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Annual Report

NATIONAL 4-H COUNCIL



*N*ational 4-H Council is a not-for-profit educational organization that uses private resources to help 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.

4-H For Youth For America

Strengthening volunteer leadership for 4-H For Youth For America was a primary focus of National 4-H Council's support to the youth program of the Cooperative Extension Service in 1985.

Two new programs, "Volunteers for the Future" and "Profiles for Tomorrow," were implemented to increase skills of both adult and teen volunteers in preparing them to assume even greater responsibilities for leadership.

Together with ongoing programs of teen and adult volunteer leadership development through "Salute to Excellence," leader forums, Citizenship-Washington Focus, incentives and recognition, educational aids production and other activities, these efforts are having a strong impact on 4-H at the grass roots level. Volunteers are assuming new and more effective roles in helping to deliver quality educational programs to youth.

The average 4-H volunteer donates 220 hours per year. Thus for each hour the salaried staff member spends in 4-H, volunteers spend 12 hours. The volunteer drives 300 to 400 miles for 4-H in a personally owned car and donates from \$40 to \$60 in teaching materials. Estimated value of the work performed by the 620,000 volunteer leaders in 4-H exceeds one billion dollars annually.

National 4-H Council plays a key role in recruiting and developing volunteer leadership for strengthening private sector support for 4-H. Leaders from business and education devoted thousands of hours as members of the Board of Trustees, Campaign for 4-H Committee, Advisory Committee and Panel of Extension Directors to increase funding and design ways in which the private sector can most effectively contribute to the 4-H program.

Volunteer leadership is the key to the success of a new concept for gaining private support at the local level through the Alliance for 4-H — a part of the Campaign for 4-H to expand the base of support from key individual donors, whom volunteers identify and solicit.

A vast, largely untapped source of volunteer support to 4-H was identified through an intensive alumni identification program, carried out in cooperation with many private sector donors and through extensive surveys.

Volunteer leadership from a public relations advisory committee helped Council expand visibility for 4-H throughout the nation.

This annual report of National 4-H Council reflects the impact of this investment of time, talent and money in helping the 4-H program to accomplish its key mission of developing young people to become self-directing, productive and contributing members of society.



Message from the Chairman



Volunteerism is integral to the American way of life and the key to success of the 4-H program. I voluntarily became involved in 4-H as a youngster, received guidance from a volunteer leader, and now am a volunteer serving as Chairman of National 4-H Council.

This Annual Report salutes the spirit of volunteerism and the hundreds of thousands of men and women who share their time, talents and financial resources to develop responsible initiative in youth.

The major mission of National 4-H Council is to strengthen private-sector involvement in 4-H. We have worked hard this year to help our partners in the individual states gain increased funding for 4-H. State 4-H foundations, under the leadership of outstanding volunteers from the private sector, have reached an increasing number of individuals and businesses in seeking support of 4-H. We are nearly half-way to our goal of \$50.4 million in the nationwide Campaign for 4-H.

As we enter the second half of this decade, possibly more than at any time in our history, young people are full of questions about their future. Changing lifestyles, increased mobility, advancing technology and faster communications all affect their expectations.

These factors make it imperative that the 4-H program thrive. The Cooperative Extension Service, with its strong base at the Land-Grant Universities, is a major force in attracting private investment in 4-H. We at National 4-H Council are determined to strengthen that vital public-private partnership.

Today we face new opportunities to expand volunteer leadership and increase private investment in 4-H. We have made a strong commitment to leadership training among teen and adult volunteers. We are confident such volunteerism will speed the development of America's most precious resource — its youth.

A handwritten signature in dark ink, appearing to read "Harold A. Poling". The signature is fluid and cursive.

Harold A. Poling
President
Ford Motor Company

National 4-H Council Board of Trustees

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, consultation and active involvement in the Campaign for 4-H.

