

# Quarterly

National 4-H Council

Volume 2 Number 4

Fall 1984

## 1984 Donors Conference Focuses on Needs of Youth

Understanding the needs of today's youth who live in a stress-filled and complex society—coupled with the importance of promoting 4-H visibility by targeting and defining audiences—were two key issues discussed at the 1984 National 4-H Donors Conference.

At the conference, held at the National 4-H Center, September 20-21, representatives from more than 50 donor corporations joined in group sessions and attended presentations highlighting ways to improve programs, increase 4-H visibility on the national and local levels, expand resources and gain more financial support from both the private and public sectors.

A keynote speaker at the conference was Dr. Merton P. Strommen, president and founder of the *Search Institute* in Minneapolis, Minnesota, and initiator of a recent project entitled "Young Adolescents and Their Parents." "Identity, self-insight and confidence, friends, responsibility, and an ability to express intimacy are issues of concern for parents and youngsters," he said. He stressed the need to address disturbing findings such as an increase in the amount and frequency youngsters are consuming alcohol, engaging in premarital sex, and watching television.

John Ashford, *Matt Reese and Associates, Inc.*, a public relations firm in Washington, D.C., another keynote speaker at the conference, called for action to increase involvement in and awareness of 4-H. "To get people to care about 4-H there must be repetitive, persuasive communication about 4-H," he said. "Whether it is through media, mail, telephone or in person, audiences must be targeted. We have to stop talking to ourselves and approach outsiders."

Donald L. Stormer, deputy administrator, 4-H/Youth, Extension Service, U.S. Department of Agriculture, who spoke about "4-H in the Next Decade," emphasized environmental issues, technological training and the role 4-H can play in helping to strengthen the family unit.

Stormer also expressed optimism about The Campaign for 4-H by saying he expects even greater support from the private sector. "As this campaign unfolds we will



New donors, honored at a special presentation during the National 4-H Donors Conference included, left to right; E. Norris Tolson, director, agrichemicals marketing, E. I. du Pont de Nemours & Company; Sam Lee, regional sales manager, Pioneer Hi-Bred International, Inc.; Dr. Russell Malone, Director, Information Services Department, American Speech-Language-Hearing Association; Tim Kellogg, director, corporate and community relations, Motorola, Inc.; and Chet Dickerson, director, agricultural affairs, Monsanto Company.

## Donors Updated on Campaign for 4-H

Robert B. Gill, vice chairman, *J. C. Penney Company, Inc.*, a member of Council's Board of Trustees and chairman of The Campaign for 4-H, updated 4-H Donors Conference participants on the campaign. As of September 17, the campaign commitments reached \$15.5 million, 30.6 percent of the total campaign goal of \$50.6 million. Included in this figure is \$980,420 in new program support from 64 donors, he said.

Gill said the corporate community, which comprises 84 percent of current donors, pledged \$14.3 million in corporate commitments to the campaign. Twenty-three of the major corporate donors have made five-year and one-time gifts totaling more than \$9 million. Additionally, he said 114 proposals have been submitted to corporate prospects for new program areas.

Gill told the group that in the foundation and individual gift areas, commitments totaling \$3.5 million from foundations and \$1.1 million from individuals are expected by the end of the year.

"On the state and local level," Gill said, "during the time that the private sector community has been making commitments to the campaign, the 4-H family has been gearing up for their participation. Campaign visits have been held with key 4-H leadership in 40 states and all states will be visited prior to National 4-H Congress. Several states have established concurrent campaigns for state and local needs."

Gill said that while he is pleased with the progress of the campaign, "we are a long way from the total objective."

Gill concluded his remarks on a note of confidence, "The purpose of the campaign is to provide more opportunities for more boys and girls and volunteer leaders through 4-H. There is no more important challenge on the national agenda than to prepare our young people to accept responsibility for the world they will inherit. With the help of the private sector, 4-H can meet this challenge."





John Mitchell, Johnny's father, shows a group of fourth graders from Effingham County Elementary School catfish eggs laid in pipes.

## 4-H Fish Project Turns Into Family Business

What started out as an eighth grade 4-H fishing project six years ago is a booming business today.

Johnny Mitchell of Springfield, Georgia, a sophomore at Georgia Southern College, dug his first pond for fishing in 1974. Johnny's interest in the pond turned into a 4-H fishing project, a water quality project, and finally he began to hatch fingerlings as a project. Johnny read everything he could about catfish and consulted with the county Extension office and Extension specialist George Lewis, head of Extension's new aquaculture and fisheries department. As Johnny began to learn more and more about hatching fingerlings, the larger his catfish operation became.

In 1983, he was sectional winner in the 4-H wildlife and fisheries program. The program is sponsored by **National Wildlife Federation**, Vienna, Virginia and **Tenneco Inc.**, Houston, Texas.

Today, the entire family is involved in marketing the more than 4 million catfish

fingerlings they hatch each year. At five to 45 cents apiece, these fingerlings are bringing in a nice income for the family. However, the family works year-round and especially hard in the spring when the brood catfish lay their eggs in 12-inch pipe sections placed around the edges of the ponds.

The Mitchell family is part of the fast-growing catfish industry. According to recent statistics from the U.S. Department of Agriculture, the amount of catfish sold by U.S. farmers increased from 10.5 million pounds in 1975 to 155 million pounds in 1983. Statistics also show that use of catfish meat still is on the upswing. For the month of June, the total production was 10.7 million pounds, more than the entire annual figure nine years ago. In July, farmers produced 11.3 million pounds of pond-grown catfish.

The booming catfish industry also is a "bright spot" in the feed and soybean industries, said Debby Mohr of the American

Soybean Association. It takes 1.5 to 1.7 pounds of feed to make one pound of catfish. Catfish farmers in Mississippi feed their fish more than two million bushels of soybeans a year. And, catfish farmers say that their markets have nowhere to go but up.

