

EXPANDING HORIZONS



NATIONAL
4-H
COUNCIL
ANNUAL
REPORT
1979



BOARD OF TRUSTEES

Officers

Honorary Chairman:

The Honorable Jimmy Carter
President of the United States

Chairman:

*Walter R. Peirson
Executive Vice President
Standard Oil Company (Indiana)

Vice Chairman:

*Ben H. Warren
President, Agricultural Equipment Group
International Harvester Company

Vice Chairman:

*Dr. J. B. Claar
Director of Extension
University of Illinois

Treasurer:

†Richard L. Thomas
President
The First National Bank of Chicago

Secretary:

†Norman A. Sugarman
Attorney and Partner
Baker & Hostetler

President:

†Norman C. Mindrum
National 4-H Council

**Executive Vice President and Chief
Executive Officer:**

†Grant A. Shrum
National 4-H Council

**Vice President and Chief Operating
Officer:**

†Raymond D. Crabbs
National 4-H Council

Members

Dr. J. Clark Ballard
Director of Extension
Utah State University

Frederick A. Collins, Jr.
Vice-Chairman
The Sperry and Hutchinson Company

Dr. Lewis Dowdy
Chancellor
North Carolina A & T University

Robert V. Guelich
Vice President
Montgomery Ward & Co.

*Robert J. Hampson
Franklin, Michigan

Dr. Thomas B. King
Associate Director of Extension Service
The Pennsylvania State University

Robert G. Laidlaw
President
Coats & Clark Inc.

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

*Mrs. Margaret P. MacKimm
Senior Vice President
Public Affairs
Kraft, Inc.

*Member of Executive Committee

†Officer but not a board member

James E. Marler
Deputy Chairman
Standard Brands Incorporated

Clarke A. Nelson
Senior Vice President
Carnation Company

R. T. Parfet, Jr.
Chairman The Upjohn Company

Paul D. Pender
Vice President
General Motors Corporation

Richard A. Riley
Chairman and Chief Executive Officer
The Firestone Tire & Rubber Co.

Dr. Mary Nell Greenwood
Administrator
Science and Education Administration—
Extension
U.S. Department of Agriculture

Dr. W. R. Van Dresser
Director of Extension Service
Virginia Polytechnic Institute and State
University

*Dr. Eugene Williams
Assistant Director of Extension
4-H & Youth Development Programs
Oklahoma State University



National 4-H Council is a not-for-profit educational organization that utilizes private resources to help expand and strengthen the 4-H program. 4-H is the youth program of the Cooperative Extension Service of the State Land-Grant Universities and Science and Education Administration—Extension, U.S. Department of Agriculture.

Programs and educational materials of National 4-H Council are available to all persons regardless of race, color, sex, age, religion, national origin or handicap. Council is an equal opportunity employer.



CHAIRMAN'S MESSAGE

Expanding horizons is a fitting theme for a year when National 4-H Council achieved record support to the 4-H program.

This annual report reflects the expanding partnership between the private sector and the educational program of the Cooperative Extension Service of the State Land-Grant Universities and the U.S. Department of Agriculture.

It is a tribute to the dynamic role 4-H plays in developing responsible initiative in youth. Through 4-H more than five million boys and girls were involved this year in practical real-life experiences to help them become self-directing, contributing members of society.

It is a tribute to the more than 565,000 volunteer leaders who gave generously of their time and energy to guide the progress of these young people as they turned their talents to productive projects.

It is a tribute to countless parents, counselors, community leaders and others who gave encouragement to the development of practical skills and positive attitudes toward meaningful work.

It is a tribute to the leadership of the Cooperative Extension Service, whose professional staff at every level gave direction to this largest

out of school educational program in the United States.

It is a tribute to the corporations, foundations, associations and individuals for their generous support to the growth of Council's programs and services.

National 4-H Council is proud of the significant achievements accomplished this year to fulfill our mission of complementing and supporting the 4-H youth program. Revenues in 1979 reached a record \$9,600,000, enabling Council to provide the incentives, tools, inspiration and training that expanded the horizons of all involved in 4-H.

The 20 members of Council's Board of Trustees gave unstintingly of their time and expertise, not only to help meet the challenges of today, but to plan for more effective support of 4-H in the future.

In implementing long-range planning committee recommendations, the Board approved further consolidation of Council functions and moved the headquarters office to the National 4-H Center. In this connection the office of the president was given important responsibilities for leadership in resource development and implementation of long-range planning. A new chief executive officer and a new chief operating officer were elected.

As chairman of the Board of Trustees I express thanks to all who have contributed to this highly successful year for National 4-H Council.



At a time when so much of society is willing to accept mediocrity as a standard, 4-H stands as a beacon of hope for the standard of excellence which we must pursue if we are to preserve the basic values of human worth and individual dignity which have made our nation great.

Walter R. Peirson
Chairman of the
Board of Trustees



EXPANDING HORIZONS

Expanding horizons for millions of youth and adults as they work to build their personal strengths, acquire life skills and master new knowledge—this is 4-H today.

