

P*resident*

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The 4-H experience is helping millions of young people master life skills to become competent, productive citizens in an ever-changing society. They are better able to cope with stress and eager to contribute to their family, their community, their country and their world.

4-H'ers are addressing contemporary concerns while helping their peers and others in their communities take a positive approach to the art of living. Typical of teenage involvement is Kathy Morris, a Georgia 4-H'er who launched a public awareness campaign on the hazards of alcohol abuse. Morris, recently featured in "Teens in Action," a U.S. Department of Health and Human Services publication, was determined to convince her peers that growing up need not involve the use of alcohol and drugs. She reached thousands of people in presentations at school assemblies, classrooms, PTA and other state and national organizations.

For 4-H members, working with senior citizens often involves more than cheerful visits. Innovative programs such as "Look Before You Eat," initiated by Tabitha Thomas, Alabama, help senior citizens make wiser food choices for good nutrition and better health. Others are sharing

skills acquired in 4-H projects such as sewing, horticulture, and photography with seniors—making their lives richer and more fulfilling.

4-H'ers are at the forefront of incorporating the disabled into programs and assisting them with personal development. Ann Faldmo, Utah, conducted food classes for the mentally disabled. Teaching them cooking skills and special recipes was one of her most rewarding experiences. Stephanie Strevels, Kentucky, started a 4-H horticulture club for deaf youngsters. "Words could never communicate sufficiently my feelings when the deaf children walked into the achievement banquet with wide and proud smiles across their faces. They had reached a goal of crossing the communication barrier of a non-hearing world to becoming an active participant in a hearing world," she says.

4-H members are achieving results in conservation of natural resources. Leslie Diane Okel, West Virginia, planted more than 5,000 trees not only to beautify the landscape but also to control soil erosion. In Michigan, James A. Pearson II led a campaign to save a wetlands area. When he found out the state had plans to use it for a roadway, Pearson persuaded state officials to convert it to a day park instead.

In the agricultural arena, young people are turning 4-H projects into self-sufficient business enterprises. Sixteen-year-old Scott Fleming, Georgia, operates his own poultry business and raises prize-winning swine and beef. AliceBeth MacMillen, New York, learned about chick development and hatching through her 4-H embryology project. She sells fresh-dressed turkeys and set up a self-service egg business.

Family and community affairs, as

well as the justice system also are being addressed by youth in a variety of ways. Some 4-H'ers are using their public speaking skills to address drug and alcohol abuse and juvenile delinquency. Brett McFarlane, Oregon, used his photography skills to produce a film on the juvenile justice system. The film was designed to inform the public about problems in the system and to raise money for a foundation that aids "at risk" youth and juvenile offenders.

These are just a few examples of the ways 4-H members, with inspiration and motivation from the private sector, are directing their energies toward helping themselves and others. This annual report of National 4-H Council reflects the further impact of the generosity of the many donors listed in the report supplement, found in the pocket of the back cover.

In supporting this youth education program of the Cooperative Extension Service, The Campaign for 4-H is making a difference—for youth and for America.

Message from the Chairman



Essential to a democratic society is voluntary action—action taken because each of us believes he can make a personal contribution.

One of the great strengths of 4-H is that it goes beyond “dreaming.” It gives each of us involved a real-life opportunity to set new goals and go about achieving them.

National 4-H Council in 1984 achieved a major goal, by completing Phase I of the Campaign for 4-H with \$20.3 million of our \$50 million campaign goal committed.

Members of our board of trustees and the campaign committee are well into Phase II of the campaign, which we hope to complete by 1988.

Phase I was involved primarily with securing multi-year commitments from corporate sponsors and one-time gifts from previous individual donors. Now, Phase II will seek support from foundations and new individual contributors. The Kellogg Foundation has led the way for others with a most generous grant. The 4-H alumni search is turning up many prospective new individual donors.

Phase I built a strong base and ensured the continuation of traditional 4-H programs; Phase II will enable 4-H to offer new ones.

I want to express my deep appreciation to all of those involved—members of our board of trustees, the campaign committee, the advisory committee, the public relations advisory committee, our national panel of

Extension directors and their staffs, the corporations, organizations and individuals who support 4-H and the volunteers who deliver the 4-H product to 4.5 million youth.

We live in a world of continuous change—and through the years 4-H has met the challenges of change with its strong traditions of self-worth, achievement and leadership.

As partners with the 4-H members, volunteer leaders and the Cooperative Extension Service staff, we in the private sector look to the future with great confidence. Together we will build upon the achievements of the past to fulfill the 4-H dream.

A handwritten signature in dark ink, appearing to read "Harold A. Poling".

