

# Quarterly

National 4-H Council

Volume 2 Number 3

Summer 1984

## Poling Elected Chairman National 4-H Council Board of Trustees

Harold A. Poling, executive vice president, North American Automotive Operations, **Ford Motor Company**, was elected chairman of the board of trustees of National 4-H Council at its annual meeting at the National 4-H Center on May 31.

The board also elected a new vice chairman, **L. D. Thomas**, president, **Amoco Oil Company**, and two new members: **Nicholas L. Reding**, executive vice president, **Monsanto Company**, and **Gerald R. Olson**, supervisor, 4-H youth programs, **Utah State University**, Logan.

During the meeting, board members approved a record budget for 1984 of \$11,500,000 to support the 4-H program of the Cooperative Extension Service.

Reelected to three-year terms were vice chairman **Dr. J. Orville Young**, director, Cooperative Extension Service, **Washington State University**, Pullman; and board members **Lawrence L. Boger**, president, **Oklahoma State University**, Stillwater; **Robert S. Bowen**, president, Sales and Service Group, **The Firestone Tire & Rubber Company**; **Robert B. Gill**, vice chairman, **J. C. Penney Company, Inc.**;

**Thomas A. Gildehaus**, executive vice president, **Deere & Company**; **William M. Jones**, president, Agri-Products Group, **Ralston Purina Company**; Mr. Poling and Mr. Thomas.

Prior to the meeting, members of the board were received at the White House by President Ronald Reagan, who serves as honorary chairman of Council. The President told the group: "Today's 4-H is built on the experience of an impressive past. I am proud to commend the large numbers of volunteers who are involved in the 4-H program and committed to its goals. Their efforts serve as an inspiring display of the American spirit."

A native of Detroit, Poling was a 4-H member while growing up in Virginia. He joined Ford Motor Company in 1950 and has held a number of positions, including vice president, president and chairman, Ford of Europe, Incorporated, and executive vice president, corporate staffs.

Poling has served as a member of the company's board of directors since 1979. A graduate of Monmouth (Ill.) College, he

holds a master's degree from Indiana University. Ford has been a major donor to 4-H for 37 years and currently sponsors the national 4-H achievement awards program and international exchanges.

Thomas began his career with Amoco in 1958 and served in a number of marketing and managerial positions in Chicago, Kansas City and Australia. Prior to being elected president of Amoco, a subsidiary of Standard Oil Company (Indiana) in 1981, he was the company's executive vice president. A native of Saginaw, Mich., he holds bachelor's and master's degrees from the University of Michigan. Amoco, a 4-H donor for 40 years, currently sponsors the national 4-H petroleum power awards program.

Reding joined Monsanto in 1956 and held managerial positions in the agricultural division in New York, Belgium and St. Louis. Prior to assuming his present position of executive vice president, he served as a vice president and managing director of Monsanto Agricultural Products and as group vice president. A native of Algona, Iowa, he holds a bachelor's degree

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National 4-H Council's board of trustees and campaign committee members meet with President Ronald Reagan at the White House prior to the May 31 board meeting.

## The Campaign for 4-H Reaches 27 Percent Goal

Commitments to The Campaign for 4-H have reached \$13.6 million or 27.2 percent of the \$50 million five-year goal, Robert B. Gill, campaign chairman and vice chairman, **J. C. Penney Company, Inc.**, announced at a meeting of the campaign committee at the National 4-H Center May 31.

Already 19 major corporate donors have made multi-year commitments and one-time gifts totaling more than \$8 million.

"We are confident that with the continued efforts of this committee, we will achieve 40 percent of the campaign goal by our next meeting on November 29," Gill said. "We have submitted 92 proposals for new program areas to a broad range of potential donors and plan to submit additional long-term requests to current donors."





President Reagan, honorary chairman, National 4-H Council, congratulates newly-elected chairman of the board, Harold A. Poling.

## Harold Poling and 4-H

The new chairman of Council's Board of Trustees has much more than a casual interest in 4-H—he personally experienced 4-H as a member. Harold Poling was born in Detroit, but lived with his family in Northern Virginia during most of his childhood and participated in 4-H there.

Poling not only was a 4-H member, but also a winner as part of the first place demonstration team at the National 4-H Dairy Show in 1940. During the board meeting on May 31, he relived that experience when Tom Tuton, vice president, sales, *Elgin Watch International, Inc.*, presented him with a special 4-H gold watch to replace one he had won 44 years previously at the dairy show. In reminiscing about that experience, Poling recalled that it was the first time he had traveled alone, out of state. Staying in a large hotel in Harrisburg was an experience of a lifetime for himself and Lester Harris, his teammate. The two-hour winning demonstration given by the two boys was titled "Making American Cheese on the Farm." Poling recalled how impressed he was with the hospitality of the two donor companies

involved, the Elgin Watch Company and Kraft Cheese Company.

