

Q National 4-H Council Quarterly

Volume 2 Number 2

Spring 1984

'Salute' Makes The Best Better

Fifty-two outstanding 4-H volunteer leaders representing every state, the District of Columbia, and Puerto Rico attended a week-long program of recognition and training, March 19 to 24, at the National 4-H Center. The program, called Salute to Excellence, is sponsored by **R. J. Reynolds Industries, Inc.**

During the week, the leaders participated in intensive training sessions on management techniques, interpersonal relationships, communication skills, the legislative process, and creative techniques for increasing volunteer involvement in 4-H and gaining greater visibility at the state and local levels.

Educational field trips provided participants the opportunity to explore the rich heritage and cultural resources of the nation's capital. They had the special privilege of attending a White House welcoming ceremony honoring President Francois Mitterrand of France.

The week's activities were highlighted by a reception and banquet on Capitol Hill attended by members of Congress, representatives from the executive branch, U.S.D.A. and executives of R. J. Reynolds.

Donald Doyle, president, Kentucky Fried Chicken Management Company, representing R. J. Reynolds Industries,

paid tribute to the work of the 4-H volunteers. "Every dollar invested by R. J. Reynolds in training 4-H volunteers," he said, "is an investment in the young people who will ultimately benefit from strong leadership. The creative skills and energy which you represent deserve to be recognized. We have no greater asset than the young and no greater challenge than to prepare them to face the future responsibly."

In the keynote address, Senator Jesse Helms, North Carolina, said, "There is no way to estimate the value of your leadership. You are the central core of a great program that has the effect of an ever widening ripple that will last for generations. 4-H members are remarkable people, and it is you who create the challenge of personal responsibility that brings about a dedication to principles and faith so vital to our future."

The ripple effect mentioned by Senator Helms begins when each participant returns home to work with state 4-H staff to develop a proposal for a broadened effort to increase volunteerism and strengthen 4-H. Reynolds provides seed grants of \$1,000 to each state to implement the proposals. (More photos on page 5.)



Donald L. Stormer

Stormer Appointed To National Leadership Post

Donald L. Stormer, assistant director of Extension and state 4-H leader in North Carolina since 1976, has been named deputy administrator, 4-H—Youth, Extension Service, United States Department of Agriculture, effective April 2. As deputy administrator, Stormer will provide national leadership for the 4-H program.

Stormer has been a member of the board of trustees of National 4-H Council since 1981 and will continue on the board. He also provided leadership in developing a long-range planning report for Council in 1978. Stormer assisted in conducting a national needs assessment for 4-H in 1982 and made significant contributions as a member of the Campaign Planning Task Force.

Before going to North Carolina, Stormer served as state 4-H and youth leader and associate professor of Cooperative Extension Education at Texas A&M University, as youth development specialist and associate professor of community affairs at the University of Wisconsin, and as program specialist, 4-H, at Michigan State University.

Stormer was a member of 4-H while growing up in Empire, Michigan.



Participants in Salute to Excellence exchange ideas.

NEW DONORS

During the first quarter of 1984, 4-H through National 4-H Council has gained support from the following new donors:

Hershey Foods Corporation has made a gift in support of volunteer leader training.

Daisy Manufacturing Corporation, The Amateur Trapshooting Association, Beretta U.S.A. Corp., The J. W. Hornady Memorial Trust, Penguin Industries, and Savage Industries have joined the supporters of the shooting sports program.

Burley Design Cooperative has made a gift in support of the Bicycle Education Consortium.

PepsiCo Foundation has made a grant to support development of educational materials for the bicycle program.

Farnam Companies, Inc. is supporting the National 4-H Horse Roundup.

Farm Credit Banks of St. Louis and PPG Industries Foundation have made gifts of general support.

Donors Pledge Campaign Support

Two longtime supporters of 4-H through Council have made five-year commitments to support 4-H: **The Chicago Board of Trade** and **Ford Motor Company Fund**. Ford also has made a special gift in support of The Campaign for 4-H.

The Chicago Board of Trade, a 34-year supporter of 4-H, sponsors the national 4-H commodity marketing program, which involves nearly 400,000 young people each year. The support provides county medals for outstanding 4-H'ers and a trip to the Commodity Marketing Symposium in Chicago for a 4-H member from each state. The symposium offers seminars, field trips, a simulated pit-trading session on the trading floor, and other activities to help young people understand the use of futures markets as a management tool. The Board of Trade also sponsors development of educational aids for 4-H members and volunteer leaders.

Ford Motor Company Fund, a 37-year supporter of 4-H, sponsors the national 4-H achievement awards program. Since 1964, Ford has also provided support for 4-H international exchange programs. At the time of the expansion of the National 4-H Center, Ford Motor Company Fund made two major capital grants for the project. Harold A. Poling, executive vice president, North American Automotive Operations, serves as vice chairman of the board of trustees of National 4-H Council and is a member of the campaign committee.

4-H Is More! Airs Nationwide



Roy Rogers, former 4-H member, talks to 4-H'ers in one segment of the film, *4-H Is More!*

4-H Is More!, a film developed to create greater public awareness of the nature and scope of the 4-H program, aired on cable networks in all Illinois markets and in 49 states, Canada, and Mexico on March 31. The film emphasizes the changing image of 4-H as it now serves urban as well as rural youth with both traditional 4-H projects and nontraditional ones.