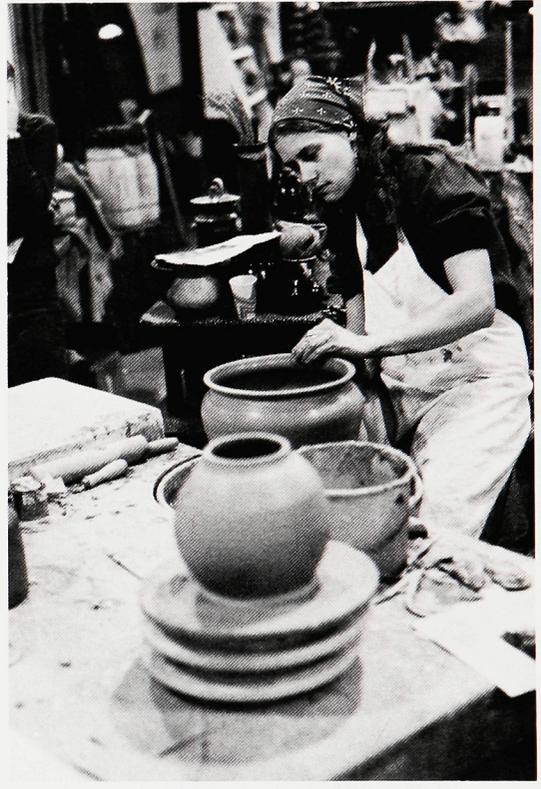
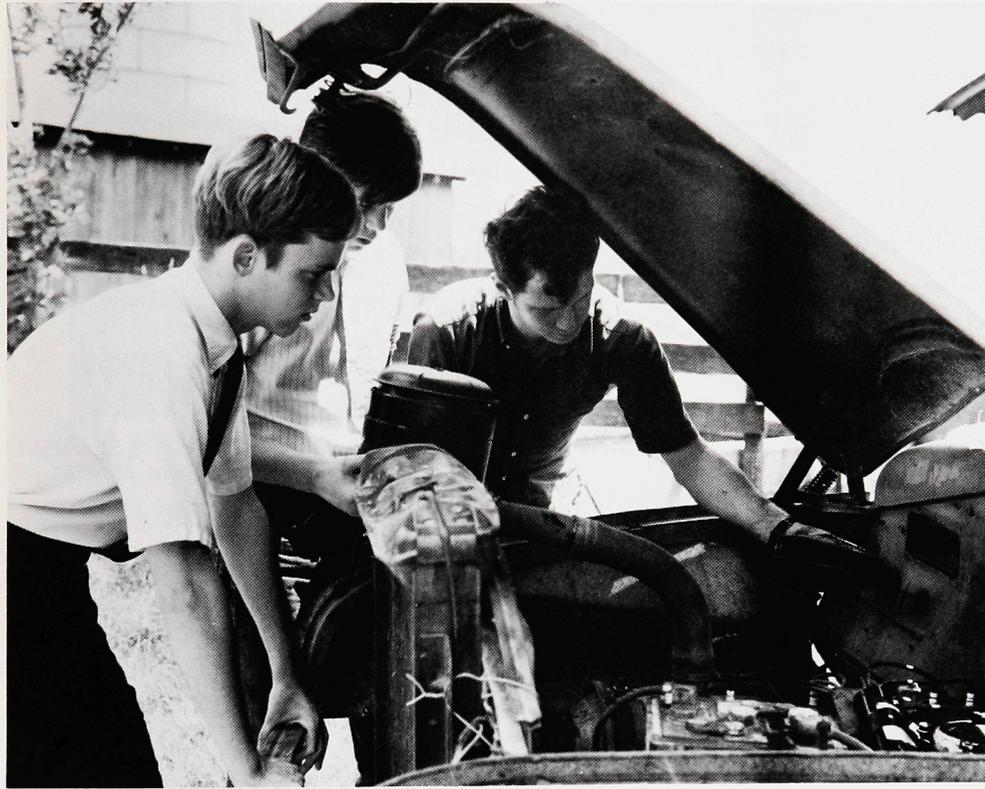
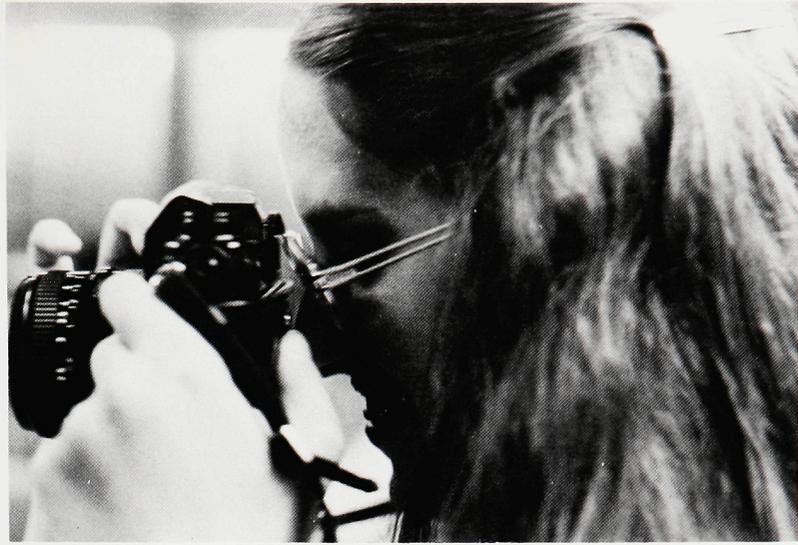
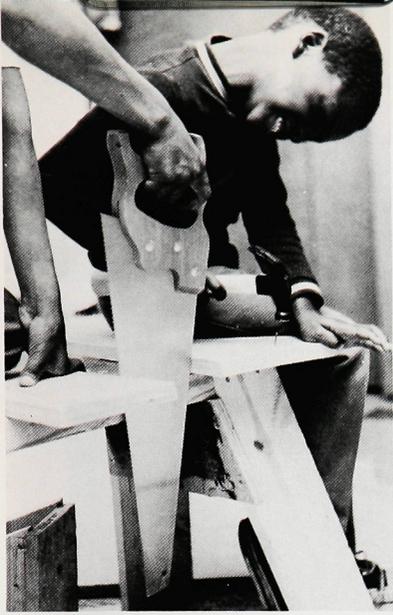
For the 4-H member these expanding horizons begin with the very first involvement in a learn-by-doing project—a project tailored to individual needs, interests and circumstances.

A 4-H project may be:

- Raising an animal—a calf, horse or pig for some members; a dog, cat or cavy for others.
- Growing a crop—whether on a 1,000 acre farm, in a backyard plot, or even in a window box.
- Learning to buy wisely—or to market products effectively.
- Acquiring mechanical skills to operate a tractor, an automobile, a motorcycle or lawn mower.
- Developing sound health and nutrition habits or conserving energy or natural resources.
- Becoming a more effective communicator through public speaking, photography or working with community groups.
- Any one or more of some 100 projects that give 5,000,000 youth in 4-H practical, real life skills—skills that help them cope with the challenges of today and tomorrow.

Whatever the project or activity, the 4-H member benefits from National 4-H Council—a unique partnership of the public and private sector supporting the youth development work of the Cooperative Extension Service.







EDUCATIONAL PROGRAMS AND SERVICES

Educational Programs and Services provided by Council start where the action is, at the local level. They encourage 4-H members to expand their horizons, strive for excellence and become actively involved in solving community concerns.

