



National
4-H
Council
Annual
Report
1978

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4-H is part of the Cooperative Extension Service of the U.S. Department of Agriculture and the state land-grant university system. An informal, learn-by-doing program, 4-H helps young people establish real-life goals and become competent, productive citizens. 4-H is for all youth—rural and urban—from all racial, cultural, economic and social backgrounds. Youth can participate in 4-H through clubs, special interest groups, short-term projects, camping, television and other programs planned to meet their specific needs in the communities where they live.

Chairman's Message



Robert J. Hampson

What you are about to read is the story of a partnership. It's the story of Stacy Lutz and Jeffrey Smith—two 4-H members who have grown with the life skills provided them through 4-H. You'll also meet Jim Tobin, who expanded his 4-H experience to the international level and brought new insight back to his professional life. You'll read of the strong support 4-H receives from the private sector, through the words of Mrs. J.C. Penney, Russell Mawby and Omer G. Voss. You'll experience the impact on 4-H volunteers and Extension professionals through Toshiko Iwamasa and Charles W. Lifer. And Earl and Dorothy Holtz will comment on the impact 4-H had on their daughter.

Like most annual reports, this one deals with growth: return on investment, development of existing facilities and new areas of involvement. The "bottom line" in this annual report, however, deals with measurement of growth and educational benefits to the youth of America.

It is a growth made possible in 1978 by the special partnership of the private and public sectors. As Chairman of the Board of National 4-H Council, I would like to express thanks and appreciation to all the corporations, foundations, educational institutions, associations, small businesses—and most importantly to the individuals—who have provided leadership at all levels of the 4-H program. These organizations and individuals have been generous with their guidance, advice, educational input and program planning during the year. Without them—and without the partnership they form with the private sector, 1978's record growth would not have been possible.

Record levels of growth were recorded throughout Council's areas of service: 72 new educational aids introduced for a 16 percent growth over 1977; a 6 percent growth in circulation of National 4-H News; private sector support of 4-H at an all-time high; a record \$253,500 in scholarships distributed; a record 12,000 teens involved at the National 4-H Center; a record distribution of educational aids and items provided by the National 4-H Supply Service; the list goes on and on.

But numbers aren't the real growth story for National 4-H Council in 1978. *Impact on America's youth* is where the real growth occurred. Impact that came from the ability of a national organization to work effectively with the Cooperative Extension Service at every level, and with the private sector. Impact that provided youth of this country with tools of education, incentives for personal development and opportunities to obtain life skills. These special opportunities strongly influenced the 5.4 million young Americans involved in 4-H in 1978.

This report of National 4-H Council's operations is the story of the growth of the 4-H member; the story of how he took an organization's tools and used them to develop himself, his club, his community and his nation. This is a report of the heads, hearts, hands and health of the National 4-H Council and how it helped 4-H'ers grow.

A handwritten signature in cursive script that reads "Robert J. Hampson".

Robert J. Hampson, Chairman
National 4-H Council



Head

... a pledge for clearer thinking
... a commitment to training for the future

Stacy Lutz, 17, from Lumberton, Texas, participated in citizenship training in the summer of 1978. She returned home to form a citizenship group in her 4-H club. That group is working with the handicapped and enriching the lives of senior citizens. As a teen leader, Stacy teaches photography, bicycle safety, citizenship and recreation.

"I was especially honored to be chosen to participate in Citizenship '78," Stacy said. "The highlight of the week for me was our visit to Children's Hospital National Medical Center where I role-played a person confined to crutches. Experiencing the obstacles to my movement really opened my eyes. So, when I got home, I organized a citizenship group in our club and carried my role-playing to club members. As a result, we're developing sensitivity to the problems of the handicapped in our community. Going through that week gave me a real sense of what being a good citizen means. It also contributed to my decision to become a 4-H professional."

Training today's and tomorrow's leaders is a major mission of National 4-H Council. Year-round citizenship and leadership education helped more than 12,000 teenagers like Stacy develop skills for community action. In 1978, participation in these programs increased 28 percent.

Using the nation's capital as a classroom, participants took field trips to the State Department, United States Department of Agriculture, Common Cause and other centers of influence. They spent a day on Capitol Hill, meeting their congressmen and observing government in action. Heritage study and workshops on contemporary issues combined international, cultural, social and governmental perspectives, culminating in plans for back-home

action. Thus, the effect of this experience is multiplied manyfold. California, for example, reports that each participant in citizenship training reaches at least 100 others with information and inspiration.

National 4-H Conference was held April 17-22. Conducted by SEA-Extension-4-H, the event found 216 4-H'ers participating in an intensified look at the future of the 4-H program and government in action. This annual event involves training in how to work with government to obtain needs locally. Several hours were spent with congressmen, developing individual familiarity with the structure and channels of government.

