

Quarterly

National 4-H Council

Volume I, Number 2

Fall 1983

Donors Conference Focuses on Campaign for 4-H

The campaign for 4-H was the primary focus of National 4-H Council's 1983 Donors Conference, held at The Palmer House in Chicago on September 22 and 23. Donor representatives from 50 corporations, foundations and organizations that support 4-H were briefed on the five-year planning and evaluation period that culminated in the decision to launch a five-year, \$50,600,000 effort to double private sector support for 4-H through National 4-H Council.

Dr. Donald Stormer, state 4-H leader in North Carolina and a member of Council's board of trustees, outlined the planning process that began in 1976 when the Extension Committee on Organization and Policy (ECOP) appointed a task force to project new directions for 4-H in the nation's third century. The conclusions drawn by ECOP were reinforced by studies that followed: National 4-H Council's long-range planning task force, which Stormer chaired; the national needs assessment commissioned by Extension, USDA; a feasibility study, commissioned by the Resource Development Committee of Council; and a joint study committee appointed by the Secretary of Agriculture and the president of the National Association of State Universities and Land-Grant Colleges, on Extension in the 80s.

"The Cooperative Extension Service," he concluded, "has identified those needs of 4-H that can best be addressed at the national level. It has challenged Council to broaden its financial base to more effectively respond to those needs. Through the leadership of Council's Resource Development Committee and the Cooperative Extension Service working together, 4-H needs have been integrated into a plan to significantly strengthen private sector endorsement and support of 4-H."

During the afternoon session, Grant Shrum, president, National 4-H Council, and Don Johnson, campaign director, elaborated on that plan. Shrum outlined the four broad areas of need to be addressed by National 4-H Council: enriching educational experiences for youth; enhancing leadership development; increasing public awareness of 4-H; and improving conference and training facilities at the National 4-H Center. He spoke of the value of

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W. Thomas Phillips, director, corporate programs, The Quaker Oats Company, and Ray Crabbs, vice president, National 4-H Council, with the award presented to The Quaker Oats Company in recognition of new support by the company.

Robert B. Gill To Chair Campaign Committee

Robert B. Gill, vice chairman, J. C. Penney Company, has been named chairman of the campaign for 4-H, a five-year effort to double private sector support for the youth program. His appointment and the campaign effort were announced by James L. Dutt, chairman, chief executive officer, Beatrice Foods Co., and chairman of the board of National 4-H Council.

In accepting the position, Gill said, "I am proud to be a part of this expanded effort to involve the private sector in 4-H to a greater degree than ever before. We at J. C. Penney Company are well aware of the impact of 4-H on millions of young people, who learn practical skills and develop positive attitudes toward themselves and the world about them."

Gill joined J. C. Penney Company in 1953 as a buyer trainee after earning a B.S. degree from Lehigh University. During his 30 years with the company, Gill served in increasingly responsible positions in merchandising, becoming director of merchan-



dise operations in 1974. In 1976 he moved to corporate personnel management and was senior vice president and director of corporate personnel and corporate planning before being elected to his current position in 1982.

Donors Conference

(from page 1)



Bette J. McCabe, senior vice president, Hill and Knowlton, and Robert P. Fordyce, youth services, consumer markets division, Eastman Kodak Company, enjoy a lighter moment at donors conference. Bette J. McCabe, whose firm represents Nabisco Brands, Inc., presided at donors conference.

recognition programs in building self esteem and encouraging young people to strive for excellence and of the need for 4-H to keep pace with new technologies in its curriculum and educational material. Shrum praised the strong volunteer corps and emphasized the need to keep that corps viable through leader training at all levels. He pointed to the need to provide more training to the professional staff who develop curriculum and train volunteer leaders. Shrum said that 4-H needs to be better known so that more young people will benefit from its programs and more adults will provide leadership. Finally, he spoke about the National 4-H Center, where much of the leadership and citizenship training takes place, and the need to expand and improve its residential accommodations and conference and training facilities.

The campaign goal of \$50,600,000 will enable 4-H to continue to grow, adapt, and innovate to serve the needs of youth in a changing society, he concluded. "There is

no more important challenge on the national agenda than to prepare our young people for the world they will inherit, and with the help of the private sector, 4-H can meet this challenge."

Richard L. Chisholm, chief operating officer, Beatrice Foods Co., reflected upon the campaign from a donor's perspective. "Working with 4-H," he said, "is one of the best ways we know to strengthen the fabric of our communities across the nation. . . . At Beatrice, we like to be associated with winners. We want our name and the reputation of our company identified with excellence. Our partnership with 4-H provides just that."

Dr. Thomas H. Hill, director, 4-H youth programs, University of Missouri, discussed cooperative planning between states and Council when launching campaigns at both the national and state levels, emphasizing its importance to ensure optimum benefits. Missouri is one of five states participating in a direct mail pilot program. Nationally, 90 percent of private support comes from individuals, Hill pointed out. He expressed confidence that, given the opportunity, individuals will include 4-H in their personal giving.