## Multi-Year Commitments to The Campaign for 4-H

A total of 23 national 4-H donors have pledged to continue support of 4-H programs by making five-year commitments through The Campaign for 4-H. The newest contributors to join the list are:

**Kerr Glass Manufacturing Corporation** of Los Angeles, California, has made a five-year pledge to sponsor the national 4-H food preservation awards program. Kerr has contributed to the food preservation program for 56 years, and in 1982, Harold A. Metsker, vice president and general manager, Consumer Products Division, received the "Partner-in-4-H" award.

**The Goodyear Tire & Rubber Company** of Akron, Ohio, a donor for 12 years, has generously pledged a five-year commitment to 4-H teen leadership development. Throughout the years, Goodyear has not only provided general support to 4-H but also has contributed to the National 4-H Center capital expansion campaign and the national 4-H bicycle awards program.

*continued on page 5*

## NEW DONORS

During the summer and early fall, National 4-H Council, through The Campaign for 4-H, has gained new support from the following donors:

**Ex-Cell-O-Corporation** of Troy, Michigan and **AgriPro Seeds, NABP, Inc.** of Shawnee Mission, Kansas, have both made contributions to the national 4-H education fund.

New donors to the national shooting sports program are **Caswell Equipment Company, Inc.** of Minneapolis, Minnesota; **Interarms, North American Group** of Alexandria, Virginia; and **Sloans Sporting Goods Co. Inc.** of Ridgefield, Connecticut.

**Frost Insurance, Inc.** of Hendersonville, Tennessee and **Cargill, Nutrena Feed Division** of Minneapolis, Minnesota, have pledged new support to the dairy awards program.

Other new donors include the **American Speech-Language-Hearing Association** of Rockville, Maryland, for sponsorship of a Citizenship-Washington Focus Fellow; the **Morgan Horse Development Institute** of Greenville, Delaware, for support of the 1985 horse event; and **Motorola, Inc.** of Schaumburg, Illinois, for sponsorship of the 1985 electric energy event.

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**Quarterly**

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

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# 4-H Recognizes Eight Outstanding Alumni



Albert Gore, Jr.



W. D. "Berry" Gray



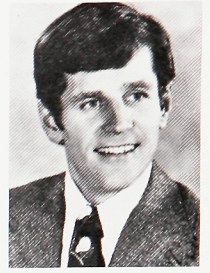
James Baxter Hunt, Jr.



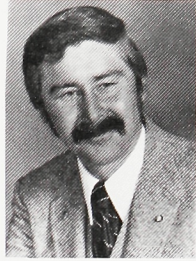
Dr. John K. Matsushima



Jane Carmack Smith



Jess Stairs



Willard Carl Tripp



Arlene Conzelman Viersen

Each year at National 4-H Congress, eight former 4-H'ers are recognized for their contributions to community service and to 4-H. The eight 4-H alumni being presented with the coveted Gold Key Award by the Friends of National 4-H Council this year are: **U.S. Representative Albert Gore Jr.** of Carthage, Tennessee; **W. D. "Berry" Gray**, a farmer and chairman of the Richmond County Board of Supervisors in Virginia; North Carolina Governor **James Baxter Hunt Jr.**; **Dr. John K. Matsushima**, Colorado, a professor and well-known authority on beef nutrition; **Jane Carmack Smith**, a Maryland farm wife and homemaker; **Jess Stairs**, a state legislator from Acme, Pennsylvania; **Willard Carl Tripp**, a Minnesota dairy farmer; and **Arlene Conzelman Viersen**, a Nebraska cattle rancher.

Congressman Gore was a 4-H member in Smith County, Tenn., for four years. He exhibited purebred Angus cattle at the Smith County Fair and attended Crossville 4-H Camp for three years. Gore, an honors graduate with degrees from Harvard University and the Vanderbilt University Schools of Law and Religion, first won election to the U.S. House of Representatives from Tennessee's fourth Congressional district in 1976. Gore attributes 4-H with giving him citizenship, leadership and public speaking skills that helped pave his way toward a successful career as a politician. He continues his career in 4-H by speaking to youth groups, hosting 4-H'ers visiting Washington, D.C., and hosting tours and contests on the family farm.

Gray spent six years as a 4-H'er in Richmond County, Va. During that time, he excelled in swine and beef projects, winning honors at the county fair, as well as exhibiting vegetables from his gardening project. He has been a member of the Richmond County Board of Supervisors for 33 years and served as its chairman for 13 years. He also was active in the county Young Farmers' Club and the Farm Bureau. He was a key figure in the construction of a new church for which he donated land. Gray has assisted 4-H in many ways, from working at county fairs to being director on the 4-H Education Center Board.

Hunt was a 4-H member in Wilson County, N.C. He was president of the Rock

Ridge 4-H Club, and the county dairy winner for two consecutive years. Hunt received his law degree from the University of North Carolina, and earned other degrees in agricultural education and agricultural economics at North Carolina State University. Hunt and his family spent two years in Nepal where he worked in the development of agricultural practices. He also helped organize a service similar to that of the Cooperative Extension Service and a youth program modeled on 4-H. He continued his involvement with 4-H by serving as a volunteer leader. Hunt says, "4-H gave me the basis for leadership and the enthusiasm to fight for what I believe in."

Matsushima spent three years as a 4-H member in Weld County, Colorado. He concentrated on beef fattening activities for his 4-H projects. Matsushima was the recipient of a Union Pacific scholarship for his studies in animal husbandry at Colorado State University, where he is a professor in the animal science department. He received his Ph.D. at the University of Minnesota and joined the University of Nebraska animal science department as an assistant professor. Matsushima said 4-H participation influenced his career choice in the field of beef nutrition.

