

Q National 4-H Council Quarterly

Volume 2 Number 1

Winter 1984

National 4-H Congress Lauds America's Youth

Approximately 1,600 4-H delegates, representing all 50 states and Puerto Rico, gathered at the Conrad Hilton Hotel in Chicago, Illinois, during the week of November 27 to be recognized for their achievements as state, sectional, and national winners. For these young people, attendance at Congress was the attainment of a goal toward which they had worked for many years. During Congress they were reminded many times that with this achievement comes an obligation to set even greater goals and to assume leadership roles.

T. T. Lithgow, Jr., president, Fleischmann Division, *Nabisco Brands, Inc.*, speaking at the banquet for winners in the bread program, which his company sponsors, put it this way: "Don't ever stop learning. And, incidentally, that implies a great deal more than just 'book learning.' Develop your own personal 'data bank' . . . You are the major resource of America's future and we have every confidence you will utilize it to its fullest potential."

At the food-nutrition banquet, James L. Ferguson, chairman and chief executive, *General Foods Corporation*, said it somewhat differently. He urged the dele-

gates to remain flexible and adaptable, ready to shed outdated practices and seize new opportunities. "One of the reasons you 4-H'ers are here tonight, as winners and achievers," Ferguson said, "is because of your ability to grow and change. . . . This is a process—an educational process—that never ends."

Throughout the week at recognition events, representatives of donor companies paid tribute to the sound values and practical skills 4-H members acquire because of the program's strong educational base in the land-grant university system and the U.S. Department of Agriculture. At get-acquainted sessions, delegates met and exchanged views with key executives from the corporations that sponsor their programs and with representatives from the Cooperative Extension Service.

Pageantry Marks Congress Opening

The 62nd National 4-H Congress opened on Sunday afternoon, November 27, with the traditional flag ceremony. Representatives from the 50 states and Puerto Rico paraded into the Grand Ballroom to the



Bob Lund, vice president, Sales and Marketing Staff, General Motors Corporation, with Miss America, Vanessa Williams, and a winner in the safety program, which General Motors sponsors. General Motors Foundation, Inc. sponsored Miss America's visit to Congress.

music of the 505th U.S. Air Force Ceremonial Band of the Midwest.

In his opening remarks, James L. Dutt, chairman, chief executive officer, *Beatrice Foods Co.*, and chairman of the board of trustees, National 4-H Council, told the assembly that Congress offers the best in recognition, educational challenges, inspiration, and cultural growth. The opportunity to meet peers from all over the country and professionals from the public and private sectors who support 4-H, Dutt noted, is an educational and cultural experience in itself.

Dr. V. Milton Boyce, assistant deputy administrator, 4-H-Youth, Extension Service, U.S. Department of Agriculture, told the delegates to use the knowledge and skills acquired through 4-H in the important leadership roles they will surely be called upon to play.

Keynote speaker Michael Broom, president, *Tomorrow's America Enterprises*, told the 4-H'ers that opportunities are something that must be earned. "Rewards are in proportion to the service you perform," he said. "I suggest that each and every one of you gathered here today reach down into your heart and pull out a dream and use what you have learned in the 4-H program to attain it."



Recipients of Presidential awards, the highest honor given for excellence in 4-H, proudly display the silver tray that each one received. Winners clockwise from left of tray are Stephanie Pardoe, Maryland; Lori Butler, Illinois; Heidee Wilson, Utah; Deborah Owen, California; Benjamin Davis, New Hampshire; and Antoinette Marsh, California.



Secretary of Agriculture John R. Block addresses the Thursday assembly.

Delegates Get Broad Exposure To Chicago's Rich Resources

During the week, delegates had opportunities to absorb much of Chicago's educational and cultural wealth by touring such landmarks as The Chicago Board of Trade, City Hall, the Chicago Historical Society, *The Chicago Tribune*, Adler Planetarium, and the Field Museum of Natural History.

J I Case Company sponsored a tour of the Museum of Science and Industry. *DeKalb AgResearch, Inc.* took winners in agricultural careers to the Board of Trade and Heinold Commodities. *Amoco Oil Company* hosted petroleum power winners and other interested delegates at the Standard Oil Building for an "Energy Adventure Presentation." Horse winners toured the Bingham Quarter Horse Farm, courtesy of Richard and Karen Bingham.

Westinghouse Electric Corporation took electric energy winners on a tour of the Fermi National Accelerator Labs, and *The Santa Fe Railway System* sponsored a tour of its headquarters for Santa Fe and Gulf Central winners. Bread winners were given a tour of a plant of *Nabisco Brands, Inc.*, the program sponsor, and health winners spent an afternoon at Kraft Kitchens and Laboratories, courtesy of *Kraft, Inc.* *Eastman Kodak Company* took its winners to the Eastman Kodak Lab; *The General Foods Fund, Inc.* gave food-nutrition winners a tour of its Kool-Aid plant. Beef winners toured the Mid-America Commodities Exchange, courtesy of the *American Simmental Association*.

Throughout the week, the Cooperative Extension Service offered workshops focusing on issues of major concern to teenagers: Life After High School, Stamping Out Stress, Looking Your Best, Selling

Yourself, and Positive Thinking. Other topics covered were Consumer Issues in Agriculture, Self Esteem and Family Relationships, and Issues in Production Agriculture.

In the course of the week, 282 scholarships were awarded to regional and national winners. Scholarships, ranging in value from \$500 to \$1,500, totaled \$262,400.

All-Congress Events Offer Variety of Experiences

And there was a variety of all-Congress events: a Get Acquainted Party sponsored by *The Coca-Cola Company* and *Nabisco Brands, Inc.*; a performance by The Purdue Collegiate Singers sponsored by *American Income Life Insurance Company*; a multimedia presentation on the history of agriculture and an interpretation of 4-H by the North Carolina 4-H Performing Arts Troupe sponsored by the *Banks for Cooperatives*; a 4-H Holiday Pops concert by the Orchestra of Illinois with Shari Lewis as guest conductor sponsored by *Amoco Foundation, Inc.*, *Beatrice Foods Co.*, *International Paper Company*, *Kraft, Inc.*, and *The Santa Fe Railway System*; and a hot dog party and dance sponsored by *Ford Motor Company Fund*.

