

# Creating Our Heritage of the Future



**National 4-H Council  
Annual Report  
1977**

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Mr. Hampson



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## Dedicated Leadership

The high quality of educational experiences of 4-H participants is the measure by which Council evaluates its efforts. Success depends on careful planning, objective decision-making, and analytical performance reviews. High standards of excellence are a matter of policy established by the 20 member Board of Trustees who serve voluntarily, with no monetary compensation.

The Council Board, like the 4-H program, benefits from the partnership strength inherent in effective cooperation between government and the private sector. Twelve members represent the private sector and eight the Cooperative Extension Service, the State Land-Grant Universities and the U.S. Department of Agriculture.

The full Board of Trustees met twice in 1977 with an average attendance of 75 per cent of the membership. The executive committee met and handled interim affairs of the board. Other committees of the board, including budget and finance, resource development and long-range planning, gave active leadership through meetings as well as consultation to the staff.

The chairman and other officers and members contributed countless hours of time in consultation with staff and often contributed expertise from their organizations to assist in various technical areas related to fiscal affairs, management, employee benefits and others.

During the year Council experienced the vagaries of inflation and expanding fiduciary responsibilities and liabilities. These, coupled with continuing efforts to reduce or eliminate tax provisions that encourage private initiative and incentives, cause concern not only in terms of increasing costs to non-profit organizations, but also in terms of the increasing time, resources and liabilities brought upon voluntary leadership.

The leadership of the board has met these challenges, with concern and a sense of dedication that reflect high standards of stewardship and performance.

Council in its first year of operation as a merger of the former National 4-H Service Committee and the National 4-H Foundation continued record levels of service and support to the 4-H program. Success is a tribute to Omer G. Voss, the first chairman and president, who spent countless hours of dedicated leadership on the many details required in bringing two organizations into National 4-H Council. Mr. Voss, a director of the National 4-H Service Committee since 1966, and Vice-Chairmen Jean C. Evans and Robert J. Hampson all devoted many hours of work in the current year and previous three-year period

of planning. Dr. Evans served as Chairman of the Foundation Board for three years and as a member for nine years, and Mr. Hampson served on the Foundation Board for six years.

To better meet the challenge of expanding service to 4-H, the Board initiated a long-range planning effort under the leadership of Walter R. Peirson. Other members of the committee include: Norman A. Brown, J. B. Claar, Margaret P. MacKimm, James E. Marler and E. Dean Vaughan. Chairman Peirson will appoint leaders outside the Board to assist with the planning effort.

Fiscal affairs were given special attention by the Budget and Finance Committee under the leadership of Frederick A. Collins, Jr., chairman, and members James E. Marler and Robert G. Laidlaw.

A part of the mission of Council is to develop private resources to serve the 4-H program. Robert G. Laidlaw gave leadership to this area of the Board's responsibility as chairman of the National 4-H Council Resource Development Committee. Mr. Laidlaw appointed 14 other business leaders to assist in this work.

Chairman Voss also appointed 81 business, industrial and civic leaders to the National 4-H Advisory Committee. The members, each a devoted leader, gave time, expertise and other resources to the educational mission of 4-H. Representatives and staff of donor organizations gave countless hours of time and talent to 4-H as members of planning and development committees, advisory groups, consultants and speakers. The Annual Donor Conference was held at the National 4-H Center with State 4-H Leaders participating in jointly conducted workshop sessions.

Giving advice and assistance to the Board and staff of Council is a National Panel of Extension Directors which meets annually in connection with the meetings of the National Association of State University and Land-Grant Colleges. Additionally, the leadership given by the various members of Extension policy groups, SEA-Extension staff members at the U.S. Department of Agriculture, State 4-H leaders and professional Cooperative Extension Service staff at all levels create a close relationship between Council and the needs of 4-H. State Directors of Extension serving on the Council Board report regularly to regional meetings.

Together, these dedicated leaders, involved in active partnership of the private and public sectors, played a major role in the Council's success in Service to Youth. Their efforts reflect deep faith and strong support to 4-H—its past accomplishments and its potential for the future.

## Building on a Legacy of Service to Youth

The history of 4-H is distinguished by a record of solid achievement . . . helping young people become self directing, productive and contributing members of society. Its practical learn-by-doing concept of educating in the laboratory of real life is an effective method of education from the past and equally appropriate in serving the needs of society in this century.

Rooted firmly in the basic democratic principles of human worth and individual dignity, the strength of 4-H is generated through the synergism of uniting people, the Cooperative Extension Service, the Land-Grant University system, state and local governments, the U.S. Department of Agriculture, and the private sector.

The Cooperative Extension Service, responsible for the educational leadership of 4-H, has demonstrated its effectiveness in relating knowledge to the practical needs of people.

For more than a half century this educational system has linked the knowledge and information emanating from the laboratories of research, experimentation and expertise of the State Land-Grant Universities with the real life experiences of people where they live, grow, develop, work and serve. The results have made a unique and long-lasting contribution to a better life and a better world.

The operating partnership between government, the private sector and volunteer leadership has resulted in an unsurpassed cost benefit ratio for our nation's progress. And 4-H has been strengthened by the expanding support, involvement and leadership of the private sector.

Businessmen, foundation executives, corporate leaders and others take pride in how their investment enables young people to use their head, heart, hands and health in the development of themselves, their community, their nation and their world. They have discovered that 4-H'ers learn to make wise decisions, accept responsibility of citizenship, develop pride in and respect for work, protect their own well being and that of others, and make constructive use of skills and time.

Like the 4-H program it serves, National 4-H Council is built on a solid base of achievement. Its predecessor organizations bequeathed a remarkable legacy of service to youth. In its first year of operation, Council has amplified this legacy, melding together the best of the past with the needs of the present to build a solid heritage for the future.

We live today in a society of rapid change. Sadly, we are experiencing deterioration of many traditional social values and a lessening in our quality of life.

We who are involved in 4-H must take the lead in facing these forces of change with dynamic flexibility and creative innovation. At the same time, we must protect basic human values and traditional concepts proved valuable in the past. We know that 4-H can and



*Norman C. Mindrum, left, and Grant A. Shrum direct a dedicated Council staff of nearly 200 persons.*

does have a positive effect on the lives of young people—and adults as well. We dedicate ourselves to the expansion of opportunity for involvement as we seek ways to improve the quality of life for all citizens.

As we celebrated the 200th birthday of our country's founding, the leadership in 4-H took a forward look and documented the continuing challenge for the program in "4-H in Century III." As Council entered the new century it was with a sense of dedication and purpose to help 4-H continue high levels of performance.