Smith spent eight years as an organizational leader for a girls 4-H club in Frederick County, Md. She and her husband were instrumental in establishing a 4-H camp and activity center. She hosted youth from India, Brazil, Philippines, and Ecuador who were participating in an International Four-H Youth Exchange program, hosted 4-H'ers on an interstate exchange from Wisconsin, and has been active in local philanthropic organizations such as the March of Dimes. Smith has continued her interest and enthusiasm for 4-H by involving her three sons in the organization.

Stairs was a 4-H member in

Westmoreland County, Pa. for 10 years. He served as president of the county 4-H council and was an International Four-H Youth Exchange delegate to India in 1964. Stairs also was a member of the Westmoreland County dairy judging team for five years and an advisor to the state leadership school. Stairs graduated from Pennsylvania State University with a bachelor's degree in dairy science and has a master's degree in guidance counseling. He has been in the Pennsylvania State House of Representatives since 1976. Stairs also has been a teacher and operates the family dairy livestock farm where he still lives. Stairs says 4-H not only influenced his choice of a college major - dairy science - but also his career.

Tripp was a 4-H member in Rice County, Tenn., for 10 years. In addition to being club president, secretary and treasurer, Tripp was recognized as the outstanding 4-H dairy member and received the county 4-H foundation calf. Tripp has been a 4-H volunteer leader for more than 20 years. He serves as an alternate director for the Minnesota Dairy Association Board; president of the Rice County Dairy Association since 1979, and serves on numerous local business and agricultural committees. Tripp also is actively involved in working with visually handicapped children and the Minnesota Braille School for the Blind. Tripp credits 4-H experiences for his success in life and said 4-H projects helped him continue expanding his farm enterprise and his involvement in local, county and state activities.

Viersen, together with her husband, Martin, owns a 10,000-acre cattle ranch in the Sandhills area. She still remembers her experiences as a 4-H member in Perkins County, Neb. some 49 years ago. Viersen has received many honors for her outstanding work in range management and soil conservation. She contributed her time and talents to more than 200 4-H members in her 26 years as a 4-H volunteer. She has been involved with 4-H home environment projects and attended a National 4-H Volunteer Leader Forum in Washington, D.C. and several North Central Regional Forums. She said her richest reward is "seeing youth excel as they make the best better through their 4-H efforts." She has organized seven 4-H clubs in the past 25 years.



## Campbell Soup Welcomes 4-H Leaders

A sign posted on the fence outside **Campbell Soup Company** facilities in Camden, New Jersey, read, "WELCOME 4-H." Many Campbell employees wore buttons that said, "I am a 4-H alum" and representatives from various departments graciously demonstrated their roles at Campbell Soup Company to a group of 74 volunteer leaders interested in food and nutrition.

The trip to Campbell, September 12, was the highlight of a week-long program of events and workshops for volunteer leaders from 30 states and Puerto Rico. The National 4-H Leader Forum was held at the National 4-H Center for the sixth consecutive year. Campbell, sponsor of the forum, opens its doors to the 4-H leaders every year as part of the program.

The purpose of the forum is to prepare participants to work with other 4-H volunteer leaders and Extension staff of state Cooperative Extension Services to increase teaching effectiveness, identify and make use of community resources, build careers into nutrition programs, improve programs, and exchange program ideas.

The visit to Campbell gives 4-H leaders an opportunity to meet company officials, learn about food and nutrition, and explore career opportunities in the food industry. This year, the buzzword is "physical fitness" and the day's activities began with a tour of the new Campbell Turnaround Fitness Center for Campbell employees. Lee Dukes, director of the Institute for Health and Fitness, said, "The objective is to help Americans be active and keep fit." Campbell's president, R. Gordon McGovern, said he wants to promote the conception of the company as a "well-being" company. "I want to get the salt down, the fat down, and get current with the way people are reacting," he said.

McGovern also spoke to the group about the company's emphasis on quality improvement to compete in the world agricultural markets. A Hawaiian delegate presented McGovern with a lei as an expression of thanks to Campbell for the support of this national forum.

John Dielueterio, director of personnel at Campbell, spoke about career opportunities for youngsters and outlined some of the qualities Campbell looks for in their employees. "4-H is very important on the resume, especially if a youngster plays a leading role in 4-H," he said. "We believe those kids are successful because they can relate to others, they have compassion and understanding and an ability to talk to people and ask questions."

Other places visited on the tour included research laboratories, creative kitchens, photography studios, a nutritional analysis lab, research departments, and the consumer relations division, where more than 100,000 letters from consumers were answered last year.

The 4-H leaders participated in a taste test. They were served lunch in the

Harvest Room and viewed Campbell's new slide tape set on physical fitness and good nutrition, entitled "Turnaround." This slide tape set will be made available to states for use in local 4-H training.

The day's events also included a trip to Philadelphia to visit Independence Hall and the Liberty Bell and ended with dinner at Harbor Place in Baltimore.

A banquet was held Thursday evening at the National 4-H Center. 4-H food and nutrition and health program donors were recognized. Trécie Fennell, associate manager, Corporate Communications, **General Foods Corporation**, sponsor of the national 4-H food-nutrition awards program; Joanne Beckmann, director, Education and Research, Consumer Products Division, **Kerr Glass Manufacturing Corporation**, sponsor of the national 4-H food

preservation awards program; Bette Jane McCabe, and Beth Bronner, representing **Nabisco Brands, Inc.**, sponsor of the national 4-H bread awards program; and Zoe Coulson, vice president, Consumer Services, **Campbell Soup Company**, spoke to leaders and reconfirmed their support for 4-H.

Joan Cauley, a 4-H leader from Georgia, said the leaders were impressed with the "we care" attitude of Mr. McGovern and his staff at Campbell. She also expressed appreciation to all donors of 4-H awards programs related to food and nutrition.

"Our common thread will continue to link us with 4-H pride as we return home to share the knowledge and experience that we gained here with our 4-H'ers back home and other leaders across the nation," she said.



Charlie Estey, fitness technician, Campbell Soup Company, shows 4-H nutrition leaders the new Turnaround Fitness Center for Campbell employees.