Dinner speaker, Robert Bowen, president, sales and marketing operations, *The Firestone Tire & Rubber Company*, spoke about corporate responsibility to support programs like 4-H. "We must work together to create a new era in which the public, private and volunteer sectors work cooperatively to stimulate and direct positive change," Bowen said. "Working through 4-H and other worthy organizations, which each of us support, is one way that we can demonstrate our personal and corporate commitment to stimulating positive change."

Friday's program began with Dr. Milton Boyce, Assistant Deputy Administrator, 4-H-Youth, Extension Service, U.S. Department of Agriculture. Dr. Boyce spoke of recent studies that have projected the role of Extension into the 80s and beyond



Grant Shrum, president, National 4-H Council, at the banquet presentations.

and of the particular implications of those studies as they apply to 4-H. He pointed to the flexibility of Extension programming as a particular strength that enables Extension to adapt to changing societal needs.

Following Dr. Boyce's remarks, representatives from companies that support 4-H events other than Congress spoke about those events.

Gladys Waltemade, *International Paper Company Foundation*, and Ishmail A. Allahudin-Conway, *International Paper Company*, talked about the 4-H Forestry Invitational, a four-day annual event that gives 4-H'ers enrolled in forestry projects an opportunity to demonstrate what they know about forestry and conservation and to compete with 4-H'ers from other states.

James B. Strandberg, *The Firestone Tire & Rubber Company*, described the 4-H Engineering Events, cosponsored by Firestone and *Amoco Foundation, Inc.* These regional events enable participants to demonstrate knowledge of maintenance, safety and operation as well as driving skills.

Phillip Benoit and Linda Mann described the "Help Young America" program sponsored by *Colgate-Palmolive Company*, which encourages young people to get involved in community service projects and recognizes their best efforts. Club leader, Mary Kay Rabe, teen leader, Ruth Anne Rabe, and club president, Kelly Ward, described the project of the Arrowcrest 4-H Club of Crescent City, Illinois that won them the top prize of \$3,000 in the 1982 contest. (See story pg. 7)

The final presenter was Maura Payne, *R.J. Reynolds Industries, Inc.*, who talked about 4-H Salute to Excellence, a program Reynolds sponsors that recognizes outstanding volunteer leaders and provides state grants for strengthening 4-H volunteer leadership at the state and local levels.

The program ended with a tour of The Palmer House, which will be the site of National 4-H Congress in 1984.

National 4-H Council
Quarterly

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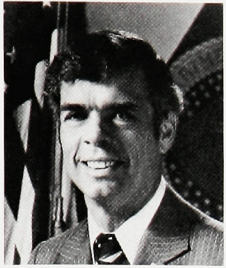
Grant A. Shrum, President and Chief Executive Officer, National 4-H Council

Ray Crabbs, Vice President and Chief Operating Officer, National 4-H Council



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4-H Recognizes Eight Outstanding Alumni



John R. Block



Senator Thad Cochran



Martha Layne Collins



Ann Scott Porter



Orville Redenbacher



Orion Samuelson

Eight former 4-H'ers will be recognized at National 4-H Congress for their lifelong contributions to society and 4-H. Those being recognized are Secretary of Agriculture John R. Block; U.S. Senator Thad Cochran; Kentucky Lieutenant Governor/Governor-elect Martha Layne Hall Collins; home economics teacher, Ann Scott Porter; businessman, Orville Redenbacher; broadcaster, Orion Samuelson; dairy farmer, Charles C. Smith; and hospital administrator, Edna Wilke Thayer. Each will receive a Gold Key Award during the 62nd Congress to be held at the Conrad Hilton Hotel in Chicago from November 27 to December 1.

Secretary of Agriculture John R. Block spent 9 years in 4-H while growing up in Knox County, Illinois. Block exhibited livestock and participated in speech contests at the county and state levels. A graduate of the U.S. Military Academy at West Point, Block had served three years in the military and four years as Director of the Illinois Department of Agriculture when President Reagan appointed him U.S. Secretary of Agriculture in 1980. He had also operated the family-owned Block Farms in Knox County near Galesburg, Illinois for 17 years. As Secretary of Agriculture, he has shown strong support for the Cooperative Extension Service, which he oversees. Block credits 4-H livestock projects with helping him to become a successful farmer. He met his wife, Sue, when both were showing 4-H livestock at the state fair.

Senator Thad Cochran of Mississippi was a member of 4-H in Hinds County, Mississippi, where his rabbit projects earned him several blue ribbons. Cochran also participated in county livestock judging contests. Senator Cochran is the first Republican in more than 100 years to be elected to a statewide office in Mississippi. He was elected to the United States House of Representatives in 1972 and to the U.S. Senate in 1978. Senator Cochran has been a strong supporter of the Cooperative Extension Service and a proponent of legislation for agricultural research and development. His subcommittee on agriculture has held hearings throughout the country to get input on farm bills at the local level.