This first annual report of National 4-H Council reflects some of the ways in which the unique partnership of the public and private sectors has added depth and widened the dimensions of the 4-H experience for 4-H members, volunteer leaders and staff, in this country and in many nations of the world.

While we take pride in this record of accomplishment, we are not fully satisfied. We know the future holds great promise and we pledge that our efforts will be directed in pursuit of excellence for continuing success in the future. We have only just begun . . .

Norman C. Mindrum  
Executive Vice President

Grant A. Shrum  
Executive Director

# Creating Our Heritage of the Future

*“Society has many built-in time spanners that help link the present generation with the past. . . . No such time spanners enhance our sense of the future. We have, as it were, no ‘Heritage of the Future.’”*

*Alvin Toffler*

The heritage of the future will be created by our nation’s greatest national resource—youth. Providing the private sector an opportunity to invest in that potential by supporting 4-H, the nation’s largest youth development program, is National 4-H Council—a unique educational organization which became fully operational on February 1, 1977.

Building on the legacy of solid achievements in service to youth through the National 4-H Service Committee since 1921 and the National 4-H Foundation from 1948, National 4-H Council in its first year established a new record of nationwide private support to 4-H and steadily expanded its efforts to “make the best better.”

Creation of National 4-H Council came at an opportune time. The 4-H program of the Cooperative Extension Service of the State Land-Grant Universities and the U.S. Department of Agriculture identified in “4-H in Century III” major directions and thrusts for the next decade. These build on traditional strengths and address the challenge of the future by exploring new concepts to meet demands of an ever-changing world.

The 4-H link with the past is based on proven performance. Its more than 30,000,000 alumni attest to the value of a program built on practical real life experience—giving young people the freedom to be individuals and the inspiration to take responsibility.

Because of its strong educational base in the State Land-Grant Universities and its genius for effectively involving young people

in experiences that develop both personal and social skills, 4-H has adapted its programs to modern day society and expanded to reach boys and girls wherever they live—on the farm, in the city or in between.

This programming flexibility grows out of basic family and community orientation, making it possible for the staff and 579,000 volunteer leaders to work together with 5,454,000 young people in achieving individual and societal goals.

Every effort of National 4-H Council to add depth and breadth to the 4-H program is designed to give strength and support to youth development at the grass-roots—in rural areas, towns, cities and counties of our nation. Concurrently, Council has supported the 4-H need for helping young people better understand their responsibilities as citizens in their community, their state, their nation and their world.

## In Pursuit of Excellence

4-H starts with the individual, with a recognition that if young people today can hope for a better future for themselves and their country they first must be willing to work and think and act as individuals—setting realistic goals and then striving to achieve them. Club and group participation provide additional learning experiences to strengthen interpersonal relationships.

The traditional 4-H method of “learning by doing” is applied through a wide range of projects to help young people develop inquiring minds and an eagerness to learn skills and competencies that help them cope with real life situations.

Providing inspiration and motivation to this process is the nation-

wide system of technically oriented projects and programs. In some 50 program areas ranging from agriculture to wood science and clothing and nutrition to photography and public speaking, Council channels private support to 4-H members through incentives and recognition. Significantly, these awards, based on achievement by individuals and clubs, start where the action is . . . at the county level. In 1977, 153,205 county 4-H medals were provided through National 4-H Council coordinated programs to outstanding 4-H’ers in every state, the District of Columbia and Puerto Rico. Hundreds of clubs were applauded for their efforts in community service activities with recognition beyond personal satisfaction.

For those young people whose achievements merit higher recognition, Council administers a variety of opportunities, including trips to National 4-H Congress and other conferences, U.S. Savings Bonds and educational scholarships.



*Margaret Salazar, 18-year-old Isleta Indian, gives a speech in Indian sign language. Her achievement in the National 4-H public speaking program earned a trip to National 4-H Congress.*

For more than a half century, National 4-H Congress has provided the focal point for recognition of 4-H member achievement and education experiences. In 1977, more than 1,650 outstanding young men and women participated in the Congress program which emphasizes inspiration, education and cultural improvement.

Based on their accomplishments, 273 outstanding young people at the 1977 Congress received scholarships to continue their education. The total value of scholarships given in the private sector supported programs increased this year from \$200,000 to \$249,000.

The values inherent in these programs are best articulated by the participants themselves.

Nancy Gray, an Iowa State University student majoring in elementary education, wrote recently: "Upon receiving the scholarship I was again reminded of the fantastic experience of attending National 4-H Congress. I hope to become an elementary counselor. It seems that so many young people are searching for directions and I want to help fulfill their needs. This has been a challenging and rewarding year for me while serving as Iowa's state 4-H president. It gives me opportunity to share and receive inspiration from many people. I also am enjoying becoming involved in various campus activities. 4-H is an excellent opening into college friendships."

Jane Cozad, a freshman enrolled in Purdue University's pre-veterinary science program, says: "Without 4-H I don't know where I would be since my future plans are based around all of my 4-H projects. I plan to make my last year in 4-H my best one. This summer I will be the new leader of the bicycle program in our community. I have also met many interesting people and spoken before several groups of 4-H leaders."

National 4-H Congress provides more than recognition. It is a



*National 4-H Congress annually brings to Chicago 1,650 accomplished 4-H members and 800 adults for programs that emphasize inspiration, education, recognition and cultural improvement.*

unique opportunity for young people to share their experiences with leaders in education and business. In 1977, delegates focused their attention on jobs, careers and economic understanding as they explored the Congress theme, "Freedom To Be." In addition to the cultural and social events, delegates met in mini assemblies featuring career panels of donor representatives, educators and business professionals.

As Teri N. Takehiro, a 4-H member from Hawaii said: "Congress means different things to different people but for me it was a learning experience . . . a chance to grow mentally and emotionally. Being away from home and placed in an environment totally new, forced me to grow rather quickly and expand my sense of responsibility and promptness. By meeting and talking with people I gained insight into other ways of life and made many new friends. But I also came back as an individual with a sense of freedom to be me. It will remain one of the most memorable events in my lifetime."

A deep sense of appreciation and a spirit of service to others is

reflected by a letter received from General Foods Corporation, sponsor of the National 4-H Food-Nutrition program. "One of our national winners of several years ago has written us a heartwarming letter about her 4-H experience, her subsequent collegiate career and how much they both meant to her. She enclosed in her letter the amount of her scholarship . . . and in recognition of her sincerity we have told her we will reinvest it in 4-H. It is herewith enclosed."