Harold A. Poling
President
Ford Motor Company

National 4-H Council is governed by a 25-member Board of Trustees that includes leaders of business, the Land-Grant University System and Extension Service of the United States Department of Agriculture. In addition to attending regular meetings, members of the Board give leadership through service on board committees and consultation, and active involvement on the campaign committee.

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* Member of Executive Committee
** Officer but not a member of the Board of Trustees



National 4-H Council's board of trustees and campaign committee members met with President Ronald Reagan at the White House prior to the May 31 meetings.



From its beginning, 4-H has excelled in challenging young people to consistently give their best, in helping them to grow to their fullest potential and in motivating them to work for a common goal.

The success of the 4-H program has come about largely because of its strong educational base and its role as a part of the public education responsibility of our great nation.

It was the expressed need for practical education—for reaching people where they lived and worked—to complement the formal education of the classroom that caused leading educators to create the Cooperative Extension Service of which 4-H is such a vital part.

4-H has direct access to the latest knowledge, theory and research—and all of the advances of the land-grant university system and the U.S. Department of Agriculture. As part of the “Extension” function, 4-H helps to fulfill the universities’ off-campus educational mission.

While we look upon 4-H as primarily an informal education system for youth, we must always keep in mind that it also is one of our country’s greatest adult education programs. The strong volunteer leader corps—now more than 625,000 strong, backed by highly qualified professional staff in every county of our land—is able to translate the knowledge base into relevant learning experiences for youth.

It is this strong educational base, coupled with the highly cost-effective contributions of the volunteer leader, that attract investment of the private sector in the 4-H program.

I use the term investment deliberately. Support of the 4-H program is not just a “charitable contribution.” It is an investment of time, talent and funds in the potential of 4-H with

results that positively affect the future of this nation. Leadership and productive citizens are the dividends—very high returns—that appeal to an ever growing list of investors through The Campaign for 4-H.

National 4-H Council itself has a strong corps of volunteers—top executives and leading educators—who believe that 4-H is a significant force in the lives of young people, their families, their communities, their nation and their world.

They expect 4-H to be on the cutting edge of the future and to plan boldly to meet the needs of youth and society today and tomorrow.

I commend the Cooperative Extension Service for its never ending quest for excellence in the 4-H program and for its determination to keep in touch with the dynamics of change that affect the expectations and needs of young people.

I commend and thank National 4-H Council’s Board of Trustees, The Campaign for 4-H Committee, our advisory committee and the many other private sector individuals, whose vision and generosity and devotion to young people will further strengthen 4-H For Youth For America.

A handwritten signature in cursive script that reads "Grant A. Shrum". The signature is written in dark ink on a light background.

Grant A. Shrum
President, Chief Executive Officer
National 4-H Council

For more than six decades, the private sector has recognized the value of creative approaches to practical learn-by-doing education. With this support, youth are motivated to strive for excellence through incentives and awards, innovative educational aids and pilot programs. At the same time, young people explore careers and pursue personal goals that lead to life-long success.

Motivate and Recognize Personal Achievement

The 4-H awards system offers recognition for achievement in some 35 program areas, beginning at the county level, and continuing to the selection of state and national winners. In 1984, 111,000 4-H members received county medals of honor.

State awards included savings bonds, shares of stock, certificates, trips to 4-H events and National 4-H Congress, the premier event of the 4-H year.

But Congress is far more than a recognition event. Young people meet with their peers, educators and business leaders to discuss contemporary issues, explore careers, and gain a greater understanding of the free enterprise system. At the same time, key executives in the business world dedicated to the ideals of 4-H, get a first-hand look at the results of their investment.

This year, nearly 1,700 young people attended Congress at The Palmer House in Chicago, Illinois, November 25-29. They attended educational seminars, rap sessions with donors and field trips to business and cultural

resources of the Windy City. During the week, 284 individual scholarships totaling \$281,400, were awarded to young people selected as national winners by the Cooperative Extension Service.

In a message to delegates, President Reagan cited 4-H as an outstanding example of a unique and beneficial partnership between individuals, educators, government and the private sector.

The private sector also supported other major national educational events impacting on some 1,200 4-H members. The Commodity Marketing Symposium, the Forestry Invitational, as well as engineering, dairy, safety, horse, livestock and poultry events, provide incentives for accomplishment in specific program areas while providing additional skills and practical knowledge.

Chris Richack, 19, a Pennsylvania 4-H'er attending the National 4-H Engineering Event, introduced a robot he designed and built from recycled parts. He gave a demonstration during the electric energy contest by operating his robot through a temporary control panel. Other 4-H members at these events demonstrated their skills in automotive, tractor operation, small engines and bicycle driving.