The National 4-H Fashion Revue, highlight of the Wednesday assembly, featured program winners demonstrating the secrets of "Dressing For Success." Wearing clothing they had made themselves in



Throughout the week of Congress, delegates had opportunities for educational and cultural growth by participating in workshops and tours of the Chicago area. (Top) Roy Geiger of the National Wildlife Federation, with the help of Migisiwa, an injured bald eagle, presents a workshop on the need to protect the wildlife habitat. (Bottom) Delegates visit the Museum of Science and Industry.

Quarterly

National 4-H Council

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National 4-H Council Quarterly is published by National 4-H Council. National 4-H Council is a not-for-profit educational organization that uses private resources to help expand and strengthen 4-H programs. 4-H is the youth education program of the Cooperative Extension Service of the State Land-Grant Universities and the U.S. Department of Agriculture. Programs and educational materials of National 4-H Council are available to all persons regardless of race, color, sex, age, religion, national origin or handicap. Council is an equal opportunity employer.

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



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their fashion revue projects, program winners modeled ensembles suitable for the office, after five, and casual wear. The Fashion Revue was presented in cooperation with *Simplicity Pattern Co. Inc.* and *White/Elna Sewing Machine Company*.

Congress Affords High 4-H Visibility

To focus public attention on the values of 4-H in developing competent, knowledgeable youth and to recognize the accomplishments of 4-H members, a press-radio-television committee of Extension information specialists kept busy throughout the week interviewing delegates for radio, television, and press placements and photographing national winners with representatives of the program sponsor for special interest publications.

Firestone Hosts 2,000 For Breakfast

One of the most talked about events at Congress and one worth rising at dawn to attend was the Firestone Breakfast, served in the International Ballroom at 6:45 on Monday morning, November 28. The traditional breakfast fare of a baked potato covered with creamy chipped beef was served with dispatch by white-coated waiters, while the Norm Krone Orchestra played a medley of tunes, each with a state theme.

Robert S. Bowen, president, Sales and Marketing Operations, *The Firestone Tire & Rubber Company*, reminded the delegates that 4-H is a very special program because of the support it receives from the private sector, the land-grant universities, and volunteer leaders. "There's a very real price tag that goes with the success you're being recognized for," Bowen said. "The price of this, or any success, is that more is expected of you and more will continue to be expected of you in the future."

Secretary Of Agriculture John R. Block Addresses Thursday Assembly

On Thursday morning, Secretary of Agriculture John R. Block addressed the delegates assembled in the International Ballroom. "Nothing is more exciting than to be here with you," Block began. "That's because you are the future leaders, the future movers." Block spoke about his personal involvement in 4-H while growing up on the family farm in Illinois, saying that the experience had enriched his life.

"As 4-H'ers," he continued, "I hope you are eager to talk about the importance of agriculture, not only in your lives but also to the nation. The fact is, agriculture has an impact far beyond the fields and feedlots. Our farm industry is a trillion dollar asset to this country."

Block spoke about the interdependence of farms and cities and pointed out that one of the values of National 4-H Congress is that it brings together urban and rural young people and provides opportunities for a "cross-fertilization of ideas" that



National alumni winners in 1983 were (back row, left to right) Orion Samuelson, Secretary John Block, Senator Thad Cochran, Orville Redenbacher, Charles Smith, (front row) Ann Scott Porter, and Edna Wilke Thayer.

leaves "both sides richer and stronger—and more aware of how much they need each other."

Eight Receive National Alumni Awards

At a special recognition luncheon for alumni, leaders, and donors following the Thursday assembly, 4-H alumni were recognized for their leadership roles and contributions to society. Named national alumni winners were Secretary of Agriculture John R. Block, U.S. Senator Thad Cochran, Kentucky Governor Martha Layne Collins, home economics teacher Ann Scott Porter, businessman Orville Redenbacher, broadcaster Orion Samuelson, dairy farmer Charles C. Smith, and hospital administrator Edna Wilke Thayer.

In accepting his award, Redenbacher credited 4-H with having set him on the path toward becoming a successful businessman. Samuelson said that his experience in public speaking in 4-H influenced his career direction. Ann Scott Porter, finding herself in such august company, observed that this is one of the strengths of 4-H: it recognizes achievement wherever it is found. "You don't have to take home a blue ribbon to be a winner in 4-H," she said.

Annual Banquet Wraps Up A Memorable Week

The 4-H winners gathered together one final time for the annual 4-H banquet that traditionally brings Congress to an end. After dinner the six presidential tray winners were announced. Dr. Mary Nell Greenwood, administrator, Extension Service, USDA, presented silver trophies in the

name of the President of the United States to Antoinette Marsh and Deborah Owen of California, Lori Butler of Illinois, Stephanie Pardoe of Maryland, Benjamin Davis of New Hampshire, and Heidee Wilson of Utah.

The banquet and the 62nd Congress concluded with a multimedia presentation, recapping the week's events and highlighting the corporations that made those events possible. The tumultuous response from the 4-H winners left no doubt as to the level of appreciation these young people have for their support.

Board Of Trustees Meets At Congress

In conjunction with National 4-H Congress, the board of trustees of National 4-H Council held its fall meeting on December 1. In his introductory remarks, James L. Dutt, chairman, lauded the decision to schedule the meeting during Congress because of the opportunity it gave board members to meet outstanding 4-H'ers, their leaders, donors, and other supporters of 4-H.

Dutt announced the resignation from the board of Donald Seibert, retired chairman of the board, J. C. Penney Company, Inc. Robert B. Gill, vice chairman, J. C. Penney Company, Inc., was elected to fill his term.