4-H and its participants benefit in many other ways from the private sector support of programs offering incentives and recognition. Donor generosity helps make possible a year-round information program to complement Extension efforts and to enhance the favorable public image of 4-H.

Many program donors help 4-H in the development of educational aids. This technical and financial assistance coupled with their enthusiasm for program excellence and innovation has enabled National 4-H Council to respond affirmatively to this expanding area of service to 4-H.

## Creating New Dimensions

Responding to the urgent needs of youth today, National 4-H Council provides opportunities for 4-H members to prepare for their future responsibilities through a citizenship and leadership training program at the National 4-H Center in Washington, D.C.

More than 6,500 4-H members and 2,500 high school students and members of other youth groups participated in Citizenship '77.

Not just another "Washington Tour," citizenship training cultivates a deep awareness and appreciation of American history, heritage and culture. Visits to Capitol Hill, the White House and agencies of government help young people understand the democratic system and decision making processes of government at every level. Group discussions and speakers provide a framework for inspiring meaningful action on such issues as energy conservation, the free enterprise system, health and agricultural production and utilization.

Participants are encouraged to address community needs through specific plans of action.

Citizenship programs serve as an inspiration and model for similar programs in many states. North Dakota started a state citizenship program in January 1973 at the instigation of delegates to the Center program. Now an annual event, attendance has increased from 65 in the first year to more than 400 in 1977. When the state legislature is in session, the program emphasizes this branch of state government. In alternate years study stresses the judicial and executive branches of government.

Citizenship training also inspires personal action. Annie Fitzsimons, Arcadia, Florida, applied what she had learned to start an All Star Citizenship Club. Members have consulted city officials, attended a city council meeting

and worked with the city recorder to make the history of their community come alive.

Beyond formal training, the citizenship experience fosters sharing of ideas among youth and adults from across the nation. Jeanette Nelson, a 1976 Arkansas delegate returned home with such an idea—to create a teen leader club. With the help of her Extension agent she now gives leadership to 15 young people who meet together to strengthen leadership skills and carry out community service projects. They visit older people in nursing homes, teaching them crafts and getting them involved in recreational activities. Young leaders also are "on call" to help each other and adult leaders conduct 4-H meetings and spe-

cial projects.

Participation in citizenship training at the Center has lasting effects on the young people involved. Jeff Hallett, who is about to receive his M.D. degree from West Virginia University, was a delegate in 1968. That experience had influenced his career choice and led to establishment of a trust fund in memory of his mother. "Each year the interest from that memorial is used to send a delegate from our county to citizenship training at the National 4-H Center," he says. "We hope before long to send even more than one each year—because we know that in this way we are honoring our mother's firm belief in the effect of 4-H in building responsible citizens of tomorrow."



*As part of a new career choice program being introduced in Oklahoma by the Cooperative Extension Service, 4-H group leader Dixie Fariss, 16, helps to make youth more aware of their own values and aspirations during an "auction" of personal values.*



4-H'ers and leaders explore potentials for adding an international dimension to ongoing programs through use of the leader's guide, *International Intrigue*.

### And Our World . . .

Building responsible citizenship does not stop at the family doorstep nor at our nation's borders. International exchange and training programs, administered through National 4-H Council, help to strengthen understanding among people of 84 nations and develop cross-cultural awareness for thousands of young people in their own communities.

The positive effect of an international experience on 4-H members is expressed by Dr. Glenn Bussett, assistant director of 4-H and youth, Kansas. "We encourage and develop international programs because the essence of 4-H is to be concerned with human development. Skill training is simply a means to a far more important end, the development of the individual."

In 1977 more than 173 teenagers and young adults from 30 states and 101 young people from 28 countries participated in the oldest of the 4-H international programs—the International Four-H Youth Exchange (IFYE). Following in the 4-H tradition, these experiences, ranging from a few weeks to several months, are family oriented. Participants live and work

with host families for a period of three weeks to several months. These experiences spawn further involvement.

One of the 1977 caravan programs with a group of 25 young people from Orange County, Iowa, grew out of the experience of Jim Morgan, a 4-H agent, and IFYE representative to Switzerland in 1976. Knowing that people of his area were mainly from Dutch ancestry he organized a caravan program to the Netherlands. Participant Andy Van der Maaten, reported: "Finding out about customs and sharing our own culture was really neat. Our group became very close. We learned a lot about ourselves and about other people. Plans are now being made for friends from the Netherlands to come to Iowa to share their native folk dances and live with host families."

4-H members in Westminster, Maryland, are gaining new insight into international understanding under the leadership of Debra Jones, an IFYE representative to the United Kingdom in 1975 and now an Extension 4-H agent. She organized the first international citizenship training program for 30 teen leaders at the National 4-H Center last year. These 4-H'ers in

turn are training 4-H members in community clubs.

For the second consecutive year, 4-H exchange and training programs were carried out with the Soviet Union and Poland.

Spontaneous enthusiasm and friendliness of people—sharing their very different cultures and techniques through a universal and basic industry, agriculture—highlighted the experience of the 28 young people participating in the Young Agricultural Specialists Exchange Program in 1977. While the program directly involved only 14 young men and women from the United States and 14 young men from the Soviet Union, it touched lives of literally millions of people who heard and saw them through media and face-to-face meetings during the exchange and upon their return to their home countries.

Each of the young people experienced family living and studied the agricultural technology. Linda Schultz, a delegate from Washington, summed up her experience when she said: "Our time spent in this program will always hold a very special place with each of us. I learned, laughed, and shared experiences with thirteen individuals whom I will never forget. I also came to better know and understand and appreciate my own county."

Vital to the success of all exchange programs are the host families who share their life and affection with exchangees. Mrs. Irvin Kindsfater of Kersey, Colorado, found that her Soviet guest became a "good friend and family member."