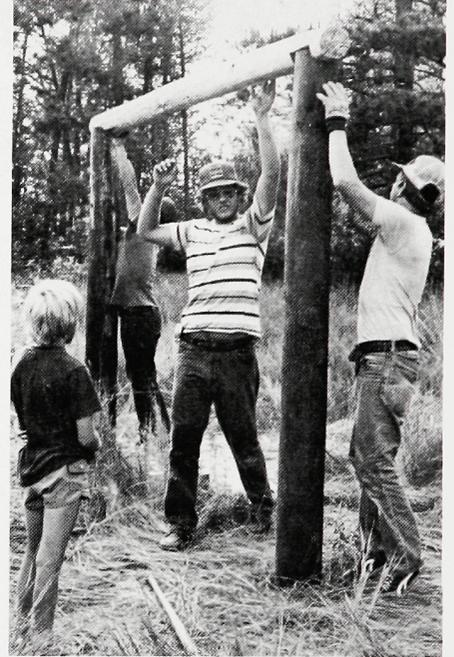
For members of 31 clubs in 20 states, Council support in 1979 included seed money grants of from \$100 to \$500 for "Citizenship in Action" projects. In Tyrell County, North Carolina, members used the money to establish recreational facilities—a wooden swing set, climbing wall and log cabin. But that was only the beginning. Their advisors became so interested in 4-H they offered to teach the youngsters woodworking. The result is a 4-H toy factory where members make and sell wooden toys to benefit their county 4-H program fund. In Providence, Rhode Island, 4-H'ers expanded their project of buying shrubs and plants to restore and

beautify the grounds of a church. They applied for and received a grant from the Department of Energy. The grant allowed them to develop a solar heated greenhouse so they could grow their own plants for community landscaping.

Giving emphasis to the fourth H—health—Council supported two pilot programs in Florida and Michigan. Over a two-year period, these programs have reached nearly 60,000 youths and adults. The innovative approaches to health education, including computerized health profiles, diverse activities in nutrition, sports and health awareness, will be shared nationwide in coming years.

Also addressing an aspect of health—eye care and safety education—were grants to Hawaii, Kentucky, Nebraska, South Dakota and Utah.

The 4-H eye care education program, now in its fifth year, has had an extraordinary impact, un-



Members of the Happy Hustlers Club, Minnesota, work on playground equipment as a Citizenship in Action project.

equaled in the history of the profession of optometry, according to Alvin Levin, O.D., president of the American Optometric Association. It is significant that each year many thousands have been reached on a one-to-one basis, a feat that would have been impossible on this scale without 4-H involvement.

In 1979, more than 166,000 4-H'ers—an average of 50 per county—earned medals signifying their achievement in project work, leadership and community service.

But the county medal is only a beginning. The progressive program of recognition extends to state, regional and national levels, culminating at the National 4-H Congress, in Chicago, Illinois, in late November.



Recognition for achievement in 4-H ranges from county medals to \$1000 educational scholarships.



In 1979, Council made it possible for more than 1,700 4-H members from every state to attend the National 4-H Congress. A national Extension judging committee processed a new high of 1,942 outstanding state winner records.

During the 1979 Congress a record 300 national winners received educational scholarships valued at \$258,400.

The money that will help to pay for my college education is only one of the benefits I gained through 4-H said one winner, Paul Ehrhardt of Oakfield, Wisconsin. 4-H has brought out my leadership and communication skills. It also has given me an inward self-confidence and helped my organizational and writing skills.

National 4-H Congress, attended by 2,500 youth and adults in 1979, is far more than a recognition event. It gives young people a chance to share their experiences with other youths and adults and gain new insights through workshops, assemblies and field trips.



At National 4-H Congress 4-H'ers view entries in the poster contest and make their own "I was here" mural.



Equally important, 4-H Congress provided a unique opportunity for these outstanding young Americans to become personally acquainted and discuss issues with leaders in business and industry. This year, Mobay Chemical Corporation, joined the family of corporate investors in youth as the sponsor of the National 4-H Entomology program.

John S. Reed, chairman and chief executive officer of Santa Fe Industries—a consistent supporter

of 4-H for 57 years—offered a succinct perspective of private support: *People ask us why we support 4-H. Our reply is Santa Fe has a big stake in this country. We're interested in the future. So we're particular about who's going to run things in the next generation. We would be happy to have people like 4-H winners running it!*

Preparing those future leaders for their role in society is a major objective of Council.



The National 4-H Fashion Revue is a highlight of National 4-H Congress.



Florida 4-H members learn survival skills as part of a pilot health project.



THE NATIONAL 4-H CENTER

The National 4-H Center serves as a focal point for creative learning and leadership development for thousands of 4-H members, leaders and staff.

The summer months of 1979 saw the most intensive use of the Center, as 5,700 teenage 4-H members came from 44 states to Citizenship-Washington Focus. In workshops, discussions and field trips, these young people spent six days expanding their horizons. They developed greater understanding of the heritage and functions of our democratic system of government and the free enterprise system. Through private sector support, 4-H alumni served as program assistants to give delegates perspective on contemporary issues.

Most important of all, delegates learned to relate their Washington citizenship-leadership experience to 4-H at home. They shared ideas with young people from many other states and return home to give leadership to a broad range of citizenship and community development activities.

Tennessee 4-H'er Beth Bailey taught the skills she learned in Washington at a tri-district 4-H leadership conference. *I received an excellent response and enjoyed teaching the class, she wrote. I was elected vice president of the State 4-H Council at the end of the summer and know my experience at the Center will help me in this work.*

This ripple effect is typical. California officials estimate that every

delegate to Citizenship-Washington Focus has direct impact on an average of 100 other young people and adults.