A 5-year member of 4-H while growing up in Shelby County, Kentucky, **Lieutenant Governor Martha Layne Collins** has continued her involvement in 4-H as a volunteer leader and parent of 4-H



Edna L. Thayer



Charles C. Smith

members. According to Collins, "The whole idea of the 4-H pledge is one of service. I believe we are put on this earth to make a contribution." Collins was elected lieutenant governor in 1979 after having served as clerk of the supreme court of Kentucky. In 1982 she was elected chairman of the National Conference of Lieutenant Governors. On November 9, 1983, Collins was elected the first woman governor of Kentucky.

Ann Scott Porter has been involved in 4-H for most of her life. A 12-year member of 4-H, Porter completed projects in dairy, foods, clothing, canning, grooming, home improvement and leadership during her youth in Mason County, Kentucky. A home economics project earned her a trip to National 4-H Congress. Porter has continued her interest in 4-H by serving as a volunteer 4-H leader and leader of a high school 4-H club and as a member of county 4-H leader and Extension councils. She helped to organize an American Free Enterprise program in the county and assisted in the formation of 4-H meat and land judging teams.

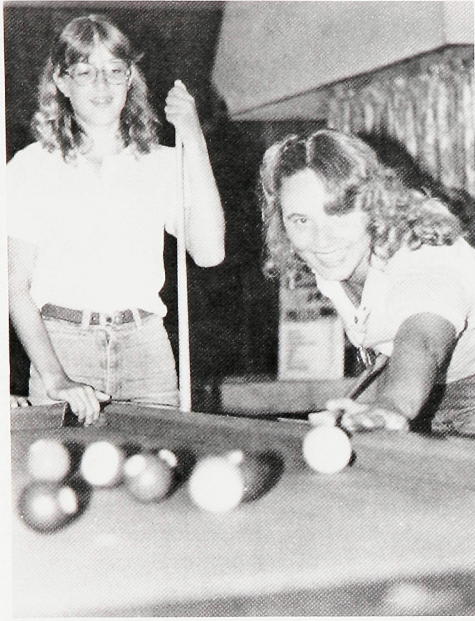
Orville Redenbacher, best known for the popcorn that bears his name, has had a long association with 4-H. As a boy in Clay County, Indiana, Redenbacher belonged to 4-H for 7 years. He was a member of the Indiana state 4-H championship judging teams in poultry and eggs, corn and dairy. He won individual honors at the national 4-H dairy judging contest at Syracuse, New York in 1923. Redenbacher attributes his growth from a shy, backward country boy to a self-confident adult to his 4-H experience in judging trips and junior leadership. In 1929 he organized the first Vigo County, Indiana 4-H fair. He served as a 4-H volunteer leader and was chairman of the Gibson County Extension Committee. More recently, Orville Redenbacher made public service television spots for 4-H that aired nationwide in 1980 and 1981.

Orion Samuelson, vice president and director of agriculture services, WGN Continental Broadcasting Company, Chicago, Illinois, grew up in Vernon County, Wisconsin, where he completed projects in poultry, swine, dairy and public speaking. Samuelson feels that his experience in 4-H influenced his career direction. After graduating from The American Institute of the Air, he began a career in broadcasting, working first in Minneapolis and then in Chicago. Since 1975 his weekly syndicated television show, "U.S. Farm Report," has been aired on 100 stations nationwide. Samuelson is the first broadcaster to receive the Oscar in Agriculture for his work in radio and again for his work in television. For 25 years, Orion Samuelson has covered the National 4-H Congress held in Chicago, devoting a portion of his daily 30-minute agriculture program to 4-H and an entire "U.S. Farm Report" segment to coverage of 4-H Congress. He also covers the annual National 4-H Dairy Conference and the 4-H Commodity Marketing Symposium.

Edna Wilke Thayer, a hospital administrator in Faribault, Minnesota, spent 11 years in 4-H. She won project pins in achievement, leadership, clothing, fashion revue, safety and home economics and was a state winner in the clothing program. When her daughter was old enough to join 4-H, Thayer helped organize a club in her community. Under her leadership, the club won the Top Club of the Year Award and for three consecutive years won Club Excellence awards. The club also received a Community Pride Award for sprucing up the Warsaw Town Hall. Thayer served 10 years as a 4-H volunteer leader.

Charles C. Smith, a commissioner in Frederick County, Maryland and a farmer for 47 years, credits his 4-H dairy projects with having taught him valuable lessons, especially the importance of record keeping. His three sons, who are now grown, all participated in 4-H and were national award winners. Two are now partners with their father in the farm. Smith himself has remained active in 4-H. He served as chairman of the Frederick County 4-H camp development committee and on the Camp Center board of directors. He is a member of the Maryland 4-H international advisory committee and frequently hosts youth from other countries participating in the International Four-H Youth Exchange program.

Illinois 4-H Club's Effort Pays Off



Kelly Ward (left), Arrowcrest 4-H Club president, and Lisa Bear, teen leader, enjoy a game of pool in the Crescent City Community Center they helped to establish.



Tina Rosenberger, a 3 year 4-H member, likes to play Pac-Man at the Center.

Crescent City, Illinois was having a problem with teenagers hot-rodding through the small town. Three junior 4-H leaders of the Arrowcrest 4-H Club decided to do something about it. The basic cause of the problem, as they saw it, was that there wasn't anything for teenagers to do after school once basketball season was over. Two of the three eating places in town had video games and pool tables but both served liquor.