Host families also play a key role in the agricultural training program, which in 1977 involved some 400 young men and women from Poland, the Philippines and Hungary in practical on the job training on U.S. farms. Robert Watts, on whose 450 acre Ohio farm Joseph Duma has lived and worked says: "Joseph and I look upon this as mutual farm training, and the more I learn about Polish



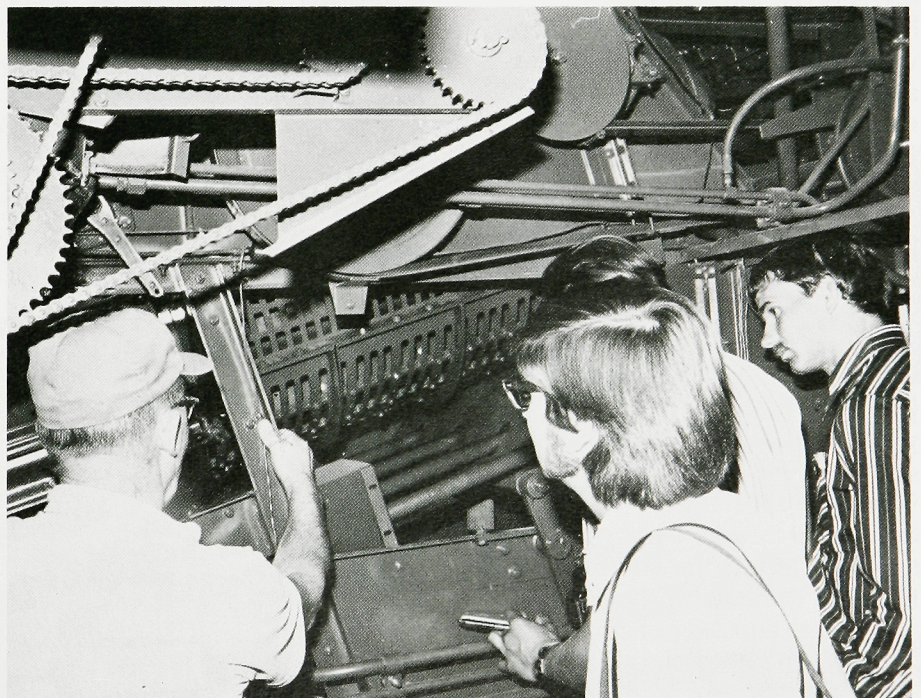


methods the more I come to discover what the free enterprise system in America is all about. I'm now appreciating life here more than ever."

National 4-H Council helps developing countries build and expand youth programs and improve rural life. The second annual rural youth leader's seminar for English speaking Caribbean countries concentrated on communications skills to improve 4-H program effectiveness. Participants reported that the growth of 4-H is having a strong beneficial effect on agricultural and individual leadership development.

Youth development in Latin America, Africa and Asia was enhanced as professional rural youth leaders came to the United States to gain new ideas and skills. In exchange, 4-H alumni in the youth development project worked to strengthen programs similar to 4-H in other countries and assist in rural development and food production and nutrition. In 1977 primary focus was in Swaziland and Costa Rica. In addition, plans were completed for an extensive assistance project in Thailand.

*During the Young Agricultural Specialists Exchange U.S. delegate Mary Sowerby (left) established a warm friendship with a Soviet milkmaid. Below, International Harvester employee Lester Osburn shows the new axial flow combine to Soviet exchanges Leonid Belozerof, Valdimir Arsenov and Vasil Zupkoff.*



## Strengthening Volunteer Leadership

Essential to the success of 4-H now and in the future is the quality of volunteer leadership provided through more than 579,000 teens and adults who devote time and talent to guide and inspire 4-H members.

Trends, innovative program ideas and a variety of other helps are placed in the hands of nearly 100,000 volunteer teen and adult leaders 10 times a year through the pages of National 4-H News. As a tool for effective leadership, the magazine in 1977 focused on key areas of "4-H in Century III" and included a series on famous 4-H alumni.

Mrs. Wendell Sanlin, Springtown, Texas, has used many ideas to "add spice to club meetings and projects. 4-H'ers and parents think I'm creative or imaginative, but I tell them I got the idea from the News and urge them to subscribe for the same inspiration."

"The News provides more than inspiration," says Mrs. Harold Norwood, Chehalis, Washington. Her club members were so impressed by a February 1977 article on shoplifting, they devoted a March meeting to the subject. A loss prevention manager from a local shopping center and a deputy sheriff participated for the session involving 40 members and 17 club leaders.

Quality of leadership develops through training and experience. No one is more aware of this than Jimmy Dunn, Galveston, Texas, a 4-H leader for more than 20 years.

"Ten years ago," Mr. Dunn wrote recently, "I went to Washington, D.C., to attend a national leader forum. I had been in 4-H 10 years and it was my considered opinion I was doing just about all I could to further 4-H in our county. Boy was I wrong! Our training started the morning we boarded the bus for the National 4-H Center and did not cease until we returned to College Station. That program was an experience

I'll always remember. It gave me a sense of direction and I do believe it was a turning point in my 4-H career."

Mr. Dunn is just one of thousands of leaders who have "graduated" from a regional or national leader forum. In 1977, forums for 1,836 leaders in 45 states concentrated on indepth discussions and workshops to strengthen skills and address contemporary and future issues such as health, community service, working with teens, and citizenship in action.

Specific focus was placed on the value of teamwork among leaders, members and staff. Returning from a national forum, May Leslie Dick, Tallahassee, Florida, formed a committee of state and county staff members and several teen and adult leaders developed a citizenship project book. "The leader forum gave me many ideas and

also the confidence I needed to work on the new project which is now being tested throughout the county," she said.

Teamwork is the key to success of a project in Michigan. Connie Wilson, a county Extension agent who attended a forum, has worked with other agents and adult leaders and two teens to develop a teen workshop, Youth Experiences in Action. Designed to help teens understand themselves in relation to the community, the workshop helps them to identify the community's social system, resource and power structure to develop approaches for involvement and ideas for action.

For many states and counties the leader forums become the training ground for key leaders who in turn conduct miniforums and leadership training conferences for hundreds of others.



*Above: At a National 4-H Leader Forum, teen and adult leaders work together on new approaches to community service.*



*At Left: Leaders like Jimmy Dunn, Texas, apply skills learned at forums to work with teen leaders back home.*

## Improving Staff Performance

The multiplying effect of extending the training offered at a national level throughout the Extension system is nowhere more evident than in the Staff Development and Training program supported through National 4-H Council. Now in its seventh year, the program for 4-H staff members embodies methods, expertise and skills for more effective and efficient programming. In 1977, 12 regional and national workshops were conducted for 380 participants.

Subject matter included management, incentives and recognition, research, urban 4-H programming, effective communications, resource development, leisure education, volunteer staff development and instructional materials.

Widely recognized by Extension leadership as a key factor in the quality and growth of the 4-H program, the workshops stress specific plans for extending this training to county members. Three Indiana participants in the communication workshop, Jane Ridgley, Ed Kirkpatrick and Eric Behrman used their new experiences to determine ways effective teamwork of the state information and 4-H staffs could increase 4-H visibility.