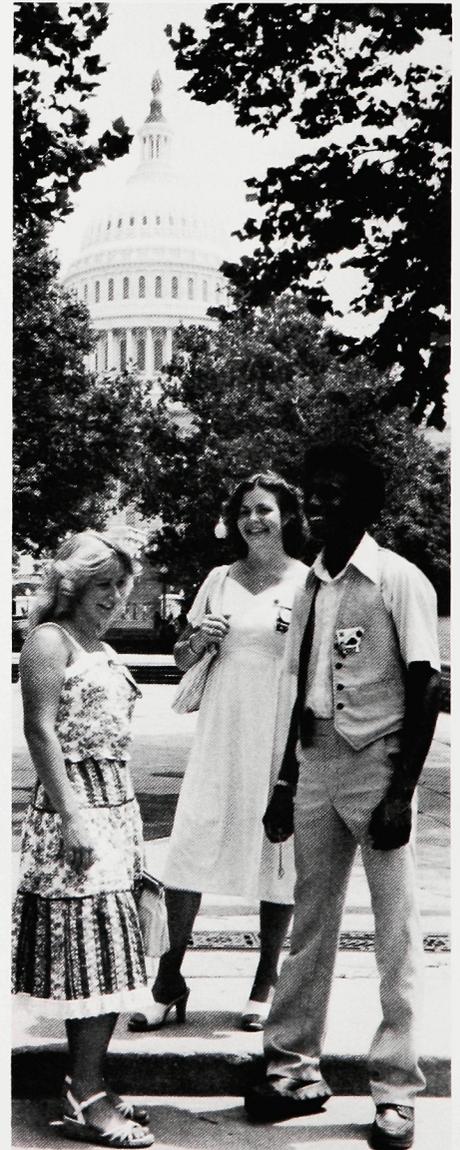
But the National 4-H Center is not "just for summer." It is open 365 days a year. During fall, winter and spring months of 1979 some 4,500 additional 4-H members, high school students and members of other youth groups experienced the learning opportunities offered at the Center. Programs included workshops and seminars on citizenship, jobs and careers and the visual and performing arts. Fifty-two 4-H families from 46 states used the Center as their home away from home as they explored the history and heritage of their nation's capital. A record 926 Extension homemakers attended the Know America program to enrich their citizenship, cultural arts and international affairs programs.

The Center was the site for National 4-H Conference. Some 250 delegates from 4-H programs in nearly every state joined volunteer leaders and Extension staff to explore ways of strengthening 4-H programs in the future. Land-Grant Universities, state and federal government departments, and a broad range of groups related to Extension took advantage of the unique residential conference facilities of the National 4-H Center.

The Center also was the focal point for a key aspect of 4-H programming—development and training for volunteer leaders and professional staff.

A new approach to leadership training—focus on a specific project area—gained private support in 1979. The special leader forum for key volunteer food and nutrition leaders drew representatives from nearly every state. Their participation resulted in a broad impact on 4-H at the local level.

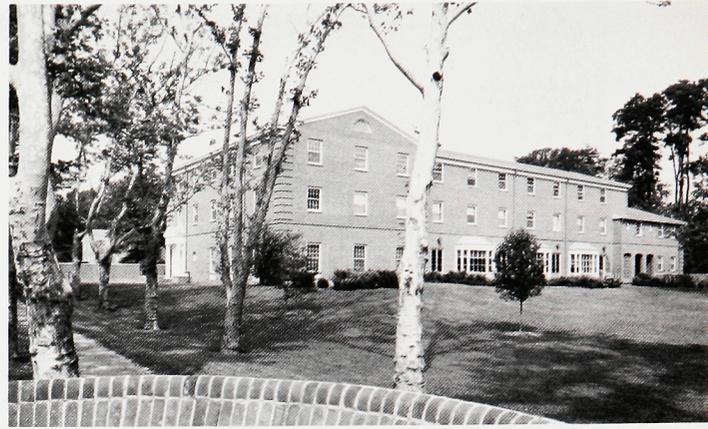
Volunteer leader Sally Nuite returned home to Dexter, Maine, to conduct workshops for 35 adults and 120 youth. *More nutrition*



Teenagers come year 'round to their nation's capital to study citizenship and leadership.



Volunteer leaders attending a forum at the National 4-H Center learn how games can help youngsters learn more about food and nutrition.



The National 4-H Center is a focal point of creative learning for thousands of youth and adults.

projects have been taken by 4-H members and over 50 percent of the demonstrations by 4-H at the county demonstration tournament were food and nutrition related, she reported. Furthermore, 380 school children are getting nutrition education not previously available. I already have noticed that the sweet snacks brought from home are being replaced by fruits and vegetables.

The special forum was one of seven five-day training sessions for volunteer leaders held at the Center in 1979. Additionally, Council reached beyond the Center to bring nearly 1,400 volunteers to four regional forums.

"Training the trainers" is one of the most significant contributions made by the private sector to expanding horizons of 4-H. The staff development and training program conducted jointly by SEA/Extension, U.S. Department of Agriculture and National 4-H Council offered workshops and seminars for 300 state and key district staff in 1979.

These professionals in turn have used the skills and knowledge gained to reach thousands of staff members, leaders and members in counties throughout the nation. One participant, Extension 4-H agent Marlene Obst, returned to Phoenix, Arizona, to build on her

workshop experience of mainstreaming handicapped youths into the 4-H program.

4-H and handicapped is exciting, she says. In the past week I met with a reporter doing a story on mentally retarded 4-H'ers; tomorrow I present the 4-H program to a deaf school, and Thursday present gardening and 4-H to teen juvenile delinquents who have been placed in a state training school through court order. These are all handicapped youth.

Additionally, Council supported in-depth study of 4-H concerns through internships. In 1979, 15 professional and volunteer interns lived and worked at the National 4-H Center for from six weeks to four months. They addressed such topics as energy, jobs and career, family and alumni involvement in 4-H and organizational readiness for change.



Delegates to Citizenship-Washington Focus learn about the election process and how to use a voting machine.



Participants in a management workshop for state 4-H leaders in October 1979 at the National 4-H Center included: John T. Pelham, state 4-H and youth leader, Texas; Norman A. Brown, assistant director of Extension, 4-H youth, Michigan; Dr. James Coleman, department of sociology, University of Chicago, and guest lecturer; Gary W. King, program director, W. K. Kellogg Foundation; and Grant A. Shrum, executive vice president, National 4-H Council.



INTERNATIONAL PROGRAMS



LABO exchanges from Japan express their joy in visiting Minnesota.

Horizons for 4-H extend beyond the nation's border. Some 2,700 young people from 41 states and 38 countries took part in **International Programs** coordinated by National 4-H Council in 1979. More than 34,000 other 4-H members were enrolled during the year in international study projects and an additional 100,000 participated in allied activities that brought about broader understanding of cross-cultural relationships.

I learned so much about other countries and about myself as I opened my eyes to understanding the world as an interdependent neighborhood, one participant remarked.