The positive influence 4-H has on the personal and professional lives of its members was reflected in a 1984 survey of more than 200 national public speaking winners spanning a



National winners in the 4-H horse program each received \$1,000 scholarships from Howard Weiss, second vice president, American Quarter Horse Association, at National 4-H Congress.

“I firmly

believe being in public speaking for nine years with 4-H has fostered the confidence I need to have a fulfilling career.”

Katrina A. Farrall
Maryland

period of 32 years. A significant number said skills they learned in 4-H helped advance their careers. “I firmly believe being in public speaking for nine years with 4-H has fostered the confidence I need to have a fulfilling career,” wrote Katrina A. Farrall of Maryland, who produces videotapes for training at Bendix Field Engineering Corporation.

Scholarship funds provided to winners also have a significant effect on the recipients. In a survey of 32 veterinary medicine scholarship winners, most respondents said they are practicing veterinarians. A Kentucky recipient said he used the scholarship money to purchase surgical equipment while he was in school and today he still uses those instruments in his practice.

Update Curriculum and Educational Materials

Supplying volunteer leaders and members with up-to-date educational tools to enhance the learning experience is a major role of Council. With resources from the private sector and the expertise of the specialists at the U.S. Department of Agriculture and the state land-grant universities, Council produces and distributes hundreds of print and audio-visual educational aid units.

A new unit in the nutrition series, entitled, “Fit It All Together,” was launched in 1984 and is scheduled for publication in November 1985. The member manual and leader guide are geared for members 14 years of age and older and will expand on nutrition and fitness concepts presented in the first two units, with an added dimension on food production, safety and procurement.

Updated and newly designed manuals supporting the 4-H dog care and training program included five member manuals and one leader guide dealing with dog obedience, training your dog for family living and care of puppies and dogs. A sixth unit, Dog Guides for the Blind, designed to supplement both the dog care and vision education programs, gained popularity and national attention after being mentioned in *Better Homes & Gardens* magazine.

For the fashion revue program, a slide set was developed for use in teaching modeling techniques, wardrobe planning, fashion coordination and grooming.

Additional items added this year include: a Wood Science Leader Guide to support the first three national units; wildlife calendar of activities with a leader guide and record form; and literature on energy and computers developed by state Extension specialists with grants from the U.S. Department of Agriculture.

A Volunteers Coloring Book, geared toward young members, supports and promotes the 4-H concept of volunteer leadership. “Safety for All Seasons,” a handbook for volunteer leaders which focuses on seasonal and holiday safety for younger members aged 9-11, was revised and beginning and intermediate units in the national 4-H plant and soil sciences literature series were completed.

Support Pilot Programs Using New Technologies

Support from the private sector is helping utilize technological advances to enhance educational programming.

A gift of fifteen computers to the National 4-H Center provides both youth and adult participants in citizenship and leadership training programs the opportunity to experiment with computer software in a number of areas. During the summer, Citizenship-Washington Focus delegates participated in a pilot computer project to study the effects of soil erosion and conservation and the role that public policy plays in this environmental issue. The computers were also made available to delegates at National 4-H Congress.

At year's end, plans were underway for the creation of a dynamic new 4-H television series entitled “Blue Sky Below My Feet.” The three-part series on fiber and clothing; nutrition, food and fitness; and gravity is designed specifically for youth ages nine through 12. It is being produced as a cooperative venture between 4-H, National Aeronautics and Space Administration and Arthur Young & Company.

Enhancing Leadership Development

The more than 625,000 volunteer leaders at the grass roots level are the keys to the success of the 4-H program. Volunteer leaders work directly with young people, helping them develop interpersonal and practical skills. Bringing volunteers together for training sessions, on both regional and national levels, helps them assume broadened roles and expand their horizons.

A new five-year program to improve the effectiveness of volunteers nationwide was established in 1984 through a record \$2.75 million grant from the W.K. Kellogg Foundation. The newly created program, "Volunteers for the Future," will focus on developing volunteers in three areas: middle management; service on boards and committees; and increased opportunities for teens to serve as volunteer leaders.

The project will be conducted regionally to encourage the development of models to meet local needs. Initially, the programs will be conducted in 12 states, three in each Extension region, and later replicated in 24 additional states, along with training packages and support materials. Project leadership will come from a

national advisory and coordinating consortium representing Extension staff and other state land-grant university leaders, volunteers and other organizations involved in training and use of volunteers.

The Salute to Excellence program is a major effort to give 4-H leaders the recognition they deserve and in-depth training they need to expand volunteerism and strengthen 4-H. One key leader is selected by each state to come to the National 4-H Center for a week-long session. The program focuses on creative approaches to program management, leadership skills and increased 4-H visibility. Field trips provide participants the opportunity to explore the rich heritage and cultural resources of the nation's capital. Grants of \$1,000 to each state by R.J. Reynolds Industries, Inc., sponsor of the program, provide funds for the volunteers to implement specific proposals in cooperation with 4-H leadership in their states.