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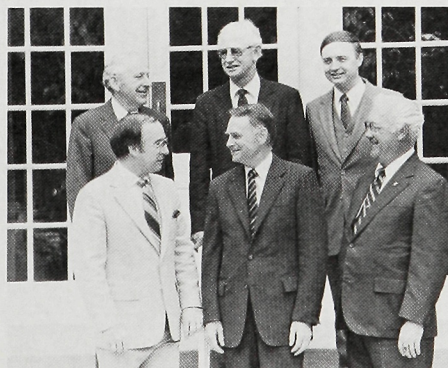
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State 4-H Leader
University of Arkansas



At the 1985 annual meeting, six board members, who are 4-H alumni, discussed how 4-H had influenced their lives: Front row: Dr. Donald L. Stormer, Harold A. Poling, Dr. Lawrence L. Boger; Back row: Colby H. Chandler, Dr. J. Orville Young, Dr. Charles W. Lifer.

The Youth We Serve. . .



Live in the country
in the city
and in between

Learn by doing — developing life skills and career potential

Develop inquiring minds and decision-making competency

Commit themselves to community service

Build family unity and spirit

Prepare for leadership roles now and in the future

Become responsible citizens of their community, their nation and their world.

4-H, America's largest informal educational program for boys and girls, reached 4.3 million young people in 1985. They pledge their Heads to clearer thinking, their Hearts to greater loyalty, their Hands to larger service and their Health to better living.



Enriching 4-H Educational Experiences for Youth

4-H helps young people reach out to experience growth in personal qualities and practical skills. Private sector support enriches that experience through incentives and educational materials that help young people make achievement a habit.

Motivating and Recognizing Personal Achievement



Douglas Danforth, chairman and chief executive officer, Westinghouse Electric Corporation, talks with electric energy delegates at the Congress recognition event celebrating 50 years of support to 4-H.

Investment of the private sector in motivating excellence began at the local level, where 140,000 4-H members received recognition through Council-supported awards in 35 program areas, ranging from agriculture to nutrition and health to veterinary science. More than 1,600 of these young people were selected to attend the 4-H premier event, National 4-H Congress, November 30-December 5 in Chicago, where \$287,000 in scholarships was awarded to 287 young people selected as national winners.

Far more than a recognition event, National 4-H Congress provided a unique educational experience for young people to interact with one another and with 200 leaders in business and education. At workshops and on field trips, Congress delegates discussed contemporary issues, explored career opportunities and gained cultural awareness. They returned home with the incentive to capitalize on their 4-H experience as they further their education and assume their responsibilities as citizens.

Private sector support also made it possible for 1,200 members to participate in other national educational events in specific program areas: commodity marketing, forestry, engineering, dairy, safety, horse, livestock and poultry. At these events they demonstrated their abilities in competitive events, shared program ideas with other 4-H members and volunteers and developed new skills.

Nearly 100 4-H groups in counties across the nation were inspired to expand their community service activities through private sector support of two new programs that in 1985 provided seed-money grants for increasing involvement of the handicapped and for developing greater youth involvement in community service. Projects receiving grants ranged from mainstreaming the disabled into ongoing 4-H programs to setting up special programs on nutrition, community landscaping, stress management, alcohol and drug abuse, and conservation.

New private sector support provided 10 four-year scholarships at \$1,000 each for underrepresented 4-H members to pursue careers in agriculture or related fields at a land-grant institution. In addition, six land-grant institutions were awarded grants totalling \$30,000 for development of materials and model programs to increase awareness of agricultural careers among minorities.



Grants of \$1,000 each were awarded to 12 states to implement innovative 4-H photography programs by strengthening teen and adult volunteer leadership and developing new materials such as teaching kits, lesson sheets and audio-visual packages.

4-H groups in 16 states received grants totalling more than \$25,000 to expand program resources and provide training activities and events in the breads and whole grains program areas.

Updating Curriculum and Educational Materials

New educational aids units on computers and energy were completed during 1985. Both were produced at the state level through support from the U.S. Department of Agriculture. A third unit of *"Fit It All Together,"* a food-nutrition member manual series, was initiated with private sector support. A new national 4-H awards program report form, revised by a Cooperative Extension Service Committee, was printed and distributed by Council together with literature and a slide set.