In recognition of Seibert's service on the board, John H. Clarke, senior vice president, Nabisco Brands USA, offered a resolution of commendation praising Seibert for his leadership role on the board of trustees in the furtherance of the 4-H mission. Seibert will continue to work on behalf of 4-H as a member of the campaign committee.

Donors Pledge Five-Year Support For 4-H

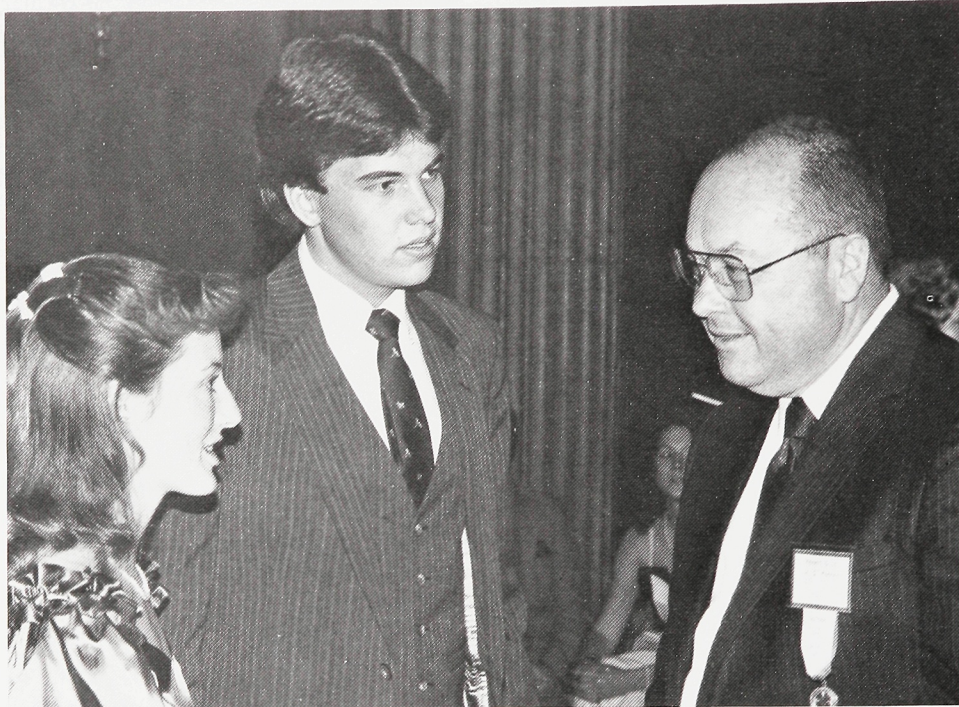
Sixteen contributors to 4-H through National 4-H Council have pledged to continue support of 4-H programs for the five-year period of the campaign. Taking leadership in the campaign are *Amoco Foundation, Inc.*, *Beatrice Foods Co.*, *Coats & Clark Inc.*, *The Coca-Cola Company*, *John Deere*, *Eastman Kodak Company*, *The Firestone Tire & Rubber Company*, *The General Foods Fund, Inc.*, *General Motors Foundation, Inc.*, *Kraft, Inc.*, *Mobay Chemical Corporation*, *Nabisco Brands, Inc.*, *J. C. Penney Company, Inc.*, *Ralston Purina Company*, and *Union Oil Company of California*.

In addition, Beatrice, Coats & Clark, Coca-Cola, Dart & Kraft Foundation, Firestone, General Foods, Nabisco, and J. C. Penney have pledged special gifts to the campaign for 4-H.

Amoco Foundation, Inc. sponsors the national 4-H petroleum power awards program and educational aids in tractor and small engines. Amoco's involvement with 4-H dates back to 1944 when it began sponsoring the 4-H tractor program. Since 1951, Amoco has also cosponsored 4-H regional engineering events. At the time of the merger of National 4-H Council's Chicago and Washington offices, the foundation made a capital consolidation grant. Lawrie D. Thomas, president, Amoco Oil Company, serves on Council's board of trustees and on the campaign committee.

Beatrice Foods Co. has contributed to 4-H for 17 years. In addition to sponsorship of the national 4-H home management awards program, the company has made major capital gifts for the expansion of the National 4-H Center. In recognition of this support, the largest assembly hall at the Center bears the company's name. James L. Dutt, chairman, chief executive officer, Beatrice Foods Co., serves as chairman of Council's board of trustees and as a member of the campaign committee.

Coats & Clark Inc.'s support of the national 4-H clothing awards program dates back to 1941. For many years, the company also sponsored the National 4-H



Robert Gill, vice chairman, J. C. Penney Company, Inc., chats with 4-H'ers at Congress.

Poster Art Program. In addition, Coats & Clark's president, Robert G. Laidlaw, provided leadership in the long-range planning undertaken by National 4-H Council. Laidlaw, a member of the board of trustees of National 4-H Council, served as chairman of the resource development committee, which laid the groundwork for the campaign for 4-H. He now serves on the campaign committee.

The Coca-Cola Company, a 13-year supporter of 4-H, has sponsored the national 4-H citizenship awards program for 7 years and contributed to development of educational aids for that program. At the time of the expansion of the National 4-H Center, the company made a 5-year pledge of capital support. Donald R. Keough, president, chief operating officer, The Coca-Cola Company, serves on Council's board of trustees and on the campaign committee.

John Deere sponsors the national 4-H conservation of natural resources awards program. For 10 years, 1972 to 1982, the company also contributed to the International Four-H Youth Exchange program. A 25-year supporter of 4-H, the company made a major capital grant for the expansion of the National 4-H Center. Most recently, John Deere made a gift toward production of a public awareness film for 4-H. Thomas A. Gildehaus, executive vice president, Deere & Company, serves on Council's board of trustees and on the campaign committee.