Doris Aldridge, supervisor, Sensory Evaluation Center, Campbell Soup Company, explains taste testing procedures to the 4-H leaders.





Members of the Hoey Family with First Lady Nancy Reagan at the White House. The Hoey family was one of nine families to receive the "Great American Family" award.

## 4-H Family Honored at White House as "Great American Family"

Not everyone gets invited to dinner at the White House, but the Hoey family of Tulsa, Oklahoma, came all the way to Washington, D.C. for a special reception given by First Lady Nancy Reagan.

Avis and Paul Hoey and their eight children, all 4-H'ers, were honored at the White House this summer along with eight other families who received the "Great American Family" award.

The awards program is sponsored by the American Family Society, an independent, non-profit organization which helps Americans improve the quality of family life. Candidates were judged on individual growth, teamwork, and community service.

The families brought to Washington, D.C. were given a tour of the nation's capital and an opportunity to meet with their state representatives in Congress. But the highlight of their trip was an honor ceremony on the south lawn of the White House and a reception in the state dining room hosted by Mrs. Reagan, with Willard Scott of the NBC "Today" Show as master of ceremonies.

"It was a marvelous and exciting experience — Nancy Reagan was extremely gracious," said Mrs. Hoey.

Mrs. Hoey became a 4-H'er when she was nine years old and continues her involvement in 4-H. Today, she and her husband are 4-H leaders. They are actively involved in a 4-H clown club which does clowning for hospitals and nursing homes and teaches other 4-H groups clowning as a citizenship project.

Not only is the entire Hoey family dedicated to 4-H, but almost all of them

have been state or national winners in various programs.

Paul Jr., 26, won a state award in 4-H for a forestry project and attended National 4-H Congress. Today he is a vocational agricultural teacher and continues to volunteer for 4-H. Nancy, 24, was a national scholarship winner in food and nutrition and now is a 4-H leader in Okmulgee, Oklahoma. Tina, 22, was a national winner in the 4-H bread project. Marilou, 21, was a state winner in photography. Mike, 19, was a state winner in home environment and achievement. Philip, 16, currently is involved in the citizenship and clothing projects. GERALYN, 14, is interested in the 4-H leadership program, record books and sewing; and Denise, 11, the youngest Hoey child, is interested in music and art.

In addition to their outstanding performances in 4-H, Mr. and Mrs. Hoey also are active in PTA, church groups, and fund raising for such charities as Multiple Sclerosis, Muscular Dystrophy, the American Cancer Society, and the March of Dimes. They also have established a recreational program for children in a low-income area of the city.

Mrs. Hoey credits 4-H with helping her raise her children, who have become assets to their communities. She is especially grateful to the many donors who sponsor 4-H programs. "The education my daughter got from the photography program sponsored by *Eastman Kodak Company* is invaluable," she said. "It would have cost hundreds of dollars for that education and when you are raising eight children you can't afford it."

"One of the best things about 4-H," she added, "is that there are programs for everyone and no matter what the economic level of the family, everyone can participate."

The Hoey family was chosen from among hundreds of families honored in local community ceremonies during National Family Week, held during Thanksgiving week, 1983. Mrs. Hoey credits 4-H for getting them to the White House. She said, "Without the record books we kept through the years we never would have been able to fill out the paperwork for the honors program."

## Multi-Year Commitments

*continued from page 2*

*The Santa Fe Railway System* (including *Gulf Central Pipeline Company*) of Chicago, Illinois, has been a 4-H supporter for 62 years. Santa Fe has supported the educational awards and scholarships program since 1951. They recently signed a pledge to continue this support for a five-year period. John S. Reed, former chairman of Santa Fe Industries, serves on the National 4-H Council Campaign Committee.

The sponsor of the national 4-H horse awards program since 1978, *American Quarter Horse Association* of Amarillo, Texas, has pledged to continue their support of this program through a five-year period.

*The Monsanto Fund*, of St. Louis, Missouri, most recently pledged to support the 4-H Teen Leadership Forum, "Profiles For Tomorrow" for five years. Monsanto has provided general support to 4-H for 28 years and also contributed to the expansion of the National 4-H Center. In May, Nicholas L. Reding, executive vice president of Monsanto Company, was elected to Council's Board of Trustees and Campaign Committee.

*Ford Motor Company Fund*, a 37-year donor, has pledged a five-year commitment plus a one-time gift to support the International Four-H Youth Exchange program. Ford has been a contributor to the international program since 1964. They also have pledged a five-year plus one-time gift to support the national 4-H achievement awards program. Harold A. Poling, executive vice president, North American Automotive Operations, serves as chairman of Council's Board of Trustees and is a member of the Campaign Committee.

A 4-H donor for 26 years, *E. I. du Pont de Nemours & Co.* of Wilmington, Delaware, has made a five-year commitment to support a national agriculture scholarship program. This new program was developed to initiate a national 4-H agriculture scholarship and career educational program aimed at encouraging minority youth to pursue careers in agriculture.



## 4-H Gets National Recognition for Safety

4-H was one of nine national organizations recognized for work in safety programs in Washington, D.C., September 10, during a ceremony sponsored by the National Organization on Disability. The event, hosted by Senator Robert Dole, (R-KS), and Secretary of Transportation Elizabeth Dole, kicked off a promotional tour to prevent disabling accidents and injuries. James Williamson, Delaware, a 1983 national winner in the 4-H safety program, sponsored by **General Motors Foundation, Inc.**, accepted the award on behalf of 4-H. Diane Eberle, a 4-H'er from Lone Rock, Wisconsin, received one of the three individual safety awards presented by Avon Products, Inc. for exceptional contributions to safety programs. Also present at the ceremonies was British actor David Prowse, who played the role of Darth Vader in the "Star Wars" series. Prowse is special ambassador for the Decade of Disabled Persons, 1983-1992, as proclaimed by President Reagan.