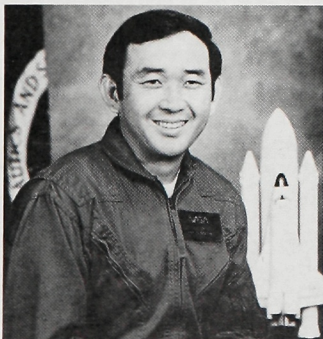
Supporting Pilot Programs, Using New Technologies

A new television series, *"Blue Sky Below My Feet,"* was developed to serve as a stimulating introduction into the world of science and technology using features from the space program as working models. The series, together with support materials, is scheduled for distribution nationwide in the spring of 1986. The first of the three programs concentrates on gravity and forces, featuring astronauts working in weightless conditions. The second uses the design and manufacture of a space suit to illustrate the functional nature of clothing, the difference between synthetic and natural fibers, and the consumer's role in selecting and caring for clothes. The final program focuses on food, nutrition and fitness with demonstrations of food processing, graphics of basic nutrients and footage of NASA fitness programs. Serving as hosts for the series are four astronauts who are former 4-H members.



Philip L. Smith, president and chief executive officer, General Foods Corporation, joins national winners in blowing out the candles on a birthday cake marking 25 years of support for the national 4-H food-nutrition program.

In Memoriam



The new TV series, *"Blue Sky Below My Feet,"* has been dedicated to the memory of Lt. Col. Ellison Onizuka and other Challenger crew members. Onizuka, a 4-H alumnus, was the first Japanese-American and first native Hawaiian to fly in space. During his first mission in January 1985, he carried three 4-H flags with him. The flags were given to the 4-H programs in Hawaii, Texas and at the National 4-H Center. He credited the 4-H program with giving him the opportunity to develop self-confidence, the ability to achieve and a spirit of exploration and challenge. It was during his participation in National 4-H Conference as a 4-H member that he decided on a career in aerospace. National 4-H Council has established The Onizuka Fund for Excellence to provide science and technology scholarships to young people and support leadership development initiatives.

Enhancing Leadership Development

Strengthening Volunteer Management Systems



Delegates to Salute to Excellence shared ideas through state exhibits.



Expanding Teen Leadership Growth and Training

A new five-year program, "*Volunteers for the Future*," was inaugurated in 1985 as a result of the largest private sector grant in the history of 4-H. The program is designed to strengthen 4-H volunteer participation in three major areas: service on boards and committees; involvement of teens as volunteers; and use of volunteers in middle-management roles.

To address these areas 12 grants totalling nearly one million dollars were awarded late in 1985. The grants, ranging from \$70,000 to \$94,000, were awarded in specific areas to: Alaska, Indiana, Kentucky and West Virginia, service on boards and committees; Colorado, Nebraska, New York and North Carolina, teen volunteers; Montana, New England (Massachusetts, Connecticut, Maine, New Hampshire, Rhode Island and Vermont), Virginia and Wisconsin, middle management. Program leaders, county Extension staff and volunteers will work together to demonstrate and document an effective volunteer development process. The programs developed in 1986 will be shared at regional conferences in mid-1987.

The third "*Salute to Excellence*" program again provided an outstanding volunteer from each state, the District of Columbia and Puerto Rico with a unique training and recognition program at the National 4-H Center in March. The week-long program focused on communications, management and personal development skills to help these key volunteers develop creative proposals for expanding volunteerism in their state. Grants of \$1,000 were awarded to each state to implement the proposals. A report on the 1984 program, published in 1985, showed that 12,700 4-H members and other youth, volunteer leaders, civic officials and Extension staff were involved directly and 4,500 new volunteer 4-H leaders were recruited. In addition, 4.5 million were reached through media and other means.

Four regional and five national leader forums provided volunteers with training to enhance, improve and refine leadership skills in programming, management and recruiting, as well as in specific project areas.

After 63 years as *National 4-H News*, the magazine became *4-H Leader—the national magazine for 4-H* to give a stronger identity to the primary audience of both volunteer and staff leadership for 4-H. Editorial content was enhanced by greater concentration on broad areas of leadership skills and management plus articles to help volunteers improve their effectiveness in guiding young people. 4-H DIGEST, inserted into seven issues, supplied fresh ideas and activities in project areas, and information on private sector support, program objectives and educational aids.

A new teen leadership program—focusing primarily on young people who serve on teen leader councils and in similar roles in their counties and states—was inaugurated in 1985. "*Profiles for Tomorrow*" involved teams of teen leaders representing 44 states and Puerto Rico in a four-day training program at the National 4-H Center. After intensive seminars on leadership



Helen Thomas, White House bureau chief, United Press International, and keynote speaker at Profiles for Tomorrow discussed the program with delegate Jim Eischens, Minnesota.

