

Q National 4-H Council Quarterly

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Spring 1985

4-H Volunteers Saluted for Excellence

With the goal of fostering new and creative approaches to volunteerism, outstanding volunteer 4-H leaders participated in the third Salute to Excellence program at the National 4-H Center, March 16-23. The volunteers, representing each state, the District of Columbia and Puerto Rico, attended a week-long program of recognition and training sponsored by **R. J. Reynolds Industries, Inc.**

Throughout the week, delegates were involved in intensive training sessions focusing on effective communications, interpersonal relations, public affairs, resource development and creative techniques for working with teen and adult volunteers. Time also was devoted to developing proposals, to be shared with state 4-H staff leaders, for incentive grants of \$1,000 from Reynolds. The proposals are designed to strengthen volunteerism and the 4-H program.

Educational field trips, including a special tour of the White House and U.S. Capitol, provided participants with the opportunity to explore the rich historical and cultural resources of the nation's capital. A highlight of the week was a congressional reception on Capitol Hill where volunteers met with their congressmen and senators,

Secretary of Agriculture John R. Block, other officials of the executive branch and top officials with R. J. Reynolds Industries Inc. More than 30 senators and congressmen attended, including Senate Majority Leader Robert Dole (R-KS). In his brief remarks, Block told volunteers "You hold the key to the future of 4-H by offering opportunities for young people to develop skills and attitudes they can use in real life."

John W. Argabright, president, **Del Monte Franchise Beverage Products** and group vice president, **Del Monte Corporation**, (a division of R. J. Reynolds Industries Inc.), is a former 4-H member whose parents were both volunteer leaders. He spoke about the dedication and patience it takes to be a 4-H leader. "In my view, Salute has three things going for it. First, it draws on the extensive network and extraordinary talents of the national 4-H organization. Second, the program is backed by a company whose products and businesses are based in agriculture. Third, it draws its strength from the exceptional commitment of the volunteer leaders here tonight and the 620,000 volunteers nationwide. We believe that 4-H makes a great contribution to the quality of life."

(More photos on page 7.)



Eugene L. Richmond, task force coordinator for The Jeep Corporation, turns over the keys to one of two Jeep Wagoneers to Robert Lindstrom, director of the National 4-H Center. The Jeep Corporation also presented Council with a pickup and a check to support the 4-H wildlife and fisheries awards program.

Conference Delegates Address Future of 4-H

"Brainstorming" is one way to describe what more than 350 4-H'ers did as they gathered in the nation's capital April 13-19 to help chart the future course of the 4-H program.

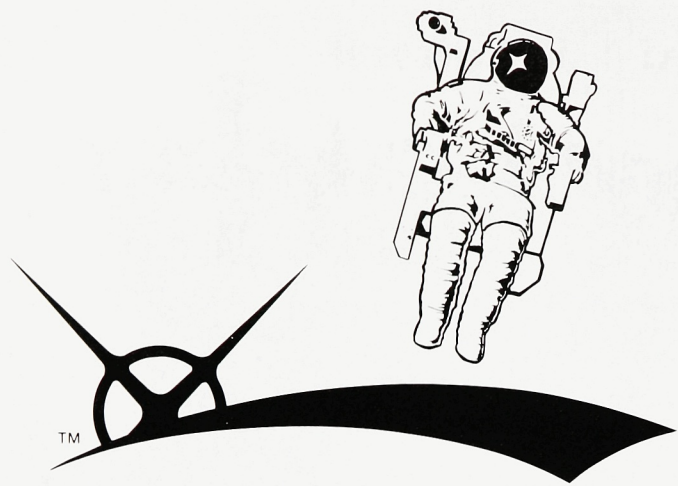
At the 55th National 4-H Conference, young people, adult 4-H volunteer leaders and Cooperative Extension Service staff representing 48 states, Puerto Rico, the Virgin Islands and nine Canadian provinces, met to exchange views and come up with fresh ideas on how to "make the best better."

The conference is designed to involve 4-H members and adults in program development and to strengthen and expand 4-H public relations by increasing public awareness of the 4-H program. One 4-H'er from each state was selected for the 4-H Ambassador program training in communications and public relations skills. Mrs. Sue Block, wife of Secretary of Agriculture John Block, welcomed the 4-H Ambassadors at an afternoon reception. John Norton, deputy secretary designate, USDA, told delegates, "Don't build around your potential. Know where you want to go and be — and aim high."



Salute to Excellence participants attend workshop session.

Continued on page 4



TV Series on Space Technology Underway

"Blue Sky Below My Feet — Adventures in Space Technology" is the name for a three-part 4-H videotape/film program series currently in preliminary stages of production. The three half-hour programs are being produced as a cooperative venture between 4-H, the *National Aeronautics and Space Administration* and *Arthur Young & Company*. The series will be available in early September.

The three programs and accompanying support materials will deal with gravity and force, fiber and food. Each program will relate space age technology to everyday applications in the lives of the 9-12 year-olds for whom the programs are designed.