Eastman Kodak Company sponsors the national 4-H photography awards program

and provides support and professional expertise for development of educational aids in photography. The company also sponsors an annual 4-H photography exhibit of winners' work. In addition, Eastman Kodak has sponsored a volunteer leader forum in photography. The company has contributed to 4-H programs for 22 years. Colby H. Chandler, chairman, chief executive officer, Eastman Kodak Company, serves on the board of trustees and the campaign committee of National 4-H Council.

A 41 year supporter of 4-H, *The Firestone Tire & Rubber Company* sponsors the national 4-H automotive awards program, cosponsors regional 4-H engineering events, and supports development of educational materials for the automotive program. For over 35 years Firestone has sponsored an all-Congress breakfast during National 4-H Congress. The company also made a major capital grant to designate Firestone Hall at the National 4-H Center. Robert S. Bowen, president, Sales and Marketing Operations, The Firestone Tire & Rubber Company, is a member of Council's board of trustees and of the campaign committee.

General Foods Corporation has supported 4-H for 29 years. From 1955 until 1971, the company contributed to the International Four-H Youth Exchange program. Since 1966 it has sponsored the national 4-H food-nutrition awards program and educational materials for that program. At the time of the expansion of the National 4-H Center, General Foods made a major capital grant. James L. Ferguson,



William "Dub" Jones, president, Agri Products Group, Ralston Purina Company, exchanges views with a 4-H winner.

chairman and chief executive, General Foods Corporation, addressed the winners in food-nutrition during the recognition dinner at Congress, when the company announced its five-year commitment to 4-H.

A 40-year contributor to 4-H, **General Motors Foundation, Inc.** sponsors the national 4-H safety awards program. The foundation has also made capital grants in support of the expansion of the National 4-H Center. Paul D. Pender, vice president and group executive, General Motors Corporation, serves on the board of trustees and the campaign committee of National 4-H Council.

Kraft, Inc., sponsor of the national 4-H health awards program, has supported 4-H for 31 years. For 16 years, Kraft contributed to international programs. The company was a major contributor to the expansion of the National 4-H Center. In 1983, Kraft made a special gift to support production of a public awareness film for 4-H. Margaret P. MacKimm, vice president of public affairs, Dart & Kraft, Inc., serves on the board of trustees of National 4-H Council and on the campaign committee.

A 5-year supporter of the national 4-H entomology awards program, **Mobay Chemical Corporation** has confirmed its support for another five years. Dr. Karl H. Voepel, vice president and general manager, Agricultural Chemicals Division, Mobay Chemical Corporation, served on Council's resource development committee and now serves on the campaign committee.

Nabisco Brands, Inc. has supported the national 4-H bread awards program for 33 years and since 1954 has also provided general support to 4-H. At the time of the



The board of trustees of National 4-H Council met at the Conrad Hilton Hotel on December 1 during National 4-H Congress.

expansion of the National 4-H Center in the early 70s, the company made a major building fund gift. John H. Clarke, senior vice president and group executive, Nabisco Brands USA, is a member of Council's board of trustees. Both Clarke and T. T. Lithgow, Jr., president, Fleischmann Division, serve on the campaign committee.

J. C. Penney Company, Inc., has been a generous contributor to 4-H through Council for 21 years and has supported local 4-H activities for even longer. Currently the company supports four regional volunteer leader forums. The company and the J.C. Penney family contributed substantially to

the expansion and renovation of the National 4-H Center, in particular to the construction of the main building, J.C. Penney Hall, named in honor of the company's founder. Robert B. Gill, vice chairman, J. C. Penney Company, Inc., serves as chairman of the campaign for 4-H and as a member of the board of trustees. Donald V. Seibert, retired chairman of the board, J. C. Penney Company, Inc., serves on the campaign committee.

Ralston Purina Company has supported 4-H for 31 years. Purina Dog Foods Group has sponsored the national 4-H dog care and training awards program for 26 years and assists in development of educational aids for that program. Purina Horse Chows supports a comprehensive program of visuals, lessons, and worksheets for the horse program. In 1983, the Agri Products Group joined International Harvester Company as cosponsor of the national 4-H agricultural awards program. The Ralston Purina Trust Fund contributes to 4-H international programs. The company has been a major contributor to the development of the National 4-H Center. Most recently, the Ralston Purina Trust Fund made a \$25,000 grant for the renovation of Danforth Court at the National 4-H Center. William M. "Dub" Jones, president, Agri Products Group, Ralston Purina Company, serves on Council's board of trustees and on the campaign committee.

Union Oil Company of California sponsors the national 4-H public speaking awards program and funded the development of educational materials in public speaking. William S. McConnor, president, Union 76 Division, senior vice president, Union Oil Company of California, serves on the board of trustees and the campaign committee of National 4-H Council. Union Oil has supported 4-H for 35 years.



Robert Laidlaw, president, Coats & Clark Inc., enjoys the national 4-H photography display with 4-H'ers. The display, featuring 4-H photography, is sponsored by Eastman Kodak Company.

Campaign Committee Pledges Active Support Of Campaign For 4-H

Robert B. Gill, vice chairman, J. C. Penney Company, Inc., and chairman of the campaign for 4-H, convened the first meeting of the campaign committee immediately following the meeting of National 4-H Council's board of trustees on December 1, the final day of the 1983 National 4-H Congress.

During the meeting, the campaign planning and organization were reviewed. A publication entitled "Building on Experience: A Commitment to Excellence" and a 10-minute film called "4-H Is More!", both tools to be used in the campaign, were introduced.

Gill acknowledged the leadership and support provided by members of the board of trustees in bringing Council to this important commitment to 4-H. He paid special tribute to Robert Laidlaw, president, Coats & Clark Inc., for his exceptional service as chairman of the resource development committee, which played a major role in planning for the campaign.