Expanding International Programs



Huang Yongning, First Secretary, Science and Technology, Embassy of the People's Republic of China, shows a wood carving to IFYE delegates Stephen L. Censky and Matthew S. Weimar.

Strengthening Management Capability of Staff

skills and effective communications the teen leaders developed plans of action to extend the training to 4-H members in their states.

For the 27th year National 4-H Council offered a week-long summer program, Citizenship-Washington Focus, attended by more than 4,000 teenagers. The experience in the nation's capital focuses on citizenship roles, government process, leadership skills and community service. Workshops, assemblies and field trips provided greater understanding of the relationships of federal, state and local governments. Each participant developed a plan of work for sharing newly acquired knowledge and skills to increase citizenship and community service activity in their own community. Private support made possible a corps of 4-H alumni program assistants who served as facilitators for the summer program.

National 4-H Council played a major role in supporting staff of the Extension Service, USDA, in coordinating National 4-H Conference and an Inter-American IBERO Conference at the National 4-H Center. At National 4-H Conference, members, volunteer leaders and staff helped plan the future of 4-H. The IBERO conference involved some 200 youth and adults who shared technology for improving agricultural skills, career opportunities, quality of family life and cultural understanding.

The first *International Four-H Youth Exchange* (IFYE) with the People's Republic of China was initiated in 1985. Two delegates spent six months in China, living on communal farms and with families and working with youth leaders. Two exchangees from the People's Republic of China are scheduled to visit the United States in 1986, when two additional IFYE delegates will go to China.

1985 also marked the initial phase of a reinstatement of the Young Agricultural Specialists Exchange with the Soviet Union with the signing of a protocol on August 27. The first YASEP program with the Soviet Union, conducted from 1976 to 1979, involved 46 men and women from the United States and a similar number from the Soviet Union.

The more traditional IFYE program this year involved 63 representatives from the United States who spent from four to six months with host families in 23 countries. Seven Youth Development Project delegates helped 4-H type programs in Panama, Botswana and Jamaica.

From overseas, 47 IFYE exchangees from 24 countries were hosted by families in the United States and 10 professional rural youth leaders from five countries studied youth development in state-hosted programs.

More than 200 4-H members traveled abroad in the IFYE Ambassador programs arranged by Council and organized by states. At the same time 138 young people came from overseas as Ambassadors in the United States. These included a special group of 45 Panamanian 4-S members.

Greater understanding of international affairs and cultures was an integral part of adult and teen educational programs conducted at the National 4-H Center throughout the year.

National 4-H Council assisted with the implementation of five staff development workshops conducted by Extension Service, USDA, at the National 4-H Center: Marketing Extension; Competency Building and Orientation of New Agents; Volunteer Staff Development; Effective Utilization and Evaluation of 4-H Curriculum; and Management of 4-H Awards and Recognition Programs. Total enrollment was 348.

Increasing Public Awareness of 4-H



The new theme — “4-H For Youth For America” — was used extensively to give visibility to the program through posters and other materials and in conjunction with national public service announcements for print, radio and television outlets.

The television PSA's were distributed to stations nationwide through 44 states. The taped radio announcements, sent to all state, district and county offices, are being widely used to enhance local recruitment and visibility.

Feature stories, photos and public service advertisements were used in 40 national magazines, as well as in thousands of local and regional newspapers and magazines. Among national magazines giving 4-H visibility in 1985 were *National Geographic*, *Money*, *McCall's*, *Teen* and *Changing Times*.

During National 4-H Congress 556 radio interviews with state and national winners were placed. Photos and television interviews were done with all national winners by market areas. Nearly 100 targeted media markets were fed interviews and photos directly from Congress for immediate placement. *USA Today* carried the entire listing of national winners.

More than 165,000 4-H homes and business establishments were reached through the 4-H calendar program.

During National 4-H Week Gertrude L. Warren, “the mother of 4-H,” was honored on the CBS “American Portrait” series.

The 4-H members and volunteer leaders who attended national and regional events returned home with photos and news releases for placement in their local media outlets.