The kids needed a place where they could play music, dance and have a snack without parents worrying about liquor being available. A vacant building in town seemed like the perfect spot. The 4-H'ers contacted the owner to see whether they could rent the building. He agreed. Next they had to get approval of the village board and ask for financial assistance. The board agreed to help fund a six month trial period.

The kids got to work cleaning the place. Some local businessmen and church groups lent them some games and other equipment.

The project grew into a total community effort. The teenagers shared their new facility with the senior citizens, making it available to them during the day and using it themselves after school and on weekends. They encouraged town groups to hold meetings there. They went to the local high school to encourage its use.

Despite all their efforts, revenue from video games, snack sales and funds raised by community groups was just enough to break even.

So when the club leader saw an advertisement in NATIONAL 4-H NEWS about the "Help Young America" contest sponsored by Colgate-Palmolive Company,

the club decided to enter. They didn't expect to be a big winner, but they would welcome any help they could get.

Just when it appeared that the teen center would have to close because of lack of funds, word came that the Arrowcrest 4-H Club of Crescent City, Illinois was winner of the grand prize of \$3,000 in the "Help Young America" contest.

Ruth Anne Rabe, one of the teen leaders who had spearheaded the project, said that the news gave her a fantastic feeling "to know that you've put so much into a project, your body and soul, not knowing if you're really doing the right thing and then a panel of judges in New York City says 'Hey! These kids did O.K.'" Ruth Anne, who attended Citizenship-Washington Focus, said that this experience had motivated her to become more community-minded.

The club used some of the prize money to purchase their own equipment—booths, tables, chairs, a refrigerator and freezer. Some went toward paying the high summer electric bills and some went into a savings account for future use.

Kelly Ward, the club's president, said: "Many projects which young people would like to participate in are costly, and therefore many worthwhile projects do not get completed. With the help of business organizations such as Colgate-Palmolive, we are able to help our goals be reached."

The "Help Young America" program was established by Colgate-Palmolive Company in 1972 and has since won countless awards and recognition from the White House. The 1983 panel of judges included Arthur Ashe, Dr. Joyce Brothers, Dick Clark, Tony Randall and Fred (Mr.) Rogers.

NEWDONORS

New donors for the 1983 Horse Roundup are *Absorbine*, Springfield, Massachusetts; *Fleet Street Corporation*, Gaithersburg, Maryland, in the name of *Young Equus* magazine; *Farnam Companies, Inc.*, Phoenix, Arizona; *Tennessee Walking Horse Breeders and Exhibitors Association*, Lewisburg, Tennessee; and *MSD AGVET Division, Merck & Company*, Rahway, New Jersey.

The Colson Company, Paris, Illinois; *Great Lakes Chemical Corporation*, West Lafayette, Indiana; *Rohm and Haas Company*, Philadelphia, Pennsylvania; and *Wm. Wrigley Jr. Company*, Chicago, Illinois, have made unrestricted gifts to 4-H through National 4-H Council.

John Deere, Moline, Illinois; *Eastman Kodak Company*, Rochester, New York; *Kraft, Inc.*, Glenview, Illinois; and *The Quaker Oats Company*, Chicago, Illinois, have made special gifts in support of production of a 22 minute film about 4-H to be used in fundraising efforts.

Luke and Gladys Schruben have made a gift of \$10,000 to the campaign for 4-H in support of renovation of the National 4-H Center.

The *Champlin Petroleum Company*, Fort Worth, Texas, has made a generous gift through the *Union Pacific Foundation* in support of the national wildlife and fisheries awards program.

Seven organizations have added their support for the 4-H Shooting Sports staff training workshop to be held in May 1984 in the northeast region. The new donors are *The Marlin Firearms Co.*, North Haven, Connecticut; *Lee Precision Inc.*, Hartford, Wisconsin; *Michaels of Oregon Co.*, Portland, Oregon; *Pachmayr Gun Works, Inc.*, Los Angeles, California; *Springfield Armory, Inc.*, Geneseo, Illinois; *Reinhart Fajen, Inc.*, Warsaw, Missouri; and *Carl Zeiss, Inc.*, Petersburg, Virginia.

The *Agri Products Group, Ralston Purina Company*, has joined *International Harvester Company* in cosponsorship of the 1983 national 4-H agricultural awards program.

NATIONAL 4-H NEWS 1984 Editorial Schedule

NATIONAL 4-H NEWS, published nine times a year by National 4-H Council, is the national magazine for 4-H volunteer leaders. NEWS brings new ideas and educational resources to help volunteer leaders broaden their reach and learn new methods for program planning and project work.

IN THE NEWS

John W. Tilsch, special representative, public relations department, Santa Fe Railway, retired from the company at the end of August, 1983. Tilsch joined the railroad's public relations department in 1946 and served as the department's special representative from 1974 until his retirement. Tilsch had been Santa Fe's 4-H donor representative since 1963. The *Santa Fe Railway System* sponsors educational awards and scholarships for 4-H.