National 4-H Council also increased training for adult volunteer 4-H leaders, to help meet goals in the program document, 4-H in Century III. Through grants from J.C. Penney Company, regional leader forums were expanded to the north central and north eastern regions, providing training for a total of 1,112 leaders. In addition, 943 key volunteers participated in national forums.



*"I pledge —
my HEAD to clearer thinking
my HEART to greater loyalty
my HANDS to larger service and
my HEALTH to better living for my club,
my community, my country and my world."*



Council's year-round citizenship and leadership programs inspire young people to community action. Here, Ohio 4-H'er Bill Saum (center left) serves as campaign manager for a candidate in a county election.

National and regional training forums help volunteer leaders and Extension professionals increase their effectiveness in working with youth.





"Thank you for allowing my husband and myself to attend that most educational leader forum . . . I plan to involve skilled senior citizens to assist in 4-H and publicize events and activities by training 4-H teens how to compose news articles. The forum is a new learning adventure and unmatched rewarding experience."

Toshiko Iwamasa
Hilo, Hawaii
Volunteer 4-H Leader

Major emphasis in each forum is placed on new approaches to leadership and citizenship. Participants learn effective methods of volunteer leader recruitment and how to promote 4-H projects, and increase local support for and visibility of 4-H. In-depth workshops and idea sharing prepare and motivate leaders to strengthen and expand 4-H programs at the local level.

In the forums, leaders learn how to use existing tools, such as



In 1978, more than 12,000 teens and adults participated in citizenship workshops coordinated by National 4-H Council.

National 4-H News, issued ten times yearly. The magazine serves as a major resource for new programming ideas, promotional events and methods of strengthening 4-H clubs.

Each forum participant prepares a plan for action to apply newly acquired skills to 4-H in his or her community and state.

"National 4-H News is to volunteer leaders as the Wall Street Journal is to the business community. It's a tremendous source for new ideas, enthusiasm and building motivation. All volunteer leaders should subscribe to and read National 4-H News."

Dr. Charles W. Lifer
Assistant Director, 4-H
Ohio

Council shares with the Cooperative Extension Service a concern for staff development and training. With support from the W.K. Kellogg Foundation, Council cooperates with SEA-Extension to provide special programs in this area. Conducted primarily for state staff, 1978 workshops focused on educational curriculum and dealt with management skills and new concepts in programming.

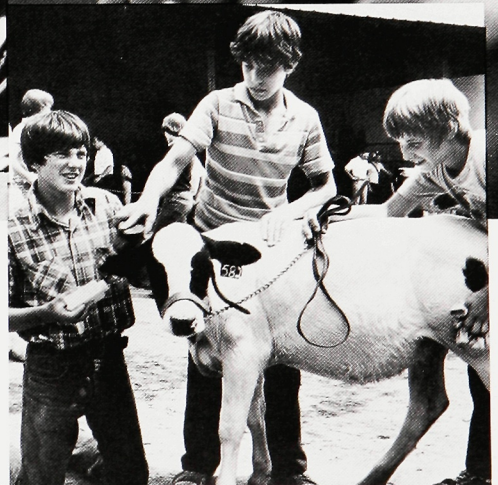
A major component of staff development and training is the internship program. Eight interns ranging from state Extension staff to volunteer leaders carried out research projects related to goals in 4-H in Century III. The resulting reports and educational materials are being published for distribution nationwide. During the year, intern projects included studies in funding 4-H at the national, state and local levels; a curriculum model for natural resources educational materials; and a life skills study approach to leadership development.

The focal point for educational programs such as citizenship and



In a workshop on "Working with Teens in 4-H," adult leaders explore increased involvement of teens in leadership and decision-making roles.

leadership is the National 4-H Center. 4-H members, teens, leaders, Extension staff, homemakers and families from across the country visit their Center to take advantage of this unique facility. The Center is the site of educational programs for many groups related to 4-H and Extension. In 1978 the Center served as a residential educational site for over 35,000 people. Council staff worked closely with state Extension Services and the private sector to develop immediate and long-range plans to upgrade facilities and improve efficiency of operation.



Extension staff members attend a national staff development workshop on economics, jobs and careers, coordinated by SEA-Extension in cooperation with Council. Topical workshops like this one focus on educational curriculum, new programming concepts and management.



The National 4-H Center provides housing and educational facilities for young people and adults from across the nation and around the world. In 1978, the Center served more than 35,000 persons.



Members of Mississippi delegation to a 4-H citizenship seminar in the nation's capital meet with Congressman Jamie Whitten in the House Appropriations Committee Room.

5.4 million young people—on farms, in rural areas, suburbs and cities—availed themselves of 4-H educational opportunities in 1978.

... a pledge for greater loyalty
... a commitment to youth through life skills

Jeffery Smith, 17; from Homerville, Georgia, joined 4-H at age 11. His interest in 4-H and in solar energy led to the development of a solar-powered automobile, which is in the final stages of completion. He currently is awaiting a \$10,000 grant from the U.S. Department of Energy, which will allow him to finish and test his solar car, and to figure the savings in energy the car would provide if used by all the residents of Homerville for one year.