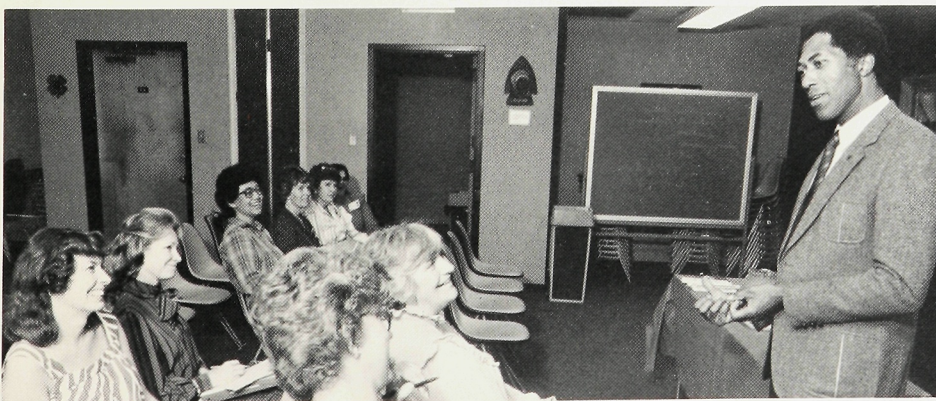
At a reception and banquet on Capitol Hill, Senator Jesse Helms, North Carolina, addressing the leaders said: "There is no way to estimate the value of your leadership. You are the central core of a great program that

has the effect of an ever widening ripple that will last for generations. 4-H members are remarkable people, and it is you who create the challenge of personal responsibility that brings about a dedication to principles and faith so vital to our future."

Leader forums throughout the year improve the expertise of volunteers in specific subject areas and serve as a catalyst for innovative program development. Nine national and regional leader forums provided training to more than 1,800 volunteers across the nation. National forums focused on organizational leadership, nutrition, adults working with adults, and the horse project. Other forums stressed citizenship and leadership skills and regional topics of interest. Volunteer leaders return home to give leadership for training other volunteers in their state.

NATIONAL 4-H NEWS, the leader magazine published by Council, covers a variety of subjects specifically geared to the needs of the 4-H volunteer. The magazine contains a wealth of information written by volunteers themselves as well as experts in Extension, the private sector and youth development.

The value of the magazine is reflected in results of a survey conducted by Readex, Inc. for National 4-H Council. Readers rank the magazine highly as a valuable reference tool. Additionally, more than 80 percent of the volunteer leaders and professionals who responded, said they use the magazine for leader training, share it with an average of two other



Dr. Mathew Gurdy, director of community services, President's Council on Physical Fitness, speaks to group of nutrition leader forum participants.

“There is no way to estimate the value of your leadership. You are the central core of a great program that has the effect of an ever widening ripple that will last for generations.”

Senator Jesse Helms
North Carolina

people and take one or more actions based on the contents.

The 4-H DIGEST, published by Council and inserted into six issues of NEWS, is another vital source of information for leaders. DIGEST supplies leaders with fresh ideas and activities for 4-H'ers in specific project areas. It also provides information about private sector support, program objectives and a list of educational aids available through Council.

Expand Teen Leadership Growth and Training

A growing component of the 4-H volunteer program are the 154,000 teenage volunteer leaders working with younger 4-H'ers and their peers. Passing along the knowledge, skills and enthusiasm they have acquired through their own 4-H experiences, these teenagers serve as an inspiration to others.

To help prepare teens for leadership roles, Council for 26 years has coordinated an intensive program of citizenship and leadership training at the National 4-H Center. The experience in the nation's capital gives youngsters a better understanding of the political process and how they can make a difference.

This year, Citizenship-Washington Focus, a week-long summer program focusing on citizenship and government, involved more than 4,900 young people. The impact of this unique experience manifests itself throughout the country as young people apply the skills and knowledge they acquire in Washington to their own local communities.

Danielle Wallace, Arkansas, returned home from the nation's capital better prepared to effect a change in her community. She expanded her citizenship work of collecting food for needy families to more than 15 other fund raising projects. Wallace also gave leadership to establishing a library in her community.

1984 was especially exciting because of the presidential election. Emphasis was placed on the use of voting machines and voting responsibilities. Delegates participated in mock Republican and Democratic conventions, and also participated in mock county/city council meetings.

Building on their Washington experiences, youngsters carry out simulated town council hearings and mock legislative sessions in their own states. Many became involved in "get out the vote campaigns" and in local politics and community life.