Poling believes that 4-H has a positive lasting effect on young people because it offers such opportunities for individual development.

"4-H is a quality organization that has a broad gauge reach, as opposed to just learning specific skills," he says. "The 4-H experience has many ramifications that relate to career life. It forces you to make decisions—from which project you are going to tackle to how you are going to accomplish it. The research and skill development plus the time and study and rehearsal required to make a presentation or demonstration all have application to the world of work. From concept to implementation, 4-H builds your confidence and ability to tackle the larger problems of real life."



Tom Tuton, Elgin Watch, makes presentation to Poling.

As for his continuing interest, Poling says: "4-H has proved far more meaningful than any other experience I have had of working with various groups. Part of this comes from the gratitude of the people you touch. I have never received so many thank you notes—personally handwritten and from the heart."

## NEWDONORS

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

*Remington Arms Co., Inc.*, Bridgeport, CT; *Trius Products, Inc.*, of Cleves, OH and *The Marlin Firearms Co.*, North Haven, CT have all pledged support to the 1984 Shooting Sports Program.

*NOR-AM Chemical Company*, Wilmington, DE; *Rhone Poulenc Chemical Co.*, Monmouth Junction, NJ; and *Di Giorgio Foundation*, San Francisco, CA have made contributions to the National 4-H Education Fund.

*Bicycle Manufacturers Association of America*, Washington, D.C., is a new contributor supporting the National Bicycle Education Consortium.

*ValCom*, a division of Valmont Industries, Valley, NE has made an in-kind gift of IBM PC Jr. computers for use in initiating a computer learning lab at the National 4-H Center. *Pioneer Hi-Bred International, Inc.*, Des Moines, IA, has given a grant to develop software in soil conservation for use in the computer learning lab during Citizenship-Washington Focus.

*3M Company* of St. Paul, Minnesota has pledged support to initiate a National 4-H Safety Leaders Symposium to be held in conjunction with the National Safety Congress, Youth Sessions, October 13-16 in Chicago.

The new chairman believes that youth today are much more cosmopolitan than when he was a 4-H member. They are concerned about world issues and have far more time to expand their minds and do some real thinking because routine things like arithmetic are accomplished by computers or calculators.

"As a result," he says, "we have smarter kids."

While he has relatively little time for leisure, Poling enjoys both squash and golf. He and his family often plan golfing vacations together. The Polings have three children: a married daughter with two children; a daughter preparing for social service by working with the Coro Foundation in San Francisco; and a son in law school at Yale.

In a message to staff at National 4-H Council he said:

"I am honored and pleased to be serving as the chairman of the board of trustees. From my experience in industry I am well aware of the vital role played by every staff member. We are all part of a team—working together in service to youth. The members of the board are convinced that we will be successful in The Campaign for 4-H. With your continued dedication and support we cannot fail to live up to the 4-H motto and make the best better."

National 4-H Council  
**Quarterly**

Quarterly Staff

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### National 4-H Council Officers:

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

**Vice Chairman**, L. D. Thomas, President, Amoco Oil Company

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

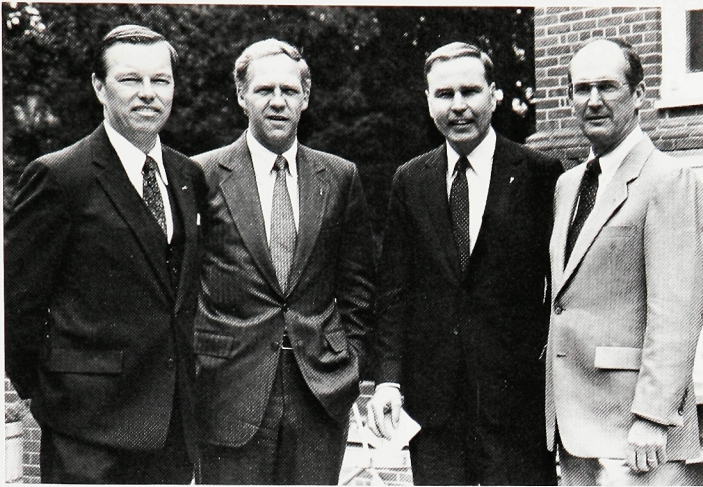
**Treasurer**, Daniel J. Callahan, III, President, American Security Bank

**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





Newly-elected vice chairman of the board, L. D. Thomas, left, president, Amoco Oil Company, poses with other board members: Thomas A. Gildehaus, executive vice president, Deere & Company; Robert S. Bowen, president, Sales and Service Group, The Firestone Tire & Rubber Company and William M. Jones, president, Agri-Products Group, Ralston Purina Co.