Indepth study is provided through an intern program at the National 4-H Center which in 1977 involved seven state and county staff members. Interns work from three to six months on specific projects related to the future growth and development of 4-H. The long term effect of these studies is reflected by the experience of Larry Brown, a county Extension agent from New Mexico, who chose jobs, careers and economics as his topic. Building on his extensive experience in this area, the intern developed a project outline and is now giving staff leadership to a special project of expanding this area of programming nationwide.



*At a workshop on Leisure Education in October 1977 Extension professionals share skills on model building.*

Merl Miller, a state 4-H staff member in Oklahoma, developed a model for integrating the 4-H Center citizenship experience into local programming. Many of the materials tested in a workshop he conducted, are being incorporated into the Citizenship '78 program.

New dimensions of study for professional Extension staff members are created by International 4-H Travel Seminars. In 1977, 12 Extension agents participated in a four week seminar to Scandinavian countries focusing on urban

youth programs. The group visited schools, youth centers, halfway houses, urban farms, community centers and staff of youth serving agencies.

"We wound up with more ideas than we could get down," Larry Yee, 4-H youth specialist, Riverside, California, said. "We decided before leaving that each of us would prepare a concept paper on a specific aspect of urban youth work so that we could share ideas and implement results effectively when we returned home."



*Design and development of educational materials was the topic of workshop in November attended by 4-H and information staff members from state Extension services.*



*A dream became a reality on September 22, 1977 during a dedication ceremony commemorating completion of the National 4-H Center expansion program.*

## National 4-H Center

Focal point for much of the domestic and international training offered through National 4-H Council is the National 4-H Center. The expansion program, begun in 1969, was completed in 1977 and celebrated at a dedication ceremony on September 22.

While dedication day marked the completion of the building program, it signalled the beginning of even greater service to youth. The Center plays a unique role as a catalyst, bringing together the expertise from every state and territory and drawing on the vast resources of the public and private sectors in the Washington area.

Throughout the year the Center also is a "home away from home" for hundreds of Extension

Homemakers, 4-H families and thousands of youth and adults in organizations related to Extension who take advantage of this educational facility for conferences and field trip experiences to the many resources of the Washington capital area.

Each year the Center is the site of National 4-H Conference when 300 teen and adult leaders meet to provide program guidance for 4-H.

During 1977 a record number of nearly 32,000 youth and adults participated in workshops, seminars and other educational experiences at the National 4-H Center. The total reflected an increase of 5,000 over the previous four year average. Contributions of more than \$500,000 from the private sector and from 4-H members brought capital funding to within \$300,000 of the \$9,000,000 expansion goal.



*Kenneth H. Anderson, who retired in 1977 as associate director of National 4-H Council, receives tribute for 40 years of devotion, leadership and outstanding accomplishment, from Dr. Gale L. VandeBerg, director of Extension, University of Wisconsin, during a meeting of the Council Panel of Extension directors at the Center.*

## Enhancing Program Content

Undergirding the educational programming of the Cooperative Extension Service is an extensive educational aids service that experienced phenomenal growth in 1977. Thousands of 4-H members, volunteer leaders and professionals received effective support through project manuals, leader guides, informational brochures, audio visuals, multi-media packages and 4-H television series.

Eighty-seven new and revised educational aids produced during the year expanded the service to 300 items in support of 4-H educational programs. These items, produced and distributed at cost for use by 4-H members and leaders reached some 3,000,000 people.

Among the new and revised aids offered in 1977 are slide tape sets, lessons, worksheets, manuals, brochures and leader guides.

They treat subjects such as horses and horsemanship, leisure education, dog care and training, hunter education, gardening, eye care education, foods-nutrition, tractors, small engines, car maintenance and electric energy.

Content of curriculum support materials is developed with the Cooperative Extension Service primarily through national 4-H developmental committees. The committees include youth program leaders and technical specialists. Council's private sector donors also give freely of their time and expertise in developing these aids, in addition to underwriting a high percentage of original preparatory costs. Additionally, many donors provide educational materials at little or no cost in nearly 30 technical subject matter areas closely allied with 4-H projects.

As a further service, descriptive listings of all educational aids are

distributed nationwide to Extension professionals.

Helping 4-H to serve as a cutting edge for experimental and innovative programming is a major objective of National 4-H Council. In 1977 these special programs included support for eye care education, arthritis awareness, citizenship in action, wildlife conservation and economics education through a national 4-H commodity marketing program and symposium.

Begun in 1975 with four pilot states, and expanded with grants to five states in 1977, the eye care education program has provided an effective method of stimulating new initiatives and expanding the role of teen leadership.

The wildlife conservation program, new in 1977, included grants to states and featured indepth training for more than 100 teens and adults in a weeklong workshop at the National 4-H Center.



*Educational aids such as the new manual of care of dogs and puppies and a resource game to introduce basic management concepts give strong curriculum support to 4-H members and leaders.*





*National 4-H Supply Service delivers more than 44,000 orders annually for items displaying the 4-H emblem that strengthen the identity and prestige of 4-H.*

### **Building Support and Visibility for 4-H**

Creating broad public awareness and understanding of the positive effect of 4-H in building responsible citizenship is a major part of National 4-H Council's support to the Cooperative Extension Service.

Millions of readers, viewers and listeners are influenced through an extensive public information program in print and electronic media which range from local to nationwide outlets.

Major impact in press, radio and television emanates from National 4-H Congress where in 1977, 125 communicators registered for first-hand coverage of the event. News about National 4-H Congress begins long before the event, with nationwide distribution of releases about 4-H young people

and their accomplishments. Prior to, during and after Congress, Council distributed a million copies to more than 7,750 press outlets and 10,000 Radio-TV media throughout the country. Photographic coverage also was extensive.

Correspondents using the Congress TV facilities produced over 25,000 feet of film for broadcast on 217 stations plus 346 news specials and delegate interviews. Recorded interviews were produced for 1,147 stations and 54 radio and TV networks or syndicates. Similarly, thousands of photos, news releases, magazine articles, radio interviews and TV features were distributed in support of programs in citizenship, leader forums, international exchanges, training programs, National 4-H Conference and dedication of the National 4-H Center.

Public information programming was carried out with the close cooperation of information specialists at the State Land-Grant Universities, the county professional staff and participants themselves. Additionally, business firms, foundations and associations supporting 4-H aided and supplemented Council efforts through photos, tapes, films, slides and releases.