To keep the 4-H family informed of developments related to private support, National 4-H Council published *Council Communique*, a monthly administrative newsletter for state Extension directors and 4-H leaders; *Council County Courier* distributed six times a year to each county, area, district and state Extension office; and *4-H Council Quarterly*, distributed to members of the Board of Trustees, volunteer advisors, Campaign Committee members, private sector supporters and selected alumni.

4-H Ambassadors represented 4-H at a youth volunteer recognition ceremony at the White House in April and addressed five major national meetings or organizations related to 4-H with a total audience of 20,000.

The National 4-H Photo Exhibit, seen first at National 4-H Congress, was displayed at 50 state and regional meetings, fairs and special events across the nation. Viewers exceeded 500,000.

Millions of items bearing the 4-H emblem were displayed by 4-H members, leaders and staff to give strong visibility to their involvement and pride in 4-H. Celebrating its 60th anniversary, National 4-H Supply Service carried more than 1,600 items bearing the well-known clover emblem.



*National 4-H
Supply Service*

Improving The National 4-H Center



*I*n 1985 the National 4-H Center passed a milestone of 2,000,000 participant days of training since it was opened in 1959. This exceptional educational residential facility served as a “home away from home” for 31,514 youth and adults who came from across the country and around the world to gain new skills, exchange ideas and take advantage of the vast resources of the nation’s capital to study citizenship and leadership.

The Center was the site for a Washington Focus program offered from September to May for youth groups to participate in three-to-five day training programs. The delegates visited historical and cultural sites and used the Center facilities for workshops and idea-sharing sessions. Some 650 Extension homemakers and other adult groups participated in “Know America” programs, and 363 4-H and Extension families took advantage of their Center to explore educational interests in the Washington, D.C. area.

The Center also served as the site for meetings of Council’s Board of Trustees, the National Extension Advisory Council, Extension lay leaders from across the nation, executive Extension conference, meetings of Extension agent association officers, boards and state presidents, government departments and many other national groups related to 4-H, Extension, Land-Grant Universities and the U.S. Department of Agriculture.

Individual states continued to donate specific gifts to enhance rooms they have designated through special contributions. Illinois presented a collection of paintings and works of art from outstanding winners at the 1985 Illinois State Fair. Colorado, California, Missouri and South Dakota each presented art work and other materials representing their state. Complete renovations were carried out in state conference rooms for Michigan, Montana, Kentucky, Oklahoma, California and Arkansas.



A night view of Washington is provided for many of the groups attending programs at the National 4-H Center.

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.

Harold A. Poling, Chairman
President
Ford Motor Company

John M. Allen
Vice President
Director of Corporate and
Community Affairs
Reader's Digest

Edward Andersen
Master
National Grange

Boyd C. Bartlett
President and Chief Operating
Officer
Deere & Company

Olive Ann Beech
Chairman, Emeritus
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William O. Beers
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Charles Dana Bennett
Special Consultant
Foundation for American
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Ronald E. Blackwell
Executive Vice President
Chief Operating Officer
American Quarter Horse
Association

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Tyler

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Simplicity Pattern Company,
Inc.

Edgar G. Davis
Vice President
Corporate Affairs
Eli Lilly and Company

Robert B. Delano
President
American Farm Bureau
Federation

Edwin D. Dodd
Perrysburg, Ohio

Thomas R. Donovan
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Joe Hara
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Charles A. Hayes
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Pfizer Agricultural Division
Pfizer Inc.

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Operational Services
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New York, New York

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Bryn Mawr, Pennsylvania

Elaine R. Pitts
Dalton/Pitts Associates

John H. Platts
Director
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Richard A. Riley
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Company, Inc.

