

National 4-H Council Quarterly

Volume 1 Number 1

Summer 1983



Dr. Eugene "Pete" Williams

Dr. Eugene Williams Resigns Extension Post

Dr. Eugene "Pete" Williams resigned his position as deputy administrator, 4-H Youth, Extension Service, United States Department of Agriculture on July 1, 1983. Williams has given 32 years of service to 4-H, beginning as an Extension county agent in his home state of Oklahoma. Before being named to his position of national leadership, Williams had served as director, 4-H and Youth Development Programs, at Oklahoma State University. Pete Williams became deputy administrator at a time when 4-H needed strong and positive visibility. His stature as a dedicated educator and strong advocate of 4-H made him effective in addressing national concerns of 4-H. He initiated a national 4-H needs assessment and helped to define the priorities of 4-H for the decade ahead. As a member of the board of trustees of National 4-H Council, Williams was instrumental in building a stronger private sector relationship to 4-H.

Mark Your Calendar

National 4-H Congress
November 27-December 1, 1983
Conrad Hilton Hotel
Chicago, Illinois

Board of Trustees Elects New Members Approves Major Fund-Raising Effort

Seven leaders in business and education were elected to the board of trustees of National 4-H Council at its annual meeting held at Beatrice Foods Co. in Chicago on May 26, 1983.

Newly elected to the Council board were Hoover Carden, administrator, Extension, Prairie View A&M University, Prairie View, Texas; Colby Chandler, president, Eastman Kodak Company, Rochester, New York; Thomas A. Gildehaus, executive vice president, Deere & Co., Moline, Illinois; Dr. Gordon E. Guyer, director of Extension, Michigan State University, East Lansing, Michigan; William M. Jones, president, Agri-Products Division, Ralston Purina Company, St. Louis, Missouri; Donald R. Keough, president and chief operating officer, The Coca-Cola Company, Atlanta, Georgia; and William S. McConnor, president, Union 76 Division,

and senior vice president, Union Oil Company of California, Los Angeles, California.

James L. Dutt, chairman and chief executive officer, Beatrice Foods Co., was reelected to the board as chairman. Elected as vice chairmen of the board were Harold A. Poling, executive vice president, North American Automotive Operations, Ford Motor Company, Dearborn, Michigan; and Dr. J. Orville Young, director, Extension Service, Washington State University, Pullman, Washington.

Other officers reelected were Daniel J. Callahan, III, vice chairman, American Security Bank, Washington, D.C., treasurer; Norman A. Sugarman, attorney and partner, Baker & Hostetler, Washington, D.C., secretary; Grant A. Shrum, president, and Ray Crabbs, vice president, National 4-H Council.

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Grant Shrum, president, National 4-H Council, welcomes (l. to r.) Elizabeth Dole, Secretary of Transportation; Richard Schweiker, former Secretary of Health and Human Services; and Margaret Heckler, Secretary of Health and Human Services, to the Conference for Youth on Drinking and Driving, held at National 4-H Center on March 26-28. During the conference, Secretary of Education Terrel H. Bell described 4-H as the greatest out-of-school youth education program in the country.



Hoover Carden



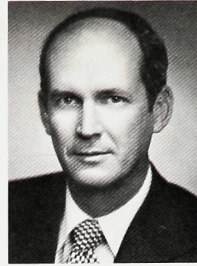
Colby Chandler



Thomas A. Gildehaus



Gordon E. Guyer



William M. (Dub) Jones



Donald R. Keough



William S. McConnor

About The New Board Members

National 4-H Council has expanded its board of trustees from 20 to 25 members to give the governing body broader geographic representation and to increase representation from the corporate sector. At its May meeting, seven new members were elected to the 4-H Council board.

Hoover Carden, administrator, Cooperative Extension Service, Prairie View A&M University, has held his current position since 1978. Carden recently received a superior service award from the U.S. Department of Agriculture for outstanding achievement and dynamic leadership. He holds B.S. and M.S. degrees in agricultural education from Prairie View A&M College and is pursuing his Ph.D. degree at the University of Houston. Carden is listed in *Who's Who Among Black Americans*.