Teenage 4-H'ers, alumni, volunteer leaders and staff, 4-H families and thousands of others in communities and countries around the world became involved in the exchange programs.

In 1979, 119 young Americans lived and worked with host families in 25 countries, while families in this country hosted their counter-

parts in the International Four-H Youth Exchange. Dorothy Fillingness, South Dakota, found, *This IFYE experience is G-reat! How else could I meet so many super people from Norway and other countries—experience their life style—learn how much families abroad care about each other—gain self-confidence and independence—learn a language and get*



At the Caribbean Rural Youth Leaders Seminar, Rhonis Gore, Antigua, presents a memento to Dr. Charles W. Lifer, state 4-H leader, Ohio, and conference consultant.

new ideas about life—ideas to help me in my job as a professional home economist. This has got be one of the best experiences of my life.

Contributing to international understanding and the development of agricultural technology was a three-month exchange program involving five American and five Soviet young agricultural specialists. Another agricultural training program brought 92 young Polish agriculturalists to the United States for

a year of on-the-job training on farms in eight states.

Council-supported youth development project delegates brought their knowledge and training to programs similar to 4-H in Botswana, Costa Rica, Guatemala, Swaziland and Thailand. These 4-H alumni lived and worked with Extension professionals in those countries for more than a year to provide leadership and special assistance.

The growth of 4-H in the English-speaking Caribbean has had beneficial effects on agriculture as well as individual leadership development. Council supported this group through a Caribbean Rural Youth Leaders Seminar focusing on program planning and development.



In Thailand, Suthi Chaiso, a Professional Rural Youth Leader Exchange participant, leads group activities during a Yuwa Kasetkorn field agent training program.



EDUCATIONAL AIDS AND PUBLICATIONS



Creative educational aids support 4-H programs nation-wide.

Helping millions of 4-H members and leaders expand their horizons at every level of involvement are **Educational Aids and Publications** produced by National 4-H Council.

The members' manuals, leaders' guides and other materials—both print and audio/visual—represent a prime example of Council's mission to bring together the financial and technical resources of the private sector with the knowledge base and educational expertise of Extension.

During 1979, 145 new educational aids were developed—more than double the production of the previous year. The total number of items offered increased to 500. New aids on citizenship, leadership, electric energy and wildlife conservation expanded this Council educational service. Sales during the year totaled almost three million.

Volunteer leaders enjoy a constant source of fresh ideas and educational resources in *National 4-H News*, a magazine published by Council ten times a year. In 1979 four special emphasis issues focused on teen leadership, programming for the family, home economics, 4-H promotion and volunteerism.

A national private opinion survey to help guide Council in better serving 4-H indicated that leaders use the magazine to keep up to date. They are most interested in the idea exchange and are inspired to try new and different approaches on the basis of educational information and project success stories found in *National 4-H News*.



Reporters from radio press and TV interview delegates at National 4-H Congress.

Helping 4-H to expand its horizons, and gain greater understanding of its vital role in youth development, are broad programs of information services supported by National 4-H Council. Stories and photos of individual accomplishments, special program emphases and 4-H events were developed and distributed regularly to more than 7,000 newspapers and magazines.

Television public service announcements produced nationally and distributed through state 4-H

offices, focused on some 22 different program areas of 4-H, and were geared to reinforcing 4-H as a program for all youth in America. The year also saw continued quarterly distribution of live public service spots to every radio station in the country. A national radio syndication service reported from events such as the National 4-H Commodity Marketing Symposium, National 4-H Conference, National 4-H Wildlife Workshop, 4-H Engineering Events, National 4-H Dairy Conference and National 4-H Congress.

Promotion of the local 4-H program remained an emphasis in 1979 as National 4-H Council cooperated with SEA/Extension, USDA, in the preparation and distribution of 4-H promotional kits to all county Extension offices. And 4-H calendars were proudly displayed in some 350,000 homes throughout the country.



Leader's and youngsters make practical use of National 4-H News.



NATIONAL 4-H SUPPLY SERVICE



4-H members proudly wear the emblemized items available through National 4-H Supply Service.

Equally vital to the visibility of 4-H, and helping members and leaders identify strongly with the 4-H emblems are the more than 1,600 items offered through the **National 4-H Supply Service**. Sales of supply items increased 3.3 percent in 1979 over the previous year. In keeping with the expanding horizons of 4-H, new items were added to meet the needs and interest of youth in proudly displaying their affiliation with the 4-H movement.

Core exhibits of 4-H merchandise for display at state and area leader training meetings were used by 25 states. Cathy Malison, an Extension 4-H agent in New Jersey, expressed her appreciation by writing: *Our farm fair is now over and you certainly helped make it a success. You did a super job on our last order. Everything got here in time. We really appreciate the courtesy and help both with telephone and written orders.*

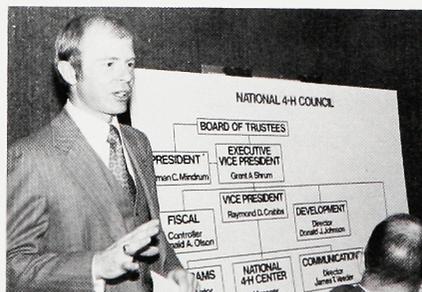


ADMINISTRATION



Headquarters office for National 4-H Council is now located in J.C. Penney Hall at the National 4-H Center.

During 1979 Council **administration and management** took steps toward expanding the horizons of 4-H in the future. By year's end most Council operations were consolidated at the National 4-H Center, now the site of the headquarters office. Under the leadership of a new chief executive officer and new chief operating officer, significant improvement continued in Council's ability to effectively serve the 4-H program and at the same time accomplish cost savings in operation. The office of the president remains in the Chicago location and provides leadership in the critical areas of resource development, strengthening the partnership between the public and private sectors of 4-H and recruitment of key volunteers to ensure continuing support for 4-H.



At a meeting of the Board of Trustees, Ray Crabbs, vice president, explains Council consolidation.

All of these accomplishments growing out of this unique partnership will lead to further expanding the horizons of our nation's most valuable resource—youth.



1979 NATIONAL 4-H DONORS

Support to 4-H from the private sector continued to expand in 1979. More than 1,811 corporations, businesses, foundations and individuals made contributions through National 4-H Council.