Blaine J. Yarrington
Arlington Heights, Illinois

G. H. Zitzelsberger
International Secretary
Kiwanis International

National Panel

The National Panel of Extension Directors and Administrators, 1890 Colleges 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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Dr. Lucinda A. Noble
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Agriculture & Life Sciences &
Human Ecology

Dr. Chester D. Black
North Carolina State University

Dr. Daniel D. Godfrey
North Carolina A&T State
University

Dr. Myron D. Johnsrud
North Dakota State University

Dr. J. Michael Sprott
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South Dakota State University

Dr. M. Lloyd Downen
University of Tennessee

Dr. James E. Farrell
Tennessee State University

Dr. Zerle L. Carpenter
Texas A & M University

Mr. Hoover Carden
Prairie View A & M University

Dr. R. Paul Larsen
Utah State University

Dr. R.E. Honnold
University of Vermont

Dr. Mitchell R. Geasler
Virginia Polytechnic Institute and
State University

Dr. Clinton V. Turner
Virginia State University

Dr. Darshan S. Padda
College of The Virgin Islands

Dr. J. Orville Young
Washington State University

Dr. Rachel B. Tompkins
West Virginia University

Dr. Charles F. Koval
University of Wisconsin

Dr. F.E. Busby
University of Wyoming

Dr. Mary Nell Greenwood
Extension Service
U.S. Department of Agriculture

*Acting

National 4-H Council

Balance Sheets,

January 31, 1986 and 1985

ASSETS	NOTES	1986	1985
CURRENT ASSETS:			
Cash and short-term investments			
(short-term investments: 1986, \$500,000; 1985, \$688,193)	1	\$ 586,951	\$ 895,023
Accounts receivable		843,904	743,036
Accrued interest		527,874	1,299
Merchandise inventories	1	895,077	909,702
Deferred charges and other items		181,604	159,963
Total current assets		<u>3,035,410</u>	<u>2,709,023</u>
LONG-TERM INVESTMENTS IN SECURITIES:			
At cost (quoted market value:			
1986, \$5,493,836; 1985, \$3,925,466)	1	4,756,747	3,947,542
PLEDGES RECEIVABLE	5	2,470,290	2,470,290
NOTES RECEIVABLE	4	59,676	60,026
PROPERTY AND EQUIPMENT:			
Land and buildings	1	8,425,911	8,355,137
Furnishings, equipment and leasehold improvements		2,003,322	1,888,507
Total		10,429,233	10,243,644
Accumulated depreciation		(4,579,100)	(4,132,007)
Property and equipment—net		5,850,133	6,111,637
TOTAL		<u>\$16,172,256</u>	<u>\$15,298,518</u>
LIABILITIES AND FUND BALANCES			
CURRENT LIABILITIES			
Accounts payable and accrued expenses		\$ 604,304	\$ 735,709
Current portion of note payable		43,418	
Total current liabilities		<u>647,722</u>	<u>735,709</u>
DEFERRED CREDITS:			
Support for future years' activities	1	2,810,425	3,249,487
Unexpended restricted program support	5	669,951	386,288
Unearned subscriptions, deposits and other		117,369	117,087
Total deferred credits		<u>3,597,745</u>	<u>3,752,862</u>
OTHER LIABILITIES:			
Awarded scholarships		548,100	462,450
Escrows, agency funds and other deferrals		254,973	188,514
Note payable		159,643	
Total other liabilities		<u>962,716</u>	<u>650,964</u>
FUND BALANCES:			
Designated:			
General investments fund		4,710,991	3,677,238
Plant renewal fund		308,796	270,304
Undesignated		94,153	99,804
Property and equipment fund		5,850,133	6,111,637
Total fund balances		<u>10,964,073</u>	<u>10,158,983</u>
TOTAL		<u>\$16,172,256</u>	<u>\$15,298,518</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, 1986
and 1985**

	1986	1985
REVENUES:		
Contributions and grants:		
Contributions (including restricted amounts: 1986, \$3,591,697; 1985, \$3,069,996)	\$ 4,106,569	\$ 3,605,146
Restricted grants	385,188	147,778
Contributions for capital additions	48,516	67,921
Total	4,540,273	3,820,845
Educational programs	1,680,517	1,864,623
National 4-H Center	3,376,843	2,994,459
National 4-H Supply Service	2,093,092	2,066,467
Educational aids and publications	771,908	921,989
Investment income	721,539	288,915
Other	9,572	1,434
Total revenues	<u>13,193,744</u>	<u>11,958,732</u>
EXPENSES:		
Educational programs:		
Domestic	4,251,443	3,735,695
International	602,420	675,655
Total	4,853,863	4,411,350
National 4-H Center	2,974,362	2,766,683
National 4-H Supply Service	1,984,933	1,941,809
Educational aids and publications	688,000	892,853
Special projects	392,214	122,200
Total	<u>10,893,372</u>	<u>10,134,895</u>
Supporting services:		
Management and general	833,013	796,271
Fund raising	662,269	709,292
Total	<u>1,495,282</u>	<u>1,505,563</u>
Total expenses	<u>12,388,654</u>	<u>11,640,458</u>
EXCESS OF REVENUES OVER EXPENSES	805,090	318,274
FUND BALANCES, BEGINNING OF YEAR	<u>10,158,983</u>	<u>9,840,709</u>
FUND BALANCES, END OF YEAR	<u>\$10,964,073</u>	<u>\$10,158,983</u>