In one segment of the film, Roy Rogers talks to a group of young people about 4-H and the influence of 4-H in his life. When he was growing up in a small town in Ohio, Roy recalls, there wasn't much for kids to do. Then a new teacher assigned to their school introduced 4-H. Roy calls this "a turning point in his life." The first year he was in 4-H, Roy tells the young people, he chose a pig project and hand-raised a baby pig. From this experience, he says, he learned lessons in responsibility that would last a lifetime.

That first year, Roy goes on, he won first prize in his county with his pig project and won a trip to Columbus, Ohio. For a kid who had never been more than ten miles from home, Roy says, this was a big event, staying in a fancy hotel and all.

"4-H" Roy concludes, "teaches you that you have to work for what you get. It teaches you to be responsible and it gives you the kinds of experiences that develop leadership."

Produced cooperatively by the Illinois State 4-H Foundation and National 4-H Council, the film is now available on 16mm film and videotape. It is formatted for use either on commercial television, cable, or private viewing.

4-H Is More! was produced through funding grants from **John Deere, Eastman Kodak Company, Kraft, Inc., Ortho Consumer Products Division, Chevron Chemical Company, and The Quaker Oats Company.**

National 4-H Council Quarterly

Quarterly Staff

Larry L. Krug, Executive Editor
Kathleen Power, Managing Editor

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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Kraft Sponsored Film Premieres



Following the Washington premiere of *Get The Message?*, Margaret P. MacKimm, vice president of public affairs, Dart & Kraft, Inc.; John X. Thomas, retired Kraft executive; Abigail J. Healy, liaison for alcohol issues, Drug Abuse Policy Office, The White House; and Norman E. Toft, vice president of public relations and community affairs, Kraft, Inc., discuss the effectiveness of the film.

Get the Message?, a 17-minute film aimed at deterring drug and alcohol abuse among young people, premiered at the National 4-H Center on February 15. The film was underwritten by **Kraft, Inc.** as a public service in support of the 4-H health program. It was produced in cooperation with National 4-H Council and Extension Service, U.S. Department of Agriculture.

The Washington premiere of *Get The Message?* was attended by state 4-H leaders and new state 4-H staff who were in training conferences at the Center. 4-H leaders got the message and carried it back to their states. The film is available on loan to 4-H groups, schools, and other audiences

through Modern Talking Pictures, a nationwide film distributor.

Speaking at the Washington premiere, Norman E. Toft, vice president of public relations and community affairs, Kraft, Inc., credited First Lady Nancy Reagan with having provided inspiration for the making of the film. According to Toft, a void in health education was forcibly brought to the company's attention two years ago, when John X. Thomas, then vice president of public relations and community affairs, attended a meeting at the White House, called by Mrs. Reagan. "When Mrs. Reagan spoke of her concern about the growing tide of drug abuse among our

youngsters," Toft said, "John rose to the challenge on behalf of Kraft and 4-H. He proposed this film and got the ball rolling."

"During my travels since the March 1, 1983 kick-off of *Chemical People*, I have visited many cities and programs throughout the United States. During these visits I have observed many 4-H members and volunteer 4-H leaders working to solve this nation's drug and alcohol problems. The President and I are deeply grateful for this commitment and encourage you to continue to provide this outstanding leadership."

Nancy Reagan

Speaking on the First Lady's behalf, Abigail J. Healy, liaison for alcohol issues, Drug Abuse Policy Office, The White House, conveyed Mrs. Reagan's pleasure at the action taken by Kraft and 4-H to combat this serious problem.

Get The Message? premiered the following week at The Palmer House in Chicago. Among the guests at the showing were a number of the young people who appear in the film.

Get The Message? is intended to increase children's awareness of the messages—often conflicting, incomplete, false, or deceptively appealing—they are receiving about the use of alcohol and drugs and to prepare them to make informed choices. Directed at children in the age range of 8 to 12, the film is designed to be preventive by helping children form healthy attitudes about drugs and alcohol before they are pressured to experiment with them.

A leader/teacher guide, student worksheet, and poster accompany the film. The guide provides more information about the many types of substances available, the consequences of abuse, the illegality of use, sources of additional material and suggested activities.

IN THE NEWS

Norman A. Brown, dean and director, Extension Service, University of Minnesota, has resigned his position, effective July 1984, to accept a position with the **W. K. Kellogg Foundation**. Brown's responsibilities at Kellogg will involve leadership for international efforts in agriculture and related areas and work in leadership development and youth programs. Prior to the Minnesota position, Brown was state 4-H leader in Michigan.

Orion Samuelson, vice president and director of agriculture services, WGN Continental Broadcasting, Chicago, Illinois, was the emcee for President Reagan's birthday party in Dixon, Illinois in February. Samuelson is a 1983 National 4-H Alumni winner.

Bob Bergland, Secretary of Agriculture during the Carter administration, has assumed the position of executive vice president and general manager of the Na-

tional Rural Electric Cooperative Association in Washington, D.C.

Reynold W. Malmer, formerly Communications Division Director, **American Optometric Association**, has been promoted to assistant executive director/communications with responsibility for overall AOA communications programming and counsel. **Harold Zinn**, formerly assistant director, Communications Division, has been named AOA communications division director to assume public information programming responsibilities formerly held by Malmer. The **American Optometric Association** supports the 4-H vision education program.