Private support for citizenship programs on the local level offers opportunities for innovative group projects. In 1984, 55 4-H clubs received awards ranging from \$50 to \$3,000

for Help Young America projects related to helping senior citizens.

Another program, Citizenship-In-Action, enables 4-H'ers to broaden community service. In 1984, CIA grants, ranging from \$50 to \$500, went to 37 clubs in 22 states to assist them in carrying out local community projects. The Bradley County 4-H Honor Club in Tennessee used a grant to remodel a playroom for children in a pediatric ward of a local hospital. In Rockdale County, Georgia, a 4-H club used the funds to set up a "Latchkey Helpline"—a phone number for youngsters left alone after school to call.

National 4-H Conference, a major annual event, offers members, volunteer leaders and staff the opportunity to help plan the future of 4-H.

This year, the annual event, conducted by the Extension Service, USDA, at the National 4-H Center, involved nearly 350 4-H members, volunteer leaders and Extension staff, representing 48 states, Puerto Rico, the Virgin Islands and nine Canadian provinces. Delegates were trained in communications and public relations skills, and were involved in consulting groups sessions on peer pressure; alcohol and drugs; clothing; agriculture and its importance to teens; collegiate 4-H activities; community pride and involvement; citizenship; food and fitness; fund raising and donor programs; electronic technology; 4-H and career awareness; making 4-H exciting; and the role of 4-H in international development.



Citizenship-Washington Focus delegates participate in computer pilot project.

Expand International Programs

The 4-H idea extends across continents and oceans and affects nearly five million young people in 82 countries with similar youth development programs. Through a program of international exchanges and training, teens and young adults visit other countries, host young people from far away places and gain an understanding of international issues.

The International Four-H Youth Exchange Ambassador program for 15-to 19-year-olds places emphasis on host family experiences. Last summer more than 108 American 4-H members traveled as IFYE ambassadors to Australia, Denmark, France, Germany, Netherlands, Switzerland and the United Kingdom. State groups visited Germany, Spain, Trinidad and Tobago, and Canada. In several countries the international experience was related to specific ongoing 4-H projects such as: horse and animal science in the United Kingdom; food in France; sheep in Australia; and dairy in Switzerland. At the same time, host fami-

lies in the United States welcomed 88 young people from Denmark, Germany, Italy, Luxembourg and Spain.

A more intensive international exchange program involves young adults as IFYE representatives who live and work with host families for a six-month period. This year 74 4-H alumni and 60 young adults from other countries experienced this unique opportunity to learn more about another culture.

Strengthening youth programs in developing nations is another aspect of the 4-H international exchange. Minnesota IFYE Representative to Jamaica, Cindy Bigger, spent the last month of her program developing curriculum materials to use with the Jamaica 4-H program.

Council continues to foster its long-term relationship with the 4-B program in Botswana. Two Youth Development Project members worked closely with national 4-B staff to expand and strengthen their program in Africa. Council also entered into a closer relationship with the Jamaica

4-H and Panama 4-S programs by providing consulting services, training for staff and YDP volunteers to both countries.

In 1984, 40 volunteer 4-H leaders and professional Extension staff participated in two International Extension 4-H Travel Seminars. One group spent three weeks studying volunteer involvement in Great Britain and Scotland and the other studied youth development programs in Norway and Denmark.

Strengthen Management Capability of Staff

Staff development is an integral component of major programs arranged by Council in cooperation with the Cooperative Extension Service. Sharpening the leadership and technical skills of Extension staff, as well as keeping them up-to-date on the latest information and trends in 4-H, enables them to do their jobs more effectively.

Each week during Citizenship-Washington Focus, Council works closely with volunteers and staff to help them apply concepts of citizenship and leadership to their individual programs. At National 4-H Congress, special sessions for state 4-H foundation officials help staff expand and improve their fund raising capabilities.

The National 4-H Center was the site for six major staff development and training workshops under the direction of Extension Service, USDA: new staff orientation; a photography symposium; natural resources curriculum development; 4-H foods and nutrition curriculum; citizenship curriculum in 4-H and 4-H managements systems. More than 300 Extension professionals participated—gaining new skills and exchanging effective management procedures.



Peter Scheffert, Youth Development Project participant, teaches 4-B members in Botswana about photography.

Increasing Public Awareness of 4-H

National donors

joined with Council in giving visibility to 4-H through their own publications and in such widely circulated publications as catalogs or customer magazines.

The positive image of "4-H for Youth for America" was seen and heard by millions of Americans in 1984 through extensive public service advertising and widespread public information efforts.