The first draft of the scripts for the three shows have been received by a standing committee of Extension 4-H specialists for their content review. States represented on that committee include Connecticut, Georgia, Michigan and Oregon.

The programs will be test-marketed this summer through the Dade County, Florida school and 4-H systems. The county's public broadcasting system, under the direction of Don McCullough, has offered to test the programs for content, educational value and interest.

NASA will provide educational expertise, technical assistance and substantial amounts of footage for the productions. It will also provide astronauts to host various segments of the program.

Arthur Young & Company is providing funding for the production, and will use its center in Reston, Virginia to create the project.

"Blue Sky" will enable 4-H to meet the needs of young people across the nation by distributing the latest information and learn-by-doing activities to enhance knowledge in a variety of subject matter areas related to science and technology.

Plans are underway for three more shows to expand the series in 1986.

4-H Supply Service Marks 60th Anniversary

Sixty years ago, the first item bearing the 4-H emblem appeared in the form of a poster that read: "We Are For Boys and Girls Club Work." Started in 1925 as a department of the National 4-H Service Committee in Chicago, Illinois, the National 4-H Supply Service has grown into a \$2 million-a-year business.

Early Supply Service catalogs were a combination of a leader's handbook, song book and "4-H equipment" called a "4-H Handy Book." The term "4-H Supplies" was not used until 1928. 4-H equipment was sold to pay for the Handy Book. Things began to mushroom when the Service Committee came out with the first 4-H girl's uniform pattern and material. Other early items included rings, trophies, a harmonica, ("every boy's musical pal") and the first medals in 14k gold for \$7.00 or in sterling silver for \$2.65.

In 1928 home canning sealers and pressure cookers were added, reflecting 4-H's initiation of girls' canning clubs and boys' corn and tomato clubs.



A 1929 4-H clothing demonstration team models the first official girl's uniform selected for the First National 4-H Club Camp, the precursor of National 4-H Conference.

Today, the Supply Service Catalog is a four-color, 52-page book filled with 1,600 items from 154 manufacturers in 28 states. These include all ribbons, medals, pins, plaques and trophies given to 4-H'ers for their achievements in the 4-H program as well as recognition items presented to special friends and supporters of 4-H. Orders are processed at National 4-H Council offices in Chevy Chase, Maryland and distributed from a warehouse in a Chicago suburb. 4-H Supply Service is marking its 60th anniversary with a larger than usual offering of new items, designed to enhance the influence and prestige of 4-H.

National 4-H Council Quarterly

Quarterly Staff

Larry L. Krug, Executive Editor
Judy Rabin, 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:

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Vice Chairman, L. D. Thomas, President, Amoco Oil Company
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Ray Crabbs, Vice President and Chief Operating Officer, National 4-H Council



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Former 4-H'ers Receive Congressional Awards

Four former 4-H members were among a group of young Americans to receive Congressional Award gold medals, Congress' highest award for youth. The awards were presented at the 2nd Gold Medal Awards ceremony in Washington, D.C. on February 6. Established through congressional legislation in 1979, the Congressional Award program recognizes voluntary community service and personal achievements of youth ages 14 through 23 by presenting them with a bronze, silver or gold medal.

The awards program is a public-private effort led by Founding Chairman W. Clement Stone, also Chairman and Founder of **Combined Insurance Company of America**. Stone provided the major private-sector leadership in support of the Congressional Award by motivating a group of businessmen to provide financial support for a three-year pilot program in five Minnesota Congressional districts.

The purpose of the program is to recognize, encourage and multiply the accomplishments of young people and to provide an opportunity for communication between young people and their elected representatives in Congress.

The 4-H'ers who received the gold medals were: Karen Rae Korthuis, 19, a student at Willmar Community College, Minnesota; Elizabeth Ann Skidmore, 23, Clarksburg, West Virginia; James R. Sweetman, Jr., 20, a student at Rutgers University, New Jersey; and Kevin J. Utter, 23, a student at Colorado State University.



U.S. House of Representatives Minority Leader Robert H. Michel presents Congressional gold medal to Karen Rae Korthuis, a former Minnesota 4-H member. On right: Representative Vin Weber, Minnesota.