R. J. Reynolds Industries, Inc., sharpening its focus on consumer goods and services, has agreed to spin off its containerized ocean shipping subsidiary, Sea-Land Industries Investments Inc. Sea-Land's chairman and chief executive officer will be **Joseph F. Abely Jr.**, who has

been vice chairman of Reynolds' board of trustees. **R. J. Reynolds Industries, Inc.** sponsors the Salute to Excellence volunteer recognition and training program.

Pat Paterniani, associate director, corporate and public affairs, **Reader's Digest**, has joined the New York State 4-H Foundation board of trustees. **Reader's Digest** sponsors the national 4-H leadership awards program.

Jim Reed, manager, corporate communications, has assumed the role of 4-H donor representative at **Ralston Purina Company**, replacing **Ray Dankenbring** who has gone on special assignment for the company.

Congratulations to **John Thompson**, Georgetown University's basketball coach, who led his team to the NCAA championship. Before taking the coaching job at Georgetown, Thompson was the 4-H leader in the District of Columbia.

Renovated Missouri Room Dedicated

A totally transformed Missouri Room and adjacent Danforth Court were dedicated at the National 4-H Center on February 13. The renovation project was supported by funds raised by the Missouri 4-H Foundation. Among the guests at the afternoon ceremony were 4-H leaders from Missouri and state 4-H leaders and staff from throughout the country, who were attending conferences at the Center.

The Missouri Room was designated at the time of the dedication of the National 4-H Center in 1959. Early in 1983, 4-H leaders in Missouri initiated a fund raising effort in the state to support renovation of this major conference room, prominently located just off the lobby of J.C. Penney Hall, which is used for a variety of functions.

The renovation project included lowering the ceiling, and installing three lighting systems, and a new sound system. Two special features add a Missouri character to the room. Paneling and solid hardwood doors made from Missouri walnut add warmth and beauty to the room. The Great Seal of Missouri, handcrafted by Missouri artist, P. J. Spencer, graces the south wall.

When completed, the renovation of Danforth Court will create a major entrance to J. C. Penney Hall from the Center's major parking area and provide a pleasant, functional space for conference breaks and a variety of outdoor activities. Renovation of the court was supported by a grant from **Ralston Purina Trust Fund**.

At the dedication ceremony, master of ceremonies, Ray Lett, executive assistant to Secretary of Agriculture John R. Block, observed that the National 4-H Center represents a working partnership between public and private sectors in serving America's youth.



Russ Weathers, president, Missouri 4-H Foundation (left) and Charles E. Ehrhart, director of government affairs, Ralston Purina Company (right) assist as Missouri 4-H'ers Rob Viehman and Cheryl Davis cut the ribbon to dedicate the Missouri Room.

Chester Black, director, Extension Service, North Carolina State University, and a native of Missouri, pointed out that the Center not only plays an important role in leadership training for 4-H youth, volunteer leaders, and staff but also serves other Extension groups, who hold conferences and workshops at the Center.

National 4-H Council board member Charles W. Lifer, assistant director, 4-H, Ohio State University, reminded the audience that the Center belongs to 4-H Extension, which has an obligation not only to improve the facility but also to take full advantage of its existence.

Representing the Ralston Purina Company, a longtime supporter of 4-H, Charles E. Ehrhart, director of government affairs, said "We are especially pleased that a grant from our company will not only beautify this courtyard but also make it more accessible and useful to participants who come to this Center."

The final speaker, Russ Weathers, president, Missouri 4-H Foundation, expressed pleasure with the cooperative efforts between the Missouri Foundation and National 4-H Council, which resulted in "one of the most beautiful and educationally effective" meeting rooms at the Center.

Missouri also used the occasion to pay tribute to Frank Graham, longtime state 4-H leader in Missouri and a former member of the board of trustees of National 4-H Council. Graham's son Jerry contributed a podium to the renovation project in his father's honor.

"Mrs. Moyers and I stayed at the National 4-H Center during a conference recently, and we were very impressed by your facilities, especially by the courtesy and diligence of the people who work there—from the front desk to the cafeteria personnel."

Bill Moyers, CBS News

Crabbs Named Kellogg Fellow

Ray Crabbs, vice president, National 4-H Council, has been named a Kellogg National Fellow. The fellowship program, supported by the **W. K. Kellogg Foundation**, offers outstanding young American professionals an opportunity to broaden their social and intellectual sensitivity and to develop their leadership potential.

The program was designed to augment professional and academic training to help tomorrow's leaders keep pace with social and technical advances. It provides experiences that equip participants to address social issues in creative ways. Of particular interest to the foundation are activities involving broad issues in agriculture, education, and health.

In selecting fellows for the program, the foundation looks for a demonstrated willingness and capacity to provide institutional, community, or professional leader-

ship in business, government, education, and human services.

During the three years of the program, fellows spend a portion of their time on fellowship-related activities, including a self-designed learning plan for personal and professional development, while maintaining their present professional positions.

The foundation's belief is that the program will develop leaders who are better informed, more creative, and better prepared to meet the needs of a changing, diversified society.

In a recent letter to the Kellogg Foundation, Grant Shrum, president, National 4-H Council, said, "The fellowship will be of great benefit to Mr. Crabbs, as well as to the 4-H program he serves. We are particularly grateful to the W. K. Kellogg Foundation for this contribution to ensure the competency of future leadership."