Colby Chandler, chairman, chief executive officer, Eastman Kodak Company, has been with the company since 1950. He served as president from January 1977 until his appointment as chairman in July 1983. Chandler holds a B.S. degree in engineering physics from the University of Maine and an M.S. degree in industrial management from the Massachusetts Institute of Technology, where he was a Sloan fellow. A 4-H'er while growing up in Maine, Chandler exhibited dairy cattle and won a number of county awards. Eastman Kodak Company sponsors the national 4-H photography awards program, the national

4-H photography exhibit, a volunteer leader forum in photography and educational materials in photography for volunteers and members. The company has sponsored 4-H nationally for 21 years.

Thomas A. Gildehaus, executive vice president, Deere & Company, joined the company in 1980. Before joining Deere, Gildehaus was vice president of Temple, Barker & Sloane, Inc., a management consulting firm. He has also held management positions at Citibank, where he served in corporate planning and overseas operations in the Caribbean and Latin America. Gildehaus earned his B.A. degree cum laude from Yale University and received his M.B.A. degree with distinction from the Harvard Graduate School of Business. John Deere sponsors the national 4-H conservation of natural resources awards program. A 24-year supporter of 4-H, the company also supported international programs for 10 years.

Gordon E. Guyer, director, Cooperative Extension Service, Michigan State University, has served in this capacity for 10 years. Since 1982 he has also been associate dean of the College of Agriculture and Natural Resources. Both his undergraduate and his graduate degrees are from the Michigan State University. Guyer is the author of more than 60 scientific papers on aquatic ecology, insect control technology and administrative manage-

ment. He is immediate past president of the Extension Committee on Organization and Policy and served on a joint committee appointed to project the mission of Cooperative Extension Service in the '80s.

William M. (Dub) Jones, president, Agri-Products Division, Ralston Purina Company, has made Ralston Purina a life-long career. Jones joined the company after attending Emory University and receiving a B.S. degree in business from the University of Georgia in 1958. He served the company in management positions in Tampa, Fort Worth, and New England before being assigned to corporate headquarters in St. Louis as vice president and director of the Chow Division in 1975. He has been president of Agri-Products Division since 1982. Ralston Purina sponsors the national 4-H dog care and training awards program and educational aids for both the 4-H dog care and horse programs. The company, which has supported 4-H for 25 years, also supports 4-H international programs.

Donald R. Keough, president, chief operating officer, director, The Coca-Cola Company, has been with the company since 1950. Keough held a number of key marketing positions before being named president of Coca-Cola USA in 1974 and ultimately to his current position in 1981. A graduate of Creighton University, Keough received the university's Distinguished Service Award in 1975. In 1975 the food industry honored him with its most prestigious award, the William H. Albers Trade Relations Award. A 12-year supporter of 4-H, The Coca-Cola Company sponsors the national 4-H citizenship awards program and development of educational materials for that program.

William S. McConnor, president, Union 76 Division, and senior vice president, Union Oil Company of California, began his career at the Pure Oil Company after graduating from Lehigh University with a degree in industrial engineering. He remained with Pure Oil in increasingly responsible positions until the company's merger with Union Oil in 1965. McConnor became vice president in charge of eastern region refining and marketing at Union Oil Company in 1968 and has held his current position since 1972. Union Oil Company sponsors the national 4-H public speaking awards program and educational materials for public speaking. The company has supported 4-H for 34 years.

National 4-H Council
Quarterly

Quarterly Staff

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National 4-H Council Quarterly is published by National 4-H Council. National 4-H Council is a not-for-profit educational organization that uses private resources to help expand and strengthen 4-H programs. 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 of National 4-H Council are available to all persons regardless of race, color, sex, age, religion, national origin or handicap. Council is an equal opportunity employer.

National 4-H Council Officers:

Chairman, James L. Dutt, Chairman and Chief Executive Officer, Beatrice Foods Co.