*Delaware 4-H'er James Williamson (center) receives safety award in behalf of 4-H from Sen. Robert Dole (R-KS), (left) and Transportation Secretary Elizabeth Hanford Dole (right).*

## National 4-H Week in the Nation's Capital

Banners were displayed and a host of events took place in the Washington, D.C. metropolitan area in celebration of National 4-H Week, October 7-13. While 4-H groups across the country participated in local happenings, 4-H groups from Washington, D.C., Maryland, and Virginia joined with National 4-H Council and the Extension Service, U.S. Department of Agriculture, to promote visibility for 4-H in the nation's capital.

Council staff escorted four area 4-H'ers to local radio and television stations, where the 4-H'ers presented the television weathermen and the radio personalities with handmade boutonnières. A major media campaign was launched to encourage interviews with 4-H'ers and volunteer leaders.

A highlight of the week was an open house at USDA, October 9, hosted by Donald L. Stormer, deputy administrator, 4-H; Mary Nell Greenwood, administrator, Extension Service; Ray Lett, a former 4-H'er and executive assistant to the Secretary of Agriculture; Kenneth Crosson, volunteer leader from the District of Columbia and a 1984 Salute to Excellence participant, and Stephanie Pardoe, Maryland, a national 4-H achievement winner and a 1983 recipient of The Presidential tray award. The Open House also featured exhibits from local area 4-H offices on topics such as: urban 4-H, egg quality, dahlia gardening, dairy, 4-H wilderness challenge, 4-H food and fitness educational aids, 4-H international programs and National 4-H Center promotion.

An Open House, October 11, was also held at the National 4-H Center. Tours of the Center were conducted, exhibits were displayed and entertainment was provided by a Maryland 4-H performing arts group. A buffet dinner was served.

As part of the visibility campaign, public service announcements with the theme, "4-H for Youth for America," were distributed to national radio, television, newspapers and magazines.



*During 4-H Week, an Open House was held at the National 4-H Center featuring entertainment, exhibits, crafts and animals. . . . tours of the Center and a buffet dinner. . . . something for everyone!*





# IN THE NEWS

The 4-H automotive care and safety program for teenage drivers across the country was mentioned recently in *The Firestone Tire & Rubber Company's* quarterly employee publication *Firestone Perspective*. The article features the Firestone Trust Fund's more than \$2 million in contributions to non-profit education, health, social, and cultural organizations last year. Firestone made the first major corporate multi-year pledge to The Campaign for 4-H.

**Ray Dankenbring**, former manager of special communications for *Ralston Purina Company* (and former 4-H donor contact for Ralston Purina) has opened his own business, *Dankenbring Creative Services*, in Kirkwood, Missouri. Dankenbring, a national 4-H alumni winner, was a 1945 national winner in the farm safety contest sponsored by *General Motors Corporation*.

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

**Mervyn H. Manning**, formerly vice president-general manager of *Ford Motor Co.* tractor operations, has been appointed president of Ford Asia-Pacific Inc. Manning will succeed **Alexander J. Trotman** who recently was named president of *Ford of Europe Inc.* *Ford Motor Company Fund* sponsors the national 4-H achievement awards program.

**Robert S. Bowen**, former group vice president of sales and marketing for *The Firestone Tire & Rubber Company*, has been named president of the Washington-based Computer Network Corp. With the move, Bowen has submitted his resignation from Council's board of trustees.

**W. M. "Dub" Jones**, chairman of the Agri Products Group at *Ralston Purina Company* and member of Council's board of trustees, spoke at the Canadian Feed Manufacturers Association's annual convention in Quebec City. "A brighter economic picture is ahead for farmers," he said. "In the forefront is a new breed of farmers who are more discriminating, more technology-oriented and more competitive."

**David L. Litten**, vice president, midwestern region, *Westinghouse Electric Corporation*, and a member of Council's board of trustees, was a recipient of the Honorary Alumni Award from Valparaiso University at a special luncheon held at the Union League in Chicago in October.

**C. M. Welch**, manager, Quality Projects, Westinghouse Productivity and Quality Center, *Westinghouse Electric Corporation*, spoke at the summer meeting of The American Society of Agricultural Engineers at the University of Tennessee in Knoxville. "Westinghouse is concerned over the shortfall of qualified individuals entering engineering and science majors at colleges and universities," he said. "This is one reason Westinghouse supports the 4-H electric energy program."

**C. Alan MacDonald**, president and chief executive officer, *Nestlé Enterprises*, White Plains, New York, has accepted an appointment to National 4-H Council's Advisory Committee. MacDonald has been president of the U.S. holding company for the Nestle Company since 1982. Nestle has supported 4-H for 25 years.

**Bette Jane McCabe**, senior vice president, Hill and Knowlton, the public relations firm for *Nabisco Brands, Inc.*, and **Robert P. Fordyce**, Consumer Markets Division at *Eastman Kodak Company*, both 4-H donor representatives, gave a presentation at the Southern Region 4-H Staff Development Workshop in Mobile, Alabama. Their presentation, "4-H Issues for the Future," focused on 4-H image and visibility. McCabe also spoke at the 4-H Megalopolitan Conference in New Jersey last April on the application of marketing techniques for 4-H promotion.

A recent *Quaker Oats Company* quarterly report, *Quaker Quarterly*, described the national 4-H plant and soil science awards program. The article explained how the program teaches youth about food production. The Quaker Oats Foundation and the Foods Division's Grain Research and Development Department cosponsor the awards program that in-

volves more than 200,000 young people each year.

**Donald L. Staheli** was recently named president and chief operating officer of *Continental Grain Company*. Staheli succeeds **Michel Fribourg** who will remain chairman and chief executive officer of the company, established by his family five generations ago in Belgium. Staheli, a former executive vice president, joined Continental in 1969. Wayne Feed Division of Continental Grain sponsors the 4-H animal science scholarships.