Ray Crabbs

Salute To Excellence Highlights



Top left - D.C. delegate Kenneth A. Crosson (left) talks with John Estes, R. J. Reynolds Industries, Inc.; top right - Senator Jesse Helms (left) with North Carolina delegate Betsy B. Mitchell and Kentucky Fried Chicken President Donald Doyle. Above - Delegates get practical tips during workshop sessions. At left - During Congressional reception Congressman Thomas R. Carper, Delaware, talks with Idaho delegate Helen Beitia and Delaware delegate Lydia Phalen; Iowa Senator Roger W. Jepsen is greeted by his state delegate, Marlene Bartlett.

1984 Private Support For 4-H Programs

The following companies, associations, and friends of 4-H have committed support for 4-H programs through National 4-H Council for 1984. This listing of private support for 4-H is summarized from the March 1984 issue of "4-H Digest." The more detailed listing of private support may be obtained by requesting a copy of the March Digest from Communications, National 4-H Council, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815, (301) 656-9000.

National 4-H Awards Program

Achievement

Ford Motor Company Fund

Agriculture

International Harvester Company
Agri Products Group,
Ralston Purina Company

Alumni

Friends of Kenneth H. Anderson

Automotive

Firestone Trust Fund

Beef

Friends of National 4-H Council

Bicycle

Friends of National 4-H Council

Bread

Nabisco Brands, Inc.

Citizenship

The Coca-Cola Company

Clothing

Coats & Clark Inc.
Viking Sewing Machine Company, Inc.

Conservation of Natural Resources

John Deere

Consumer Education

Montgomery Ward & Co.

Dairy Foods

Carnation Company

Dog Care and Training

Purina Dog Foods Group
Ralston Purina Company

Electric Energy

Westinghouse Electric Corporation

Entomology

Agricultural Chemicals Division
Mobay Chemical Corporation

Fashion Revue

Simplicity Pattern Co. Inc.
White/Elna Sewing Machine Company

Food-Nutrition

The General Foods Fund, Inc.

Food Preservation

Kerr Glass Manufacturing Corporation

Forestry

International Paper Company Foundation

Gardening and Horticulture

Ortho Consumer Products Division,
Chevron Chemical Company

Health

Kraft, Inc.

Home Environment

Friends of National 4-H Council

Home Management

Beatrice Foods Co.

Horse

American Quarter Horse Association

Leadership

Reader's Digest

Petroleum Power

Amoco Foundation, Inc.

Photography

Eastman Kodak Company

Plant and Soil Science

The Quaker Oats Foundation

Public Speaking

Union Oil Company of California

Safety

General Motors Foundation, Inc.

Sheep

American Hampshire Sheep Association
American Oxford Down Record Association
American Sheep Producers Council, Inc.
Columbia Sheep Breeders' Association of America
Sheep Industry Development Program
National Society of Sheep Records
National Suffolk Sheep Association

Swine

Friends of Thomas E. Wilson

Veterinary Science

The Upjohn Company

Wildlife and Fisheries

National Wildlife Federation
Tenneco Inc.

Wood Science

Friends of National 4-H Council

National Scholarships

Agricultural

Educational Foundation of Alpha Gamma Rho

Agricultural Careers

DeKalb AgResearch, Inc.

Animal Science

Wayne Feed Division,
Continental Grain Company

Dairy Goat

American Dairy Goat Association

Fashion Career

Tobe-Coburn School for Fashion Careers

4-H Veterinary Medicine

Champion Valley Farms, Inc.

Gertrude L. Warren Career Scholarship

Gertrude L. Warren Scholarship Fund

Scholarship and Awards Programs in Selected States

Educational Awards and Scholarships

The Santa Fe Railway System
(including Gulf Central Pipeline Company)

Scholarships

Chicago and North Western Transportation
Company

Scholarships

Edwin T. Meredith Foundation

Commodity Marketing Symposium

The Chicago Board of Trade

4-H Forestry Invitational

International Paper Company Foundation

U.S. 4-H Engineering Events

Amoco Foundation, Inc.

Firestone Trust Fund

Schwinn Bicycle Company

The Toro Company

Westinghouse Electric Corporation

National Safety Congress

General Motors Foundation, Inc.

National Livestock Judging Contest

Elanco Products Company

National 4-H Poultry and Egg Conference

Hubbard Farms Charitable Foundation

Citizenship and Leadership Training

Citizenship-Washington Focus

The Auxiliary to the American Optometric
Association

Conoco Inc.

Dorothy Emerson Commemorative Fund

Farmland Industries, Inc.

Getty Oil Company

Hallmark Cards, Inc.

Illinois 4-H Foundation

The Iowa 4-H Foundation

Minnesota 4-H Youth Foundation

Sterling Drug Inc.

National 4-H Volunteer Leader Forums

Woman's National Farm and Garden Association, Inc.
Stanley Home Products

Campbell Soup Company

The E. Matilda Ziegler Foundation for the Blind, Inc.
Hershey Food Corporation

Salute to Excellence

R. J. Reynolds Industries, Inc.

Regional Leader Forums

J. C. Penney Company, Inc.

Citizenship Community Impact Project

Atlantic Richfield Foundation

International Programs

International Exchange and Training Programs

Exxon Corporation
Ford Motor Company Fund
Gerber Baby Foods Fund
Kellogg Company
Ralston Purina Trust Fund

Educational Aids

Automotive

Firestone Trust Fund

Commodity Marketing

The Chicago Board of Trade

Dog Care and Training

Purina Dog Foods Group,
Ralston Purina Company

Food-Nutrition

General Foods Fund, Inc.