Vice Chairman, Harold A. Poling, Executive Vice President, North American Automotive Operations, Ford Motor Company

Vice Chairman, Dr. J. Orville Young, Director, Cooperative Extension Service, Washington State University

Treasurer, Daniel J. Callahan, III, President, American Security Bank

Secretary, Norman A. Sugarman, Attorney and Partner, Baker & Hostetler

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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NEW DONORS

Since the beginning of 1983, 4-H through National 4-H Council has gained support from the following new donors:

The Quaker Oats Foundation, Chicago, Illinois, has expanded its 4-H support through sponsorship of national 4-H plant and soil science. This support underwrites six \$1,000 scholarships and six trips to National 4-H Congress.

The American Dairy Goat Association, Spindale, North Carolina, is funding six \$1,000 scholarships to outstanding 4-H'ers in dairy goat projects.

The National Shooting Sports Foundation, Inc., has made a major gift in support of the 4-H Shooting Sports Workshops. **Crosman Airguns Company**, Fairport, New York, has also given support to the workshop. The American Archery Council is also a major contributor to this program.

Stanley Home Products has made a grant to develop a 4-H fund-raising manual to appear in the August/September issue of *National 4-H News*.

The Monsanto Fund, St. Louis, Missouri, has made a three-year pledge in support of the 4-H citizenship/leadership training program. A gift from **Sharonsteel Foundation**, Miami Beach, Florida, also supports that program.

Atlantic Richfield Foundation, Los Angeles, California, has made a grant to 4-H for a citizenship impact project to expand and enrich the citizenship training program conducted at National 4-H Center. The grant supports development of materials to reinforce the program at the local level.

The General Electric Foundation has made a grant to support the national 4-H economics, jobs and careers symposium to be held in January 1984 at National 4-H Center.

The E. Matilda Ziegler Foundation for the Blind, Inc., has made a gift to National 4-H Council to expand training programs for the visually handicapped. The foundation, in its sixth year of support for a special leader forum on involving the disabled in 4-H, doubled its gift for 1983. The forum, which is also supported by **Dr. Scholl Foundation**, is scheduled for October 17-22 at National 4-H Center.

Tenneco Inc. has made a gift in support of the national 4-H wildlife and fisheries awards program. This support provides 16 trips to National 4-H Congress and six \$1,000 scholarships. The **National Wildlife Federation** and **Gulf Oil Corporation** also support this program.

The Tobe-Coburn School for Fashion Careers in New York City is sponsoring a \$3,000 scholarship to enable a 4-H'er to attend a 10-month program at the school. The Tobe-Coburn School integrates theory and practice through seminars and cooperative work experience in New York City.



First Lady Nancy Reagan welcomes Ray Crabbs, vice president, National 4-H Council, to the White House for the announcement of "The Chemical People" project, a major outreach campaign to combat school-age drug abuse. Making the introduction is Lloyd Kaiser, president of Metropolitan Pittsburgh Public Broadcasting, Inc.

National 4-H Council Joins Effort To Prevent Drug and Alcohol Abuse

National 4-H Council is one of seven organizations taking the leadership in a national private sector effort to prevent drug and alcohol abuse. In addition to National 4-H Council, members of the steering committee of the National Coalition for the Prevention of Drug and Alcohol Abuse are American Association of School Administrators, Association of Junior Leagues, Lions International, National PTA, Pacific Institute for Research and Evaluation and The Quest National Center.

Public television stations across the United States are joining with service and civic groups to spearhead a landmark community project called "The Chemical People" to combat school-age drug and alcohol abuse. PBS and local groups will organize town meetings in their communities to view the program and to form task forces to educate and motivate people to take action against substance abuse.

The campaign has the support of First Lady Nancy Reagan, who will host the two one-hour television specials to air on November 2 and 9 at 8 p.m. on PBS. The project was announced at a White House briefing of PBS stations nationwide. Ray Crabbs, vice president of National 4-H

Council, spokesman for the Coalition, addressed the group.

Development of "The Chemical People" was funded by the Richard King Mellon Foundation and Metropolitan Life Foundation and produced by WQED, Pittsburgh.

Board of Trustees Meets (from page 1)

Board members elected to serve another term were John H. Clarke, senior vice president, Nabisco Brands USA, New York; Margaret P. MacKimm, vice president of public affairs, Dart & Kraft, Inc., Northbrook, Illinois; Donald V. Seibert, chairman and chief executive officer, J.C. Penney Company, New York; and Dr. Anne H. Rideout, associate director, Cooperative Extension Service, University of Connecticut, Storrs, Connecticut.