**Anthony Luiso**, senior vice president of *Beatrice Companies, Inc.*, has been named executive vice president of the parent company and president of the \$8 billion U.S. food segment of Beatrice. Beatrice sponsors the national 4-H home management awards program.

*The Upjohn Company* has named **Lawrence Hoff** as president. Hoff will succeed William N. Hubbard Jr. who is retiring. The Upjohn Company sponsors the national 4-H veterinary science awards program.

Noted muralist **Dean Fausett**, Dorset, Vermont, received an honorary Doctorate of Humane Letters from Eastern Illinois University. One of Fausett's works is "Head - Heart - Hands - Health," a commemorative mural in the lobby of J. C. Penney Hall at the National 4-H Center.

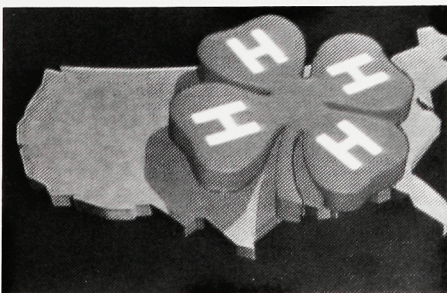
**William L. Jackson**, *Dart & Kraft, Inc.*, has been named chairman of Tupperware International. Jackson has been group vice president of Dart & Kraft, Inc. and president of Duracell Inc., both business units of Dart & Kraft. C. Robert Kidder will succeed Jackson as president of Duracell.

**James L. Ferguson**, chairman, *General Foods Corporation*, was quoted in the "Notable & Quotable" column of the *Wall Street Journal* on June 20 for his speech before the National 4-H Congress last year. He spoke to the 4-H group about career planning, getting a broad education, and the importance of good judgment and flexibility. General Foods is a sponsor of the national 4-H food-nutrition awards program.

## Public Service Ads Add to 4-H Visibility

New public service ads, "4-H For Youth For America," have been purchased by 38 states for use in TV and radio. The TV and radio spots, a joint effort of *National 4-H Council* and 4-H, *Extension Service, U.S. Department of Agriculture*, feature a new open and close — an animated symbolic map of the United States and a 4-H clover on top of it. The five 30-second television spots in the package focus on careers, community service, computers, food and fitness, and conservation. The radio spots have the same subject matter focus, and

feature (as do the television spots) the musical jingle, "4-H For Youth For America." In addition, print public service ads featuring the same theme will also give broad visibility in many national and regional magazines. Media planning to use the ads include: *Sunset Magazine*, *National Geographic*, *People*, *Cycle World*, *Hoard's Dairyman*, *Successful Farming*, *Today's Farmer*, *Ohio Farmer*, *Ohio Magazine*, *Health Care Systems* and a large number of special interest publications on horse, agriculture and health topics.



TV viewers around the country will soon be familiar with the animated opening and closing to new 4-H public service announcements. The photo was taken from a videotape.



## Survey Results Applaud Public Speaking Program

More often than not, we don't get a chance to find out exactly how 4-H programs are benefiting 4-H alumni in the "real world." But according to a recent survey, the impact of 4-H's public speaking program can be felt reverberating through lecture halls, courtrooms, hospitals, churches, Congress and in a host of communications-related professions.

In the survey, more than 200 national public speaking winners were asked to respond to how participation in the 4-H public speaking program, sponsored by **Union Oil Company of California, Union 76 Division**, and participation in 4-H generally, has affected career decisions, and other aspects of their lives. Those surveyed represented a period spanning 32 years — from 1952 through 1983.

Out of 113 responses, a significant number said they are using the skills they acquired in the public speaking program in both their professional and personal lives. A number of respondents praised Union Oil Company for giving them this unique opportunity.

"As the housing writer for a national magazine, *Changing Times*, I am in the public eye quite often and public speaking skills are quite important. My exposure to public speaking as a teenager helped me to develop the poise and assertiveness to raise questions at press conferences, and the articulateness and ability to think and speak on one's feet necessary for conducting productive one-on-one interviews," said H. Jane Lehman of Beltsville, Maryland.

"I firmly believe being in public speaking for nine years with 4-H has fostered the confidence and solid morals I need to have a fulfilling career. Please send my thanks to Union Oil for the sponsorship of such a worthwhile program and contact me if I can be of any help," Katrina A. Farrall, Silver Spring, Maryland, wrote.

Ms. Farrall, who produces videotapes for training at Bendix Field Engineering Corp., said, "4-H provided me with a broad base of practical knowledge which no formal education could ever match."

Of the 113 respondents, 31 said they had received advanced degrees or attended graduate school, 24 said they currently are enrolled in a college program. The former winners represent a diverse range of professions; an AT&T account executive, a real estate agent, interior designer, advertising director, dietician, journalist, community relations director, artist, actor-playwright, TV anchor/producer, a veterinarian, farmer, editor, speech pathologist, a banker, and a congressman. Almost all said that 4-H, and the public speaking program in particular, contributed a great deal to their growth as a person and as a professional.

"The 4-H program instilled in me a drive for excellence and a sense of self-confidence," said Donna Hensen Sivertsen, R. D., East Moline, Illinois. "4-H pro-

vided a healthy atmosphere for competitiveness. It helped one develop a county, state, and national pride as well as awareness of political procedure. Socially, 4-H helped one learn to converse easily with others and know how to have good, clean fun. Many thanks to Union Oil Company who recognized the impact a well-rounded 4-H public speaking program can have on an individual. It is a pleasure for me to be called upon to lecture to others through colleges and hospitals. Even interviewing and appraisal sessions and leading

meetings were handled more effectively as a result of my early training."

William M. Redding, regional manager of public relations for Union Oil Company said the company was "very pleased" with the excellent results of the survey. "It only confirms the worthiness of the 4-H public speaking program and Union Oil's continuing support of the program," he said. Redding said Union Oil plans to incorporate the survey results into an article in a forthcoming issue of *Seventy-Six*, the company magazine.