Learn to Earn

The Toro Company

Plant and Soil Science

Pioneer Hi-Bred International, Inc.

Tractor

Amoco Foundation, Inc.

Special Grants and Programs

Citizenship-in-Action

Reader's Digest Foundation

Help Young America

Colgate-Palmolive Company

National 4-H Photo Exhibition

Eastman Kodak Company

Photography Program Development Symposium

Eastman Kodak Company

Shooting Sports Workshop

Amateur Trapshooting Association

American Archery Council

Beretta U.S.A. Corporation

Connecticut Valley Arms, Inc.

Dairy Manufacturing Company, Inc.

Federal Cartridge Corp.

J. W. Hornady Memorial Trust Fund

Lee Precision, Inc.

The Marlin Firearms Company

Michaels of Oregon Co.

National Rifle Association

National Shooting Sports Foundation, Inc.

National Skeet Shooting Association

National Wild Turkey Federation, Inc.

Olin Corporation, Brass and Winchester Group

Ox-Yoke Originals, Inc.

Pachmayr Gun Works, Inc.

Penguin Industries, Inc.

Reinhart Fajen, Inc.

The Ruffed Grouse Society

Savage Industries, Inc.

Smith & Wesson

Springfield Armory, Inc.

Carl Zeiss, Inc.

Report To The Nation

The Conrad Hilton Hotel

Vision Education

The American Optometric Association

Public Support

International Programs

U.S. Agency for International Development
U.S. Information Agency
Wildlife and Fisheries
Fish and Wildlife Service
U.S. Department of the Interior

4-H'er Named First Miss Agriculture

On March 20, the first day of spring, the nation's capital joined the rest of the country in celebrating National Agriculture Day. That morning, President and Mrs.

Reagan hosted a group of wheat farmers for breakfast at the White House. At noon, Secretary of Agriculture John R. Block addressed the National Press Club. After

work, hundreds of agriculture supporters from USDA, Capitol Hill, and ag related associations and corporations attended a reception in the patio of the USDA building. Called a "Taste of the Country," the event featured beef and pork barbecue, square dancers, and bluegrass music, with Secretary Block on guitar.

Earlier in the day, Sue Block, wife of the Secretary, hosted a reception honoring Miss Agriculture, Julie Unverfehrt. Unverfehrt, the reigning National Pork Queen, had been crowned the first Miss Agriculture the preceding weekend and was making her first official appearance.

A seven-year member of 4-H, Unverfehrt is an agricultural communications major at the University of Illinois. As she makes appearances across the country as a spokesperson for agriculture, she plans to promote 4-H as well. To learn more about 4-H, Miss Agriculture made an unscheduled visit to the National 4-H Center the morning after Ag Day.

National 4-H Council is a donor to National Ag Day in the nation's capital and is represented on the national Ag Day Steering Committee.



Miss Agriculture, Julie Unverfehrt, chats with Dr. Donald L. Stormer, deputy administrator, 4-H—Youth, Extension Service, USDA, and Grant Shrum, president, National 4-H Council, at the National 4-H Center.

Orville Redenbacher's Popcorn Book

A book about popcorn? Not a recipe book, although some sections deal with recipes, but a full-blown book that tells the history of popcorn (more properly, I've learned, called popping corn), the kinds of corn and uses of each, how to develop a hybrid, the various methods of popping corn and their merits. Who but Orville Redenbacher would write such a book?

Orville Redenbacher's Popcorn Book is funny and it's fun. Not a tome of a book, half its 99 pages are filled with recipes using popcorn, but even the recipes are introduced in Redenbacher's down-home, folksy style.

This reviewer has never really given much thought to popcorn. I've eaten my share, mostly at the movies and mostly as a kid when popcorn was only ten cents a box. But as an adult, I've never done any comparison shopping when it came to buying popcorn (popping corn), until I read Orville Redenbacher's book.

I have a new respect for popcorn and for the hybridization involved in developing a gourmet strain, which Orville Redenbacher describes as "a Snowflake variety of corn that looks kind of like a cumulus cloud when it's popped, and, like snowflakes, each kernel pops up differently."

On the way home from work the day I read his book, I stopped at the store to pick up a jar of Orville Redenbacher's Gourmet Popping Corn. I even bought a box of corn

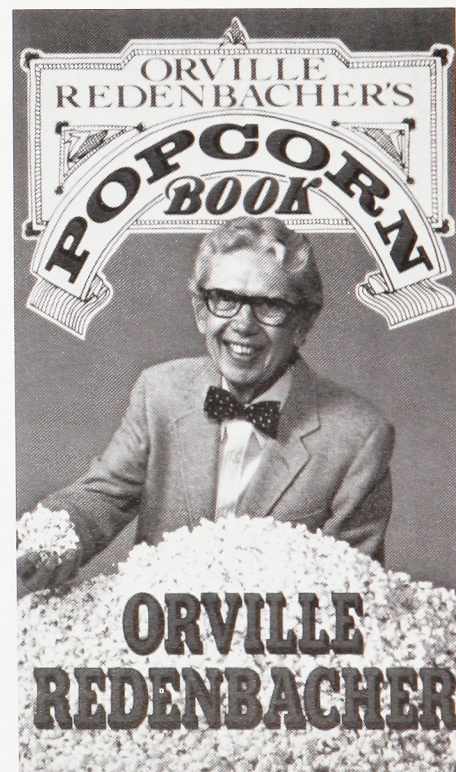
flakes, made, I now know, from dent corn, simply because the book had made me aware that corn had been missing from my life of late.