See notes to financial statements.

National 4-H Council

Notes to Financial Statements

for the Years Ended

January 31, 1986 and 1985

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.

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, 1986 are as follows:

1987	\$58,000	1990	58,000
1988	58,000	1991	42,500
1989	61,000	1992-1994	87,000

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.

Pension expense totalled \$169,554 and \$192,144 in 1986 and 1985, respectively, representing 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, 1985 and 1984, the dates of the most recent actuarial valuations:

	1985	1984
Actuarial present value of accumulated plan benefits:		
Vested	\$2,491,069	\$2,425,578
Nonvested	328,030	300,097
Total	\$2,819,099	\$2,725,675
Net assets available for benefits	\$3,932,161	\$3,147,667
Rate of return used in determining actuarial present value	7%	7%

4. Note 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, 1986, \$282,620 had been received from this pledge for the support of operations for the year ended January 31, 1986.

6. Note Payable

During the year ended January 31, 1986, the Council borrowed \$194,151 on an unsecured note, payable in 60 monthly installments of \$3,242 plus interest at the prime rate plus 1/2%.

Auditors' Opinion

National 4-H Council:

We have examined the balance sheets of the National 4-H Council as of January 31, 1986 and 1985 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, 1986 and 1985 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 & Sells

April 11, 1986
Washington, D.C.

The Past Is Prologue —



*F*rom the beginning of this nation, an informed citizenry—the product of quality education—has been the key to the strength and preservation of our freedom and democratic ideals.

As we in the Extension family examine our heritage of devotion to education and our special dimension of responsibility in educating our young, we can be proud of our past.

The Cooperative Extension Service took public supported education beyond the classroom and the research laboratory directly to the people in their everyday lives. Through persistent effort, Land-Grant University leadership inspired the creation of the world's greatest success story in informal youth education — 4-H.

But while we take pride in our success, we also must be inspired by the challenge of unfinished work—work which will shape our destiny. We cannot afford to lose sight of our primary mission—the development of young people through practical application of knowledge. It is part of our nation's public trust.

At the same time, we must be fully cognizant of the vital role of the private sector in partnership with the public sector—a partnership that has achieved unmatched cost-benefit ratios and effectiveness.

The mid-80's is one of our nation's most dynamic periods in terms of changes in public supported institutions, organizations and agencies. The down-sizing of support from the federal government, together with economic factors requiring adjustments in priorities and total tax funds available from state and local sources, requires that we in 4-H examine new ways to expand the private sector partnership in support of 4-H.

National 4-H Council is dedicated to the concept that 4-H both deserves and demands that we expand the outreach of the Land-Grant University to even more youth. During the coming year we will examine, with the help of our board of trustees, campaign committee, advisory committee, Cooperative Extension Service leadership, volunteers and 4-H members, methods for increasing private sector involvement at every level—local, state and national.

The Campaign for 4-H already is reaching out to the local level through The Alliance for 4-H. But much remains to be done to further develop the concept of the private sector as a full partner of 4-H.

Our challenge today is not that our mission is questioned. It is rather the challenge of continuing productive work in an ever-changing environment.

We are convinced that the future offers untold opportunities to build on our solid record of achievement and extend the outreach of 4-H to meet the hopes and needs of our youth today and our nation tomorrow.

A handwritten signature in black ink that reads "Grant A. Shrum". The signature is written in a cursive, flowing style.

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

National 4-H Council
7100 Connecticut Avenue, Chevy Chase, Maryland 20815
(301) 961-2800