The second major action taken by the board was to approve a five-year plan to expand private resources for 4-H at the national level, broaden the funding base of private support from corporations, foundations, and individuals, and work with states on their fund raising efforts.

IN THE NEWS

Eastman Kodak Company has named **Colby Chandler** chairman and chief executive officer effective July 1, 1983. Chandler was president of the company before this appointment. Chandler, a 4-H alumnus from Maine, was elected to the board of trustees of National 4-H Council at its May meeting.

Daniel J. Callahan, III, was named president of American Security Bank in July. Formerly president of Riggs National Corporation and its banking subsidiary, Callahan joined American Security Bank in April of this year. Callahan is treasurer of the board of trustees of Council.

Loren E. Byers, public relations manager, Agricultural Operations, The Upjohn Company, was recently awarded the Dr. William E. Upjohn Award for superior employee service. The citation read in part, "Byers has managed the company's agricultural public relations department during its growth from a one-man, one-agency activity with a United States focus to an organization with international scope—serving 30 business groups in 15 countries. . . ." The Upjohn Company has sponsored the National 4-H veterinary science awards program for 17 years. Byers has served as donor representative for 4-H for most of this period.

Donald V. Seibert, chairman and chief executive officer, J. C. Penney Company, was named Retailer of the Year by the National Retail Merchants Association. The award, presented during a recent annual convention, cited Seibert for his "inspirational leadership, distinguished service and unstinting contribution of time and talent."

Seibert also received recognition at the 34th anniversary dinner of Religion in American Life. He was presented the Charles E. Wilson award for devotion to

religion, distinction in career and dedication to humanity. The J. C. Penney Company sponsors regional volunteer leader forums and has been a major contributor to National 4-H Center expansion.

John Thomas, longtime 4-H donor representative for Kraft, Inc., recently retired. Not only did 4-H join Kraft in bidding Thomas a fond farewell, but Eli Lilly and Company who jointly sponsored the national 4-H health awards program with Kraft for several years, flew Thomas to their headquarters in Indianapolis for a special friendship retirement party.

Dr. William Skelton, former dean of Extension in Virginia, became president of Rotary International on July 1. Skelton has been a longtime supporter of the 4-H program, both in Virginia and nationwide.

Herman C. Hossfeld, Wilmington, North Carolina, who recently retired from International Paper Company, where he had been a strong 4-H supporter for nearly a decade, was cited as a National Partner in 4-H during National 4-H Conference at the 4-H Center in April. Hossfeld's citation commended him for his company's support of the national 4-H forestry awards program and his encouragement of IP personnel involvement in local and state 4-H.

Harold Kilb, manager, advertising and public relations, J I Case, took early retirement from the company, effective June 1983. J I Case has been a long-term supporter of 4-H activities and programs. At National 4-H Congress, J I Case sponsors the tour of the Museum of Science and Industry for 4-H delegates and leaders. Kilb had been the 4-H donor representative at J I Case until his retirement.

Charles Dana Bennett, a member of Council's Advisory Committee and longtime friend of 4-H, celebrated his 80th birthday in April.

In Illinois, "\$4 Million For 4-H" Campaign Launched

Secretary of Agriculture John Block and his wife, Sue, will serve as honorary chairpersons for a major Illinois 4-H Foundation fund-raising campaign, scheduled to commence this fall. The announcement was made by Luther C. McKinney, chairperson of the Illinois 4-H Steering Committee for the fund raiser.

"As former 4-H members, Sue and I are delighted to accept this honorary position," said Block. "Both of us enjoyed and benefited from our 4-H careers as youngsters, and our children have received the same benefits. I first met Sue while we were exhibiting 4-H projects at the Illinois State Fair in Springfield."

Block noted that "the Extension Service's 4-H program is a great example of a successful educational partnership involving both the public and private sectors."