4-H'ers Learn About Marketing from the Pros

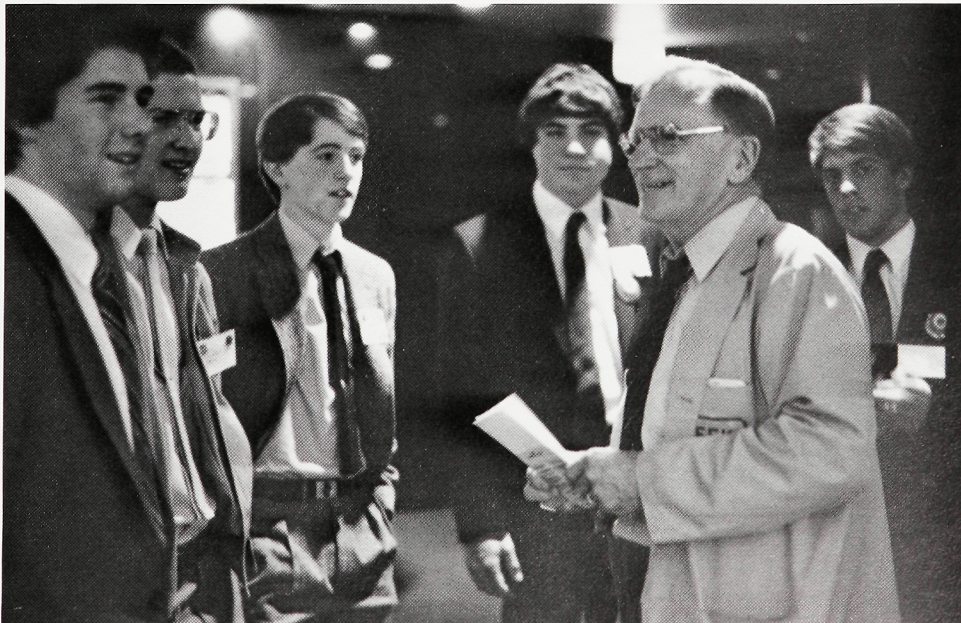
The bell rang and everything broke loose! This was the scene witnessed by 45 4-H members from around the country as they experienced a typical day on the trading floor of **The Chicago Board of Trade**.

The 34th annual Commodity Marketing Symposium, sponsored by the Board, brings 4-H'ers who have excelled in their commodity marketing projects to the Windy City for a four-day educational program including workshops, tours and other activities focusing on the basic principles of commodity marketing. The youth learn about hedging, speculation, international trade and financial futures from traders and marketing representatives. During the visit to the Board's trading floor, delegates

shadow traders as they buy and sell futures contracts, but the highlight of the program for the young people is the simulated pit trading exercises after the trading has ended for the day.

An Arizona 4-H member who attended the symposium developed her marketing project into a pecan business and also markets show steers. Kris Geldmacher, 17, Winkelman, says, "My pecan business started as just something to do after school was over and grew into a small business. As my reputation grew, so did the amount of my orders."

Another 4-H'er made a profit of more than \$14,000 last year marketing beef, cattle, hay and tobacco he raised himself. Leland Steely, 19, of Hazel, Kentucky says \$6,500 of his profit from the 110 acres of wheat was obtained through the use of forward contracting. As part of his commodity marketing project he toured a broad variety of marketing outlets in his area and studied market reports daily. He says he has "learned how to watch and benefit from market reports, learned the value of forward contracting, and learned to investigate marketing outlets, local farmers, different elevators, stockyards and tobacco warehouses in order to get the best price for commodities." Steely plans a career in agribusiness.



Everett Klipp, a member of **The Chicago Board of Trade**, talks with 4-H'ers.

Mark Your Calendar

4-H Donors Conference
October 1-2, 1985
The Chicago Hilton
Chicago, Illinois

Continued from page 1

Other delegates participated in consulting groups and formulated recommendations on such topics as: New Technology— A Challenge to Agriculture; Safety; Public Policy in Agriculture; Developing Career Skills; International 4-H and the World Food Supply; New Funding Resources for 4-H; Selling and Interpreting 4-H to the Public; New Directions for 4-H; How to Reach and Keep 4-H Youth; Affirmative Action/Clientele Involvement/Special Audiences; Involving Family in 4-H; Future of 4-H; 4-H's Role in Community Issues; and Involving Teens in 4-H.

Highlights of the week also included a visit to the White House where President Reagan greeted the Algerian president, a day on Capitol Hill, a session at USDA, and a final clover ball at the New Zealand Embassy.

Conference is conducted by 4-H, Extension Service, U.S. Department of Agriculture. Private support through National 4-H Council helped fund an international night of activities and the final banquet.



John Webster, a Utah conference delegate, presents a \$5,000 check from the Utah 4-H Foundation to Grant A. Shrum, president, National 4-H Council, for improvement of the Utah Lounge in Firestone Hall.

NEWDONORS

During the first quarter of 1985, 4-H, through National 4-H Council, gained support from the following new donors:

New contributors to the 4-H Education Fund include: **National Oats Company Inc.**, Cedar Rapids, Iowa; and **Stanadyne**, Windsor, Connecticut.

Resource Developers, Inc., Torrance, California, has provided a grant to support the 1985 Citizenship-Washington Focus program through sponsorship of a CWF Fellow and additional state CWF educational grants.

The R. K. Mellon Family Foundation, Pittsburgh, Pennsylvania, the **K. W. Thompson Tool Co., Inc.**, Rochester, New Hampshire, and **Tandy Leather Company**, Fort Worth, Texas, have all become new supporters of 4-H and the shooting sports program.

The National 4-H Center Facilities Fund has received support from the following new 4-H donors: **Boyer & Cramer's Inc.**, Damascus, Maryland; **C & P Telephone**, Rockville, Maryland, and the **Potomac Electric Power Company**, Washington, D.C.