William Smithburg, chief executive officer, *The Quaker Oats Company* was named to the additional post of chairman when Robert D. Stuart, Jr. retired as chairman on November 9, 1983. **Frank J. Morgan**, executive vice president of U.S. and Canadian grocery products, succeeded Smithburg as president and was named chief operating officer.

On June 1, 1983, **Frank N. Grossman**, vice president of the Washington, D.C. office of *Santa Fe Industries, Inc.* assumed the newly created position of senior vice president, corporate communications, at the company's Chicago headquarters. Grossman is responsible for coordinating public relations, advertising, legislative and philanthropic activities for Santa Fe Industries and its affiliates. **Thomas I. McKnew, Jr.**, general attorney for Santa Fe Railway at Los Angeles, was appointed vice president for Santa Fe Industries at the Washington, D.C. office succeeding Grossman.

J. Tylee Wilson succeeded **J. Paul Sticht** as chief executive officer, *R. J. Reynolds Industries*, on October 1, 1983. Wilson joined R. J. Reynolds Industries nine years ago and has been president of the company since 1979. Sticht will continue as chairman of the board and chairman of the company's international advisory board.

In its August/September issue, *Maine 4-H Focus* featured **Colby H. Chandler**, chairman, chief executive officer, *Eastman Kodak Company*, newly appointed member of the board of trustees of National 4-H Council. Chandler grew up in Farmington, Maine, where he was active in 4-H. In 1938 he won a local 4-H cattle judging contest. The prize, a week-long trip to the University of Maine in Orono, had a significant impact on Chandler's life. Ac-

ording to Chandler, "One week may not sound like much, but 1938 was the year Dr. [Clarence] Bennett was setting up probably the first engineering physics program in the country. This illustrates a principle I've drawn from experience—if you're in the right place at the right time, chances are you won't know it." Chandler later returned to the university and studied under Dr. Bennett. It was Dr. Bennett who encouraged Chandler, an engineering physics major, to talk with the Eastman Kodak recruiters when they visited the campus. So a lifelong career with Eastman Kodak began. *Maine 4-H Focus* is published by the Cooperative Extension Service of the University of Maine at Orono.

Colby Chandler and **David F. Miller**, president of J. C. Penney stores and catalog, have been elected directors of the *J. C. Penney Company*.

Mrs. R. Anderson Pew of Bryn Mawr, Pennsylvania, has accepted the invitation of James L. Dutt, chairman of the board of trustees of National 4-H Council, to serve on Council's Advisory Committee. Mrs. Pew is a prominent philanthropist and civic leader in her community. She serves on several boards and private independent foundations. The advisory committee, made up of 100 leaders of business and industry, contribute their time and their expertise to National 4-H Council.

Two members of the Resource Development Committee of National 4-H Council recently resigned their posts. **William A. Kerr**, who retired as chairman of *Kerr Glass Manufacturing Corporation*, had served on the committee since 1974. **John S. Reed**, former chairman of *Santa Fe Industries, Inc.*, had also volunteered his service to the committee for nine years. During those years the committee was responsible for raising more than \$25 million in private support for 4-H. The committee also played a significant roll in the long-range planning that led to the decision to launch a major fund raising campaign for 4-H.

Ken and Dorothy McDonald, 4-H volunteers from Cochise County, Arizona, have named the Arizona 4-H Youth Foundation as beneficiary of three \$100,000 life insurance policies, which they have taken on the lives of their three grandchildren.

The gifts were made in response to a statewide life insurance giving program to expand individual contributions to 4-H.

Roy Keppy, a Davenport, Iowa pork producer and national 4-H alumni winner, has been named chairman-elect of the National Livestock and Meat Board.

Gary Deverman, corporate relations director, National 4-H Council, was presented an Outstanding Service Award by the *National Safety Council* at the 1983 National Safety Congress youth sessions held in Chicago on October 15 to 19. Deverman joined the National Safety Council in 1977. In 1980 he was elected vice chairman, youth division, and a member of the board of directors. In 1982 he became chairman of the youth division, a position he still holds. The National Safety Council was established to promote safety consciousness throughout the nation.

Dr. Eugene "Pete" Williams has been appointed state relations consultant to National 4-H Council. In that capacity, Williams, who recently resigned as deputy administrator, 4-H youth, Extension Service, U.S. Department of Agriculture, will help coordinate national and state fund raising efforts.

Westinghouse Electric Corporation, sponsor of the national 4-H electric energy program, has developed a 30-second television spot promoting the company's long involvement in 4-H. The spot features the evolution of electricity in American farming, centering on a 4-H member working with a computer to control farm lighting. Westinghouse is airing the spot in October and November on stations throughout Pennsylvania, immediately following the telecast of the Pittsburgh and Pennsylvania State football games.

Dorothy Emerson, a 60-year supporter of 4-H, was presented the Alumni Service Award by the University of Maryland during half-time ceremonies at Maryland's homecoming football game against Duke University. Vice Chancellor William Kirman made the presentation. Emerson served as associate state 4-H leader with the University of Maryland. Since her "retirement" in 1961 she has been serving as a consultant for National 4-H Council, continuing to share her warmth and wisdom with thousands of young people each year.