Practical training in everyday economics helps young people become responsible consumers in the American marketplace.

"I joined 4-H because I couldn't find a way to express what I wanted to do in the area of solar energy. 4-H allowed me to show how I can contribute to society, through the development of a solar-powered car. But beyond that goal, 4-H has helped me decide my career goals and, most importantly, has helped me set standards for my life."

By his participation in 4-H, Jeffrey Smith benefited from the special partnership of the private and public sectors' combined contribution of financial and human resources. The result was an obvious blend of education, inspiration and self-confidence to develop guidelines for his future.

His involvement reflected the goals of National 4-H Council programs: to help young people become self-directing, productive and contributing members of society. Many other support programs and activities of Council address this overriding philosophy.

To enrich the 4-H program, Council focused on several major areas in 1978. One was expansion and further development of 4-H health education. Through a grant from The Robert Wood Johnson Foundation, Council initiated pilot health projects in Florida and Michigan. Program models evolving from the projects will be shared for nationwide replication. With continued support from the American Optometric Association, five states received grants for concentrated programs in eye care education.



Council's educational support programs, centered on the 4-H "learn by doing" philosophy, encourage youth to develop life skills and set high standards of achievement.

Two other areas received major emphasis. The broad concept of jobs, economics and careers was further refined through assistance from SEA-Extension and the private sector. Energy programming also received a boost in 1978. A developmental committee outlined a total energy package, projecting programming ideas, educational aids and a television series.

The impact of ongoing program areas on 4-H youth expanded. Beatrice Foods Co. assumed sponsorship of the National 4-H Home Management Program, and Kraft, Inc. became co-sponsor, with Eli Lilly and Company, of the National 4-H Health Program, which recognized group activities as well as individual accomplishments. American Quarter Horse Association joined the 4-H family with partial sponsorship of

Educational aids produced by the Council guide 4-H members step-by-step to increasing levels of achievement in a variety of projects. 72 new aids—for members, volunteer leaders and Extension professionals—were introduced in 1978.





the 4-H Horse Program. These additions to the public/private partnership allowed for increased curriculum development, expanded programming, educational impact and achievement recognition at the county, state and national levels. There were extensive increases in the use of incentives and recognition as an educational tool: 95 percent of the recognition programs experienced increased participation in 1978. Here's what one 4-H achiever had to say about her fellow 4-H'ers:

"The one thing I noticed about all national winners was that they were givers. They talked not of what they had received, but of what they had given . . . in homes for the retarded . . . (at) safety demonstrations . . . visiting an adopted grandmother . . . reaching a younger 4-H'er. (They) have not worked to gain personal achievement—they have been too busy giving of themselves to others."

Melanie Jayn Mason

Alaska delegate

National 4-H Congress, 1978

National 4-H Congress hosted 1,750 of the nation's outstanding 4-H members, from every state and Puerto Rico, plus International Program participants from Poland, Norway and the Philippines. The five-day event focused on energy—its historical background, alternate resources and conservation. Some 278 scholarships totaling a record \$253,500 were awarded during the week.

The valuable results of the public/private partnership are perhaps most evident in production of educational materials. National 4-H Council serves as liaison with the Cooperative Extension Service and the private sector for production and distribution of printed and audio-visual educational aids. In 1978, 4-H

volunteers and professionals had over 350 educational aids available from Council, and purchased almost three million copies of these aids. Seventy-two new aids were developed and 46 existing aids revised as a result of the public/private partnership. A system of establishing priorities and approval procedures for production of educational aids was also implemented.

Over the years, 4-H has expanded beyond the shores of the United States to 80 countries around the world. Again, the private sector joined Cooperative Extension and Council to provide international 4-H learning experiences for 489 U.S. young people and 2,272 participants from other countries. Thirty thousand more 4-H'ers were involved in international study projects in their own communities. Exchanges took place between 34 countries and 32 states, with almost 4,000 families acting as hosts. The year marked the 30th anniversary of the 4-H pioneer effort in international programming—The International 4-H Youth Exchange. Programs took youths to Costa Rica,

A project to strengthen the Yuwa Kasetkorn rural youth program in Thailand is being carried out through Council's cooperation with Thailand's Department of Agriculture and the U.S. Agency for International Development.

Thailand, Swaziland and the Soviet Union, among other places. When these youth returned to the United States, they spread the 4-H experience to their peers and the general public through print articles, broadcast interviews and public speaking engagements—to truly make 4-H an international youth experience.

"We as a family, found this personal relationship, through our daughter, a very rewarding experience. Our understanding of France, geography and person-to-person communication is greatly expanded. We feel the learning experience for our daughter is very well equal to a year of college, and gave her an insight to the French culture and customs as no tourist could expect."