Gill stated that advance leadership gifts are essential to the success of the campaign. "4-H has a rich tradition of corporate support," he observed, "and it has turned to the private sector corporate partners to provide the nucleus of the advance gifts."

Members of the campaign committee are Dr. Edward W. Aiton, Venice, Florida; Robert S. Bowen, president, Sales and Marketing Operations, The Firestone Tire & Rubber Company; Daniel J. Callahan, III, president, American Security Bank N.A.; Colby H. Chandler, chairman and chief executive officer, Eastman Kodak Company; John H. Clarke, senior vice president, Nabisco Brands USA; James L. Dutt, chairman, chief executive officer, Beatrice Foods Co.; Thomas A. Gildehaus, executive vice president, Deere & Com-



Thomas A. Gildehaus, executive vice president (left), and John Coy, manager, corporate support programs, both of Deere & Company, converse with a 4-H'er at a special reception on Thursday at National 4-H Congress.

pany; William P. Harsh, consultant, Hallmark Cards Incorporated; Daniel P. Hogan, Jr., vice president and general manager, Ortho Consumer Products Division, Chevron Chemical Company; William M. Jones, president, Agri Products Group, Ralston Purina Company; Donald R. Keough, president and chief operating officer, The Coca-Cola Company; Robert G. Laidlaw, president, Coats & Clark Inc.; T. T. Lithgow, Jr., president, Fleischmann Division, Nabisco Brands, Inc.; David L. Litten, vice president, Midwestern Region, Westinghouse Electric Corporation; Margaret P. MacKimm, vice president of public affairs, Dart & Kraft, Inc.; William

S. McConnor, president, Union 76 Division, and senior vice president, Union Oil Company of California; Marvin R. Morrison, partner, Morrison Brothers Ranch; Clarke A. Nelson, senior vice president, Carnation Company; Charles W. Parker, Jr., corporate vice president, Allis-Chalmers Corporation; Paul D. Pender, vice president and group executive, General Motors Corporation; Harold A. Poling, executive vice president, North American Automotive Operations, Ford Motor Company; John S. Reed, Lake Forest, Illinois; Luke M. Schruben, Rockville, Maryland; Donald V. Seibert, retired chairman of the board, J. C. Penney Company, Inc.; Norman A. Sugarman, attorney and partner, Baker & Hostetler; Lawrie D. Thomas, president, Amoco Oil Company; Dr. Karl H. Voepel, vice president and general manager, Agricultural Chemicals Division, Moberg Chemical Corporation; Robert K. Wilmouth, president and chief executive officer, National Futures Association.

Also attending the campaign meeting were Dr. Mary Nell Greenwood, administrator, Extension Service, USDA; Dr. J. Orville Young, director, Cooperative Extension Service, Washington State University; Hoover Carden, administrator, Cooperative Extension Program, Prairie View A&M University; Dr. Charles W. Lifer, assistant Extension director, state 4-H leader, Ohio State University; Dr. Denver T. Loupe, director, Cooperative Extension Service, Louisiana State University; Dr. Anne H. Rideout, associate director, Cooperative Extension Service, University of Connecticut; and Dr. Donald L. Stormer, assistant Extension director, state 4-H leader, North Carolina State University.

Trustee Workshop Held At Congress

The sixth annual 4-H Foundation Trustee Workshop was held during National 4-H Congress as a service to strengthen fund raising at the state and local levels. Fifty-eight participants representing 24 states heard presentations and panel discussions from fund raising experts and fellow 4-H foundation trustees. The workshop's theme, "State 4-H Fund Raising: Building on Experience," focused on the trustee's role in state 4-H foundations and efforts to expand private support.

Highlights of the sessions included progress reports given by trustees and staff of state 4-H foundations and a review and update of the campaign for 4-H by campaign director Don Johnson. Throughout the workshop, presenters and panelists reiterated the cooperative nature of 4-H fund raising at local, state, and national levels. This bonding of state and national 4-H has resulted in successes in direct mail

pilots, program development, and shared resources in targeting funding sources.

Topics of presentations included "Panning for Gold: The Trustee as Prospector" by Eugene Funderburke, president, Funderburke and Associates, "Keeping Faith: The Trustee as Steward" by Edward Jay Beckwith, partner, Baker & Hostetler, and "Marketing the Message: The Trustee as Communicator" by Niki Whitcomb, president, Whitcomb & Associates. Representatives from several states spoke on the efforts of their states to tap into new funding resources. At dinner, attendees heard Thomas Sanberg, director of development, Chicago Museum of Science and Industry, discuss "Volunteer Fund Raising" and Dr. Donald Stormer, assistant Extension director, state 4-H leader, North Carolina, highlight the national 4-H program, "Building on Experience."

4-H'ers Respond To Nationwide Survey On Contemporary Issues

Environmental protection and world hunger rank equally with Soviet aggression as the most important international issues today in the opinion of teenage delegates to the 62nd National 4-H Congress.

The 1,600 4-H members from across the nation, ranging in age from 15 to 19, were polled on international, domestic, and personal affairs in a survey conducted in October 1983 by the Institute for Communications Research, Rockville, Maryland. The survey was sponsored by National 4-H Council. Survey results are based on a random sampling of 500 respondents. Demographically, 46.6 per-

cent of the respondents live on farms and ranches and 28.5 percent live in rural areas.

The survey shows that the economy and quality of education are top domestic issues for 82 percent of the respondents. Other issues ranked high were employment opportunities, the environment, and relations with people. More than 80 percent thought social security funds would be insufficient by the time they retire.

On other issues, 65 percent feel the United States should sell agricultural commodities to the Soviet Union and other communist bloc countries. Nearly 60 per-

cent feel that agricultural production should be subsidized by the federal government. Among steps recommended for improvement of international relations, delegates rank arms control first, with people exchanges and increased trade also receiving strong support. More than half think the U.S. should not be involved in Central American politics. Those who approve of involvement selected economic aid and military advisors as the preferable manner of involvement.