Churchill Downs Incorporated, Louisville, Kentucky, has contributed to the 1985 horse events. **Webster Industries, Inc.**, Peabody, Massachusetts, is a new donor to the 4-H Scholarships program.

States Present Gifts to National 4-H Center

National 4-H Conference was the setting for presentations of special gifts to the National 4-H Center. Utah delegates presented a check for \$5,000 to complete the pledge of their state 4-H foundation for naming and improving a lounge area on the lower level of Firestone Hall. The All Stars 4-H Alumni in Massachusetts presented an oil painting of George Farley for the recently named Farley Lobby in

J.C. Penney Hall. From South Dakota, leaders and members gave a stainless steel bust of an Indian Chief mounted on a pedestal. The gift was dedicated to Joseph McAuliffe, retired state 4-H leader in South Dakota. The Canadian delegation asked Council to transmit a special contribution from the Canadian 4-H members to the Ellis Island Foundation for restoration of the Statue of Liberty.



Ronald Hamilton, Jamestown, California, was among five 4-H teenage volunteers and other youth honored by President Reagan at a White House ceremony in the Rose Garden during National Volunteer Week.

1985 Private Support for 4-H Programs

The following companies, associations, and friends of 4-H have committed support for specific 4-H programs through National 4-H Council for 1985. This listing of private support for 4-H is summarized from the February 1985 issue of "4-H Digest." The more detailed listing of private support may be obtained by requesting a copy of the February 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

The Firestone Trust Fund

Beef

Friends of Thomas E. Wilson

Bicycle

Friends of National 4-H Council

Bread

Nabisco Brands, Inc.

Citizenship

The Coca-Cola Foundation

Clothing

Coats & Clark Inc.
Husqvarna Sewing Machine Company, Inc.
(Formerly Viking Sewing Machine Company,
Inc.)

Conservation of Natural Resources

John Deere

Consumer Education

Montgomery Ward & Co.

Dairy

Friends of National 4-H Council
Nutrena Feed Division

Dairy Foods

Carnation Company

Dog Care and Training

Purina Dog Foods Group
Ralston Purina Company

Electric Energy

Westinghouse Electric Corporation

Entomology

Mobay Chemical Corporation
Agricultural Chemicals Division

Fashion Revue

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

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 Companies, Inc.

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 Company

Public Speaking

Union Oil Company of California

Safety

General Motors Foundation, Inc.

Sheep

American Hampshire Sheep Association
American Oxford Sheep Association
American Sheep Producers Council, Inc.
National Society of Sheep Records
National Suffolk Sheep Assn.

Swine

Pfizer Inc.

Veterinary Science

The Upjohn Company

Wildlife and Fisheries

The Jeep Corporation
National Wildlife Federation

Wood Science

Friends of National 4-H Council

National Scholarships

Agricultural

Educational Foundation of Alpha Gamma Rho

Agricultural Careers

DeKalb AgResearch, Inc.

Agriculture Careers Awareness Scholarships to 1862 & 1890 Land-Grant Institutions

E. I. du Pont de Nemours and Company

Animal Science

Continental Grain Company
Wayne Feed Division

Dairy-Goat Project

American Dairy Goat Assn.
Computer Systems, Inc.
Dairy Goat Journal
Faith Printing Co.
Liberty Press, Inc.

Fashion Careers

Tobe-Coburn School for Fashion Careers

Food Careers

Webster Industries, Inc. (Bes-Pak)

Rabbit Project

The American Rabbit Breeders Association, Inc.

4-H Veterinary Medicine

Champion Valley Farms, Inc.

Gertrude L. Warren Career Scholarship

Gertrude L. Warren Scholarship Fund

Career Scholarships

Who's Who Among American High School
Students

Scholarship and Awards Programs in Selected States

Edwin T. Meredith Foundation, Inc.
The Santa Fe Railway System (including Gulf
Central Pipeline Company)
Chicago and North Western Transportation
Company

National/Regional Conferences and Events

National 4-H Conference

Friends of National 4-H Council

Commodity Marketing Symposium

The Chicago Board of Trade

National 4-H Forestry Invitational

International Paper Company Foundation

National 4-H Engineering Events

Amoco Foundation, Inc.
The Firestone Trust Fund
Motorola, Inc.
Schwinn Bicycle Company
The Toro Company

Annual 4-H Dairy Conference

National 4-H Dairy Judging Contest
American Breeders Service
Elgin Watch International, Inc.



