
FOR HOME ECONOMICS

Dear all,

on behalf of the IFHE Young Professionals Network (YPN) we ask you for your support.

As the IFHE World Congress is drawing closer, some IFHE members are producing a slideshow of what “Home Economics means to us”. We are calling this

“Linking the Loop”

As I am sure you are all aware, Home Economics is a vast subject area, and in our work we all deal in different areas, but the end goal is always the family.

As Director of Whisk Ltd. (a Corporate member of IFHE), and a Home Economist myself, I would like to invite you to be part of this project.

The plan is to produce a DVD slideshow at the XXI. World Congress in Lucerne, Switzerland on a continual loop to show what Home Economics means to us as individuals. Please see www.ifhe2008.org for details of the congress.

This project is being financially sponsored by **Whisk – a fresh approach to home economics**. Whisk is the United Kingdom’s only Home Economics Consultancy (www.whisk.biz).

Please see below the link to an example of “**Linking the Loop**”.

I would like to invite you to take part, and indeed any other Home Economists you know of, so, please do circulate these information.

To take part, please send me the following information in English:

- First Name
- Surname (Family Name)
- Year of Birth
- Country
- A high resolution picture in any electronic format (as an email attachment), either a “head and shoulders” or “at work” picture
- A short statement of what Home Economics is to you (**max. 30 words**).

This is open to all home economists regardless of age.

Please reply directly to my email address (james@whisk.biz) with your information by Wednesday 30th April 2008.

Please note, although we will try to use what you have provided, for layout purposes we may need to crop your picture, and edit the text to fit into the space allowed, also for continuity reasons, all text will be displayed in British English.

Each participant will be labeled with generation theory, for example Generation X, Y or Baby Boomer etc.

Please note, there are mistakes with the labeling on the example below, this is due to graphic design at this early stage of production.

Generations will appear correct as follows:

Year of Birth	Generation
1901 - 1924	GI Generation
1925 – 1942	Silent Generation
1943 - 1960	Baby Boomers
1961 – 1981	Generation X
1982 – 2002	Generation Y
2003 onwards	Generation Z

With best wishes and looking to seeing you in Lucerne to celebrate 100 years of IFHE.

James McINTOSH MA MICSc

**Director and Home Economist
Whisk Ltd.**