Asked about meeting U.S. military manpower needs, more than 76 percent ranked volunteer service as first. The draft and obligatory two-year service each were ranked first by 13 percent, and 2.1 percent ranked no service as priority. Nearly 60 percent would not include women in the draft. The equal rights amendment is favored by 57 percent.

Although these teenagers listen to radio more than they watch TV or read newspapers and magazines, more than half considered TV their most reliable source of news. Newspapers were cited by 23 percent and radio by 20 percent. TV viewing occupies less than one and a half hours of weekday time for 61 percent, while 85 percent report spending less than one hour per day reading daily newspapers or magazines. Nearly half listen to radio from two to more than three hours per day.

Greatest influence on political opinions are parents, 47 percent, with news media ranking second at 26 percent. Church was least influential with only 1.6 percent. Most delegates plan to register and vote and 10 percent plan to work for a political candidate.

Most delegates are optimistic about the future. More than 55.3 percent are somewhat hopeful and 21 percent hopeful that a solution will be found in the near future to such problems as the arms race, turmoil in the Middle East and Central America, and Soviet intervention in other countries. More than half think the United States can negotiate a peace between opposing factions in the Middle East. Some 60 percent look forward to a future life-style better than their parents' and another 28 percent think it will be the same. Only 10 percent anticipate it will be worse.

Biggest financial need among more than 85 percent was college or technical school. Getting an education, 55.6 percent, and getting a job, 22.2 percent, were ranked highest among current concerns of delegates and their friends.

Nearly all of the respondents plan to get an education beyond high school, most with the aid of scholarships, parents, and work while in school. Top career choice is in the medical and health field, 20 percent, followed by business, 15.8 percent, agricultural production, 10.7 percent, and high technology, 10.5 percent. Sixty-seven percent aspire to be business owners or executives.

Donors Recognized For Sustained Giving

During National 4-H Congress, outstanding young people are not the only recipients of praise. National 4-H Council uses the occasion to pay tribute to donor companies.

Throughout the week, 21 companies received citations as they marked 5-year anniversaries of 4-H sponsorship.

At the dinner for dog care and training winners, **Ralston Purina Company** was cited for 30 years of support for 4-H and for 25 years of sponsorship of the national 4-H dog care and training program. In presenting the citation, Francis Pressly, administrator of programs, National 4-H Council, noted the scope of Ralston Purina's contributions to 4-H: national 4-H dog care and training awards, educational materials for the horse program, and cosponsorship of national 4-H agricultural awards.

At the Firestone breakfast, Grant Shrum presented a citation to **The Firestone Tire & Rubber Company** in recognition of 40 years as a 4-H donor. Shrum praised the company not only for its long-term financial commitment to 4-H but also for the leadership its executives provide to 4-H.

A 30-year 4-H donor, **Kraft, Inc.** was honored at the recognition dinner for winners in the health program. "The Kraft-sponsored health program," Shrum noted, "actively involves nearly 400,000 young people each year, motivating them to learn and practice good health habits and to encourage others to do the same."

At the Wednesday assembly, **The Quaker Oats Company** was honored as a 20-year donor to 4-H and current sponsor of the national 4-H plant and soil science program, which, through its 230,000 participants, has a major impact on the nation's economy. **E. I. du Pont de Nemours & Company** was cited as a 25-year donor to 4-H, and **Gerber Baby Foods Fund**, a pioneer sponsor of 4-H international programs, was praised for its 30-year contribution to international understanding among the world's youth.



Grant Shrum, president, National 4-H Council (right), presents a citation to Robert S. Bowen, president, Sales and Marketing Operations, The Firestone Tire & Rubber Company, in recognition of his company's 40 years of support to 4-H.

On Thursday, **J. C. Penney Company, Inc.**, a 20-year contributor to 4-H at the national level, was cited for its support of volunteer leader training, for capital support to the National 4-H Center, and for its long history of corporate leadership to 4-H. **Kerr Glass Manufacturing Corporation**, one of 4-H's earliest sponsors, was cited for support dating back to 1929 when the company began sponsorship of the 4-H canning program. It now supports the national 4-H food preservation awards program.

Companies and associations recognized as 15-year donors were **AGRI Industries**, **Federal Land Banks and Production Credit Associations of the U.S.**, **R. J. Reynolds Industries, Inc.**, and **Elanco Products Company**. Cited as 10-year supporters were **Jewel Companies, Inc.**, **Levi Strauss & Co.**, **CIGNA Corporation**, and **Koppers Company, Inc.** Honored as 5-year donors were **Sterling Drug Inc.**, **Mobay Chemical Corporation**, **IC Industries, Inc.**, and **Educational Communications Scholarship Foundation**.

W. K. Kellogg Foundation Honored For Support Of 4-H

The W. K. Kellogg Foundation was honored on November 15 for its contributions to 4-H and to the growth and development of the National 4-H Center. The occasion marked completion of renovations to W. K. Kellogg Hall, supported by the foundation. The renovation project was undertaken to enhance the lobby and make Kellogg Hall, a residential and conference facility, accessible to the handicapped.

As part of the renovation, art work by nine Michigan artists is now on permanent display in the lobby.

At a brief ceremony in the lobby of Kellogg Hall, Dr. Russell G. Mawby, chairman, chief executive officer, W. K. Kellogg Foundation, expressed his pleasure with the renovations, saying, "I am delighted with the Michigan art work which has been selected. . . . It provides a handsome entrance to the Kellogg facilities and, hopefully, will provide some inspiration for all who experience it."

The W. K. Kellogg Foundation has long been a contributor to 4-H. In addition to providing assistance directly to programs for 4-H members, the foundation has supported curriculum development and training programs for 4-H teen and adult



Dr. Russell Mawby, chairman, chief executive officer, W. K. Kellogg Foundation, admires a large oil painting entitled "Ground Foliage." The painting by Abigail Hadley of Mt. Pleasant, Michigan, is part of the collection of art by Michigan artists in the lobby of W. K. Kellogg Hall.

volunteers and professional staff. The foundation contributed substantial funds at the time of the construction of W. K.