National Safety Congress

General Motors Foundation, Inc.
3M

Eastern National 4-H Horse Roundup

Western National 4-H Horse Classic

Absorbine, W. F. Young, Inc.
The United States Equestrian Federation
American Paint Horse Association
American Quarter Horse Association
American Saddlebred Horse Association
Churchill Downs, Incorporated
Farnam Companies, Inc.
Half-Quarter Horse Registry of America
Harness Horse Youth Foundation, Inc.
International Arabian Horse Association
MSD AGVET Division of Merck & Company, Inc.
The Morgan Horse Development Institute
Tennessee Walking Horse Breeders' and
Exhibitors' Association

National Livestock Judging Contest

Elanco Products Company
A Division of Eli Lilly and Company

National 4-H Poultry and Egg Conference

Hubbard Farms Charitable Foundation

National 4-H Congress

Donors listed under awards and scholarship
programs plus the following supporters of
special events
American Income Life Insurance Company
J I Case Company
Farm Credit System (Banks for Cooperatives,
Federal Land Banks, Production Credit
Associations)
National Food and Energy Council
North American Wildlife and Natural Resources
Conference
U.S. Department of the Interior

Volunteer Leadership Development

National 4-H Volunteer Leader Forums

Campbell Soup Company
Eastman Kodak Company
Stanley Home Products
Woman's National Farm and Garden Association

Salute to Excellence

R. J. Reynolds Industries, Inc.

Regional Leader Forums

J. C. Penney Company, Inc.

Volunteers for the Future

W. K. Kellogg Foundation

Teen Leadership and Citizenship Education

Citizenship-Washington Focus

American Speech-Language-Hearing Association
The Auxiliary to the American Optometric Association
Conoco, Inc.
Cy DeCoss, Inc.

Dorothy Emerson Commemorative Fund
Farmland Industries, Inc.
Georgia 4-H Foundation
Hallmark Cards, Inc.
Illinois 4-H Foundation
Norman C. Mindrum 4-H Education Fund
Minnesota 4-H Foundation
Resource Developers Inc.
Sterling Drug Inc.

Profiles for Tomorrow

Monsanto Fund

International Programs

Exxon Corporation
Ford Motor Company Fund
Gerber Baby Foods Fund
Kellogg Company
United States Information Agency

Educational Aids

Energy and Computers

U.S. Department of Agriculture

Petroleum Power

Amoco Foundation, Inc.

Commodity Marketing

The Chicago Board of Trade

Citizenship

The Coca-Cola Company

Conservation of Natural Resources

John Deere

Automotive

The Firestone Trust Fund

Achievement

Ford Motor Company Fund

Plant and Soil Science

Pioneer Hi-Bred

Dog Care and Training

Purina Dog Foods Group, Ralston Purina Company

Clothing and Fashion Revue

Simplicity & White/Elna

Learn to Earn

The Toro Company

Electric Energy

Westinghouse Electric Corporation

Science/Technology

Arthur Young & Co., and National Aeronautics & Space Administration

Special Grants and Programs

Bread Education

Nabisco Brands, Inc.

4-H & Handicapped Youth Initiatives

Dr. Scholl Foundation

Help Young America

Colgate-Palmolive Company

National 4-H Photo Exhibition

Eastman Kodak Company

Shooting Sports Workshop

Amateur Trapshooting Association/Trapshooting

Hall of Fame, Inc.

Beretta U.S.A. Corp.

Boone and Crockett Club

Browning

Bushnell Sports Council/Division of Bausch &

Lomb

Caswell Equipment Co., Inc.

Connecticut Valley Arms, Inc.

Crosman Air Guns

Daisy Manufacturing Company Incorporated

Dixie Gun Works, Inc.

Reinhart Fajen, Incorporated

Federal Cartridge Corporation

Goex, Inc.

J. W. Hornady Memorial Trust Fund

Interarms, North American Group

Lee Precision, Inc.

The Marlin Firearms Co.

Mayville Engineering Company, Inc.

R. K. Mellon Family Foundation

Michaels of Oregon Co.

National Rifle Association

National Shooting Sports Foundation, Inc.

National Skeet Shooting Association

National Wild Turkey Federation, Inc.

Olin Corporation

Ox-Yoke Originals, Inc.

Pachmayr Gun Works, Inc.

Penguin Industries, Inc.

Remington Arms Company, Inc.

The Ruffed Grouse Society

Savage Industries, Inc.

Sloans Sporting Goods Co., Inc.

Smith & Wesson

Springfield Armory, Inc.

Tandy Leather Company

K. W. Thompson Tool Co., Inc.

Trius Products, Inc.

U.S. Repeating Arms Company

Carl Zeiss, Inc.

National 4-H Ambassadors

The Conrad Hilton Hotel

Exxon Company, U.S.A.

Vision Education

The American Optometric Association

Photography Program Expansion

Eastman Kodak Company

IN THE NEWS

Daniel J. Callahan III, president, *American Security Bank, N.A.*, was elected to the additional posts of chairman and chief executive officer of the bank and the bank holding company. Callahan is treasurer of National 4-H Council's Board of Trustees.

John D. Fowler, public relations manager of *The Firestone Tire & Rubber Company*, died in March after a long illness. Fowler served as one of four 4-H contacts at Firestone and over the years participated in the 4-H engineering events, Donors Conference and National 4-H Congress.