## Spotlight Will Be On 4-H Winners at National 4-H Congress

More than 1,600 young people representing every state and Puerto Rico will be honored in late November for their remarkable accomplishments in 4-H. The 1984 National 4-H Congress will be held at The Palmer House in Chicago, November 25-29. More than 200 representatives of donor organizations supporting 4-H programs are expected to attend along with more than 200 county, state and federal Extension Service personnel.

The week's program gives 4-H'ers an opportunity to interact with leaders in education, government, industry, and agriculture. They will be honored at recognition events hosted by the private sector donors and pursue current issues and interests at workshops. Educational and cultural tours to key points in the Chicago area are a special feature of the program.

During the 63rd National 4-H Congress, 284 national and regional scholarship winners will be named. The scholarships range in value from \$750 to \$1,500 each. The total value of all scholarships awarded is \$281,400.

The keynote speaker at this year's congress is Judith K. Hofer, president and chief executive officer, **May Company, California**, and a 4-H alumna. The eight national 4-H alumni winners will be featured speakers at the Thursday morning assembly. The final assembly Thursday afternoon at 4:30 p.m. will feature presentations of the presidential award, the highest honor accorded to six outstanding 4-H'ers.

### Mark Your Calendar

National 4-H Congress  
November 25-29, 1984  
Palmer House Hotel  
Chicago, Illinois

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.

## Donors Conference

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see significant strides in the area of foundation and individual support," Stormer said.

New donors and donors who have expanded their contributions into new program areas during this past year were recognized by Grant A. Shrum, president, National 4-H Council at the donor banquet Thursday evening.

These donor companies were represented at the conference by: **Norris Tolson**, director of agrichemicals marketing; **E. I. du Pont de Nemours & Company**; **Chet Dickerson**, director, agricultural affairs, **Monsanto Company**; **Tim Kellogg**, director, corporate and community relations, **Motorola Inc.**; **Sam Lee**, regional sales manager, **Pioneer Hi-Bred International, Inc.**; and **Dr. Russell Malone**, director, information services department, **American Speech-Language-Hearing Association**. Shrum also paid tribute to five new donors who were unable to attend the conference. They were: **The Goodyear Tire & Rubber Company**, **Hershey Foods Corporation**, **3-M**, **ValCom**, a division of **Valmont Industries**, and **Viking Sewing Machine Company**.

A slide set presentation of the Center was shown as a special recognition of the 25th anniversary of the National 4-H Center, opened in 1959. Plans were unveiled for the addition of a new wing onto the Center, including a fitness center and additional housing space for leadership training programs.

The reception and banquet were hosted by **Marriott Corporation** and an evening bus tour of Washington was sponsored by **The Conrad Hilton Hotel**.



# 4-Hbriefs

## Leader Forums A Success

More than 1,000 volunteers participated in three regional leader forums sponsored by *J. C. Penney Company, Inc.* The Southern Regional Forum was held at the Rock Eagle 4-H Center, Eatonton, Georgia, October 1-5, using the theme "Volunteers - Key to Success." The Northeastern Regional Forum featuring the theme "1984: A New Beginning" was held in Columbia, Maryland, October 18-21; and the North Central Regional Forum, October 25-28, was held in Columbus, Ohio, and built a program around the theme "4-H: Building Lives Through Learning."

## Direct Mail Test Launched

More than 380,000 letters from Roy Rogers, asking individuals to support the 4-H program, were mailed this month in order to reach people during National 4-H Week, October 7-13. The mailing is a cooperative effort with eight states: Arizona, California, Georgia, Michigan, Missouri, New York, Pennsylvania, and Texas. In addition, a random sample selected by computer will be mailed to 50,000 individuals nationwide. The direct mail test is part of The Campaign for 4-H and is expected to increase individual donor support.

## 4-H "Taps" Into TAP

National 4-H Council has accepted an invitation from Secretary of Agriculture John R. Block to become a national partner in the "Touch America Project" (TAP) which encourages broad youth volunteer involvement in public service opportunities on public lands. *The American Forestry Association* is leading this national partnership and is working to establish a unique identity for the program and promote local implementation of TAP in thousands of communities across the country.



*James C. Schwaninger, J. C. Penney Company, Inc., presents 4-H leader with a certificate at the Southern Regional Leader Forum.*

## Energy Source Curriculum Available Nationally

*Westinghouse Electric Corporation* and *Atlantic Richfield Company*, two national 4-H donors, have participated in a combined effort with education professionals to develop an educational energy program to be used in schools throughout the United States.

The energy education program is designed to give students a life-long awareness of energy needs and resources. It includes basic energy facts and concepts for the elementary units and complex social, political, and economic issues for the more advanced units. Some of the subjects covered in the new guide include energy supply and demand, fossil fuels, alternative energy sources, energy's effect on our lifestyle and economy, and the importance of energy conservation.

## Oregon Youth Awarded Fashion Career Scholarship

Pamela Sue Marker, a 4-H'er from Junction City, Oregon, has received a \$3,000 scholarship from the *Tobe-Coburn School for Fashion Careers* in New York City. The criteria for selection were based on both verbal and written communication skills, salesmanship, previous work experience, commitment to a fashion industry career, leadership skills, as well as 4-H involvement. Pamela received several top clothing construction honors and served as a junior leader for the clothing project. She also won first place honors in the statewide "Make It With Wool" contest.

## Vision Care Grants Awarded to Nine States

More than 90,000 people are expected to benefit from a recent \$12,000 grant from the *American Optometric Association*, St. Louis, Missouri, to promote vision care and eye safety in nine states. The individual grants ranging from \$500 to \$2,500 will go to Arkansas, Colorado, Florida, Mississippi, Nebraska, Texas, Vermont, Virginia, and Wisconsin. The programs will be implemented on the state, county, and local levels. Many of the projects are geared towards educating youngsters about eye care and safety through the use of slide sets, video tapes, films, and brochures. The 4-H clubs will be working in conjunction with teachers and eye care professionals to develop materials and establish a program in their communities and schools.