Margaret P. MacKimm, left, vice president of public affairs, Dart & Kraft, Inc., talks with other board members: Hoover Carden, administrator, Cooperative Extension Service, Prairie View A&M University and Dr. Gordon E. Guyer, director, Cooperative Extension Service, Michigan State University.

## Board of Trustees Meet

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from Iowa State University and participated in a Monsanto Advanced Management Program at Stanford University in 1975. In 1982, he received the National Agricultural Marketing Association's Robert S. Kunkel award for excellence in agricultural marketing and was elected an honorary member of Alpha Zeta fraternity. He is active in numerous civic and professional associations. Monsanto has given major support to 4-H for 29 years.

Olson has been associated with Extension and 4-H programs since 1956 when he served as an assistant county Extension agent in Cach County, Utah. He held positions in Cach, Emery and Rich counties before joining the state Extension staff in 1970. He has held his present position since 1972. A graduate of Utah State University, he holds a master's degree from Colorado State University and earned his doctorate at North Carolina State University. A native of Helper, Utah, he currently serves as chairman of the Extension Committee on Organization and Policy's 4-H Subcommittee, the national 4-H policy group.

Named to the executive committee of the board were: Poling; Thomas; Young; Margaret P. MacKimm, vice president of public affairs, **Dart & Kraft, Inc.**; John H. Clarke, executive vice president for technology, **Nabisco Brands USA**; Charles W. Lifer, assistant director, 4-H, **Ohio State University**, Columbus. Serving on the audit, budget and finance committee will be Clarke, Bowen and Gill.

Council officers reelected for one-year

terms include: treasurer **Daniel J. Callahan III**, president, **American Security Bank**, Washington, D.C.; secretary **Norman A. Sugarman**, attorney and partner, **Baker and Hostetter**, Washington, D.C.; **Grant A. Shrum**, president and chief executive officer; and **Ray Crabbs**, vice president and chief operating officer.

Other action at the board meeting in-

cluded a report by Mr. Gill, who serves as chairman of the \$50 million five-year Campaign for 4-H, announcing that 19 major corporations had made multi-year pledges to the campaign. Board members also pledged strong support to **Don Stormer**, newly-appointed deputy administrator, 4-H, **Extension Service, U.S. Department of Agriculture**, who is also a trustee.

## IN THE NEWS

**Irvan E. Aal** has been named president of **International Harvester**, Agricultural Equipment Group. International Harvester co-sponsors the national 4-H agricultural awards program.

For the fourth year in a row **American Farm Bureau** president **Robert B. Delano** has been named the most influential non-government farm leader in the annual survey "Who Runs America" conducted by the national news magazine **U.S. News and World Report**. Delano, a national 4-H alumni winner, is on Council's advisory committee. The survey solicits top national opinionmakers to rank leadership in a dozen major fields on the basis of national influence. U.S. Secretary of Agriculture **John R. Block** and Delano topped the overall list which combines both government and private industry leaders. **Robert Hanson**, board chairman of **Deere & Company** and Deputy Secretary of Agriculture **Richard Lyng** also were named.

National 4-H Council trustee **John H. Clarke** has been named executive vice president for technology, **Nabisco Brands USA**. Prior to the appointment Clarke was senior vice president for the company.

**R. J. Reynolds Industries, Inc.** directors appointed a new chairman and president effective June 1. The new chairman is **J. Tylee Wilson**, who has been president since 1979 and became chief executive officer last year. Succeeding Wilson as presi-

dent is **Edward A. Horrigan, Jr.** He also will be chief operating officer. R. J. Reynolds Industries, Inc. sponsors the Salute to Excellence volunteer leader recognition and training program.

**Lila Acheson Wallace**, **Reader's Digest** co-founder, died at the age of 94. **Reader's Digest** sponsors the national 4-H leadership awards program.

Two National Partner-in-4-H Awards were presented this spring to persons who have given strong support to the 4-H program. **Dr. Lloyd Besant**, vice president, Educational & Publication Services, **The Chicago Board of Trade**, received his award at the annual 4-H Commodity Marketing Symposium in Chicago, which is hosted by The Chicago Board of Trade. Besant was recognized for his invaluable assistance to the 4-H commodity marketing program and his demonstrated personal commitment and dedication to 4-H. The second National Partner-in-4-H Award was presented to **Fred Schwengel**, founder and president of the **United States Capitol Historical Society**, during National 4-H Conference. Schwengel was cited for "the encouragement and support he gives by providing a window into history for many 4-H participants." He provides personally-conducted tours of the Capitol for many groups of 4-H members and volunteer leaders who participate in training programs at the National 4-H Center.