John H. Clarke, a member of National 4-H Council's Board of Trustees and executive vice president, corporate technology at *Nabisco Brands USA*, was elected to the position of senior vice president, *Nabisco Brands, Inc.* Nabisco supports the national 4-H bread awards program.

Kraft, Inc. was recognized by President Ronald Reagan for its commitment to charities and volunteerism at a recent White House reception. **Arthur W. Woelfle**, chairman of Kraft, received the "C is for Caring" flag during the awards ceremony that launched the President's Citation Program for Private Sector Initiatives. The President cited Kraft's activities with the national 4-H health program as well as with other organizations. In 1983, Kraft, in cooperation with 4-H,

produced a film entitled, *Get The Message*, focusing on substance abuse directed to children 8 to 12 years of age. The film is available on a free-loan basis to schools, parent groups, television and 4-H clubs.

Grant A. Shrum, president of *National 4-H Council*, was recognized for "outstanding achievement and meritorious service in agriculture" by the Alumni Association of the University of Missouri, Columbia. Presented during ceremonies at the university, the Citation of Merit was bestowed as "an indication of its pride in an alumnus who exemplifies high ideals and outstanding leadership."

The 4-H shooting sports program was featured in a recent publication of *InSights*, the *National Rifle Association's* magazine for its junior members. NRA supports the program through sponsorship of regional 4-H shooting sports workshops.

The 4-H electric energy program recently was featured in *MIX45*, a Westinghouse Industries Marketing magazine for its employees. *Westinghouse Electric Corporation* has sponsored the 4-H electric energy program since 1935, involving more than 5.5 million youth.

Three organizations received National Partner in 4-H Awards recognizing exemplary, significant and distinctive contributions to the 4-H program. *The American Quarter Horse Association*, receiving the award at their annual convention, was recognized for continued and expanded contributions to 4-H since 1978.

AQHA is the donor of the national 4-H horse awards program. At 1985 National 4-H Conference, awards were presented to *AMVETS National Service Foundation* of Lanham, Maryland and the *National Rifle Association*. AMVETS has contributed to 4-H Citizenship and International programs since 1977 by donating more than 162,000 flags for individual participants. The NRA was honored for its six years of support for the 4-H shooting sports program, involving more than 30,000 young people.



Dr. Mary Nell Greenwood, administrator, Extension Service, USDA, with Robert B. Gomulinski, vice president of AMVETS, a recipient of the Partner-in-4-H award.

Salute To Excellence Highlights



Top left - Volunteer leaders at workshops; top right - Senator Robert Dole and Bonnie McAdam, volunteer from Kansas, chat during Congressional reception; left - (from left to right) John W. Argabright, Del Monte Corporation; Secretary of Agriculture John Block; Sue Block; and Grant A. Shrum, National 4-H Council president at reception; bottom left - Dawne Tance Ensemble entertain at International Extravaganza; bottom right - Volunteers share ideas.



4-H Briefs

Teen Training Expanded

"Profiles for Tomorrow," a new national leadership training program for key teenage 4-H members serving in leadership roles in state teen councils or similar groups, has been made possible through a grant from the **Monsanto Fund**, St. Louis, Missouri. The grants will provide for teams of two or more 4-H youth and an adult advisor from each state, the District of Columbia and Puerto Rico to attend the four-day program October 11-14 at the National 4-H Center. Intensive seminars and workshops will focus on styles of leadership, public speaking, parliamentary procedures, human relations, interpersonal and group dynamics and effective communications. Participants are expected to share the training and help expand teen leadership roles in their state.

Photography Forum Scheduled

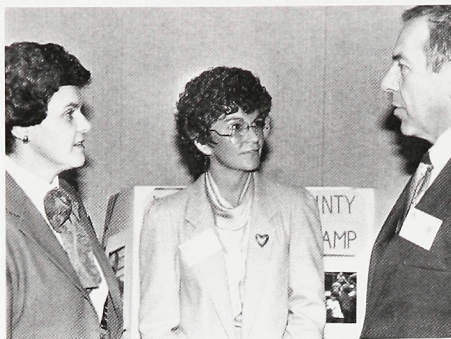
Improving the leadership and photography skills of 4-H leaders will be the focus of a National 4-H Photography Leader Forum at the National 4-H Center September 23-28. The forum, supported by **Eastman Kodak Company**, will include workshops and sessions in planning and conducting 4-H photography programs; becoming more effective in recruiting, training and supporting adult and teen leaders; learning to adapt photography to individual needs; making better use of photography in the total 4-H program; and developing a leader training model for adaptation in counties and states with emphasis on team approach.

Kellogg Cites Need for "Ag Literacy"

A new **W. K. Kellogg Foundation** publication, "Cultivating Agricultural Literacy," examines the long-range effects uninformed decision making has on America's food supply and stresses the need to infuse liberal arts curricula with data and insights about food, agriculture, and agribusiness.

The book is geared to colleges and universities interested in bringing agricultural knowledge to the liberal arts. Topics include: planning an agricultural literacy program, curriculum innovations, successful public events, internships on and off campus, effective organization, and program evaluation.