Earl and Dorothy Holtz

California parents of Kathy Holtz,
Participant in 1978 IFYE Caravan



National 4-H Congress hosted 1,750 of the nation's top 4-H members. A record \$253,500 in scholarships was presented during the five-day event.



In the Professional Rural Youth Leader Exchange, coordinated by Council, youth leaders from other countries travel to the United States to study and observe the 4-H program.

President of the New York City Council Carol Bellamy responds to delegates' questions following her keynote address at National 4-H Congress.



On a summer exchange visit to the United States, a youngster from Japan is introduced to his host family. More than 4,000 host families here and abroad are involved in international exchange programs.

4-H member assists in conducting a vision-screening test. The National 4-H Health Program received additional support from the private sector in 1978.

... a pledge for larger service
 ... a commitment to promoting 4-H

Jim Tobin is an Extension agent in Adair County, Iowa. A 4-H member since the age of 10, Jim capped off his experience in the organization with a 1978 trip to the U.S.S.R. as a participant in the Young Agricultural Specialists Exchange Program. While in the Soviet Union, Jim and others took photos for an article appearing in the June, 1979, issue of National Geographic Magazine.

"I can sum up my 4-H experience by saying that it taught me life skills. I want to give those skills back to 4-H in return for the unique educational experience it provided me. My trip to the Soviet Union is giving me that chance. Since returning, I have spoken to 65 groups, worked with National Geographic on the story of our trip, and contributed articles and interviews to many newspapers. While I was in the Soviet Union, I sent tapes back to my hometown radio station, and I still hear from people who heard them and remember. I hope that by communicating my 4-H experience, I am opening doors of educational opportunity and personal development to youth throughout the nation."

To help tell the 4-H story, Council enhanced media services in 1978. Jim Tobin was just one of thousands of 4-H members, leaders and staff who returned from a special educational experience to tell their stories to groups within their communities and to the public at large. Placement of features in such national publications as Woman's Day and Scholastic Publications' Newstime and several special interest magazines, along with continuing year-round services to media across the nation, played an important role in broadening understanding of 4-H. A sample of editor response:

"I am happy to enclose a copy of the 4-H page we ran in our paper Saturday. As you can see, we used some local stories and pictures along with the materials your office sent us. It was an interesting and enjoyable project."

A newspaper farm editor

Broadcast services also expanded in 1978. Five 30-second television public service announcements were produced and distributed to each state. Quarterly mailings of live radio public service copy to every station in the country were instituted. Responses indicate free public service time in the broadcast media that reached nearly \$500,000 in value.

"(These) are the best TV spots that I've ever seen. They will be extremely useful to each of us as we promote 4-H in our home states."

Nancy P. Weiss
 Assistant Director, 4-H
 Connecticut

National 4-H Council subscribed to a national radio network service. The resulting feature placement was nearly \$100,000 worth of additional national coverage, reaching a potential audience of 79,800,000 people in the United States and overseas.

Helping build 4-H visibility at the local level is a part of Council's mission. Again in 1978, National 4-H Council cooperated with USDA in preparing and distributing a national 4-H promotion kit to all county 4-H offices.