Helping 4-H members and leaders express their pride in belonging to the largest youth organization in the nation is the mission of National 4-H Supply Service. Sales in 1977 reached an all time high of \$1,506,000. This translates into 44,285 orders from 3,150 counties for 5,156,045 separate items bearing the official 4-H emblem. On average, each county in the United States received 1,613 4-H emblem items.

Many of these items such as flags, banners and bumper stickers are made for public viewing and for incorporation in news photos, TV exposures and for fairs and parades. They serve a vital function in giving broad visibility to 4-H for literally millions of people across the nation.

Appreciation for this service is reflected in letters like one from New Jersey: "We would like to extend our appreciation for your efforts in rushing our 4-H supply order in time for our Achievement Fun Nite. Your cooperation helped us make our program a success."



*4-H members tell the 4-H story graphically with pictures and words.*

## Private Sector Support

In 1977 more than 2,229 businesses, corporations, foundations and individuals invested in the heritage of the future by supporting 4-H through National 4-H Council. A record of \$3,284,007 was contributed to educational programs supported by Council. Thirty-one new donors were added to the honor roster.

Private support made possible initiation of five major new educational programs: Wildlife Conservation—Atlantic Richfield Foundation; National 4-H Health Education—Robert Wood Johnson Foundation; Citizenship Awards—The Coca-Cola Company; Hungarian Ex-

change—International Harvester Company and Food Conservation and Safety—Reynolds Metals Company.

A broad spectrum of business and industry leaders contributed time and talent to further 4-H educational objectives at the national and local level. Their partnership with 4-H helps young people better understand the free enterprise system and assists 4-H members develop knowledge, skills, citizenship and leadership responsibilities, and prepare for productive future careers.

The following were major contributors in 1977:

### President's Honor Roll (\$10,000 to \$500,000)

Allis-Chalmers Corporation  
American Optometric Association  
Amoco Foundation, Inc.  
Atlantic Richfield Foundation  
Burlington Northern Inc.  
Carnation Company  
Chevron Chemical Company, Ortho Division  
The Chicago Board of Trade  
Coats & Clark Inc.  
The Coca-Cola Company  
Colgate-Palmolive Company  
John Deere  
Eastman Kodak Company  
EXXON Corporation  
The Firestone Tire & Rubber Company  
Ford Motor Company Fund  
General Foods Corporation  
The General Motors Foundation  
The Goodyear Tire & Rubber Company  
Hercules Incorporated  
Insurance Company of North America  
International Harvester Company  
International Paper Company  
The Robert Wood Johnson Foundation  
W. K. Kellogg Foundation  
Kerr Glass Manufacturing Corporation  
Kraft, Inc.  
The Kresge Foundation  
Eli Lilly and Company  
Lilly Endowment, Inc.  
Massey-Ferguson Inc.  
Monsanto Fund  
Montgomery Ward & Co.  
Olin Corporation  
J. C. Penney Company  
James C. Penney Foundation, Inc.  
Ralston Purina Company, Purina Dog Foods Group  
Reader's Digest

Reynolds Metals Company  
The Santa Fe Railway System and Gulf Central Pipeline Company  
Simplicity Pattern Co. Inc.  
The S&H Foundation, Inc.  
Standard Brands Incorporated  
Tupperware Home Parties, Division of Dart Industries, Inc.  
Union Oil Company of California  
United States Department of Agriculture

Bureau of Educational and Cultural Affairs of the United States  
Department of State  
The Upjohn Company  
Westinghouse Electric Corporation  
Weyerhaeuser Company Foundation  
Whirlpool Foundation  
Wilson Foods Company

Average tenure of donors in the President's Honor Roll is 17 years.



*Honored for her outstanding service to 4-H, Mrs. J. C. Penney receives the Partner in 4-H Award from Dr. E. Dean Vaughan, national director of 4-H, Science and Education Administration-Extension, U.S. Department of Agriculture.*

## Diamond Clover Club

(\$5,000 to \$10,000)

Alcoa Foundation  
Allied Mills, Inc.  
American Electric Power System  
American Income Life Insurance Company  
Auxiliary to the American Optometric Association  
The Cargill Foundation  
J I Case Company  
(Agricultural Equipment Division and Tenneco, Inc.)  
Chicago and North Western Transportation Company  
John Deere Foundation  
DeKalb AgResearch, Inc.  
E. I. du Pont de Nemours & Company, Inc.  
EXXON Company, U.S.A.  
Federal Land Banks  
Foremost-McKesson Foundation, Inc.  
Gulf Oil Foundation  
International Business Machines Corporation  
Kellogg Company  
The Merck Company Foundation  
Mobil Foundation, Inc.  
Potlatch Corporation  
Production Credit Associations of the U.S.  
Ralston Purina Company, Horse Chows Division  
Ralston Purina Trust Fund  
Reader's Digest Foundation  
The Singer Company  
United States Steel Foundation  
The E. Matilda Ziegler Foundation

Average tenure of donors in the Diamond Clover Club is 7 years.

## Gold Clover Club

(\$1,000 to \$5,000)

Abbott Laboratories  
Allied Products Corporation, Bush Hog Agricultural Equipment Group  
The Allstate Foundation  
AMAX Foundation, Inc.  
Ambac Industries Incorporated  
American Cyanamid Company, Agricultural Division  
Armour and Company  
Beatrice Foods Company  
Bethlehem Steel Corporation Foundation, Inc.  
Borden Foundation Inc.  
The James G. Boswell Foundation  
The Bristol-Myers Fund

Campbell Soup Fund  
Cargill, Inc.  
CF Industries, Inc.  
Champion Spark Plug Company  
Champion Valley Farms, Inc., Recipe Division  
Chesebrough-Pond's, Inc.  
CIBA-GEIGY Corporation, Agricultural Division  
Clark Equipment Company  
The Clorox Company  
Coastal States Gas Corporation  
The ConAgra Charitable Foundation, Inc.  
The Conrad Hilton Hotel  
Container Corporation of America  
Continental Oil Company  
Adolph Coors Foundation  
Corning Glass Works Foundation  
Crocker National Bank  
Dana Corporation Foundation  
Del Monte Corporation  
Dillon Foundation  
Dresser Foundation, Inc.  
Eaton Corporation Charitable Fund  
Elanco Products Company  
Farmland Industries Inc.  
The First National Bank of Chicago  
FMC Foundation  
The Gainey Foundation  
General Mills Foundation  
General Telephone & Electronics Foundation  
The General Tire Foundation, Inc.  
Gerber Baby Foods Fund  
Getty Oil Company Foundation  
Gold Kist Inc.  
Grace Foundation Incorporated  
Guilford Mills, Inc.  
Gulf + Western Foundation  
Hallmark Educational Foundation  
H. J. Heinz Company Foundation  
Heublein Foundation, Inc.  
Household Finance Corporation  
Hubbard Farms Charitable Foundation  
ICI Americas Inc., Agricultural Chemicals Division  
Jewel Companies, Inc.  
Kimberly-Clark Foundation, Inc.  
Koch Industries, Inc.  
Kysor Industrial Corporation Foundation  
Levi Strauss Foundation  
Thomas J. Lipton Foundation, Inc.  
Lutheran Brotherhood  
Oscar Mayer Foundation, Inc.  
Edwin T. Meredith Foundation  
The Milwaukee Road Grain Marketing-Transportation  
Missouri Pacific Railroad Company  
Modine Manufacturing Company  
Moorman Company Fund  
Murphy Products Company, Inc.