I haven't tried any of the recipes in *Orville Redenbacher's Popcorn Book* yet. For me, popcorn is still something you pop up, salt, and eat. But as Redenbacher points out, popcorn is a nutritious and economical snack, so dressing it up to serve on special occasions does have its merits.

Orville Redenbacher grew up in 4-H. In 1983 he was named a national 4-H alumni winner for his contributions to 4-H throughout his life.

In his *Popcorn Book*, Orville Redenbacher makes yet another contribution to 4-H. He dedicates a page in the book to what he calls "A Public Service Announcement." In naming those things that have contributed to his success, Redenbacher includes 4-H, saying, "I started in 4-H as a skinny 11-year-old kid with a 4-H club pig, and I've stuck with them (and they've stuck with me) ever since. . . 4-H is about building better citizens, teaching values, and developing the skills necessary to leading a good (and profitable) life—and it doesn't matter if you're from a farm environment or a big city." On the facing page of the book is a photograph of young Orville proudly displaying his 4-H ribbons. He surely won a lot of ribbons.

The Editor



Orville Redenbacher

Another 4-H Success Story

Hope Trunkenmiller was a freshman at Iowa State University majoring in home economics when she learned that she was a 1980 Iowa state winner in the national 4-H public speaking awards program and had earned a trip to National 4-H Congress. This experience would be one of several turning points in her life. At Congress, she got to know Bill Redding, regional manager of public relations, *Union Oil Company of California*, and she learned a lot about the company that sponsored her trip to Chicago. By the time the week was over, Hope had decided that her career interest was in public relations and marketing.

She decided to change her major, to transfer to the University of Iowa, and to keep in touch with Bill Redding. At Congress, Hope had inquired about the possibility of having an internship at Union Oil and she held on to that dream. While the company had no formal internship program, she convinced Redding and others of the merits of her idea. Following her junior year, she spent ten weeks in an intensive internship program, designed to give her a broad overview of Union Oil's marketing organization and operations in the midwest. Hope took a dealer development course at the Eastern Region Training Center in Schaumburg, Illinois, and joined members of the Union 76 division for training in dealer recruitment and selection. And she got on-the-job experience in

the field, traveling with retail representatives and working with the public relations department.

As part of her internship, Hope conducted a consumer study for the Chicago division under the direction of Union Oil's marketing information department. The project involved interviewing 250 consumers at self-serve marts in the Chicago area to develop a consumer profile.

Hope remembers those 10 weeks as a period of great personal growth and as a time when she met some very special people who generously shared their knowledge and experience with her.

In November 1983, during Hope's senior year at the University of Iowa, two significant experiences in her young life telescoped in a third: Union Oil invited Hope to attend National 4-H Congress as a representative of the company.

Poised and self-assured, Hope credits 4-H with having contributed significantly to her growth and development. Her mother, she recalls, pushed her into public speaking when she was in fourth grade and she has been grateful for that push ever since.

The youngest of eight growing up in Sibley, Iowa, Hope was very involved in 4-H, working on projects in home economics, horticulture, gardening, and fashion revue as well as public speaking. She has held offices at the state and local



Hope Trunkenmiller

levels and has won her share of awards.

When she graduates in May, Hope Trunkenmiller has a position waiting for her. It is one perfectly tailored to her interests and one that offers great growth potential. She's been hired as a retail sales representative in the beauty care division of Proctor & Gamble Company.

4-H and Union Oil Company, Hope feels, played major roles in preparing her for this next step.

4-H Featured In *Beatrice World*

In the Winter 1984 edition, *Beatrice World* carried a major feature on *Beatrice Food Co.*'s sponsorship of the national 4-H home management program. Noting the evolution and diversification of both 4-H and *Beatrice*, writer Linda Kotler draws a parallel between the philosophy of the

home management program and the company's own philosophy. In the home management program, she says, "The stress is on *management*—managing money, managing time, managing tough real-life situations."

She quotes *Beatrice* chairman and chief executive officer, James L. Dutt, who says

of the company's sponsorship of the 4-H home management program, "There's a lot of common ground for 4-H and *Beatrice*. We both stress personal accountability and personal recognition for outstanding performance. And that is the best way to run any organization."

The story focuses on a single 4-H home management winner, Cheryl Sherrard of Normal, Illinois, who put her home management skills to work by becoming manager of the home of a wheelchair-bound neighbor, Doug Davis, and his young daughter, Amy.