Kellogg Hall, built in 1971 to expand the capacity of the National 4-H Center to serve the program needs of 4-H.

NEWDONORS

Eastman Kodak Company has made a special grant to support a three-day National 4-H Photography Program Development Symposium in 1984 to determine future directions and needs of the 4-H photography program. The symposium will bring together key planners of photography programs from each state, the District of Columbia and Puerto Rico to review program content and impact and to develop a plan of action. The grant also provides for seed grants to 12 states to implement innovative photography programs in 1985.

Esmark, Inc., Chicago, Illinois, **Great Lakes Chemical Corporation**, West Lafayette, Indiana, and **Mutual Security Life Insurance Company**, Fort Wayne, Indiana, have made gifts of general support to 4-H.

Amateur Trapshooting Association, Vandalia, Ohio, has joined the supporters of the 4-H Shooting Sports staff training workshop.

Viking Sewing Machine Company, Inc. has joined **Coats & Clark Inc.** as cosponsor of the national 4-H clothing awards program.

Stanley Home Products has made a special gift in support of National 4-H leader forums.

Chevron Chemical Company has made a special gift in support of production of the 4-H film. "4-H Is More!"

Mobil Farm Future Features 4-H

In the November 1983 issue of *Mobil Farm Future*, **Mobil Oil Corporation** ran a feature entitled, "FFA and 4-H: The New Look," focusing on the changing emphasis and resulting changing images of the country's two major agricultural youth groups—4-H and Future Farmers of America.

The article cited the impact on these organizations of the social changes of the 60s and 70s and the rapid advances in agricultural technology and the concurrent decline in the number of families living on farms as major factors.

Both organizations faced change or obsolescence, the article observed. Both chose change.

About the changing emphasis of 4-H, the article says, "Today's 4-H membership wants programs that develop the total person rather than simply their competitive skills, reflecting the fact that only 17 percent of the members live on farms. Popular programs today include health, communications, leisure and culture education, and ecology as well as animals, plant science, and crops. A lot of growth has been seen in clubs devoted to one subject, including photography, biology, computers, theater, wildlife, fishing, nutrition, and horses."



"Perhaps one reason that both these groups survive and thrive," the article concludes, "is that they are largely controlled on the 'grassroots' or local level. 4-H and FFA success is in the hands of the county agents, teachers, and students who organize the chapter. Both meet the needs and goals of the individual group and not a large government body or corporation."

4-Hbriefs

Rotary International Recognizes Council

Dr. William Skelton, president, *Rotary International*, awarded a Presidential Citation to National 4-H Council in recognition of its service to youth. The presentation was made during the Wednesday, November 30, assembly at National 4-H Congress. The citation pays tribute to Council's "vital contribution to the youth of the world." "By recognizing their achievements, training their leaders, and developing resources for their programs," the citation reads, "the Council helps young people become productive and responsible citizens." In presenting the award, Dr. Skelton, an alumnus of 4-H, noted that Rotary's motto, "Service Above Self," and the motto of 4-H, "To Make the Best Better," complement each other. "We both work to serve people in our communities and around the globe," he said. The citation to National 4-H Council is the seventh awarded by Rotary International worldwide.



Dr. William Skelton (right), presents a Presidential Citation to Grant Shrum, president, National 4-H Council, in recognition of Council's contribution to the youth of the world.

Volunteers Sharpen Skills At 4-H Leader Forum

Nearly 400 volunteer leaders from 12 states participated in the annual North Central Region Volunteer Leader Forum held at Cragun's Pine Beach Resort in Brainerd, Minnesota on November 10 to 13. The forum is designed to help leaders acquire new skills and techniques and get ideas to enhance local 4-H programs. Workshops focused on computers, middle management roles, family involvement in 4-H, meeting special needs of youth, television and 4-H, and mainstreaming the handicapped in 4-H. Similar programs held in the three other 4-H regions reached an additional 1,200 volunteer leaders. The regional leader forums are sponsored by *J. C. Penney Company, Inc.*

New 4-H Dairy Foods Manual Emphasizes Total Health

Join the *Fitness Team*, a new intermediate-level four-color member manual geared to 12- to 14-year-olds, has been produced through special funding by *Carnation Company*, sponsor of the national 4-H dairy foods awards program. The publication, based on objectives and concepts identified by Extension 4-H staff and nutrition specialists, emphasizes the nutritional needs of boys and girls in this age group, giving special attention to the relationship of dairy foods to the total food plan, the wide variety of dairy foods, aerobic exercise and fitness, monitoring pulse rate, cooking with dairy foods, and consumer education. The manual also covers food preparation, food safety, demonstration tips, and careers.

4-H Wildlife Series Completed

A series of educational aids for the 4-H wildlife program, developed over a 5-year period, has been completed. The series offers 49 activity guides, a member's manual, leader's guide, and record sheet. Guides cover a wide range of wildlife such as Learning About Lizards, Birds of Prey, Building Bird Houses & Bird Furniture, Taxidermy, Making Artificial Lures, Bass & Bream Management, and Urban & Backyard Wildlife. The series was produced through a funding grant from *Atlantic Richfield Foundation* with additional support for several guides from the *Federal Cartridge Corporation* in memory of Charles Lilly Horn.



Judy Coffey, a Texas delegate, was one of nearly 40 volunteer 4-H leaders and Extension staff who participated in a National 4-H Symposium on Economics, Jobs and Careers, held in late January at the National 4-H Center. Here, Coffey examines some of the educational aids for leaders and members available through National 4-H Council.