The Nabisco Foundation  
The Nalco Foundation  
National Distillers and Chemical Corporation  
National Steel Corporation  
The Nationwide Foundation  
The Nestlé Company, Inc.  
Nissan Motor Corporation in U.S.A.  
Northrup, King & Company  
Owens-Illinois, Inc.  
Petrolane Incorporated  
Philip Morris Incorporated  
Phillips Petroleum Company  
The Pillsbury Company Foundation  
Pioneer Hi-Bred International, Inc.  
QSP, Inc.  
Redskin Foundation, Inc.  
The Reeves Brothers Foundation, Inc.  
Royal Industries  
Dr. Scholl Foundation  
Scott Paper Company  
G. D. Searle & Company  
Sheller-Globe Foundation  
Sperry New Holland  
Sun Company, Inc.  
Sunbeam Corporation  
Tecumseh Products Company  
Union Carbide Corporation  
United Brands Foundation  
United States Tobacco Company  
Velsicol Chemical Corporation  
Hiram Walker & Sons Limited  
The Warner-Lambert Charitable Foundation

Average tenure of donors in the Gold Clover Club is 5 years.

## Century III Club

Mrs. Cora Christensen  
Citizenship Summer Staff of National 4-H Council  
Family and Friends of C. M. Ferguson  
Mr. Raymond C. Firestone  
Family and Friends of Albert Hofer  
IFYE Alumni Association of the U.S.A.  
Mr. Dean McNeal  
Mr. and Mrs. Norman C. Mindrum  
Mr. R. T. Parfet, Jr.  
Mr. John S. Reed  
Dr. Luther Roehm  
Mr. and Mrs. Luke M. Schruben  
Mr. and Mrs. Grant A. Shrum  
Mr. and Mrs. Omer G. Voss  
Mr. and Mrs. Blaine J. Yarrington



**NATIONAL 4-H COUNCIL  
BALANCE SHEETS, JANUARY 31, 1978 AND 1977**

*GENERAL FUND*

<b>—ASSETS—</b>	<b>1978</b>	<b>1977</b>
CASH (including passbook savings accounts) . . . . .	\$ 684,730	\$ 984,537
INVESTMENTS—At amortized cost (market value—1978, \$2,390,078; 1977, \$2,441,518) . . . . .	2,286,232	2,162,138
ACCOUNTS RECEIVABLE FROM SPONSORS—Support payments (Note 3) . . . . .		3,930
ACCOUNTS RECEIVABLE—Others:		
Customers . . . . .	323,125	109,996
Others . . . . .	83,892	69,547
MERCHANDISE INVENTORIES . . . . .	464,550	457,198
DEFERRED CHARGES . . . . .	70,632	86,999
DUE FROM PLANT FUND . . . . .	177,415	18,445
TOTAL . . . . .	\$4,090,576	\$3,892,790
 <b>—LIABILITIES AND FUND BALANCES—</b>		
ACCOUNTS PAYABLE AND ACCRUED EXPENSES . . . . .	\$ 272,071	\$ 193,897
AGENCY FUNDS . . . . .	102,383	87,014
DEFERRED CREDITS:		
Support payments received in advance:		
Scholarships . . . . .	280,100	255,900
Future years' activities . . . . .	1,137,046	603,195
Unearned National 4-H News revenues . . . . .	55,994	43,263
Escrows and other deferrals . . . . .	137,490	768,094
Total liabilities . . . . .	1,985,084	1,951,363
FUND BALANCE . . . . .	2,105,492	1,941,427
TOTAL . . . . .	\$4,090,576	\$3,892,790

*PLANT FUND*

CASH . . . . .	\$ 36,173	\$ 2,900
INVESTMENTS—At amortized cost (market value—1977, \$319,245) . . . . .		319,245
PROPERTY AND EQUIPMENT (Note 1):		
Land and buildings . . . . .	7,472,642	6,084,262
Construction in progress . . . . .		802,968
Furnishings, equipment, and leasehold improvements . . . . .	815,986	503,206
Total . . . . .	8,288,628	7,390,436
Less accumulated depreciation . . . . .	1,571,739	1,349,293
Property and equipment—net . . . . .	6,716,889	6,041,143
TOTAL . . . . .	\$6,753,062	\$6,363,288
NOTE PAYABLE (Note 2) . . . . .	\$ 643,101	\$ 643,101
ACCOUNTS PAYABLE . . . . .		58,260
DUE TO THE GENERAL FUND . . . . .	177,415	18,445
Total liabilities . . . . .	820,516	719,806
FUND BALANCES:		
Unexpended . . . . .	36,173	303,700
Invested . . . . .	5,896,373	5,339,782
Total fund balances . . . . .	5,932,546	5,643,482
TOTAL . . . . .	\$6,753,062	\$6,363,288

The accompanying Notes to Balance Sheets are an integral part of these balance sheets.

**NATIONAL 4-H COUNCIL  
NOTES TO BALANCE SHEETS, JANUARY 31, 1978 AND 1977**

**1. ORGANIZATION AND SIGNIFICANT ACCOUNTING POLICIES**

*Organization*

Incorporated on January 9, 1976 the National 4-H Council is a nonprofit organization with an objective of complementing and supporting the work of Cooperative Extension Service of the Land Grant Institutions and the United States Department of Agriculture with primary emphasis on 4-H youth work through the acquisition and administration of financial and human resources. By action of its Board of Trustees on October 8, 1976, the Council succeeded, through unification, to the programs and services provided by the National 4-H Service Committee, Inc. and the National 4-H Club Foundation of America, Inc. effective February 1, 1977. On that date the assets, liabilities and funds balances of the Committee and the Foundation were transferred at book value to the Council.