McKinney, senior vice president of The Quaker Oats Company, said, "The '\$4 million for 4-H' which we'll raise in the campaign will be used for expansion and new program development over the next decade. Illinois has an excellent 4-H program," McKinney continued, "but there are not enough government funds to keep it growing. The Foundation's campaign to raise funds from private citizens will enable the program to move forward in critical areas that are vital if 4-H is to be as meaningful in the future as it has been historically."

The Illinois 4-H Foundation was chartered in 1954 and is made up of a broad cross section of Illinois citizens interested in 4-H. Private funds contributed to the Foundation will be used to include more youths in 4-H, recruit and train more adult volunteers, promote awareness of 4-H and to keep programs and materials current for 4-H members.



Members of the recently formed National 4-H Council public relations advisory committee discuss ways to increase 4-H visibility and strengthen understanding and support of the youth program. At left are Margaret P. MacKimm, vice president, public affairs, Dart & Kraft, Inc.; Chester K. Lasell, vice president, corporate relations, Deere & Company; and Charles W. Parker, Jr., corporate vice president, Allis-Chalmers Corporation. At right, Andrew J. Schroder, III, senior



vice president, administration, General Foods Corporation, discusses a recent 4-H publication with Grant Shrum, president, National 4-H Council. Other members of the committee are Robert T. Crosby, manager, public affairs operations, Standard Oil Company, (Indiana); George H. Kyd, division vice president, public relations, Ralston Purina Company; David J. Metz, vice president and director, corporate communications, Eastman Kodak Company.

Bike Safety Consortium Formed



Organizations concerned about bike safety have formed a national coalition to pool their efforts to develop the best possible educational materials on bike maintenance and safe use. Both National 4-H Council and Extension Service, USDA are members of the group, called the National Bicycle Education Consortium. The consortium has received a \$5,000 challenge grant from the Bicycle Manufacturers Association to raise \$10,000 as start-up funding for the project.

The goal is to develop a comprehensive set of educational materials for age groups to be developed jointly and produced independently by each member for use with its own constituency.

Sears, Roebuck and Co., Skid Lid Manufacturing Co., Burley Design Cooperative, American Income Life Insurance, and Campbell Soup Company have pledged support of the project.

National 4-H Council has been designated by the consortium to receive and manage funds contributed to this project.

4-H International Programs Scheduled

Nearly 200 4-H members and alumni from 42 states departed mid-June for 30 countries as part of the International Four-H Youth Exchange (IFYE) program.

As IFYE representatives, 73 of these young people, ages 19-25, will spend two to six months living with host families in such places as Antigua, Australia, Barbados, Costa Rica, Egypt, Finland, Germany, India, Jamaica, Japan, Trinidad and Tobago. Many will work with youth to improve their language skills and will pursue special interests.

Financial assistance for exchanges is made possible in East Asia by *Ford Motor Company Fund*; in Caribbean and Latin American countries by *EXXON Corporation*; in Greece by *Gerber Baby Foods Fund*; and in Germany by *Ford Motor Company Fund*. Additional support is provided by friends of 4-H in the states of participants and by the private sector through National 4-H Council.

Also this summer, 108 4-H IFYE Ambassadors, ages 15-19, and their group leaders are spending four to six weeks in cross-cultural learning experiences in nine countries. Special interest programs, designed to allow 4-H members an opportunity to expand their experiences and to gain new perspectives on current 4-H pro-

gram studies, are being held in several countries: camping in Sweden; the dairy industry in Switzerland; clothing and fashion design in Italy; and horse and sheep studies in England and Wales.

IFYE Ambassadors are also traveling to Canada, Denmark, Germany, New Zealand, Trinidad and Tobago, the United Kingdom and Wales. In a special foods seminar, IFYE Ambassadors are spending six weeks living with host families and studying food preparation and production in Paris, Brussels and the Netherlands.

Also during the summer, 140 IFYE delegates and ambassadors from 30 countries arrived in the United States to live and work with American host families.

Two other young people departed mid-June for Switzerland and Germany as part of the 4-H International Agricultural Work Experience program. In this six-to-12-month program, participants receive on-the-job and in-service agricultural training on farms specializing in a particular agricultural production area.

4-H International programs are arranged by National 4-H Council in support of the 4-H program of the Cooperative Extension Service of state land-grant universities and the U.S. Department of Agriculture.