Providing effective leadership was a 20 member resource development committee, representing key executives in the private sector. Robert G. Laidlaw, president, Coats & Clark Inc. served as chairman of the committee.

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

Allis-Chalmers Corporation
American Optometric Association
American Quarter Horse Association
Amoco Foundation, Inc.
Atlantic Richfield Foundation
Beatrice Foods Co.
Campbell Soup Company
Carnation Company
Chevron Chemical Company,
Ortho Consumer Products Division
The Chicago Board of Trade
Coats & Clark Inc.
The Coca-Cola Company
Colgate-Palmolive Company
John Deere
DeKalb AgResearch, Inc.
Eastman Kodak Company
Exxon Corporation
The Firestone Tire & Rubber Company
Ford Motor Company Fund

General Foods Corporation
The General Motors Foundation, Inc.
The Goodyear Tire & Rubber Company
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.
Eli Lilly and Company
Lilly Endowment, Inc.
Mobay Chemical Corporation,
Agricultural Chemicals Division
Monsanto Fund
Montgomery Ward & Co.
J. C. Penney Company
Potlatch Corporation
Ralston Purina Company, Purina Dog
Foods Group
Reader's Digest

Reader's Digest Foundation
Reynolds Metals Company
The Santa Fe Railway System
(including Gulf Central Pipeline Company)
Simplicity Pattern Co. Inc.
The S&H Foundation, Inc.
Standard Brands Incorporated
Union Oil Company of California
United States Agency for International
Development
United States Department of Agriculture
United States International Communication
Agency
The Upjohn Company
Westinghouse Electric Corporation
Weyerhaeuser Company Foundation
Wilson Foods Company

Average tenure for donors in the President's Honor Roll is 22 years.

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

Alcoa Foundation
American Income Life Insurance Company
Auxiliary to the American Optometric
Association
J I Case Company, Agricultural Equipment
Division
Chicago and North Western Transportation
Company
CPC International Inc.
John Deere Foundation
Dresser Foundation, Inc.
E. I. du Pont de Nemours & Company, Inc.
Exxon USA Foundation
Federal Land Banks and Production Credit
Associations of the U.S.

Foremost-McKesson Foundation, Inc. and
Foremost International
Getty Oil Company
The Hallmark Educational Foundation
International Business Machines
Corporation
Kellogg Company
National 4-H Council Program Assistants
Ralston Purina Company, Horse Chows
Division
Ralston Purina Trust Fund
Dr. Scholl Foundation
Sterling Drug Inc.
Sun Company, Inc.
United States Steel Foundation

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

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

Abbott Laboratories	Farmland Industries, Inc.	Moorman Company Fund
AGRI Industries	The First National Bank of Chicago	John Morrell & Co.
Agrico Chemical Company	Fruehauf Corporation Charitable Fund	Murphy Products Company, Inc.
Allied Mills, Inc.	General Mills Foundation	The Nabisco Foundation
Allied Products Corporation, Bush Hog Agricultural Equipment Group	General Telephone & Electronics Foundation	The Pillsbury Foundation
American Cyanamid Company, Agricultural Division	The General Tire Foundation, Inc.	National Distillers and Chemical Corporation
American Medical Association Education and Research Foundation	Gerber Baby Foods Fund	The Nationwide Foundation
Armour and Company	Gold Kist Inc.	The Nestlé Company, Inc.
The James G. Boswell Foundation	W. R. Grace, Agricultural Chemicals Division	Northrup King Co.
The Bristol-Myers Fund	Green Giant Foundation	Olin Chemicals Group, Agricultural Products Department
Butler Manufacturing Company Foundation	Guilford Mills, Inc.	Owens-Illinois Fund
Carrier Corporation Foundation, Inc.	Gulf + Western Foundation	Petrolane Incorporated
CENEX Foundation	H. J. Heinz Company Foundation	Philip Morris Incorporated
CF Industries, Inc.	Hercules Incorporated	Phillips Petroleum Foundation, Inc.
Champion Spark Plug Company	Heublein Foundation, Inc.	The Pillsbury Company Foundation
Champion Valley Farms, Inc., Recipe Division	Household Finance Corporation	Pioneer Hi-Bred International, Inc.
Chesebrough-Pond's Inc.	Hubbard Farms Charitable Foundation	The Procter & Gamble Fund
CIBA-GEIGY Corporation, Agricultural Division	Hunt-Wesson Foods, Inc.	The Reeves Brothers Foundation, Inc.
Clark Equipment Company	IC Industries, Inc.	Rockwell International Corporation Trust
Coastal Corporation	Jewel Companies, Inc.	Roper Foundation
CONOCO Inc.	Kelsey-Hayes Company Foundation	Royal Operations of Lear Siegler, Inc.
The Conrad Hilton Hotel	Kimberly-Clark Foundation, Inc.	Scott Paper Company
Container Corporation of America Foundation	Koppers Company, Inc., Forest Products Division	Sharonsteel Foundation
The Continental Group Foundation, Inc.	Kysor Industrial Corporation Foundation	Sperry New Holland
Crocker National Bank Foundation	Land O'Lakes, Inc.	Sunbeam Corporation
Dana Corporation Foundation	Levi Strauss Foundation	Syntex Corporation
Del Monte Corporation	Lincoln National Corporation	Tecumseh Products Company
Dillon Foundation	Thomas J. Lipton Foundation, Inc.	Union Carbide Corporation
Eaton Charitable Fund	Lutheran Brotherhood	The United States Gypsum Foundation, Inc.
Educational Communications Scholarship Foundation	Marathon Oil Foundation, Inc.	Velsicol Chemical Corporation
Elanco Products Company, a Division of Eli Lilly and Company	Oscar Mayer Foundation, Inc.	Vollmer Foundation, Inc.
	McLouth Steel Corporation	Hiram Walker & Sons Inc.
	Edwin T. Meredith Foundation	Willkie Farr & Gallagher
	Minnesota Mining & Mfg. Co. (3M)	F. W. Woolworth Co.
	Missouri Pacific Railroad Company	
	Modine Manufacturing Company	

Average tenure for donors
in the Gold Clover club is 11 years.