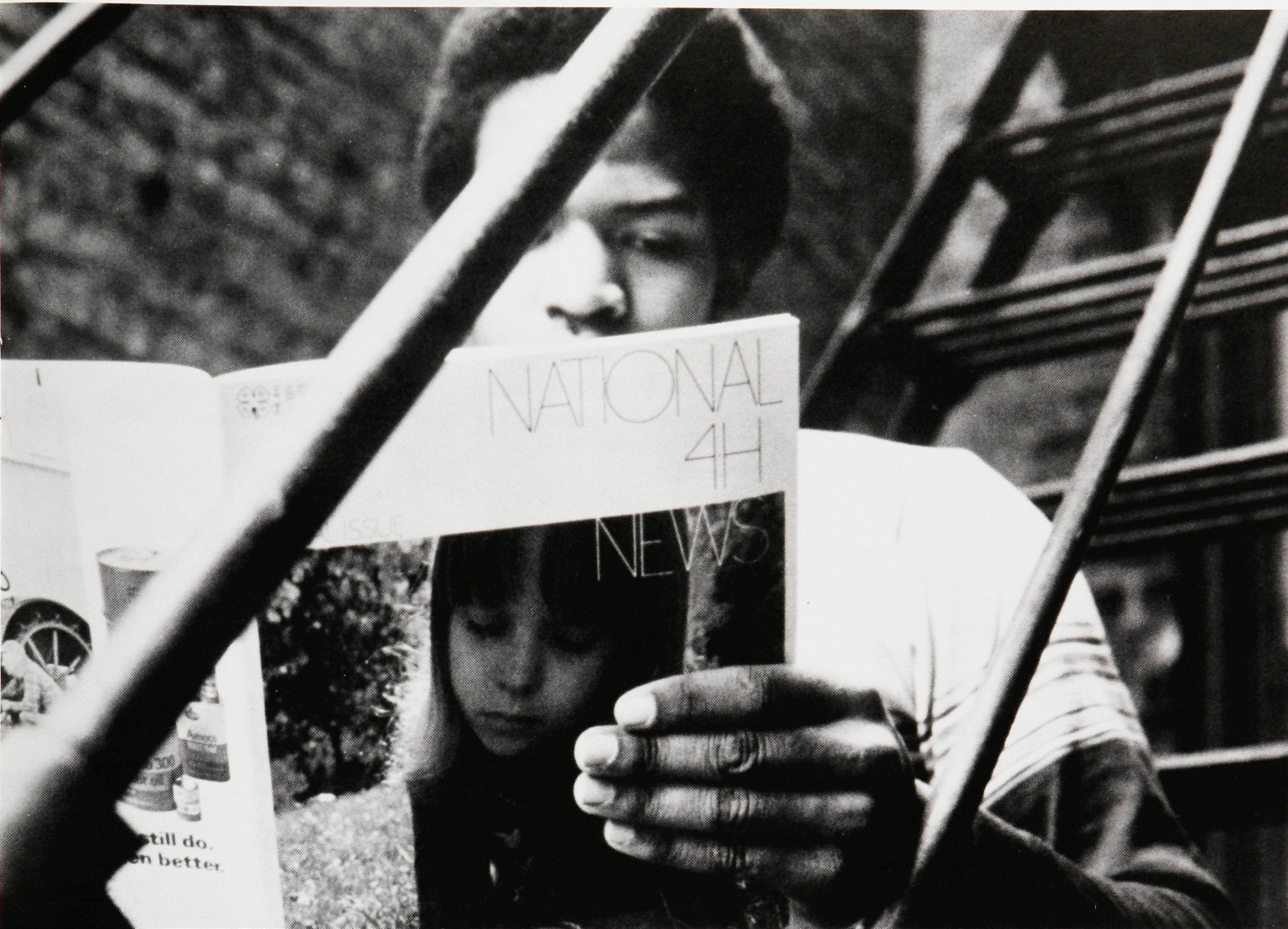
More than 300,000 homes throughout the country keep 4-H visibility high by displaying a 4-H calendar. Record calendar income in the year provided \$38,000 in support for educational programs and fostered the partnership between 4-H and the private sector at the local level.

Widespread visibility and prestige for the 4-H emblem is provided by the National 4-H Supply Service. In 1978, over 1,500 items were offered for use by members, leaders, Extension staff and 4-H donors. In 42 states, at least 90 percent of all counties purchased items from the Supply Service, with 25 states reaching 100 percent. More than 200,000 copies of the Supply Service catalog brought added 4-H visibility into the homes of 4-H members and leaders.

National 4-H News is another major source of 4-H visibility as well as educational information. Geared to 4-H volunteers, the magazine shares information and success stories on unique projects and program approaches, thus strengthening the 4-H program.



National 4-H Council's year-round press and broadcast services reach an audience of millions in the United States and abroad.



In ongoing public relations activities, young people tell their 4-H stories to civic and community groups.



In 1978, 90 percent of all counties in the United States depended on the National 4-H Supply Service for quality items with high 4-H visibility.

Each issue of National 4-H News reaches 85,000 volunteer leaders and Extension professionals with information about special projects and activities.



Health

... a pledge for better living
... a commitment to growth and continuity

The health of National 4-H Council is enhanced by the strong partnership between the private and public sectors. Its success comes from participation of volunteers and the combined financial and human resources necessary for continued growth and impact.

Working with 4-H youth across the country are nearly 580,000 volunteers, each contributing an average of 20 eight-hour days a year to the program. This strengthens and extends the work of 4,500 4-H professionals, to enrich and develop the 4-H program at all levels.

America's private sector plays a major role in aiding the development of the 4-H program and the expansion of its human resources. In 1978, nearly 150 of America's ranking corporate executives aided in guiding the progress of National 4-H Council. These dedicated "friends of 4-H" represented 2,200 private sector donors, 98 percent of which are corporations, foundations and associations.

By building on the strong foundation of resources in business and government, National 4-H Council continued to fulfill its mission of assisting the Cooperative Extension Service "...to build responsible initiative in youth." Development of life skills in youth is the cornerstone of a promising future for all mankind, and the major focus of the Cooperative Extension Service and National 4-H Council's cooperative efforts with the private and public sector.

"Thanks to the National 4-H Council for coordinating, leading and assisting the 4-H program in which I've been fortunate to participate. Your support is just tremendous. As a recipient of a Chicago and North Western Scholarship, I wish to say 'thank you'

to the National 4-H Council for making this honor and financial assistance possible."

*Joel K. Palmquist
1978 Agri-Business/Agricultural
Economics Scholarship Winner*



National 4-H Council's dedicated board of trustees includes 20 leaders of business, the land-grant university system, the Cooperative Extension Service and the U.S. Department of Agriculture. In 1978, Robert J. Hampson (center), Executive Vice President, Corporate Staffs, Ford Motor Company (ret.), served as Council's Chairman.