*Significant Accounting Policies*

**Basis of Accounting.** The financial statements have been prepared on the accrual basis of accounting.

**Merchandise Inventories.** Inventories are valued at the lower of cost (determined on a first-in, first-out basis) or market.

**Investments.** Investments are recorded at cost except for donated securities which are recorded when title transfers at fair market value at the date of receipt.

**Property and Equipment.** Buildings, furnishings, equipment, and leasehold improvements are capitalized and depreciated on the straight-line method over their expected useful lives. Useful lives range from 30 to 40 years for buildings and from 5 to 10 years for furnishings, equipment, and leasehold improvements.

Charges in lieu of depreciation on purchased assets, principally furniture and equipment are charged against programs and other activities of the general fund, thus enabling funds to be made available for replacement purposes.

Depreciation on donated properties, principally buildings, is charged against the fund balance of the plant fund, thus reducing the carrying value of such assets without providing funds for replacement purposes.

**Deferred Credits.** Support payments from sponsors and fees collected in advance relating to future years' activities are deferred and recognized as support and revenue at the time of occurrence of the activity. Magazine subscription revenue is deferred and recognized generally over the lives of the related subscriptions.

**Pension Plan.** Substantially all employees of the Council are covered under a pension plan. Normal service costs of the plan are accrued and funded currently. Prior service costs are amortized and funded over a thirty-year period.

**2. NOTE PAYABLE**

The note payable bears interest at the prime rate, as determined periodically by the payee, the First National Bank of Chicago, and is payable on demand. Under the terms of the note, the Council is required to maintain a compensating balance equal to fifteen percent of the note balance.

**3. PLEDGES OF SUPPORT PAYMENTS AND CAPITAL EXPENDITURES**

At January 31, 1978 and 1977 the amount of pledges from sponsors for future years' activities of the Council aggregated \$1,452,361 and \$1,494,014, respectively. Additionally, at January 31, 1978, \$667,330 was pledged by sponsors and others to support capital expenditures currently being made by the Council. Capital expenditure pledges are expected to be collected over the next two years.

**4. COMMITMENTS**

At January 31, 1978 minimum annual rentals payable in each of the next five years under non-cancellable operating leases on office space are as follows: 1978, \$109,385; 1980, \$111,544; 1981, \$111,545; 1982, \$111,544; and 1983, \$111,544. The minimum rent payable for the five-year period 1984 through 1988 is \$37,557.

**AUDITORS' OPINION**

National 4-H Council:

We have examined the balance sheets of National 4-H Council as of January 31, 1978 and 1977. Our examinations were made in accordance with generally accepted auditing standards and, accordingly, included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying balance sheets present fairly the financial position of the Council at January 31, 1978 and 1977, in conformity with generally accepted accounting principles applied on a consistent basis.

Chicago, Illinois  
April 28, 1978

Haskins & Sells  
Certified Public Accountants

# NATIONAL 4-H COUNCIL

## Headquarters Office

National 4-H Council  
150 North Wacker Drive  
Chicago, Illinois 60606  
(312) 782-5021

## Washington Office

National 4-H Council  
7100 Connecticut Avenue  
Washington, D.C. 20015  
(301) 656-9000

## Administration

Norman C. Mindrum, Executive Vice President (Chicago)  
Grant A. Shrum, Executive Director (Washington)  
Donald A. Olson, Controller (Chicago)

## Staff Management

W. Francis Pressly, Managing Director, Washington Office  
James T. Veeder, Managing Director, Chicago Office

## Development

Donald J. Johnson, Director (Washington)  
Peggy H. Torosian, Associate Director

## Unit Staffs

### Educational Aids & Publications (Chicago)

Larry L. Krug, Manager  
Also Executive Editor and Manager, National 4-H News  
Bonnie B. Sarkett, Editor, National 4-H News  
Caryn B. Friedman, Advertising/Circulation Manager,  
National 4-H News  
David A. Pelzer, Educational Aids Editor

### Educational Programs & Services (Washington)

Donald Henderson, Director  
Mary Kaye Merwin, Associate Director  
Dorothy Emerson, Consultant  
L. S. Nichols, Program Evaluation Specialist  
Larry Brown, Program Leader—Jobs, Careers & Economics  
Charles Freeman, Program Leader—Health and Eye Care  
Nancy Aiken, Program Specialist—Citizenship/Leadership  
Gwen El Sawi, Program Specialist—Citizenship/Leadership  
Louise Kilpatrick, Program Specialist—Citizenship/  
Leadership  
Marsha Midgley, Program Specialist—Washington  
Resources  
Scott Soder, Program Specialist—Staff Development and  
Training

### National 4-H Center (Washington)

Robert Lindstrom, Manager  
Kathleen Flom, Assistant to Manager

### Information Services (Washington)

Margo H. Tyler, Manager  
Karen Klein, Media Specialist  
Mary Bedford, Information Specialist

### Accounting

Ed Keen, Accountant (Washington)  
Donald Evans, Manager—Budget & Management Analysis  
(Washington)  
Caroline K. Kiang, Accountant (Chicago)

### International Programs (Washington)

Melvin J. Thompson, Director  
Dan Mozena, Program Specialist  
Patricia J. Brown, Staff Associate  
Susan K. Morris, Staff Associate  
Linda Pursley, Staff Intern  
Edgar Arias, Consultant  
William Seiders, Country Coordinator—Thailand Project

### *Agricultural Training Programs*

Robert A. Rhoades, Coordinator  
Arthur G. Ausherman, Area Manager  
Edwin Motsenbocker, Area Manager  
Cal Monroe, Area Manager  
Michael R. Chrisman, Regional Manager  
Larry Hancock, Regional Manager  
Robert Trout, Regional Manager

### National 4-H Supply Service (Chicago)

Norman E. Johnson, Manager  
William L. Snyder, Assistant Manager  
Thomas J. Corcoran, Promotion Manager  
John P. Kuta, Warehouse Manager

### Educational Programs & Information Services (Chicago)

Raymond D. Crabbs, Director  
Jean B. Cogburn, Associate  
Gary Deverman, Associate  
James L. Harden, Associate  
Denise Rae Miller, Associate  
Jack E. Seibert, Associate  
Diana K. Williams, Associate  
Mollie Utley, Associate



# National 4-H Council

**Building Responsible Initiative  
in Youth Wherever They Live**

*On the Farm  
In the City  
Or in Between*



*national 4-H council*

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