### Mark Your Calendar

National 4-H Donors Conference  
September 20-21, 1984  
National 4-H Center  
Chevy Chase, Maryland



# National 4-H Center Celebrates 25th Anniversary

The National 4-H Center this year celebrates its 25th anniversary as a focal point for leadership development for 4-H members, volunteers and staff. Since it opened in 1959, the Center has served as a "home away from home" for more than half a million young people and adults. They have come from across the country and around the world to take advantage of the unique educational facilities of the Center and the resources and learning opportunities of the nation's capital.

The thousands of young people and adults who come to the Center each year share an experience which helps them strengthen their understanding of the free enterprise system, acquire a feeling of responsibility and respect for their fellow human beings both at home and around the world, and develop creative ideas and new skills in leadership and personal development.

The Center's dedication by President Dwight D. Eisenhower on June 16, 1959 was the first step in realizing the dream that had grown since 1927, when 4-H'ers and their leaders came to Washington, D.C. for the first National 4-H Conference. The commitment within the 4-H family to the idea of a facility in our nation's capital for leadership and citizenship training became tangible with the substantial contributions of 4-H'ers themselves and of the *Danforth* and *Ford Foundations* which allowed the establishment of the Center debt-free.

Throughout its history, the Center has benefited from strong support from the private sector and from 4-H members, volunteer leaders and staff. Such support has made possible the steady expansion and improvement of the Center and the programs it provides.

The ever-increasing use of the Center in leadership training in its first 10 years of operation led to a decision to expand the facility. The contributions of 4-H'ers, their volunteer leaders and staff were combined with the generous support of corporations and private foundations to make possible a major renovation and expansion program. On September 22, 1977, the Center was re-dedicated in service to youth, with its capacity more than doubled and its central building named *J. C. Penney Hall* in tribute to the personal interest of Mr. and Mrs. Penney and to the generosity of their company.

Reflecting the commitment of the private sector to the Center's continuing expansion and improvement are its major buildings and facilities—McCormick Hall, named for inventor Cyrus McCormick in tribute to the 60 years of support to 4-H agricultural programs by *International Harvester Company*; Firestone Hall, a recognition of the long-time support from the Firestone Trust Fund, sponsor of the national 4-H automotive awards program; and W. K.



Kellogg Hall, named in honor of the founder of the *W. K. Kellogg Foundation*, the largest single private contributor to 4-H in its history.

Major gifts from private sector donors provided the base for expansion of the National 4-H Center. Today, such support continues as the private sector joins forces with 4-H members and leaders to meet ever-growing needs. In the past several years, *Beatrice* has supported improvements to a large assembly hall; the *Ralston Purina Trust Fund*, together with the *Missouri 4-H Foundation*, has provided renovation of the Missouri Room and Danforth Court; the Ohio Room has undergone extensive renovation through the support of the *Ohio 4-H Foundation*; the lobby of W. K. Kellogg Hall has been refurbished; and a host of other improvements has been made.

Today, the National 4-H Center is far

more than a group of buildings. It is a thriving, active campus. Young people and adults from communities across the nation and around the world come to share ideas with others, and to return home to put those new ideas into action. Today in every part of our nation and our world, imaginative and exciting programs exist because a teenager, volunteer leader or staff member was inspired to action by an experience at the National 4-H Center. The Center continues as a place for assembling the best ideas, models, materials and people—a place to learn, to share and to grow.

As The Campaign for 4-H attains one of its major goals—funding to improve the Center as a unique conference and training facility serving the Cooperative Extension Service program—even further renovations are planned. Yet another dream will be fulfilled.



# States Enhance Rooms at National 4-H Center

Six state delegations to National 4-H Conference in April were involved in special presentations to improve and enhance the National 4-H Center.

A new Arizona lounge area and adjacent bedrooms in W. K. Kellogg Hall were dedicated by youth and volunteer delegates, led by Beryl Burt, state 4-H leader, and Kenneth H. Anderson, representing the Arizona 4-H Youth Foundation, which provided funding for the area. Specially-designed furniture, together with Indian artifacts, a mural of the Grand

Canyon, paintings and woven hangings, plus interior design in the warm colors of the southwest combine to make the area attractive and functional.

The Massachusetts delegates, headed by Joe Keohan, program leader, presented a check for naming the lobby entrance to J. C. Penney Hall from the recently improved Danforth Court. The lobby was named in honor of George F. Farley, long-time 4-H leader in that state.