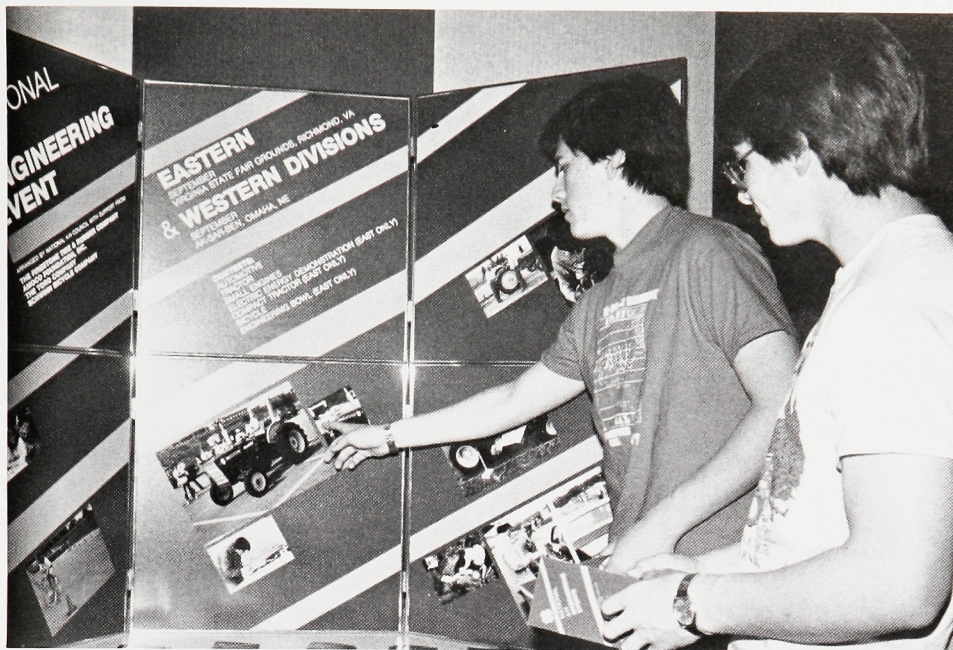
Cheryl proved to be an excellent manager of time and money as well as an exceptional 16-year-old. While managing the Davis household and, as Doug Davis put it, "handling the tough tasks," Cheryl managed to get high grades, perform in her school's drama club productions, have a place on the speech team, and be active in church and 4-H activities.

Looking back on her involvement in the 4-H home management program, Cheryl, now attending Illinois State University on a *Beatrice*-sponsored scholarship, says, "I think I was a typical 4-H'er. My experience in working on the home management project was different only in a specific situation from what other 4-H'ers were doing."



Cheryl Sheppard (right) helps Doug Davis and his daughter, Amy, do the family marketing.

4-H Briefs



The new exhibit promoting the national 4-H engineering events draws interest at various 4-H meetings.

Engineering Events Promoted

A new exhibit and accompanying brochure have been developed to give greater visibility to the two national 4-H engineering events. The tabletop display can be adapted to promote either the eastern or western regional event or both events. The brochure describes the various competitive events scheduled, prizes awarded, and the sponsors of each event. The materials were developed through funds from *The Firestone Tire & Rubber Company* and *Amoco Foundation, Inc.*, sponsors of the engineering events. *The Toro Company* and *Schwinn Bicycle Company* also support activities at the events.

4-H Fashion Revue Slide Set Developed

A slide set based on the 1983 4-H Fashion Revue at National 4-H Congress has been designed for use in teaching modeling techniques, wardrobe planning, grooming, and staging and in promoting the 4-H fashion revue program, cosponsored by *Simplicity Pattern Co. Inc.* and *White/Elna Sewing Machine Company*.

Safety For All Seasons Handbook Updated

Safety For All Seasons, A Year-Round Guide To Better Living for 4-H Youth and Leaders, has been revised and republished with support from *General Motors Foundation, Inc.* Designed for use in 4-H projects and activities, the handbook alerts young people to potential safety hazards and shows ways to correct them. The handbook is accompanied by a series of cartoon-type posters with printed lessons on the reverse side. *Safety For All Seasons*

carries this message from General Motors, "Since General Motors began its sponsorship of the 4-H safety program in 1945, we've had the opportunity of meeting many fine 4-H'ers from across the country. Our deepest respect goes to you, the leaders of the 4-H safety program, for your contributions to the cause of longer life and better health for your friends and neighbors. . . . We pledge our full support."

W. K. Kellogg Foundation Makes Grant To Panama

W. K. Kellogg Foundation has made a grant of \$800,000 over a four-year period to support a food production and health-nutrition project for families in Panama and to promote rural youth development throughout the country. The grant was made to the Panama Foundation for Rural Youth, PANAJURU, a private nonprofit foundation working for the benefit of Panamanian rural youth. The grant will enable PANAJURU to continue to promote its "new development model," which involves rural youth in national development through food production and health programs. National 4-H Council will coordinate 4-H technical assistance, consultation, and training in support of the program.

Mindrum Assumes Consultant Role

Norman C. Mindrum, former president of National 4-H Council, has been appointed individual gifts consultant in support of The Campaign for 4-H. Mindrum will work closely with administration and development staff of National 4-H Council to assist in planning and implementing resource development strategies to expand individual giving to the campaign.

Family America Program Initiated at Center

In response to Extension's commitment to family education, Family America, a program that enables groups of families to study citizenship, has been initiated at National 4-H Center. In a carefully planned program of three to five days, families use the resources of Washington to gain a better understanding of their American heritage, the political process, and their roles as citizens. This firsthand experience is reinforced in discussion groups at the Center. National 4-H Council staff work with group coordinators in advance of the trip. A staff member is assigned to each group during its stay in Washington to provide insights into the political, historical, and cultural resources of the nation's capital.

National Geographic Gives Visibility to 4-H

A one-sixth page ad promoting 4-H as "A Chance To Explore" was carried in the premiere issue of the National Geographic Society's newest publication, *Traveler* magazine. The first issue of this quarterly magazine appeared in March 1984. Its starting circulation is 600,000.