Each of the nearly 580,000 4-H volunteer leaders nationwide contributes an average of 20 eight-hour days annually to the 4-H program.

The Council supports Extension's goal of helping young people become self-directing, productive and contributing members of society. Here, participant in 4-H Adopt a Grandparent Program provides companionship for senior citizen in a nursing home.



Council's programs and services depend on high levels of interest, leadership and support from the private sector. At a national 4-H workshop, representatives of business and Extension share information about program needs and opportunities. From left are: Lloyd Besant, Director of Education, The Chicago Board of Trade; Richard L. Barker, Program Leader—4-H Youth, New Hampshire; Hope S. Daugherty, Program Leader—4-H Youth, SEA-Extension/USDA; and Robert Fordyce, Director of Youth Services, Eastman Kodak Company



In a workshop for 4-H teen leaders, a 4-H professional youth worker demonstrates the importance of good grooming for a job interview. 4,500 professionals at local, state and national levels help volunteer leaders—teens, juniors and adults—develop their technical and leadership skills.

1978 National 4-H Support

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

Allis-Chalmers Corporation	The General Motors Foundation	Reynolds Metals Company
American Optometric Association	The Goodyear Tire & Rubber Company	The Santa Fe Railway System and Gulf Central Pipeline Company
Amoco Foundation, Inc.	Hercules Incorporated	Simplicity Pattern Co. Inc.
Atlantic Richfield Foundation	Insurance Company of North America	Society of American Florists Endowment
Beatrice Foods Co.	International Business Machines Corporation	The S&H Foundation
Burlington Northern Inc.	International Harvester Company	Standard Brands Incorporated
Carnation Company	International Paper Company	Tupperware Home Parties, Division of Dart Industries, Inc.
Chevron Chemical Company, Ortho Agricultural Chemicals Division	The Robert Wood Johnson Foundation	Union Oil Company of California
The Chicago Board of Trade	W.K. Kellogg Foundation	United States Agency for International Development
Coats & Clark Inc.	Kerr Glass Manufacturing Corporation	United States Department of Agriculture
The Coca-Cola Company	Kraft, Inc.	United States International Communication Agency
Colgate-Palmolive Company	Eli Lilly and Company	The Upjohn Company
CPC International Inc.	Lilly Endowment, Inc.	Westinghouse Electric Corporation
John Deere	Monsanto Fund	Weyerhaeuser Company Foundation
DeKalb AgResearch, Inc.	Montgomery Ward & Co.	Whirlpool Foundation
Eastman Kodak Company	J.C. Penney Company	Wilson Foods Company
Exxon Corporation	Potlatch Corporation	
The Firestone Tire & Rubber Company	Ralston Purina Company, Purina Dog Foods Group	
Ford Motor Company Fund	Reader's Digest	
General Foods Corporation		

Average tenure for donors in the President's Honor Roll is 21 years.

"Mr. Kellogg had an enthusiastic interest in young people. He was convinced that 'education offers the greatest opportunity for improving one generation over another.' Quite properly, he—and the Foundation to which he gave his fortune—saw 4-H as an effective means of serving that purpose."

Russell Mawby, President

W.K. Kellogg Foundation

Diamond Clover Club (\$5,000 to \$10,000)

Alcoa Foundation	Chicago and North Western Transportation Company	National 4-H Council Program Assistants
American Cyanamid Company, Agricultural Division	John Deere Foundation	Production Credit Associations
American Electric Power System	E.I. du Pont de Nemours & Company, Inc.	Ralston Purina Company, Horse Chows Division
American Income Life Insurance Company	Exxon USA Foundation	Ralston Purina Trust Fund
Auxiliary to the American Optometric Association	Federal Land Banks	Reader's Digest Foundation
The Cargill Foundation	Foremost-McKesson Foundation, Inc.	Dr. Scholl Foundation
J I Case Company (Agricultural Equipment Division and Tenneco, Inc.)	Getty Oil Company	United States Steel Foundation
	Gulf Oil Foundation	The E. Matilda Ziegler Foundation
	Kellogg Company	

Average tenure for donors in the Diamond Clover Club is 13 years.

"My husband had a unique way of saying things that you couldn't help but remember. I remember one of his sayings particularly. He said to me, more than once—'If one builds for a decade, one should cultivate trees—but if one wants to build for centuries, one should cultivate men and women.'"

"I just can't imagine a better way to 'cultivate men and women', as Jimmy put it, than through 4-H and its work."