Marketing Effort Made For National 4-H Center

Located in suburban Washington, D.C. just minutes from the nation's capital, the National 4-H Center's conference and residential facility is an ideal site for educational conferences and meetings. While the primary purpose of the Center is to serve the needs of 4-H and the Cooperative Extension Service, the Center often has the capacity to serve other educational groups as well.

Over the past several months Council staff has developed new marketing tools to inform groups about the exceptional facilities available at the Center. Council has also engaged a consultant to assist the staff in developing new approaches for reaching appropriate Center users.

Council's president, Grant Shrum, has written to all U.S. Senators and Congressmen encouraging them to recommend use of National 4-H Center by constituent youth groups. Secretary of Agriculture John Block has given enthusiastic leadership in promoting educational use of the Center by other cabinet members, informing them of the facilities available for their conference needs. State 4-H leaders are working cooperatively with their state superintendents of schools to increase participation in Washington Focus, a year-round program for youth groups to help teens develop leadership skills and learn about their federal government. Similar efforts have been made by state Extension directors serving on Council's board of trustees to encourage land-grant university staffs to use the facility for educational needs in the Washington area.

To create greater public awareness of National 4-H Center locally, appropriate Washington area constituencies are being invited to visit the Center on special occasions.

A 6-minute slide/tape presentation on Center facilities has been developed by Council and is available for use by all of these groups.

Missouri To Support Major Renovation Project At National 4-H Center

The Missouri 4-H Foundation has approved a plan for major renovation of the Missouri Room and the adjacent Danforth Court at National 4-H Center. The plan includes remodeling and redecorating the 225 capacity conference room and providing a more convenient and attractive rear entrance to the Center's main lobby through Danforth Court.

The Missouri 4-H Foundation has announced a fund-raising goal of \$85,000 for the project. The Ralston Purina Trust Fund in St. Louis has made a grant of \$25,000 in support of the renovation of Danforth Court.

4-Hbriefs



During a special session for members of the Auxiliary to the American Optometric Association at the National 4-H Center, Grant A. Shrum, second from right, president, National 4-H Council, presented a report on 4-H work in vision education, supported by AOA and its auxiliary, to Dr. Al Bucar, vice president of AOA. Participating in the presentation were Joy Thaxton, auxiliary president, and Dr. Joel Zaba, chairman of the communications division, AOA.

AOA Auxiliary Visits 4-H Center

More than 100 members of the *American Optometric Association Auxiliary* were hosted at the National 4-H Center June 29. The group and several members of AOA, which held its annual meeting in Washington, D.C., had an opportunity to learn more about the Citizenship-Washington Focus program and aspects of 4-H vision education. The Auxiliary sponsors a summer fellowship for an optometric student to give workshops for CWF participants. During the week, the AOA also received the coveted Partner in 4-H award from Dr. Eugene Williams, deputy administrator, 4-H Youth, Extension Service, USDA.

New 4-H Educational Aids Available

A new intermediate level food and nutrition unit, "Fit It All Together: Food and Fitness Choices For You," has been produced with funding from *General Foods Corporation*. The popular 4-H "Exploring the Worlds of Plants and Soils" series of manuals and leader guides is going through a major revision supported by a grant from *Pioneer Hi-Bred International, Inc.* Six new slide/tape units and supportive materials for the 4-H horse program have been added to the expanding horse slide/tape series funded by *Purina Horse Chows, Ralston Purina Company*.

Rotary Club Recognizes National 4-H Center

The National 4-H Center is represented as one of Montgomery County's prominent institutions on the Bethesda-Chevy Chase Rotary Club's banner, which was pre-

sented to Grant A. Shrum and other guests during the club's 50th anniversary luncheon April 15. Other organizations featured on the banner are the National Institutes of Health, the National Naval Medical Center and the National Capital Area Council Headquarters of the Boy Scouts of America. The organizations also are featured on the cover of the weekly club bulletin. The banner receives wide visibility since banners are presented as gifts to visiting Rotarians and dignitaries.