JANUARY
Teen Programs

FEBRUARY
Clothing and Textiles

MARCH
Pets and Small Animals
International
Fund Raising

APRIL/MAY
Plant Sciences/Natural Resources

JUNE/JULY
Home Economics and Health

AUGUST/SEPTEMBER
Safety/Mechanical Sciences
Visibility
Fund Raising

OCTOBER
Leisure Education

NOVEMBER
Agricultural/Animal Science

DECEMBER
Community Involvement
Leadership
Families
Communications

A 4-H Success Story



Janet Bonsall, assistant professor of graphics at Central Missouri University, served on the faculty for the 1983 photography leader forum held at the National 4-H Center, September 26 to October 1. Janet came at the invitation of Bob Fordyce, youth services, Consumer Markets Division, *Eastman Kodak Company*, who met Janet at National 4-H Congress in 1969, when she was a national winner in photography, and has followed her career ever since.

Janet Bonsall's involvement in 4-H has had a significant bearing on her life and career direction.

She grew up in Morgantown, West Virginia, a university town with a population of 20,000 and about as many universi-

ty students, where she joined 4-H when she was nine. "I didn't really know much about 4-H," she explains. "I joined to be with people."

But Janet got serious about 4-H two years later when she discovered photography at a 4-H summer camp. For the next three years, she guided herself through the three photography manuals available at that time, working with a Brownie Hawkeye camera. When she was 14, Janet bought her first 35mm camera and began to write her own photography projects. Her leaders praised her work and encouraged her to continue, but there was no competition in photography in her county.

It was not until her senior year in high school that one of her leaders suggested that she enter national competition. She did.

Janet was a freshman at Rochester Institute of Technology beginning a major in photography when she got word that she was a national 4-H photography winner. Janet wasn't doing well at RIT. She was still working with her first, inexpensive camera and just could not produce the quality of work that her classmates with superior equipment could.

As a national winner Janet received a \$600 scholarship from Eastman Kodak Company. With this contribution to her tuition, Janet was able to use her own tuition money to purchase the photographic equipment she needed to succeed in her studies. "By providing me scholarship money," said Janet, "Eastman Kodak started me on a successful career."

Janet went on to earn an M.A. and Ph.D. from West Virginia University and has shared her knowledge and love of photography with hundreds of others.



Danforth Court at the National 4-H Center is being renovated with funds from The Ralston Purina Trust Fund. The renovated court will provide access to J. C. Penney Hall from the back parking lot. Gazebo's will allow greater use of the court, particularly by groups meeting in the adjacent Missouri Room. Danforth Court was a gift of the Danforth Foundation in 1961.

National 4-H Congress Gives 4-H Winners A Chance to Shine

Approximately 1,600 young people from all over the country will be honored in late November for their outstanding achievements in 4-H. The 1983 National 4-H Congress will be held at the Conrad Hilton Hotel in Chicago from November 27 to December 1. More than 200 representatives of corporations that support 4-H programs are expected to attend.

Nearly 300 national and regional scholarship winners will be named during the 62nd Congress. Scholarships range in value from \$500 to \$1,500 each. Most delegates earn trips to Congress as state, sectional or national winners in awards programs sponsored by the private sector.

In addition to the young people being honored at National 4-H Congress, eight former 4-H'ers will be recognized for their contributions to 4-H and to society by being named National 4-H Alumni Winners. (See story, page 2.)

Michael Broome of the Tomorrow America Foundation, Charlotte, North Carolina, will be the keynote speaker at the

opening assembly on Sunday, November 27. Secretary of Agriculture John R. Block will address the general assembly on Thursday morning, December 1.

National 4-H Congress is conducted by National 4-H Council and the Cooperative Extension Service of the state land-grant universities and Extension Service, U.S. Department of Agriculture. Approximately 60 businesses, foundations and other organizations provide trips to Congress, scholarships and other Congress related activities. Corporate supporters of 4-H have special events at Congress for state and national winners in the program areas they support.

In addition to recognizing the accomplishments of 4-H members, Congress provides a forum for interaction and exchange of ideas among young people and between young people and adults. It gives executives of donor companies an opportunity to see firsthand the positive effect their support of 4-H has upon the lives of young people.

4-H Supports President's International Youth Exchange Initiative

4-H international programs are benefiting from the President's International Youth Exchange Initiative, a cooperative undertaking between the U.S. Information Agency and the private sector. The Initiative is designed to increase the number of international exchange opportunities between youth 15 to 19 years old from the United States and their counterparts in Canada, France, Germany, Italy, Japan and the United Kingdom.

The Advertising Council has launched a nationwide one-year public service campaign in support of the Initiative. A recently published booklet, "One Friendship at a time: your guide to International Youth Exchange," gives general information on how to participate and provides one-page descriptions of 35 organizations involved in international exchanges, including 4-H.

National 4-H Council has worked cooperatively this year with all of the countries participating in the President's International Youth Exchange Initiative.

