

1990

What would you like to be?

University of Maine at Farmington

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Consultant for Aetna Life Insurance Co. • Food Editor, Glamour magazine • Consumer Relations Research Assistant for Simplicity Patterns • owner of a gourmet food shop • Product Publicity Coordinator for American Furniture Manufacturers • textbook editor • supermarket home economist • Product Analyst for Corning Glass Works • Manager of Consumer Relations for Carters • Financial Planner for Citibank • Community Program Director, New England Dairy Council • Housing Editor for Women's Day magazine • craft shop owner • Director of Product Standards for Butterick Company • Consumer Information Manager for the J. C. Penney Company • Research Technologist for Nabisco Brands • Consumer Advocate with State Housing Authority • Director of Educational Services for Sears, Roebuck & Co. • Marketing Manager, The Sanforized Company • residential energy analyst • Product Home Economist for Whirlpool Corporation • Education Specialist for American Council of Life Insurance • Promotion Director, 3M Company • Editor, Co-Ed magazine • Director of Client Services for General Foods Consumer Center • Product Developer for Black & Decker Housewares • Research and Development Director for M&M/Mars • Manager of Consumer Relations for Norelco • Foods Editor for Working Woman magazine • Education Coordinator, Coats & Clark, Inc. • President, Atlantic Seafoods • Test Kitchen Home Economist for Ocean Spray Cranberries, Inc. • Consumer Service Correspondent, McCall's Pattern Company • Communications director for a bank •

Why UMF?

- ideal size (1,600 full-time students)
- outstanding faculty
- close working relationships among students and faculty
- low cost, financial aid and scholarships available
- lively, friendly atmosphere
- great location, near mountains and lakes
- excellent career placement

For further information, please write or call
 Admissions Office
 University of Maine at Farmington
 102 Main Street
 Farmington, ME 04938
 Telephone: (207) 778-9521



Cathy Drew enrolled in home economics/business at UMF to prepare for what she wants to be. She won one of ten Alumni Scholarships awarded to entering freshmen, renewable for \$1,000 each year. UMF offers many additional scholarships to students in home economics.



**Jane Chee —
 a home economics graduate
 of the University of Maine
 at Farmington is president
 of her own successful
 seafood exporting firm —**

**What would you
 like to be?**

Would you like to be a director of marketing for Esprit de Corp, a microwave specialist for Panasonic, or a consumer information manager for American Express?

Home economics in business offers you many opportunities.

Today — as never before — individual and family concerns demand attention from business:

- consumer affairs,
- energy conservation,
- financial planning,
- housing,
- nutrition,
- parenting,
- wellness.

New and expanded businesses and industries meet needs in:

- alternative energy,
- fitness,
- home computers,
- whole foods.

And older businesses, concerned with clothing, housing, and transportation, revitalize to meet a new



Ramona Carson, home economics graduate of UMF, performs residential energy audits, demonstrates appliances, writes brochures and educational materials on energy conservation, and advises consumers in her job as a home economist for a public utilities company.

focus on quality of life. Building on traditional strengths and experience in family relations, nutrition, child care, housing, and clothing, home economists are needed by businesses as they respond to changes in life style and interests.

Home economics and business — a dynamic partnership for the 1990's and beyond. **What do you want to be?** Your degree in home economics/business can open many doors.

Preparing for what you want to be

UMF's bachelor's degree program in home economics/business prepares you to assume managerial responsibilities in businesses and industries related to home economics. You can also learn to organize and manage your own small business.

Building on a strong core of liberal arts and sciences, your academic program will combine study of the home economics disciplines with business courses in marketing, consumer behavior, and personnel, sales, and small business management. Skills needed for success in business — computer programming, technical writing, and speech — are also included. You will be able to study in depth areas of home economics and business that suit your own needs and interests.

Internships. You will develop your skills and apply what you learn in classes to "real-life" situations in such businesses as retail stores, food marketing associations, appliance distributors, public utilities, public relations firms, recreation and hospitality businesses, or with individual entrepreneurs and consultants. You will spend 12 weeks working in two internship sites, supervised by practicing professionals and faculty members.



As Executive Director of Coastal Management Company, UMF home economics graduate Kathleen Dobson Roberts owns and manages a company responsible for physical maintenance and financial administration of several hundred rental properties. An important dimension of her management role is the social element of enforcing leases and interaction with tenants.

Career opportunities. Home economists in business find employment in marketing, consumer relations, retail management, product development, sales promotion, and as entrepreneurs. The high demand for home economists at the managerial level is shown by a recent study that found a shortage of professionals with management skills and expertise in a home economics discipline. Employment opportunities for graduates in home economics who have skills in marketing and sales are substantial and growing.

Job placement. UMF's Career Planning and Placement Office assists all students in assessing career interests, preparing for the search for employment, and conducting the search. More than 90 per cent of graduates who seek employment find jobs in their chosen field. Your internships and academic preparation will help you define and locate your career opportunities.