Bread Baking Film Prepared by Kodak

Bread baking is the topic of a new film prepared by *Eastman Kodak Company* for distribution to state 4-H offices. The new film takes a close-up look at 4-H's best smelling project and shows how 4-H club members document their accomplishments—and have fun—with photography. The film can be used with cooking, baking, or photography projects.



Grant Shrum, president, National 4-H Council, talks with Robert D. Sparks, president, chief programming officer, W. K. Kellogg Foundation, outside of W. K. Kellogg Hall.

4-H Briefs

First Fashion Careers Scholarship Announced

James Keith Barnes, a 22-year-old Mississippi youth who plans a career in the fashion industry, has been named the recipient of the first 4-H fashion careers scholarship from the **Tobe-Coburn School for Fashion Careers**. The scholarship will be applied toward Barnes's tuition at Tobe-Coburn. After graduating from Athens State College in May, Barnes will enroll in the one-year program, which leads to an associate degree in occupational studies. Barnes's career goal is to combine his business background and fashion interest to open a designer clothing store for both men and women.

Council Budget Approved

An operating budget in excess of \$11 million was approved by the executive committee of the board of trustees of National 4-H Council at its January 31 meeting. The budget supports expanded fund raising efforts on the part of Council and a broad range of services to 4-H through National 4-H Council.

Extension Lay Leaders Meet at the Center

The National 4-H Center was the site for meetings of Extension lay leadership in early March. Lay leaders met on March 4 to 6 to learn about the federal budget process and programs of the land-grant system and to develop their leadership skills. At the opening dinner, Robert Clodius, president of the National Association of State Universities and Land-Grant Colleges, and

Dr. Orville G. Bentley, assistant secretary for science and education, U.S. Department of Agriculture, addressed the group. Earlier that week, the National Extension Advisory Council met at the Center. This lay leader group acts as advisory council to the Extension Committee on Organization and Policy to encourage citizen involvement in Cooperative Extension Service nationwide.

New 4-H Dog Literature Available

Updated and newly designed manuals supporting the 4-H dog care and training program are now available through National 4-H Council. The six member manuals and one leader guide deal with dog obedience, training your dog for family living and care of puppies and dogs. Revision of the series was made possible through a grant from the **Dog Foods Group, Ralston Purina Company**.

Donor Reps Visit Center

Representatives of donor companies who visited the National 4-H Center during the past quarter: Robert Fordyce, **Eastman Kodak Company**; Robert Gill, James Schwaninger, **J. C. Penney Company, Inc.**; Tom Slocum, **Monsanto Company**; Charles Ehrhart, **Ralston Purina Company**; Norman Toft, Dorothy Holland, Magnes Welsh, Jeanette White, John and Nell Thomas, **Kraft, Inc.**; Margaret MacKimm, **Dart & Kraft, Inc.**; Maura Payne, John Estes, **R. J. Reynolds Industries, Inc.**; Gary King and Robert D. Sparks, **W. K. Kellogg Foundation**; Ken Dilling, **American Income Life Insurance Company**; Susan Burkett, **Stanley Home Products**.

“I noted with great interest the Kettering quotation on the front of the [campaign] booklet—‘The greatest thing this generation can do is to lay a few stepping stones for the next generation.’ It makes me very proud to know that both Sue and I have ‘laid stepping stones’ for our own children and, through our much publicized membership in this organization, for children throughout the nation It is a good feeling to find that 4-H is still a viable, forward-looking organization, and that you are taking steps to assure that 4-H will still be available to our children’s children.”

John R. Block, Secretary,
Department of Agriculture

National Award-Winners Represent 4-H At EXPO

Two 4-H alumni, both former national winners in the electric energy program, recently took time out from college to represent 4-H at the National Rural Cooperative Association EXPO in San Francisco, California. Peter Heller, a national winner in 1979, and Bill Moision, a national winner in 1982, joined other 4-H'ers at the 4-H electric energy display, developed by **Westinghouse Electric Corporation** to promote the 4-H program its sponsors.

Heller, now a senior at the University of California, Santa Barbara, majoring in electrical engineering, says that he has always had an interest in electricity and 4-H gave him the opportunity to explore that interest. When he was in high school, the skills he had acquired in 4-H electric energy projects landed him a summer job working with test equipment for microwave telecommunications systems. Also as a result of his 4-H work, Heller was selected for a special after-school hours electronic laboratory at a local high school. This nine-year 4-H member and teen leader feels that 4-H played a major role in shaping his career. He plans to remain involved in 4-H as a volunteer leader.

Moision, a senior at Cuyamaca College in San Diego, is majoring in electronics and computer technology. He too has always had an interest in electric energy and feels that his work in 4-H electric energy projects helped him narrow his choices within that field. After working on a variety of projects that included building a solar tracker and a solar fruit drier, Moision found a great interest in computers. He worked on a number of computers, then purchased one of his own and built an integrated circuit system. Moision hasn't lost track of 4-H since becoming an alumnus. Today he is co-leader of a 4-H club with his dad, a 15-year veteran of 4-H volunteer leadership.

Moision expressed his gratitude to Westinghouse for giving him the opportunity to attend the EXPO as a 4-H spokesman.



On behalf of state 4-H leaders, Dr. Gerald Olson, supervisor, 4-H and Youth Programs, Utah State University, presents a framed copy of the campaign case statement to campaign committee chairman, Robert B. Gill, vice chairman, J. C. Penney Company, Inc.