4-Hbriefs



At launching ceremonies for the American Youth Poll at The Water Club in New York, Marlo Thomas was joined by Colgate vice president, Tina Santi-Flaherty, (third from right), who presented a \$20,000 Help Young America check to Ray Crabbs, vice president of National 4-H Council, to kick off the 1983-84 campaign. Also on hand for the presentation were 4-H members Kim Hadden (far left) of Wayne, N.J., and Kuron Paige of Paterson, N.J. (far right).

Colgate-Palmolive Company Sponsors Youth Poll

Thirteen million members of six of the country's leading youth organizations will be questioned on a wide range of topics affecting their lives in a poll sponsored by **Colgate-Palmolive Company**. The American Youth Poll is part of the company's 12th annual Help Young America campaign. The poll was announced by Marlo Thomas, honorary chairman, at a luncheon in New York City at which members of the six participating youth organizations, including 4-H, were guests. 4-H was represented by Kim Hadden of Wayne, New Jersey, and Paige Huron of Paterson, New Jersey. Ray Crabbs represented National 4-H Council and accepted a \$20,000 Help Young America check for 4-H.

Dairy Conference Features Computerized Farming

4-H members from 26 states and six Canadian provinces participated in the National 4-H Dairy Conference on October 4 to 7 in Madison, Wisconsin. More than 200 4-H'ers, all enrolled in dairy projects, learned about many aspects of dairying, including production, marketing, promotion and nutrition during the four day event. Workshops focused on uses of computers in farming, farm management and financial planning as well as group dynamics and interpersonal relationships. Charles Plumb, a former 4-H'er, who spent nearly

six years as a prisoner of war in Vietnam and is today a noted speaker and journalist, gave the keynote address. His appearance and the computer workshops were sponsored by **CIGNA Corporation**, sponsor of the national 4-H dairy awards program.

During the same week in Madison, 140 4-H'ers participated in the annual national 4-H dairy judging contest. Awards to members and the coach of the high team in overall judging breeds also is supported by CIGNA Corporation.

Volunteer Leader Forum Focuses on Nutrition

More than 80 leaders from 36 states sharpened their leadership skills and shared ideas about how to make learning about food and nutrition interesting and fun for 4-H'ers at a week-long forum held at the National 4-H Center. Throughout the week, workshops and general sessions focused on the nutritional needs of teenagers. On Wednesday, participants toured the Campbell Soup Company headquarters in Camden, New Jersey, and learned about potential careers for young people in the food industry. The **Campbell Soup Company** has sponsored the leader forum in nutrition for five years.

New Materials Developed For Citizenship Program

In an effort to increase participation in Citizenship-Washington Focus (CWF), National 4-H Council, has developed attractive new materials for use by state and

county Extension personnel to give greater visibility to the program. CWF emphasizes leadership and citizenship development during week-long summer sessions for teenage 4-H'ers, held at the National 4-H Center. The program draws heavily upon the resources of Washington, D.C. to give participants a better understanding of the way their government works and the role they can play as citizens in a democratic society.

4-H Leaders Learn Ways To Involve Disabled Youth

More than 40 leaders from 27 states and Puerto Rico learned ways to make 4-H programs more accessible to disabled youth and volunteers during a week-long forum held at the National 4-H Center in October. Workshop topics included managing mainstreamed programs, mainstreaming performing arts programs, pet therapy and horticulture. The group visited the Applied Physics Lab of Johns Hopkins University in Laurel, Maryland and Gallaudet College in Washington, D.C. They spent a day on Capitol Hill meeting with senators and congressmen to discuss issues of concern to disabled persons. The forum is supported by the **Dr. Scholl Foundation** and the **E. Matilda Ziegler Foundation**.

Leader Forum Explores Broad Uses of Photography

Participants in the 1983 4-H photography leader forum, held at the National 4-H Center from September 26 to October 1, learned how to use photography to strengthen a broad range of 4-H programs. Sponsored by **Eastman Kodak Company**, the forum included hands-on workshops, field trips and idea sharing. More than 70 volunteer leaders from 32 states learned ways to use photography in 4-H promotion, ways to use slide presentations with 4-H clubs, careers in photography and new technologies as well as refining their own photographic skills.



In the spirit of NATIONAL 4-H WEEK, a banner was placed across the front of J. C. Penney Hall so visitors would know of the event.

4-Hbriefs continued



Namiyo Oyama, a Hawaiian delegate at the food and nutrition forum gives a big thank you to R. Gordon McGovern, president, Campbell Soup Company, after the group toured the company headquarters in Camden, New Jersey. Oyama presented McGovern with a lei that she had made for him.

Forestry Invitational Offers Training and Competition

Sixty 4-H members from 14 states were tested on their knowledge of forestry and conservation during the 4th annual 4-H forestry invitational held at Jackson's Mill State 4-H Camp in Weston, West Virginia from August 1 to 4. State teens competed for honors in tree identification and measurement, forest evaluation, insect and disease identification and compass traverse. A "forestry bowl" tested participants' knowledge of forestry and conservation. Participants also competed informally in such field events as crosscut sawing, log rolling and pulpwood and disc

throws. The event is sponsored by *International Paper Company Foundation*, sponsor of the national 4-H forestry awards program.