Mrs. J.C. Penney

Gold Clover Club (\$1,000 to \$5,000)

Abbott Laboratories	Fruehauf Corporation Charitable Fund	John Morrell & Co., Subsidiary of
Allied Mills, Inc.	General Mills Foundation	United Brands Company
Allied Products Corporation, Bush Hog Agricultural Equipment Group	General Telephone & Electronics Foundation	Murphy Products Company, Inc.
American Quarter Horse Association	The General Tire Foundation, Inc.	The Nabisco Foundation
Armour and Company	Gerber Baby Foods Fund	The Nalco Foundation
The James G. Boswell Foundation	Gold Kist Inc.	National Distillers and Chemical Corporation
The Bristol-Myers Fund	Green Giant Foundation	National Steel Corporation
Butler Manufacturing Company Foundation	Guilford Mills, Inc.	The Nationwide Foundation
Campbell Soup Fund	Gulf + Western Foundation	Northrup King Co.
Cargill, Incorporated	The Hallmark Educational Foundation	Olin Corporation Charitable Trust
Carrier Corporation Foundation, Inc.	H.J. Heinz Company Foundation	Owens-Illinois, Inc.
CENEX Foundation	Heublein Foundation, Inc.	Petrolane Incorporated
CF Industries, Inc.	Household Finance Corporation	Philip Morris Incorporated
Champion Spark Plug Company	Hubbard Farms Charitable Foundation	Phillips Petroleum Company
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Chesebrough-Pond's, Inc.	ICI Americas Inc., Agricultural Chemicals Division	Pioneer Hi-Bred International, Inc.
CIBA-GEIGY Corporation, Agricultural Division	International Telephone & Telegraph Corporation	The Procter & Gamble Fund
Clark Equipment Company	Jewel Companies, Inc.	QSP, Inc.
The Clorox Company	Kelsey-Hayes Company Foundation	The Reeves Brothers Foundation, Inc.
The ConAgra Charitable Foundation, Inc.	Kimberly-Clark Foundation, Inc.	Rockwell International Corporation
The Conrad Hilton Hotel	The Fred C. Koch Foundation, Inc.	Royal Operations of Lear Siegler, Inc.
Container Corporation of America	Kysor Industrial Corporation Foundation	Scott Paper Company
The Continental Group Foundation, Inc.	Land O' Lakes, Inc.	Sharonsteel Foundation
Continental Oil Company	Levi Strauss Foundation	Sheller-Globe Foundation
Corning Glass Works Foundation	Thomas J. Lipton Foundation, Inc.	The Singer Company, United States Sewing Products Division
Dana Corporation Foundation	Lutheran Brotherhood	Sperry New Holland
Del Monte Corporation	Oscar Mayer Foundation, Inc.	Sun Company, Inc.
Dillon Foundation	McLouth Steel Corporation	Sunbeam Corporation
Dresser Foundation, Inc.	Edwin T. Meredith Foundation	Syntax Corporation
Eaton Corporation Charitable Fund	Missouri Pacific Railroad Company	Tecumseh Products Company
Elanco Products Company	Modine Manufacturing Company	Union Carbide Corporation
Farmland Industries, Inc.	Moorman Company Fund	Velsicol Chemical Corporation
The First National Bank of Chicago		Vollmer Foundation, Inc.
FMC Foundation		Hiram Walker & Sons Inc.

Average tenure for donors in the Gold Clover Club is 10 years.

"Being involved in 4-H is both refreshing and regenerating. Working with the young people in the program has convinced me that America's future will be in good hands."

*Robert J. Hampson, Executive Vice President, Corporate Staffs, Ford Motor Company (ret.)
Chairman of the Board, National 4-H Council, 1978*

Century III Club (Personal gifts, \$500 or more)

Friends of Kenneth H. Anderson	Mr. and Mrs. Norman C. Mindrum	Mr. and Mrs. Grant A. Shrum
Mrs. Cora Christensen	Mr. and Mrs. Leslie L. Nichols	Mr. and Mrs. Omer G. Voss
Mr. Raymond C. Firestone	Family and Friends of Robert R. Pinches	Mr. Ben H. Warren
Mr. and Mrs. Robert J. Hampson	Mr. John S. Reed	Friends of Thomas E. Wilson
Mr. and Mrs. James E. Marler	Mr. and Mrs. Luke M. Schruben	Mr. and Mrs. Blaine J. Yarrington