Developed and distributed in cooperation with Extension Service, USDA, and state 4-H and Extension information offices, television and radio spots plus media ads, all with the coordinated theme, were used by a broad range of outlets.

Among major magazines using the ads were: *National Geographic*, *Sunset Magazine*, *TV Guide*, *Successful Farming*, *Cycle World*, *Writer's Digest* and two Scholastic publications, *Co-ed* and *Teaching and Computers*. In addition, hundreds of special interest and regional publications such as *Hoard's Dairyman*, *Today's Farmer*, *Ohio Farmer*, *Delmarva News*, *American Agriculturist*, *Ohio Magazine*, *Health Care System*, *Horse Digest* plus many local and state-wide newspapers used the ads.

Five TV and five radio public service announcements designed to help tell the 4-H story and recruit members and volunteers, were used by stations in 39 states.

The impact of 4-H on individual accomplishment and on helping to meet societal needs was reflected in stories about outstanding 4-H members and projects emanating from National 4-H Congress. Photos, news and feature stories, radio and TV interviews appeared across the nation to give visibility, not only to 4-H members, but also to the strong support of the private sector. Interviews were placed on ABC, NBC, CBS, Mutual, Voice of America, Associated Press, United Press International, and Black Entertainment radio networks as well as on

417 local radio stations. More than 180 TV interviews were sent to 152 TV stations nationwide.

Stories and photos of state and national winners were used in hundreds of daily and weekly newspapers and special features appeared in such major metropolitan newspapers as *The Chicago Tribune*, *USA Today* and *The Washington Times*.

4-H members attending other special events such as National 4-H Conference, the Commodity Marketing Symposium, Dairy Conference, National Engineering Events and Citizenship-Washington Focus also were interviewed by media and many participants placed photos and articles in newspapers upon their return.

Volunteer leaders attending Salute to Excellence and the many other leader forums at the National 4-H Center and in the four regions were given assistance in placing stories and pictures about their experiences upon their return home.

National donors joined with Council in giving visibility to 4-H through their own publications and in such widely circulated publications as catalogs or customer magazines. One donor produced a video tape on the forestry invitational for distribution to television and to state 4-H offices. Another helped to initiate a nationwide search for 4-H alumni by including special cards in their credit-card billings to customers.

To keep the 4-H family informed of developments related to private support, Council publishes *Council Communicque*, a monthly administrative newsletter for state Extension directors and 4-H leaders; *Council County Courier*, distributed every other month to each county, area and district Extension office, as well as to state Extension staff; and *National*

4-H Council Quarterly, specifically designed for members of the Board of Trustees, volunteer advisors, campaign committee members, representatives in donor companies and other private sector supporters.

National 4-H Supply Service

The 4-H emblem is well known and highly respected. Helping to bring about high visibility for the 4-H clover is the National 4-H Supply Service. Millions of items bearing the 4-H emblem were distributed across the nation through more than 40,000 merchandise orders for Extension, volunteer 4-H leaders and friends of 4-H.

This was accomplished through the distribution of more than 190,000 52-page catalogs plus loan of 70 core exhibits of 144 pieces of 4-H merchandise for use at leader training meetings.

As a result, 4-H members, leaders and staff could display their involvement and pride in 4-H.

Public Relations Advisory Committee

The following public relations executives from the private sector provide counsel on increasing public awareness:

Robert T. Crosby, Standard Oil Company (Indiana); William E. Duke, Atlantic Richfield Company; Tina Santi Flaherty, GTE; James A. Fyock, R.J. Reynolds Industries, Inc.; Chester K. Lasell, Deere & Company; David J. Metz, Eastman Kodak Company; Charles W. Parker, Jr., Allis-Chalmers Corporation; Andrew J. Schroder III, General Foods Corporation; James C. Schwaninger, J.C. Penney Company, Inc.; David W. Scott, Ford Motor Company.

1984 marked the 25th anniversary of the opening of the National 4-H Center. Since 1959, the Center has served as a focal point for creative learning for more than 580,000 youth and adults from across the country and around the world.

Strategically located in the suburbs of Washington, D.C., this exceptional educational facility offers participants a unique opportunity to take advantage of the rich cultural, historical and governmental resources of the nation's capital.

In 1984, the Center was the site for a Washington Focus program involving more than 2,300 young people from schools and various youth organizations who came to the nation's capital to learn more about their government. Extension homemakers participated in Know America programs and hundreds of 4-H and Ex-

tension families used the Center as their "home away from home" while exploring educational interests in the nation's capital. Among others taking advantage of the Center's comfortable campus and ideal location were Extension lay leaders, presidents and board members of Extension agent associations, and many government departments and national groups related to 4-H and Extension.

Over the years, improvement and expansion of the Center has been made possible by support from the private sector, 4-H members, volunteer leaders and staff.