4-H'ers Compete in Regional Engineering Events

Approximately 140 4-H members demonstrated their skills and competed for honors at regional 4-H engineering events held in Omaha, Nebraska, September 20 to 22, and at Richmond, Virginia, September 26 to 28. *Amoco Foundation, Inc.* donates awards in tractor and small engine events. *The Firestone Tire & Rubber Company* supports awards in automotive driving competition.

Tractor operators participated in both two-wheel and four-wheel driving events and took written examinations on maintenance, safety and knowledge of tractor operation. Participants in the small engine category were scored on a written examination, identification of parts and troubleshooting. State contestants also participated in a lawn tractor driving contest, driving compact tractors provided by *The Toro Company*. Automotive contestants were evaluated on a written exam, a safety maintenance inspection and a skill driving test.

New on the program this year was a bicycle riding skill test, introduced on a pilot basis with support from *Schwinn Bicycle Company*.

National 4-H Council Recognized For Contribution to the Beef Cattle Industry

National 4-H Council was one of 18 organizations honored by the *American Angus Association* for outstanding contribu-



William E. Skelton

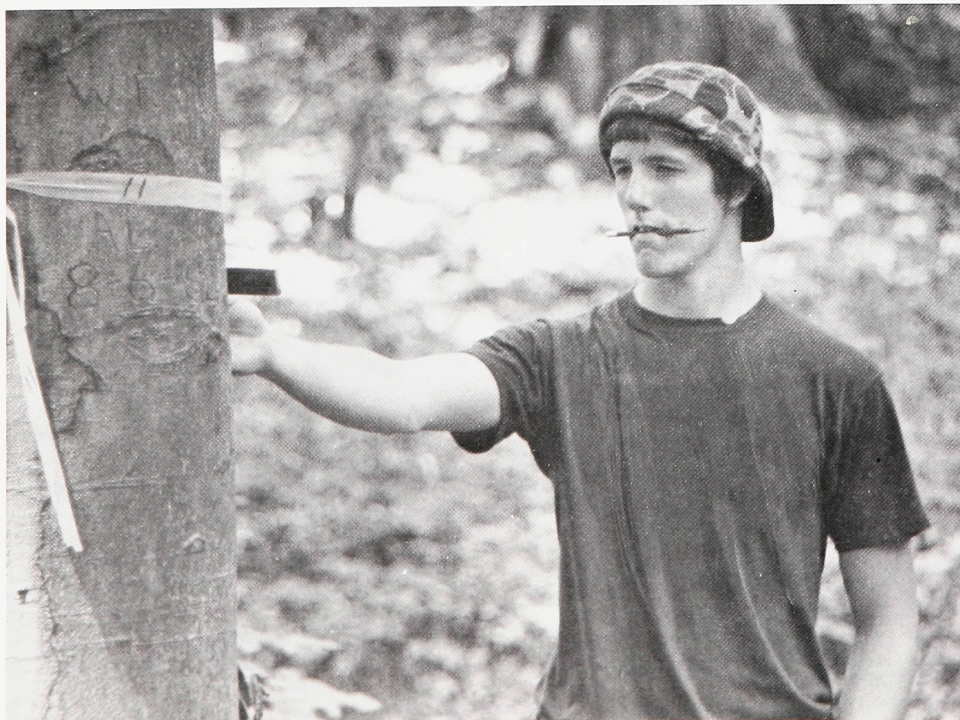
tions to the beef cattle industry. Grant Shrum, president of National 4-H Council, accepted the award in St. Joseph, Missouri during festivities that marked the association's 100th anniversary.

New Rotary Leader Strongly Supports 4-H

Dr. William E. Skelton, an active supporter of 4-H, assumed the presidency of *Rotary International* on July 1, 1983 to serve a one-year term. Currently a member of the advisory committee of National 4-H Council, Skelton has a long history of involvement in 4-H dating back to his boyhood in Dinwiddie County, Virginia, where he participated in 4-H for ten years. Skelton's career never strayed far from 4-H. He began his career as a county Extension agent in Appomattox County, Virginia after he graduated from Virginia Polytechnic Institute and State University. Later he returned to Virginia Tech to serve as director of the statewide Extension program and in the mid-sixties became the first dean of the Extension division of the institution. Skelton played an active role in the establishment of the National 4-H Center and has served as chairman and member of various national 4-H committees.

Donor Reps Visit Center

The following donor company representatives visited the National 4-H Center during the last quarter: Robert Gill, James Schwaninger, Libby Costa and Kathy Wollet, *J. C. Penney Company*; Robert Fordyce, Frank Pallo, Gail Harms and Charles Fischer, *Eastman Kodak Company*; Mary Sue McCarthy and Owen Daly, Hill and Knowlton, Inc., representing Kodak; Pat Paterniani, *Reader's Digest*; William F. Krick, *Union Oil Company of California*; James Williamson, *Ralston Purina Company*; and Frank Huray of *AMVETS*. AMVETS donates 10,000 American flags each year for distribution to participants in 4-H programs at National 4-H Center.



A 4-H Forestry Invitational participant competes in tree identification and measurement.