4-H Donors' Conference Planned For September

The 36th National 4-H Donors' Conference will be held at The Palmer House in Chicago September 22 and 23. The theme for this year's conference will be the new national 4-H theme, "4-H: Building on Experience." On the agenda for the conference are planning for National 4-H Congress and the long-range planning process for Extension and 4-H in the '80s.

Commodity Marketing Symposium Offers Hands-On Learning

Forty-nine 4-H delegates from around the United States spent a week in Chicago in April attending the 32nd National 4-H Commodity Marketing Symposium. The symposium, sponsored by the **Chicago Board of Trade** and arranged by National 4-H Council, gives participants the opportunity to experience commodity marketing at work. Delegates learn about futures contracts, pit trading, hedging, speculation and international trade. They tour the Chicago Board of Trade and participate in simulated pit trading.

Exchange Club Donates Freedom Shrine to Center

Reproductions of 28 historical American documents, designed as a "Freedom Shrine," have been contributed to 4-H by the Bethesda-Chevy Chase Exchange Club. Handsomely mounted, the broad range of documents of historical significance includes Jefferson's rough draft of The Declaration of Independence, The Bill of Rights, Lincoln's Second Inaugural, and Japan's surrender in the Pacific during World War II. The documents have been placed in the alcove of Beatrice Assembly Hall where they can be viewed and studied by all who come to participate in programs at National 4-H Center.

NATIONAL 4-H NEWS Plans Agricultural Issue

Staff of NATIONAL 4-H NEWS, the magazine for 4-H volunteer leaders, is gearing up for a major focus issue on agriculture for November. Besides articles on agri-careers, commodity marketing, and the future of agriculture, the November NEWS will also carry the 4-H DIGEST on animal science projects and the third edition of the popular Animal & Breed Association Youth Services Directory.

Kiwanis—4-H Publish Cooperative Guide

Over the years, local Kiwanis clubs and 4-H groups have worked cooperatively on programs of mutual benefit. These programs have strengthened the community service work of both groups. The Galveston, Texas Noon Kiwanis Club and National 4-H Council are jointly publishing



Allis-Chalmers Corporation has made a loan of lawn equipment to National 4-H Council for the maintenance of the National 4-H Center grounds. The corporation has been providing Council with up-to-date equipment since 1966. Arrangements for the long-term loan were made by Charles W. Parker, corporate vice president, who serves on Council's resource development committee and public relations advisory committee. Pictured here on the Allis Chalmers lawn tractor is grounds crew member, Luther Earl.

a guide for use by Kiwanis clubs and Extension Service personnel. Programming suggestions in the promotional guide are based on outstanding programs sponsored for 15 years by Kiwanis Clubs in Galveston and across the country as well as an update of the successful guide entitled, "Kiwanis—4-H Kinship," first published 20 years ago. The new guide is scheduled to be in print this fall.

President Reagan Joins Ag Day Festivities

On National Agriculture Day, March 21, President Reagan visited the U.S. Department of Agriculture to pay tribute to American farmers and to USDA employees for their part in contributing to the success of American agriculture. Following his remarks, President Reagan and Secretary of Agriculture John Block stopped to chat with some 4-H'ers from Loudoun County, who had been invited to the ceremony to show one of the Polled Hereford heifers they are exhibiting this summer.

Donor Reps Visit Center

Donor representatives who visited the National 4-H Center during the last quarter: Luther C. McKinney, W. Thomas Phillips and Marsha Watts, *The Quaker Oats Company*; John White, *The Coca-Cola Company*; Robert G. Laidlaw, *Coats & Clark Inc.*; Reynold W. Malmer, *American Optometric Association*; Mildred Yarrington and Mrs. D. W. Thaxton, III, *The Auxiliary to the American Optometric Association*; William P. Harsh, *Hallmark Cards*; Pam May, *Simplicity Pattern Company, Inc.*; N. P. Peters and Grace Johnson, *White/Elna Sewing Machine Company*, Robert



Raymond McHenry, a 10 year old 4-H'er from Loudoun County, shakes the hand of President Reagan. He and brother, Duncan, 11, left, attended the ceremony to show their Polled Hereford heifer. Accompanying President Reagan is Secretary of Agriculture John Block.