In 1984, six state delegations to National 4-H Conference in April made special presentations to improve and enhance the Center. A lounge area and adjacent bedrooms in W.K. Kellogg Hall were dedicated by Arizona with specially-designed furniture, Indian artifacts, a mural of the

Grand Canyon, paintings and woven hangings plus interior design in the warm colors of the southwest.

Massachusetts presented a check for naming the lobby entrance to J.C. Penney Hall after George L. Farley, longtime 4-H leader in that state. A large lounge area and adjacent bedrooms on the lower level of Firestone Hall was greatly improved as a result of support from Utah. Idaho presented an American flag and an Idaho state flag to enhance the Idaho room in Firestone Hall. Michigan also presented flags for use in the conference room named for their state and delegates from Illinois presented a flag for their designated room.



**National 4-H Council
Balance Sheets,
January 31, 1985 and 1984**

ASSETS	NOTES	1985	1984
CURRENT ASSETS:			
Cash and short-term investments (short-term investments: 1985, \$688,193; 1984, \$170,925)	1	\$ 895,023	\$ 169,702
Accounts receivable		744,335	824,731
Merchandise inventories	1	909,702	789,286
Deferred charges and other items		159,963	141,328
Total current assets		<u>2,709,023</u>	<u>1,925,047</u>
LONG-TERM INVESTMENTS IN SECURITIES:			
At cost (quoted market value: 1985, \$3,925,466; 1984, \$3,108,983)	1	<u>3,947,542</u>	<u>3,308,272</u>
PLEDGES RECEIVABLE	5	<u>2,470,290</u>	
NOTES RECEIVABLE	4	<u>60,026</u>	159,375
PROPERTY AND EQUIPMENT:			
Land and buildings	1	8,355,137	8,291,616
Furnishings, equipment and leasehold improvements		<u>1,888,507</u>	<u>1,754,301</u>
Total		10,243,644	10,045,917
Accumulated depreciation		<u>(4,132,007)</u>	<u>(3,673,788)</u>
Property and equipment—net		<u>6,111,637</u>	<u>6,372,129</u>
TOTAL		<u>\$15,298,518</u>	<u>\$11,764,823</u>
LIABILITIES AND FUND BALANCES			
CURRENT LIABILITIES:			
Accounts payable and accrued expenses		\$ 735,709	\$ 579,174
DEFERRED CREDITS:			
Support for future years' activities	1		
Unexpended restricted program support	5	3,249,487	240,579
Unearned subscriptions, deposits and other		386,288	379,467
		<u>117,087</u>	<u>100,711</u>
Total deferred credits		<u>3,752,862</u>	<u>720,757</u>
OTHER LIABILITIES:			
Awarded scholarships		462,450	485,850
Escrows, agency funds and other deferrals		<u>188,514</u>	<u>138,333</u>
Total other liabilities		<u>650,964</u>	<u>624,183</u>
FUND BALANCES:			
Designated:			
General investments fund		3,677,238	3,047,688
Plant renewal fund		270,304	260,584
Undesignated		99,804	160,308
Property and equipment fund		<u>6,111,637</u>	<u>6,372,129</u>
Total fund balances		<u>10,158,983</u>	<u>9,840,709</u>
TOTAL		<u>\$15,298,518</u>	<u>\$11,764,823</u>

See notes to financial statements.

**National 4-H Council
Statements of Revenues,
Expenses and Changes in
Fund Balances for the Years
Ended January 31, 1985
and 1984**

	1985	1984
REVENUES:		
Contributions and grants:		
Contributions (including restricted amounts: 1985, \$3,069,996; 1984, \$2,994,759)	\$ 3,605,146	\$ 3,349,409
Restricted grants	147,778	229,117
Contributions for capital additions	<u>67,921</u>	<u>134,852</u>
Total	3,820,845	3,713,378
Educational programs	1,864,623	1,540,277
National 4-H Center	2,994,459	2,868,438
National 4-H Supply Service	2,066,467	2,008,662
Educational aids and publications	921,989	919,924
Investment income	288,915	545,596
Other	<u>1,434</u>	<u>17,477</u>
Total revenues	<u>11,958,732</u>	<u>11,613,752</u>
EXPENSES:		
Educational programs:		
Domestic	3,735,695	3,448,572
International	<u>675,655</u>	<u>707,093</u>
Total	4,411,350	4,155,665
National 4-H Center	2,766,683	2,582,446
National 4-H Supply Service	1,941,809	1,947,220
Educational aids and publications	892,853	936,741
Special projects	<u>122,200</u>	<u>140,784</u>
Total	<u>10,134,895</u>	<u>9,762,856</u>
Supporting services:		
Management and general	796,271	814,964
Fund raising	709,292	651,192
Other:		
Consolidation of 4-H Council operations		<u>39,560</u>
Total	<u>1,505,563</u>	<u>1,505,716</u>
Total expenses	<u>11,640,458</u>	<u>11,268,572</u>
EXCESS OF REVENUES OVER EXPENSES	318,274	345,180
FUND BALANCES, BEGINNING OF YEAR	<u>9,840,709</u>	<u>9,495,529</u>
FUND BALANCES, END OF YEAR	<u>\$10,158,983</u>	<u>\$ 9,840,709</u>

See notes to financial statements.