Copies may be ordered free of charge from the Communications Office, **W. K. Kellogg Foundation**, 400 North Avenue, Battle Creek, Michigan 49017-3398.



From left to right: Annette S. Boggs, Extension specialist, 4-H Program, West Virginia; Susan Burkett, Stanley Home Products; and Dr. Charles Lang, Extension Specialist, 4-H Youth, Kansas, participated in a 4-H Volunteer Leader Forum at the National 4-H Center.

Record Support for 4-H

National 4-H Council support for 4-H during 1985 will exceed \$12,700,000. The budget for the fiscal year, February 1, 1985, to January 31, 1986, approved by the executive committee of Council's board of trustees on January 16, represents an increase of more than 14 percent over 1984. The Campaign for 4-H makes possible a number of new and expanded programs in citizenship, leadership, scholarships and other areas that impact directly on 4-H members, leaders and staff at the county, state, regional and national levels.

Beyond the support provided for this fiscal year, long-term Campaign commitments are building for the future expansion and growth of 4-H. Helping to make this possible is a significant increase in personal gifts from more than 2,000 individuals plus continued and expanded support from the corporate community and foundations.

States Awarded CWF Grants

Grants of \$1,000 have been awarded to 12 states to help expand participation in the 1985 Citizenship-Washington Focus program. The grants, based on state proposals to increase 1985 participants by at least 10 percent, are being provided by **Resource Developers, Inc.**, official representative of the Statue of Liberty/Ellis Island Foundation. States receiving the grants are: Maine, Maryland, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Oregon, Pennsylvania, South Dakota, Washington and West Virginia.

Photo Grants Awarded

To encourage participation in the 4-H Photography program, 17 state 4-H programs recently received \$1,000 grants to implement innovative 4-H photography programs. The grants were awarded by the **Eastman Kodak Company**, sponsor of the 4-H photography awards program. Proposals for the grants emanated from a photography development symposium, also sponsored by Kodak, held at the National 4-H Center in December. States awarded grants include: Arizona, Colorado, Florida, Hawaii, Kansas, Kentucky, Michigan, Minnesota, Montana, Nebraska, New Jersey, Ohio, Pennsylvania, South Dakota, Texas, Wisconsin and Wyoming. The funds will be used to strengthen both teen and adult volunteer leadership in the program through special training, key leader systems and development of new materials such as teaching kits, lesson sheets and audiovisual packages. One state will be using the funds to develop a videotape unit for the 4-H photography project.



Discussing the photography program, from left to right, are: W. Dee Whitmire, state program leader, 4-H Youth, University of Wyoming; Richard Howard, acting program leader, 4-H Youth, South Dakota State University; Robert P. Fordyce, Youth Services, Consumer Markets Division, Eastman Kodak Company; and Dr. Milton Boyce, assistant deputy administrator, 4-H/Youth, Extension Service, U.S. Department of Agriculture.

"4-H Leader" Premieres

4-H Leader—the national magazine for 4-H is the new name for a 63-year-old tradition. Beginning with the June-July issue, *4-H Leader* will continue the history of service established by NATIONAL 4-H NEWS.

Chosen to better reflect the primary function of the magazine as a training tool for the volunteer 4-H leader, the new title gives stronger identity to the only national magazine published for this select audience. The new name also reflects recognition of the vital leadership role of Extension staff in using the magazine as a practical tool for maintaining and strengthening volunteer leadership skills.

The magazine, published nine times each year by National 4-H Council, will give new emphasis to articles by recognized authorities on child development and leadership skills as well as provide leaders practical ideas, projects and activities to make the 4-H experience more meaningful for members.

Ibero-American Rural Youth Conference Planned

The Ibero-American Conference on Rural Youth commemorating the International Year of the Youth, will be held at the National 4-H Center, October 6-12. The conference, an expansion of the biennial conference for rural youth leaders of the Americas and Spain held since 1964, will include youth and professional rural youth workers from 40 to 50 countries. Principal participants will come from Latin America, North America, the Caribbean and Spain. Goals of the conference will be to foster mutual understanding and cooperation; expand youth participation in decision making; and highlight the increasingly important role of youth-serving organizations in the life of a nation. Integrating rural youth in the process of agricultural production and community development will also be a major theme.

Travel Seminars Scheduled

Two Extension International 4-H Travel Seminars are planned for the fall of 1985 — one in Scandinavia designed primarily for volunteer leaders and one in Scotland primarily for Extension staff. The three-week seminar in Scandinavia will include study of youth development in Norway and Denmark. The seminar in Great Britain will include meetings with Extension leaders and staff as well as concentrated study on volunteerism.



From left to right: Friends of The Kennedy Center Chairman Annette Strauss and Kennedy Center Chairman Roger Stevens present award to Grant A. Shrum, president, National 4-H Council.

Kennedy Center Honors 4-H Council

National 4-H Council President Grant A. Shrum recently accepted a special award from *Friends of the Kennedy Center* presented to National 4-H Council for encouraging interest in the arts among the young people of America.