A large lounge area and adjacent bedrooms on the lower level of Firestone

Hall will be greatly improved as a result of a check presented by the Utah delegation, headed by John Paul Murphy, assistant program leader.

Idaho Congressman Larry Craig, a former 4-H member, presented an Idaho state flag and seal and an American flag to enhance the Idaho room in Firestone Hall. Michigan delegates presented two state flags for use in the conference room named for their state in W. K. Kellogg Hall. Delegates from Illinois also presented a state flag for their designated room.



Above - Utah delegates present check to designate lower level lounge area and adjacent bedrooms of Firestone Hall. Shown left to right are: Timothy James Taney; Grant A. Shrum, president, National 4-H Council; Lisa Jarrett and Melinda Roberts; Top right - Massachusetts volunteer leaders, Mr. and Mrs. Joseph Wamback, Worcester, looking at photo of George F. Farley in lobby entrance of J. C. Penney Hall; Right - Idaho Congressman Larry Craig presents mementos to enhance Idaho Room to Grant Shrum; Below - Arizona 4-H conference delegates participate in Arizona lobby dedication. Left to right, Cassandra Rice, Gregory Lee Perry, R. M. Joe Bushong, Steve Patterson, Kelly Moffat and Andrea Woodruff.



## National 4-H Conference Strengthens Teen Leadership

Nearly 350 4-H members, volunteer leaders and Cooperative Extension Service staff, representing 48 states, Puerto Rico, the Virgin Islands and nine Canadian provinces, participated in the 54th National 4-H Conference, April 7-13, at the National 4-H Center. The conference is conducted by 4-H, Extension Service, U.S. Department of Agriculture.

With the theme, "Building On Experience," the conference was designed to involve 4-H members and adults in program development and strengthen and expand 4-H public relations efforts and reports to the public. One 4-H'er from each state was selected for the National 4-H Ambassador program. Included were nine hours of training in communications and public relations skills. During the year, these ambassadors will be called upon to represent 4-H in statewide and national settings.

Other delegates were involved in consulting group sessions on peer pressure; alcohol and drugs; the clothing scene; keeping adults high on 4-H; agriculture and its importance to teens; collegiate 4-H activities; community pride, community involvement and citizenship; food and fitness; fund raising and donor programs; electronic technology; 4-H and career awareness; 4-H growth in urban areas; making 4-H exciting; and the role of 4-H in international development.

Some of the other highlights of the week included a visit to the White House, a day on Capitol Hill, evening at a dinner theater, international night, a session at the U.S. Department of Agriculture and a final Clover Ball at the New Zealand Embassy.

Private support through National 4-H Council helped fund the international night activities and the final banquet/Clover Ball.



## Teen Citizenship Training is Summer Emphasis at 4-H Center

Throughout the summer, nearly 5,000 teenage 4-H members from 44 states receive practical citizenship and leadership training during week-long sessions of the Citizenship-Washington Focus program at the National 4-H Center.

Now in its 25th year, the program includes study of individual citizenship responsibilities, the nation's heritage and system of government. In addition, special emphasis is placed on citizenship and leadership skills related to economics, the political process, community involvement, international interdependence, food and agriculture, conservation and use of natural resources, computers, public speaking, expressive arts and vision education.

Helping to conduct the program this year are 17 young people, most of whom are 4-H alumni. Twelve of them, including a youth from Sweden, received 4-H fellowships provided by the *Auxiliary to the American Optometric Association; Conoco, Inc.; Dot Emerson Commemorative Fund; Farmland Industries, Inc.; Getty Oil Company (2); Hallmark Cards, Inc.; Illinois 4-H Foundation; Iowa 4-H Foundation; Minnesota 4-H Foundation; Norman C. Mindrum Education Fund; and Sterling Drug Inc.* The remainder were sponsored by Friends of National 4-H Council.

A new component of the program this year is a pilot computer project in which 4-H'ers experiment with a soil erosion problem in agriculture as it relates to public policy. The 4-H'ers also discuss possible solutions to the problem and view a film on soil conservation. The 15 personal computers were provided by *ValCom, Valley, NE*, with computer soft-

ware in soil conservation developed through a grant from *Pioneer Hi-Bred International, Inc., Des Moines, IA.*

Since 1984 is a presidential election year, emphasis also is placed on the use of voting machines and voting responsibilities. Each week, delegates participate in mock Republican and Democratic conventions and vote in a presidential election. The *AMVETS* organization provides silk flags to every CWF participant and flag lapel pins to all delegates voting in the mock presidential election. During the year, *AMVETS* provide more than 10,000 flags to participants in National 4-H Center programs, including leader forums and International Four-H Youth Exchange Ambassador and representative groups.