Balance Sheets, January 31, 1979 and 1978

ASSETS	1979	1978
CASH AND CASH EQUIVALENTS:		
Cash	\$ 71,435	\$ 215,985
Short term investments—at market value	1,866,018	1,882,766
Total cash and cash equivalents	<u>1,937,453</u>	<u>2,098,751</u>
OTHER CURRENT ASSETS:		
Accounts receivable	318,933	407,017
Merchandise inventories	487,566	464,550
Deferred charges and other items	94,310	70,632
Other investments—at amortized cost (market value—1979, \$79,493; 1978, \$63,763)	87,525	65,832
Total other current assets	<u>988,334</u>	<u>1,008,031</u>
LONG-TERM INVESTMENTS IN SECURITIES		
At amortized cost (market value—1979, \$1,068,551; 1978, \$949,421)	<u>959,945</u>	<u>842,552</u>
PROPERTY AND EQUIPMENT:		
Land and buildings	7,485,509	7,472,642
Furnishings, equipment, and leasehold improvements	931,310	815,986
Total	8,416,819	8,288,628
Less accumulated depreciation	<u>(1,846,471)</u>	<u>(1,571,739)</u>
Property and equipment—net	<u>6,570,348</u>	<u>6,716,889</u>
TOTAL	<u>\$10,456,080</u>	<u>\$10,666,223</u>
LIABILITIES AND FUND BALANCES		
ACCOUNTS PAYABLE AND ACCRUED EXPENSES		
	<u>\$ 386,454</u>	<u>\$ 308,622</u>
DEFERRED CREDITS:		
Support payments received in advance:		
Scholarships	321,300	280,100
Future years' activities	924,656	1,137,046
Unearned National 4-H News revenues	74,862	55,994
Escrows and other deferrals	<u>343,448</u>	<u>203,322</u>
Total deferred credits	<u>1,664,266</u>	<u>1,676,462</u>
NOTE PAYABLE		<u>643,101</u>
FUND BALANCES:		
Unrestricted:		
Designated for:		
Long-term investments in securities	959,945	842,552
Purchase of property and equipment	50,000	36,173
Undesignated	825,067	1,085,525
Invested in property and equipment	<u>6,570,348</u>	<u>6,073,788</u>
Total fund balances	<u>8,405,360</u>	<u>8,038,038</u>
TOTAL	<u>\$10,456,080</u>	<u>\$10,666,223</u>

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

Notes to Balance Sheets, January 31, 1979 and 1978

1. Significant Accounting Policies

Purpose

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.

Basis of Accounting. The financial statements have been prepared on the accrual basis of accounting in conformity with Statement of Position 78-10 of the American Institute of Certified Public Accountants entitled *Accounting Principles and Reporting Practices for Certain Nonprofit Organizations*. Conformity with this statement was given effect during the year ended January 31, 1979 by retroactive designation of fund balances and restatement of the financial statements for the year ended January 31, 1978. These designations reduced the unrestricted, undesignated fund balance by \$901,017 as of January 31, 1978.

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

Investments. Long-term investments in securities are carried at the lower of amortized cost or current market value. Short-term investments are carried at current market value. During 1979 and 1978 unrealized investment gains and losses were negligible.

Property and Equipment. Buildings, furnishings, equipment, and leasehold improvements are capitalized and are 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.

Total depreciation is charged as an excess from current activities against the Council's investment in property and equipment. Credits arising from budgeted depreciation are recorded as an excess from current activities designated for purchase of property and equipment. Credits arising from depreciation on buildings and major building components are not so designated inasmuch as funds for replacement of these assets are expected to be provided by donations to be obtained when the need arises.

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. Commitments

At January 31, 1979 minimum annual rentals of \$111,544 are payable in each of the next five years under non-cancelable operating leases on office space. The minimum rent payable from January 31, 1984 to the expiration date of the lease, April 30, 1984, is \$37,557.

3. Pension Plan

Included in expenses in 1979 and 1978 are provisions of \$122,146 and \$109,233, respectively, which represent normal pension costs plus interest on unfunded prior service costs and amortization of prior service cost over a period of thirty years. At May 31, 1978, the date of the most recent actuarial valuation, the net assets of the plan exceeded the actuarially computed value of vested benefits.

Auditors' Opinion

National 4-H Council:

We have examined the balance sheets of National 4-H Council as of January 31, 1979 and 1978. 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, 1979 and 1978, in conformity with generally accepted accounting principles applied on a consistent basis, after restatement for a change, with which we concur, in retroactive designation of fund balances as described in Note 1 to the balance sheets.



Deloitte, Haskins & Sells

Chicago, Illinois
April 30, 1979



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Chicago, Illinois 60606
(312)782-5021

Washington Office

National 4-H Council
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Administration

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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 (Washington)

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 Kay Merwin, Associate Director
Larry Brown, Program Leader—Jobs, Careers & Economics
Gwen El Sawi, Program Specialist—Citizenship/Leadership
Dorothy Emerson, Consultant
Charles Freeman, Program Leader—Health and Eye Care
Louise Kilpatrick, Program Specialist—Citizenship/
Leadership
Marsha Midgley, Program Specialist—Washington
Resources
L.S. Nichols, Program Evaluation Specialist
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
Mary Bedford, Information Specialist

Accounting

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

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Dan Mozena, Program Specialist
Susan K. Morris, Staff Associate
Linda L. Schultz, Staff Assistant
Edgar Arias, Consultant
William Seiders, Country Coordinator—Thailand Project

Agricultural Training Programs
Michael R. Chrisman, Regional Manager
Edwin Motsenbocker, 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)

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Jean Cogburn, Associate
Gary Deverman, Associate
Denise Rae Miller, Associate
Jack E. Seibert, Associate
Diana K. Williams, Associate