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

Mrs. Cora Christensen	Mr. and Mrs. James E. Marler	Mr. and Mrs. Grant A. Shrum
Mr. and Mrs. Ray Crabbs	Burton E. Marston	Harold B. Taylor
Mr. and Mrs. Robert J. Hampson	Mr. and Mrs. Norman C. Mindrum	Mr. and Mrs. Omer G. Voss
R. A. and Louise Kilpatrick	Mr. and Mrs. John S. Reed	Mr. and Mrs. Ben Warren
Mrs. G. T. (Tena) Klein	Mr. and Mrs. Luke M. Schruben	Mr. and Mrs. Blaine J. Yarrington

Century III Fund (Personal gifts—\$100 to \$500)

J. Paul Austin	Mr. and Mrs. Robert V. Guelich	Mr. and Mrs. Robert H. Miller
B. Jean Cogburn	Agnes M. Hansen	Ella L. Ollenburg
Mr. and Mrs. Paul F. Cornelsen	Mr. and Mrs. Henry M. Hansen	Charles W. Parker, Jr.
Mr. and Mrs. Robert Davis	Mr. and Mrs. Donald Henderson	Richard A. Riley
A. G. De Lorenzo	Mr. and Mrs. Paul Hoshiko	Mary G. Roebing
Gary Deverman	Wentworth Hubbard	M. Pauline Rowe
Geraldine G. Fenn	Mr. and Mrs. Donald J. Johnson	Albert O. Steffey
Margaret Ferguson	John P. Kuta	Norman A. Sugarman
John W. Fisher	Margaret P. MacKimm	Peggy H. Torosian
Vern A. Freeman	Dr. and Mrs. Russell G. Mawby	Mr. and Mrs. Owen S. Trask
A. C. Goodrich	Mr. and Mrs. Brooks McCormick	Robert K. Wilmouth
Allan Grant	Mary Kaye Merwin	

Grassroots Donors (\$100 to \$1,000)

Aeroquip Foundation	Farm Credit Banks of Omaha	The Nellis Feed Company
Agway Foundation	Farmhand, Inc.	Norden Laboratories, Inc.
Allied Stores Foundation, Inc.	Federal Intermediate Credit Bank of St. Louis	Norris Industries
American Can Company Foundation	Federal Land Bank of Louisville	Ocean Spray Cranberries, Inc.
American Hoechst Corporation	Federal Land Bank of St. Louis	Parker-Hannifin Foundation
American Institute of Cooperation	Federal-Mogul Corporation	C. J. Patterson Company
Ampco-Pittsburgh Foundation, Inc.	The Fertilizer Institute	Portable Elevator Division of Dynamics Corporation of America
Arbie Mineral Feed Co., Inc.	The First National Bank of Saint Paul	The Progressive Farmer Company
Association of Illinois Electric Cooperatives	Flint River Mills, Inc.	Public Service Indiana
Athens Plow Division of Austin Industries, Inc.	Foote Mineral Company	QSP, Inc.
AVCO New Idea Farm Equipment	Fruit Growers Supply Company	Rahr Malting Company
BASF Wyandotte Corporation	FS Services, Inc.	Raltech Scientific Services, Inc.
The Frank Stanley Beveridge Foundation, Inc.	Gehl Company	Riegel Textile Corporation Foundation
Blomsfield-Swanson, Inc.	Hardy Salt Company	The Riggs National Bank of Washington
Blue Bell Foundation	Harsco Corporation Fund	A. H. Robins Company
Brockway Glass Co. Foundation	The Hubinger Foundation	Rockford Products Corporation Foundation
Burroughs Corporation	Kentucky Extension Homemakers Association	St. Louis Bank for Cooperatives
A. B. Caple Company	Kewanee Machinery and Conveyor Foundation	Schering-Plough Corporation
Carolina Power & Light Company	The Henry Krause Charitable Foundation	Scovill Foundation, Inc.
Cessna Foundation, Inc.	Ladish Company	Sioux Honey Association
The Cleveland-Cliffs Foundation	Lake to Lake Dairy Cooperative	Southern Farmers Association
Collins & Aikman Corporation	Lilliston Corporation	Southern Illinois delegates to Citizenship- Washington Focus '79
Colonial Beef Company	Locke Stove Company	Southern Region Extension Entomology Plant Pathology Workshop, Knoxville, Tennessee
Colorado delegates to Citizenship- Washington Focus '79	Ludlow Corporation	Southern States Cooperative, Inc.
Cominco American Incorporated	Maryland and Virginia Milk Producers Association, Inc.	Subud, Washington, D.C.
Crane Fund	Material Service Foundation	Texas Gas Transmission Corporation
Cupples Company, Manufacturers	Everett L. McDonnell Foundation	D. A. & Elizabeth B. Turner Foundation
Danuser Machine Company	The Mennel Milling Company	Uniroyal, Inc.
The De Laval Separator Company	C. F. Mueller Company	Universal Cooperatives, Inc.
Di Giorgio Foundation	G. C. Murphy Company Foundation	Universal Leaf Tobacco Co. Incorporated
Dibrell Brothers, Incorporated	National Live Stock Producers Association	Vulcan Materials Company
Doane Agricultural Services, Inc.	National Rural Electric Cooperative Association	The Raymond John Wean Foundation
Elgin/Waltham Watch Company		Welch Foods Inc.
Fairmont Foods Company		

Commemorative Gifts (\$100 or more)

Dr. and Mrs. John Banning	Russell W. Smith
Mrs. W. W. Eure	Esther Taskerud

International Development Fund

Hallie Hughes
Walter Schmidt

Special Gifts and Bequests

In honor of Kenneth H. Anderson	In memory of Edward R. Tinker
In memory of Willia Miener	In honor of Thomas E. Wilson