Educational field trips are an important part of the program. For the past 11 years, CWF participants have visited the Kennedy Center for the Performing Arts, where they are entertained by the youth performers in music, dance and drama from the theater school. Later, through special arrangements with the *Friends of the Kennedy Center* association, they are served lunch on the Kennedy Center rooftop. Each week, *U.S. Park Service* accepts the responsibility for receiving several hundred box lunches, prepared by *Mariott Food Services*, and icing hundreds of sodas, provided by *The Coca-Cola Company*. Both the *U.S. Park Service* and *Friends of the Kennedy Center* have been honored for their contributions with National Partner-in-4-H Awards.

Other long-time cooperators providing experiences for CWF participants include the *Washington Cathedral* staff aides, who conduct tours of the church each week, and the *U.S. Navy Band*, which

provides special seating each Wednesday night for the concert and dance at the Navy Yard.

Other program highlights include a day on Capitol Hill to meet with members of Congress and see government in action; visits to the Old Executive Office Building, federal agencies and organizations; and field trips to historical and cultural sites in the Washington area. This year 100 delegates each week receive a special senior administrative briefing at the White House. Workshops and seminars focus on ways to apply knowledge and skills gained during the week to local 4-H programs.



A member of the Friends of the Kennedy Center conducts tour for visiting 4-H teens.

CWF participants receive U.S. flags donated by AMVETS to be taken back to their local communities for presentation.



Roger Gammel, assistant manager, Dealer Development, ValCom Computer Center, Valley, Nebraska, with two Douglas County, Nebraska 4-H'ers, Charlene Tate and Tracy Scott.





# 4-H Briefs

## Council Receives USDA Volunteerism Award

On May 9, as part of National Volunteer Week celebrations, National 4-H Council was one of 20 national organizations honored by the United States Department of Agriculture in a "Salute to Volunteers for Agriculture." In making the presentations in the USDA patio, Secretary of Agriculture John R. Block explained that through the years the Department of Agriculture has relied extensively on volunteers from the private sector to participate in projects that are keyed to achieving a strong agriculture and to conserving our natural resources. He said, "The response has been tremendous. Thousands of volunteers have contributed millions of work-hours to agriculturally-related projects. From the smallest rural community to the largest city, these volunteers have unselfishly given of their time, their energy, and their talents."

Council's certificate of appreciation was given for its leadership role in working with volunteers from the private sector in support of the Cooperative Extension Service 4-H youth program.

## Plant and Soil Science Literature Available

A new plant and soil science literature series for young people has recently been developed by Extension with funding through National 4-H Council from **Pioneer Hi-Bred International, Inc.** "Exploring the World of Plants & Soils" consists of a beginner unit for those aged 9-11, plus five intermediate units for ages 10-14. The concepts presented in the beginner manual are expanded in the intermediate units, covering plant reproduction, soils, plant growth factors, plant characteristics, growing and using plants. A leader's guide supporting all the new units is also available.

## HHS Drinking & Driving Conference Held at Center

The Department of Health and Human Services Secretary's Conference on Teens Against Drinking & Driving was recently held at the National 4-H Center. Five hundred youth representing all 50 states, the District of Columbia and Puerto Rico attended the conference. They serve as officers and leaders of state and local teen groups organized to plan and carry out programs to curb the drinking and driving problem among the nation's teenagers. Secretary of Health and Human Services Margaret Heckler is using the conference to mount a nationwide educational program to attack the serious problem of drinking and driving.



Secretary of Agriculture John R. Block, left, presents USDA volunteerism award to Grant A. Shrum, president, National 4-H Council.

## NATIONAL 4-H NEWS Survey Planned

A three-part survey of NATIONAL 4-H NEWS readers and county and state Extension staff is being planned to obtain accurate and current information about readers and about use of NATIONAL 4-H NEWS as a training tool. The survey is being conducted by Readex, a readership research firm based in St. Paul, Minn. The reader survey will be sent to 2,000 randomly selected volunteer leader subscribers to NATIONAL 4-H NEWS. A second survey will be sent to approximately 1,000 county Extension offices. A third survey will be sent to state 4-H leaders. Results of the survey will be used to help determine editorial content, to promote advertising and to build circulation.