National 4-H Council
Notes to Financial Statements
for the Years Ended
January 31, 1985 and 1984

1. Organizational Purpose and Significant Accounting Policies

Purpose—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 education program of the Cooperative Extension Service of the State Land-Grant Universities and the U.S. Department of Agriculture.

Merchandise Inventories—Inventories are carried at the lower of first-in, first-out cost or market.

Investments—Short-term investments, consisting of marketable securities, are carried at cost which approximates quoted market value. Long-term investments in securities are carried at cost.

Property and Equipment—Buildings, furnishings, equipment, and leasehold improvements are capitalized and depreciated on the straight-line basis over their estimated service lives. Service lives range from 30 to 40 years for buildings and from 5 to 10 years for furnishings, equipment, and leasehold improvements.

Deferred Credits—Fees collected in advance and support from sponsors relating to future years' activities are deferred and recorded as support and revenue at the time the activity occurs. Magazine subscription revenue is deferred and recognized as income generally over the terms of the related subscriptions.

Reclassifications—Certain reclassifications have been made to 1984 amounts to conform with the 1985 presentation.

2. Commitments

The Council is obligated under non-cancellable operating leases for office equipment and warehouse space. The related future minimum lease payments as of January 31, 1985 are as follows:

1986	\$60,000	1989	61,000
1987	58,000	1990	58,000
1988	58,000	1991-1994	129,500

3. Pension Plan

The Council has a defined benefit pension plan that covers substantially all employees. Contributions to the Plan are made on an annual basis by the Council based upon funding requirements determined by an actuarial study. Normal service costs of the plan are accrued and funded currently.

Included in expenses in 1985 and 1984, are provisions of \$192,144 and \$167,114, respectively, which represent normal pension costs plus interest on unfunded prior service costs and amortization of prior service costs over a period of thirty years.

The following amounts are as of June 1, 1984 and 1983, the dates of the most recent actuarial valuations:

	1984	1983
Actuarial present value of accumulated plan benefits:		
Vested	\$2,425,578	\$1,958,685
Nonvested	300,097	232,637
Total	<u>\$2,725,675</u>	<u>\$2,191,322</u>
Net assets available for benefits	<u>\$3,147,667</u>	<u>\$3,082,842</u>
Rate of return used in determining actuarial present value	<u>7%</u>	<u>7%</u>

4. Notes Receivable

During 1982, the Council issued a note receivable to an employee to assist with a move to Chevy Chase, Maryland. The note matures April 1, 2012, is payable in monthly installments of \$628, with interest accrued at 12% a year, and is collateralized by a mortgage on the employee's Chevy Chase residence.

5. Pledges Receivable

During the year ended January 31, 1985, Council received a long-term pledge for the support of future years' activities in the amount of \$2,752,910 covering the five year period February 1, 1985 to January 31, 1990. As of January 31, 1985, \$282,620 had been received from this pledge for the support of operations for the year ended January 31, 1986.

Auditors' Opinion

National 4-H Council:

We have examined the balance sheets of the National 4-H Council as of January 31, 1985 and 1984 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, 1985 and 1984 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.

Deloitte Haskins & Bell

March 29, 1985
 Washington, D.C.

National 4-H Council Advisory Committee

Prominent individuals who have demonstrated interest in and commitment to the 4-H program serve on the advisory committee for National 4-H Council. They provide a two-way channel of information about 4-H between Council and the private sector, give advice and counsel on programs, promotion, resource development and recruitment of leadership.

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The National Panel is an advisory group to the Board of Trustees of National 4-H Council established for the purpose of reviewing progress, program emphasis and directions of Council. It meets annually during the convention of the National Association of State Universities and Land-Grant Colleges.

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National 4-H Council is a not-for-profit educational organization that uses private resources to help expand and strengthen the 4-H program. 4-H is the youth education program of the Cooperative Extension Service of the State Land-Grant Universities and the U.S. Department of Agriculture. Programs and educational materials supported by Council are available to all persons regardless of race, color, sex, age, religion, national origin or handicap. Council is an equal opportunity employer.

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