Balance Sheets, January 31, 1980 and 1979

ASSETS	1980	1979
CURRENT ASSETS:		
Cash	\$ 76,789	\$ 151,430
Short-term investments	1,315,748	1,786,023
Total	1,392,537	1,937,453
Accounts receivable	623,411	318,933
Merchandise inventories	595,473	487,566
Deferred charges and other items	81,724	94,310
Other investments—at amortized cost (market value—1980, \$91,537; 1979, \$79,493)	106,795	87,525
Total current assets	2,799,940	2,925,787
LONG-TERM INVESTMENTS IN SECURITIES—At the lower of amortized cost or market (market value—1980, \$1,159,390; 1979, \$1,068,551)		
	1,086,898	959,945
PROPERTY AND EQUIPMENT:		
Land and buildings	7,627,393	7,485,509
Furnishings, equipment, and leasehold improvements	1,022,194	931,310
Total	8,649,587	8,416,819
Less accumulated depreciation	(2,118,636)	(1,846,471)
Property and equipment—net	6,530,951	6,570,348
TOTAL	\$10,417,789	\$10,456,080
LIABILITIES AND FUND BALANCES		
CURRENT LIABILITIES:		
Accounts payable and accrued expenses	\$ 481,009	\$ 386,454
DEFERRED CREDITS:		
Support payments received in advance:		
Scholarships	385,700	321,300
Future years' activities	493,509	924,656
Unearned National 4-H News revenues	98,617	74,862
Escrows and other deferrals	346,421	343,448
Total deferred credits	1,324,247	1,664,266
FUND BALANCES:		
Unrestricted:		
Designated for:		
Long-term investments in securities	1,086,898	959,945
Purchase of property and equipment	104,888	50,000
Undesignated	889,796	825,067
Invested in property and equipment	6,530,951	6,570,348
Total fund balances	8,612,533	8,405,360
TOTAL	\$10,417,789	\$10,456,080

See Notes to Financial Statements.

FINANCIAL STATEMENT, January 31, 1980 and 1979

Statements of Revenues, Expenses and Changes in Fund Balances for the Years Ended January 31, 1980 and 1979

	1980	1979
REVENUES:		
Contributions and grants:		
Contributions (including restricted amounts of \$2,572,362 and \$2,549,423 in years ended January 31, 1980 and 1979, respectively)	\$2,881,685	\$2,854,909
Restricted grants	269,126	142,897
Contributions for capital additions	180,834	182,764
Total	3,331,645	3,180,570
Program services	1,280,115	1,599,873
National 4-H Center operations	2,314,846	2,083,395
National 4-H Supply sales	1,666,928	1,612,789
Sales of educational aids and publications	692,361	672,669
Investment income	286,822	244,351
Other	21,458	9,193
Total revenues	9,594,175	9,402,840
EXPENSES:		
Program services:		
Educational programs	3,152,532	2,821,472
International programs	806,444	1,294,209
Total	3,958,976	4,115,681
National 4-H Center operations	2,127,664	2,006,853
National 4-H Supply services	1,547,846	1,494,422
Educational aids and publications	740,267	687,218
Total	8,374,753	8,304,174
Supporting services:		
Management and general	629,926	571,538
Fund raising	189,916	159,806
Other:		
Cost of relocating Council headquarters	159,407	
Special projects	33,000	
Total	1,012,249	731,344
Total expenses	9,387,002	9,035,518
EXCESS OF REVENUES OVER EXPENSES	207,173	367,322
FUND BALANCES, BEGINNING OF YEAR	8,405,360	8,038,038
FUND BALANCES, END OF YEAR	\$8,612,533	\$8,405,360

See Notes to Financial Statements.

NOTES TO FINANCIAL STATEMENTS, January 31, 1980 and 1979

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.

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

Investments. Short-term investments consisting of marketable securities are carried at cost which approximates market. Long-term investments in securities are carried at the lower of amortized cost or current market value. Other investments are carried at cost.

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.

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, 1980 minimum annual rentals of \$111,544 are payable in each of the next four years under non-cancellable 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 1980 and 1979 are provisions of \$134,986 and \$122,146, 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, 1979, 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, 1980 and 1979 and the related statements of revenues, expenses and changes in fund balances for the years then ended. 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 financial statements present fairly the financial position of the Council at January 31, 1980 and 1979 and the revenues, expenses and changes in fund balances for the years then ended, in conformity with generally accepted accounting principles applied on a consistent basis.



WASHINGTON, D.C.
April 25, 1980

NATIONAL 4-H COUNCIL STAFF*

Administration

Grant A. Shrum, Executive Vice President
Ray Crabbs, Vice President

Fiscal

Donald A. Olson, Controller
K. Edwin Keen, Jr., Accounting Manager
Marney E. DeWitt, Benefits Manager
Donald F. Evans, Manager of Budget and Operations Analysis
Ronald B. Goyette, Accountant

Development

Donald J. Johnson, Director
Peggy H. Torosian, Associate Director
Jean M. Lamb, Staff Associate

Programs Division

W. Francis Pressly, Administrator

Program Services

Mary Kaye Merwin, Director
Jean Cogburn, Assistant Director
Gary Deverman, Assistant Director
Charles Freeman, Program Specialist
John A. Allen, Jr., Program Specialist
Pat Farmer, Staff Assistant

Program Operations

Donald Henderson, Director
Harriett Blue, Assistant Director
Gwen El Sawi, Program Specialist
Nancy Aiken, Program Specialist
Louise Kilpatrick, Program Specialist
Marsha Midgley, Program Specialist
Scott Soder, Program Specialist
Brenda McDaniel, Staff Assistant
Jim Kahler, Staff Assistant
Robyn K. McKenzie, Staff Assistant
Frances Boylan, Staff Assistant
Dorothy Emerson, Consultant

International Relations

Melvin J. Thompson, Coordinator
Dan Mozena, Program Specialist
Ed Bishop, Manager, Agricultural Training Program
Linda Schultz, Staff Assistant
Edgar Arias, Consultant
William Seiders, Country Coordinator—Thailand Project
Edwin Motsenbocker, Field Manager,
Agricultural Training Program

Communications Division

James T. Veeder, Director
Larry L. Krug, Associate Director
Margo H. Tyler, Assistant Director
Suzanne C. Harting, Editor, National 4-H News
Patricia L. Diener, Promotion Marketing Coordinator
Denise R. Miller, Radio/TV/AV Coordinator
Andrea J. Burney, Print Media Coordinator
Linda P. Collier, Educational Aids Producer/Editor
Mary S. Bedford, Resources/Reporting Coordinator

National 4-H Center

Robert C. Lindstrom, Manager
Ginger R. DeRosier, Resident Manager
Mike Kilcoin, Front Desk Manager
William F. Drager, Engineer

National 4-H Supply Service (Chicago)

Norman E. Johnson, Manager
William L. Snyder, Manager, Data Processing and Order Processing
Thomas J. Corcoran, Promotion Manager
John P. Kuta, Warehouse Manager

Headquarters Office

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

Chicago Office

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



*As of July 1980