## 5th Annual Forestry Invitational Goes "National"

The 5th Annual Forestry Invitational received formal approval for designation as a national 4-H event in 1984. More than 50 4-H members and 25 volunteers and Extension staff participated in this first "National" 4-H Forestry Invitational, July 30-August 2, at Jackson's Mill State 4-H Camp in Weston, West Virginia. The competitive event, sponsored by *International Paper Company Foundation*, which also sponsors the national 4-H forestry awards program, was attended by members and observers from 15 states who competed for honors in areas of tree identification and measurement, forest evaluation, insect and disease identification, and compass orienteering. A "Forestry Bowl," which tested the participants' knowledge of forestry and conservation, highlighted the event. Additionally, IP Foundation sent a video crew to produce a videotape for use in TV spots as well as providing the tape to states to promote the forestry event and orient youth coming to compete in the invitational. Bob Carroll, manager, Logging and Fiber Supply, Land and Timber Group, *International Paper Company*, presented Alabama team with the high team award at Forestry Invitational. This was the first year a team from Alabama has competed.



*Bob Carroll, manager, Logging and Fiber Supply, Land and Timber Group, International Paper Company, presented Alabama team with the high team award at Forestry Invitational. This was the first year a team from Alabama has competed.*



### 4-H Club Wins "Help Young America" Award

The Wrangler 4-H Club in Urbana, Missouri has been awarded \$1,000 as the top 4-H winner in the 1984 Help Young America program. The club organized the area's first, and much needed, volunteer fire department. Help Young America, sponsored by the **Colgate-Palmolive Company** since 1972, offers opportunities for local units of six major youth groups to vie for awards ranging from \$50 to \$1,000 for community service activities.

### Kodak to Sponsor Photo Program

A symposium to review the photography program curriculum and determine long-range goals will be held at the National 4-H Center, December 12-14. The program, sponsored by **Eastman Kodak Company**, will focus on photography programming in each state, the District of Columbia and Puerto Rico. Kodak also will provide 12 \$1,000 post-symposium grants for use in new 4-H photography program areas.

### Firestone Helps Identify 4-H Alumni

As part of an effort to identify 4-H alumni, **The Firestone Tire & Rubber Company** mailed a special 4-H alumni search response card in their October billing statement. An estimated 100,000 credit card customers of Firestone will receive this response card. This pilot test, being conducted in coordination with National 4-H Council, will help determine if programs to identify 4-H alumni might be used with Firestone's other 1.3 million credit card holders as well as with other major companies.

### Two 4-H Youth Named AIC Trustees

Betsey Donnelly, 19, Nichols, New York, and Steve Johnson, 18, Assaria, Kansas, have been selected 1984-85 Youth Associate Trustees for the **American Institute of Cooperation**. As trustees of the national educational organization for agricultural cooperatives, Donnelly and Johnson will be youth spokespersons for agricultural cooperatives at a variety of meetings throughout the country in the coming year. They also will represent youth on the AIC Board of Trustees.

Donnelly, a 4-H member for more than 12 years, was a national scholarship winner in 1982 for a 4-H gardening project. The 4-H gardening and horticulture program is sponsored by **Ortho Consumer Products Division, Chevron Chemical Company**. That same year, she represented New York State at the 4-H Commodity Marketing Symposium, sponsored by **The Chicago Board of Trade**. Johnson, valedictorian of his high school graduating class, has been a 4-H member for 10 years and currently is county 4-H president. He was the 1984 state public speaking project champion. The public speaking program is sponsored by **Union Oil Company of California, Union 76 Division**.

### 3-M Awards State Grants for National Safety Congress

More volunteer adults and teen 4-H leaders had the opportunity to attend National Safety Congress this year, October 13-17 in Chicago, as a result of funding from **3-M**. The new support provided travel grants ranging from \$100 to \$200 for 50 teen and adult leaders from 11 states to attend the Congress and a special half-day training session on the 4-H safety program.



Steve Johnson, 18, Assaria, Kansas, and Betsey Donnelly, 19, Nichols, New York, have been selected 1984-85 Youth Associate Trustees for the American Institute of Cooperation.

### Donor Reps Visit Center

Representatives of donor companies who visited the National 4-H Center during the last quarter, for reasons other than attending Donors Conference were: Zoe Coulson, **Campbell Soup Company**; Trecie Fennell, **General Foods Corporation**; Joanne Beckmann, **Kerr Glass Manufacturing Corporation**; Bette Jane McCabe, and Beth Bronner representing **Nabisco Brands, Inc.**; John L. Bacon, and Maura Payne, **R. J. Reynolds Industries, Inc.**; Robert P. Fordyce and Charles Fischer, **Eastman Kodak Company**; James McCarthy, **Hershey Foods Corporation**; and Susan Burkett, **Stanley Home Products**.

### 4-H'ers Compete in Regional Engineering Events

More than 120 youth demonstrated their skills and competed for honors at regional 4-H engineering events held in Omaha, Nebraska, September 20-22, and at Richmond, Virginia, September 26-28. **Amoco Foundation, Inc.**, sponsor of the 4-H petroleum power awards, donated awards in tractor and small engine events. **The Firestone Tire & Rubber Company**, sponsor of the national 4-H automotive awards program, provided 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. A bicycle contest was sponsored by the **Schwinn Bicycle Company** and a compact tractor contest was sponsored by **The Toro Company**, both supporters of the learn to earn program. **Westinghouse Electric Corporation**, sponsors of the national 4-H electric energy program, provided awards for the electrical energy contest.



A delegate to the eastern region engineering event tests his tractor skills.