## Public Relations Experts Advise Council

Five members of Council's Public Relations Advisory Committee met at the National 4-H Center May 31 and June 1 to help plan a nationwide public awareness effort to support The Campaign for 4-H. During the discussions, committee members focused on needs for audience and message identification, media relations, identifying and using 4-H alumni and other ways of giving 4-H widespread visibility. Participating in the meeting were: Peter Allan, public relations, **R. J. Reynolds Industries, Inc.**; Chester K. Lasell, vice president for corporate communications, **Deere & Company**; Charles W. Parker, Jr., corporate vice president, **Allis-Chalmers Corporation**; Trecie Fennell, assistant manager, Corporate Com-

munications, **General Foods Corporation**; and James D. Schwaninger, manager of corporate responsibility and community relations, **J. C. Penney Company, Inc.**

New members joining the advisory committee include: William E. Duke, manager, National Programs, **Atlantic Richfield Company**; Tina Santi-Flaherty, vice president of public affairs, **GTE**; James A. Fyock, group public relations director, **R. J. Reynolds Industries, Inc.**; and David W. Scott, director of public affairs, North American Automotive Operations, **Ford Motor Company**.

## Study Seminars Draw Enthusiastic Response

Extension staff and volunteer leaders have responded enthusiastically to the opportunity for study in Scandinavia and the United Kingdom being offered through National 4-H Council. Scheduled for three weeks beginning October 1, the seminars will give leaders and staff opportunities to explore various youth programs and educational methods.

## New Staff Members Join Council

Anita Rook became director of individual and planned gifts in the Campaign Office of National 4-H Council May 1. Rook relocated to the Washington area from San Francisco, where she was a fund raising consultant for Fitzgerald, Graves & Company, and associate director and member of the faculty of The Fund Raising School. She has been in fund raising management for 16 years serving as staff and consultant to educational, cultural, health and social service organizations.

Jim Chatfield has been appointed to the new position of educational aids producer/manager in the Communications Division of Council. Chatfield has an extensive background in public relations for national associations and most recently operated Chatfield Communications Corporation, a public relations consulting firm. He and his wife, Michele, have lived in the Washington area for the past 10 years.

## Salute to Excellence Grants Made

Grants of \$1,000 each have been sent to each state, the District of Columbia and Puerto Rico to support efforts to expand volunteerism and strengthen the 4-H program. The grants, provided by **R. J. Reynolds Industries, Inc.**, were made on the basis of proposals developed (with involvement of state 4-H staff) by volunteer leaders attending the March Salute to Excellence program. Proposals cover a wide range of activities relating to developing middle management skills, visibility for 4-H and increasing involvement of young people and adults in the program.



## 4-H Briefs

**Donor Reps Visit Center**

Representatives of donor companies who visited the National 4-H Center during the past quarter other than those attending Council's board of trustees, campaign committee and public relations advisory committee meetings on May 31: Dr. Marlin Edwards and Steve Moon, **Pioneer Hi-Bred International, Inc.**; Ken and Joan Austin, **A-dec Corporation** and **Oregon State 4-H Foundation**; Roger Gammel, assistant manager of dealer development, **ValCom Computer Center**.

**Mark Your Calendar**

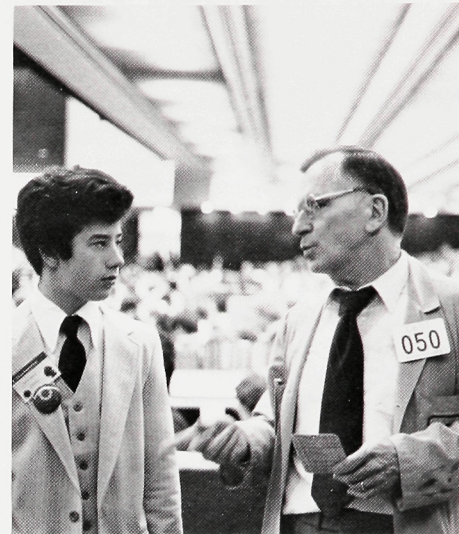
National 4-H Congress  
November 25-29, 1984  
Palmer House Hotel  
Chicago, Illinois

**Marketing Symposium Offers Hands-On Learning**

For 37 4-H'ers involved in commodity marketing, the highlight of their 4-H experiences was a trip to the 33rd annual 4-H Commodity Marketing Symposium. Held April 14-17 in Chicago, the program was designed to help participants understand how basic principles of marketing and economics apply to commodities sold in cash markets and traded in futures markets of major commodity exchanges.

Sponsored by **The Chicago Board of Trade**, which also supports the commodity marketing awards program, the symposium gave delegates a chance to personally experience commodity marketing. It featured workshops on topics such as futures contracts, pit trading, hedging, speculation, and international trade.

Delegates also visited the Board of Trade floor at the opening of the market and shadowed traders, who were busy buying and selling futures contracts. At the close of trading, the 4-H'ers held their own simulated pit trading exercises, with the help of traders who volunteered their expertise.