LoConte, Bob Mullock, and Jack Stief, *Insurance Company of North America*; Trécie Fennell, *General Foods Corporation*; Robert Fordyce, *Eastman Kodak Company*; Maurice Parisien, *Ralston Purina Company*; Richard W. Jordan, *Stanley Home Products*; Ken Miller, *Weyerhaeuser Company Foundation*; and Herman Hossfeld (retired), *International Paper Company*.

National 4-H Week Set for October 2 - 8

"4-H: Building on Experience" will be the nationwide theme for 4-H for a two-year period beginning with National 4-H Week, October 2-8, 1983.

The theme poster was adapted from a design by 4-H member Carl Cleghorn, 17, of Tennessee. The theme reflects how each 4-H member builds a foundation for life through a learn-by-doing process. It suggests that 4-H is based on the solid experience of the professional staff, volunteer leaders, parents and family members, and business and government leaders.

The theme will be used to create public awareness of 4-H during National 4-H Week in communities across the nation. National 4-H Council has cooperated with Extension Service, U.S. Department of Agriculture, to produce a promotion kit for each county Extension office. Included in the kit are practical ideas for telling the 4-H story throughout the year.

Special ads have been developed for newspapers and magazines. The ads and a reproduction sheet of art, including the new poster, will be shared with donor companies for use in their company publications. Seven public service television announcements will be provided through Council. The spots will feature President Ronald Reagan; country western singers Mickey Gilley and Eddie Rabbit; country comedian Jerry Clower; former 4-H'ers, country western singer Johnny Lee and Teddie Gentry of the recording group Alabama; and a Maine 4-H club.



4-H: Building on Experience



Each year outstanding 4-H alumni spend the summer on the staff of National 4-H Council, serving as program assistants for the Citizenship-Washington Focus program. Most program assistants, who make valuable contributions to the program and serve as role models, participate in the program through fellowships from the private sector. This year fellowships have been provided by the American Optometric Association Auxiliary, Conoco, Inc., Dresser Foundation, Inc., Educational Communications, Inc., Farmland Industries, Getty Oil Company, The Hallmark Educational Foundation, Illinois State 4-H Foundation, Sterling Drug Inc., the Dot Emerson Commemorative Fund and the Norman C. Mindrum 4-H Education Fund.

Teens Get First-Hand Look At Government At Work

Nearly 5,000 teenage 4-H members from throughout the country are getting a first-hand look at the way their government works during week-long programs, called Citizenship-Washington Focus (CWF), held at National 4-H Center.

Using the nation's capital as a classroom, the program includes a day on Capitol Hill to meet with members of Congress, visits to federal agencies and organizations, and field trips to historical and cultural sites.

At the Center, workshops and seminars focus on citizenship and leadership skills and ways to apply those skills in their own communities and 4-H clubs.

One 4-H'er's response to her CWF experience typifies that of participants: "I was somewhat interested in politics and government before this trip, but this experience proved to me that I can be important as a citizen and should take advantage of my rights. My Washington experience also gave me a better understanding of the American democratic form of government and motivated me to become an active and concerned citizen."

Young 4-H alumni, who serve as program assistants and contribute significantly to the success of the program, are supported by scholarships from the private sector.

Illinois Club Wins Help Young America Highest Honors

The Arrowcrest 4-H Club, Crescent City, Illinois, captured the grand prize of \$3,000 in the 11th annual Help Young America campaign sponsored by Colgate-Palmolive Co. The club created a community center for both teens and senior citizens. Initially conceived as a way to prevent "hot rodding through the town" and to provide youngsters with a recreation center, the concept was expanded to include the older residents.

Judges for the Help Young America campaign, which involved five other youth organizations, were Arthur Ashe, Dr. Joyce Brothers, Dick Clark, Tony Randall and Fred (Mr.) Rogers.

A second prize of \$500 went to the Calico Gals 4-H Club, Walthill, Nebraska, and a third prize of \$300 to Belle-Clair 4-H Club, Belleville, Illinois. More than 50 additional clubs qualified for prizes of \$100 and \$50.



CWF participants learn first-hand how their government works.