Twenty-six States Enter National 4-H Horse Roundup

The 1983 National 4-H Horse Roundup, held in Harrisburg, Pennsylvania on November 4 to 6, attracted 4-H'ers from 26 states. States entered judging teams, bowl teams, demonstration teams, and public speakers. At the conclusion of the Roundup, participants were recognized at an awards breakfast. High individual scorers in each event received awards, trophies, and pewter belt buckles. Major supporters of the 4-H Horse Roundup are *American Paint Horse Association, American Quarter Horse Association, American Saddlebred Horse Association, Merck & Company, Absorbine, Fleet Street Corporation's "Young EQUUS," Farnam Companies, Inc., International Arabian Horse Association, Tennessee Walking Horse Breeders' and Exhibitors' Association, and American Morgan Horse Association.*

Reader's Digest Awards Citizenship-In-Action Grants

Reader's Digest Foundation has made Citizenship-in-Action grants to 37 4-H groups in 22 states. The grants, ranging from \$50 to \$400, provide seed money for community projects. The wide-ranging projects involve working with the elderly, shut-ins, orphans, homeless children, underprivileged families, and the physically and mentally handicapped. Some are directed toward community beautification projects. Others involve educational programs aimed at prevention of drug abuse, eye care, and safety.

4-H Livestock Judging Held

4-H'ers from 35 states participated in the 1983 National 4-H Livestock Judging Contest held in Louisville, Kentucky on November 14 to 16. **Elgin Watch International, Inc.** provided quartz wrist watches to the 4-H'ers with the highest scores in judging beef, swine, and sheep classes.

IFYE Participants Return From 19 Host Countries

A group of 53 participants in International Four-H Youth Exchange and Agricultural Work Experience returned from 19 host countries to the National 4-H Center for a final session, December 5 to 7. Workshops and group sessions dealt with reentry to American culture, an update on current events, interpreting the 4-H international experience, and ways to continue involvement with county and state 4-H international programs. During a culture-sharing evening, each delegation shared colorful stories, costumes, music, and folk dancing native to the country they visited. **Exxon Corporation, Ford Motor Company Fund, Gerber Baby Foods Fund, Kellogg Company, and Ralston Purina Trust Fund** supported 4-H international exchange and training programs in 1983.

Economics, Jobs and Careers Is Focus Of Leader Forum

Forty volunteer leaders participated in a National 4-H Symposium on Economics, Jobs, and Careers on January 23 to 28 at the National 4-H Center. The sessions were designed to help volunteer leaders and staff become more effective managers in implementing a curriculum that will help young people in decision making, career selection, job skills, and understanding of the economy. The symposium is sponsored by the **General Electric Foundation** and **United States Steel Foundation, Inc.**

The symposium included an all-day simulated training session emphasizing resume preparation, how to fill out job applications, interviewing skills and techniques, and 4-H visibility and publicity. Sessions at the Center were augmented by off-campus study of the resources of Washington, emphasizing the city's historical development and cultural growth.

Donor Representatives Visit Center

Representatives of donor companies who visited the National 4-H Center during the last quarter include Stevelyn Buenger and Mariita Conley, **Beatrice Foods Co.** and Susan Burkett, **Stanley Home Products.**

IN THE NEWS

Douglas D. Danforth, vice chairman and chief operating officer, **Westinghouse Electric Corporation**, since 1978, was elected chairman and chief executive officer, effective December 1, 1983. Over his 28-year career with Westinghouse, Danforth has held senior management positions in major segments of the corporation. He has broad experience in international markets, electronics, components, consumer and industrial products. Westinghouse sponsors the national 4-H electric energy awards program.

Willard Scott, weatherman for NBC's Today Show and longtime local weatherman in Washington, D.C., was presented a Partner In 4-H award at a ceremony in New York City on November 15, 1983. Scott was recognized for the support and encouragement he has given to 4-H by featuring and promoting the 4-H program, both during his Washington years and now as a national broadcaster, and for his personal interest and belief in 4-H.

Deere & Co. has promoted **Boyd C. Bartlett**, its senior vice president for North American farm equipment and consumer products, to executive vice president and has realigned responsibilities of its two other executive vice presidents. Bartlett was put in charge of worldwide marketing and manufacturing operations. **Thomas A. Gildehaus** was given responsibility for corporate staff and administration; **Walter Vogel** has responsibility for engineering and technology. Gildehaus is a member of the board of trustees of National 4-H Council. John Deere sponsors the national 4-H conservation of natural resources awards program.

John Tilsch, former special representative, public relations, **Santa Fe Railway**, was given a Partner In 4-H award during National 4-H Congress. Tilsch was cited for his involvement with 4-H for almost 37 years as a member of the staff of Santa Fe Railway, which has awarded nearly 1,000 college scholarships to 4-H members in its 61 years of support. As donor representative, Tilsch actively encouraged continued support of 4-H and showed a deep personal dedication to the youth program.

Luther C. McKinney, senior vice president, corporate affairs, **The Quaker Oats Company**, was cited as a Partner In 4-H for his invaluable assistance to the national 4-H plant and soil science awards program, which his company supports. He was also praised for his individual effort and guidance in the production of the new public awareness film, "4-H is More!"

J. Tylee Wilson, president, **R. J. Reynolds Industries, Inc.**, has been elected chief executive officer by the company's board of directors. The appointment was effective October 1, 1983. Wilson succeeded **J. Paul Sticht**, who continues as chairman of the board and chairman of R. J. Reynolds' International Advisory board.

Wendell F. Bueche, president and chief operating officer, **Allis-Chalmers Corporation**, has been named to the additional position of chief executive officer, effective January 1, 1984. Allis-Chalmers Corporation has been a contributor to 4-H since 1948. For many years the corporation made gifts in support of the International Four-H Youth Exchange program and now contributes to general 4-H programming.



Willard Scott, NBC weatherman, proudly displays the 4-H cap he received when he was named a Partner In 4-H. With Scott is Nancy McGinness of Mineola, New York, a 1982 Presidential Tray winner.