*Symposium participant listens intently as trader explains futures marketing.*

**An Arabian Tale—The Georgia 4-H Way**

The fast-paced, sing-song voice of the auctioneer... a scream... a cheer... and the winning bidder is announced. A lucky 4-H'er will go home with a dream horse, as another fine Arabian gelding is sold at a unique auction held at entertainer Kenny Rogers' Beaver Dam Farms in Georgia.

At the sale, only 4-H members had the privilege to bid. They had the opportunity to purchase animals at well below their real value, since all the horses offered for

sale had been donated to the Georgia 4-H Foundation by Rogers and several other Arabian owners. Proceeds of the sale went directly to the Foundation.

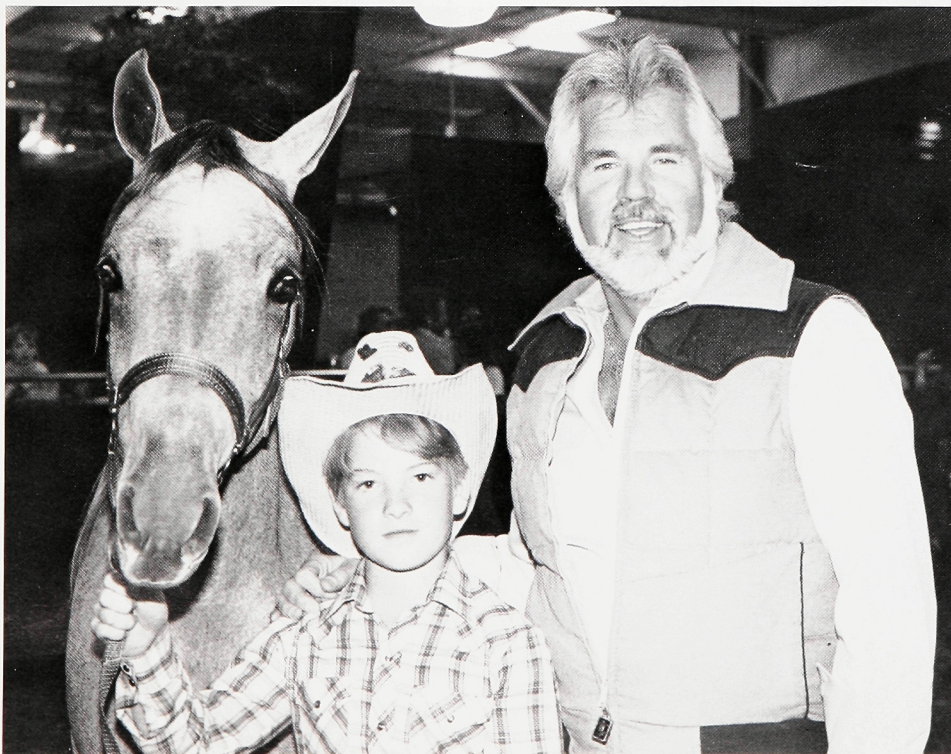
Arabian horses are important to Kenny and Marianne Rogers and so are young people. Its position as the largest youth organization in the state made 4-H the perfect means for channeling Rogers' interest in providing opportunities for youngsters.

"It's our way of giving something back," said Rogers. "We are glad we can support 4-H in this way. It is a worthwhile organization that deserves support."

The sale provided 4-H'ers an opportunity to buy horses at prices they could afford, and, for Rogers, it also was a way to encourage youngsters to develop an interest in the breed. Beaver Dam Farms donated two geldings for the sale, and sixteen more came from other farms. Beaver Dam's farm manager, Jim Gaskill, cites the support given by other horse breeders as one of the most important aspects of the sale, the second of its kind in as many years. Based on breeders' response to this sale, Gaskill expects to see similar activities conducted in other states in the future.

"Kenny was there all day and many of the other breeders stayed throughout the sale," said Gaskill. "They really got involved with the kids, and several said they wanted to continue their involvement."

With more than a hundred young 4-H'ers bidding on the animals, and hundreds of others cheering them on, competition was stiff. But for the youngsters whose top bids made them horse owners, the sale opened the door to new experiences. Said successful bidder Elizabeth McNeely of Elbert County, who purchased one of the geldings donated by Rogers' farm: "I have been interested in horses since I was nine. I will ride him Western, and I hope to show him in 4-H horse shows and in Class A Arabian shows. I was a little worried I wouldn't get the horse, but I was really happy I did."



*Kenny Rogers congratulates Jeff Bray, Georgia 4-H'er, on his winning bid.*

*Story and photos by Karen Wakayama  
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