"As I accept the award, I am reminded of some very important qualities the Friends of the Kennedy Center and 4-H hold in common," Shrum said. "They are excellence, service, enrichment and responsibility. From the beginning you have given this community, our nation's capital, a new quality of excellence in the performing arts and you have shared it so generously through your service to people and their institutions like 4-H."

Thousands of participants in citizenship and leadership programs at the National 4-H Center have visited the Kennedy Center regularly over the past 10 years.

3M Safety Grants

For the second consecutive year, 3M will provide travel assistance grants for 4-H members and leaders interested in exploring and refining safety programs by attending the youth sessions of the 73rd Annual National Safety Congress and Exposition October 26-29, 1985 in New Orleans, Louisiana.

Grocery Bags For 4-H

More than one million grocery bags in Arizona will be imprinted with "4-H: Learning and Fun for Everyone." The publicity project, organized by the Arizona 4-H Youth Foundation, is being funded by *Food Giant/El Rancho Supermarket* chain in Phoenix, Arizona. The 1.25 million bags will be distributed to 23 stores in the state during the months of July and August, 1985.

Involving the Handicapped in 4-H

A new program, "4-H and Handicapped Youth Initiatives," will provide funds to local 4-H clubs in 1986 to promote the involvement of the handicapped in 4-H. Funded by *Dr. Scholl Foundation*, the grants range from \$100 to \$500 and will stimulate development of programs focusing on expanded opportunities for handicapped youth and adults to participate in 4-H as members and volunteer leaders.



The Southland Corporation announced its intent to fund a three-part curriculum development project with the National Bicycle Education Consortium during a meeting at the National 4-H Center in April. Discussing the project with Steve Rum, center, program administrator, marketing, for Southland, are consortium representatives: Katie Moran, left, Bicycle Federation; Gary Deverman, National 4-H Council; Don J. Trantow, Bicycle U.S.A.; and Jeff Yeager, American Youth Hostels.

Ag Scholarships for Underrepresented

A new national 4-H scholarship program, targeted to underrepresented 4-H members pursuing careers in agriculture, is being supported by a new five-year grant from **E. I. du Pont de Nemours & Company**. Ten four-year scholarships at \$1,000 per year will be awarded to current 4-H members who will be enrolled as high school seniors in the fall of 1985 and who are planning to major in agriculture or a closely related field at a land-grant institution. The five-year program is aimed at expanding the number of minority professionals working in the agriculture industry. Additionally, during the first three years of this project selected land-grant universities and 1890 institutions will receive grants to develop agricultural career-conscious material aimed at minority youth, ages 13-18.

New 4-H Theme

"4-H for Youth for America" will be the new theme for the 4-H poster and other materials to give visibility to the program beginning with National 4-H Week, October 6-12, and continuing through 1987. Announcement of the theme selection was made by Dr. Donald L. Stormer, deputy administrator, Extension Service, 4-H Youth, U.S. Department of Agriculture, at the 55th National 4-H Conference. Dr. Stormer said the new theme "reflects the basic concept of 4-H—to help youth acquire knowledge and develop life skills that enable them to become self-directing, productive and contributing members and leaders of our great nation. 4-H for Youth for America depicts the broad outreach of 4-H to all youth and reflects the impact of the Cooperative Extension Service 4-H program on American society."

Donor Representatives Visit Center

Representatives of donor companies who visited the National 4-H Center during the last quarter include: John Boyko, **Resource Developers, Inc.**; Gerry Rizzo, Harry Scharf, Eugene Richmond and Tom Deska, representing **The Jeep Corporation**; Robert P. Fordyce, **Eastman Kodak Company**; James Strandberg, **Firestone Tire & Rubber Company**; Patricia Brennan and Sy Brockway, **PepsiCo, Inc.**; Susan Burkett and Bernice Reavey, **Stanley Home Products**; John T. Estes, Maura Payne, Peter Allan, and John L. Bacon, **R. J. Reynolds Industries, Inc.**; James C. Schwaninger, **J. C. Penney Company, Inc.**; Steve Rum, **The Southland Corporation**; and Marti Plager, **Simplicity Pattern Co. Inc.**



Governor Mario Cuomo of New York poses with 8-year-old 4-H'er Keri Seekins, Jamestown, New York, and her Nubian "Kibbitzer" at the Chautauqua County Fair. Keri, a member of the Buster Shamrocks 4-H Club, walked up to the Governor and asked him to see her dairy goat.

Multi-Year Commitments To The Campaign for 4-H

A total of 35 national 4-H donors have pledged to continue support of 4-H programs by making multi-year commitments to The Campaign for 4-H. The most recent of these are:

The Jeep Corporation, Southfield, Michigan, has become a new 4-H donor with a two-year commitment to support the Wildlife and Fisheries program. In addition to supporting a national 4-H program, The Jeep Corporation is also providing an in-kind gift of three Jeep vehicles for use at the National 4-H Center.

The Marriott Corporation, Washington, D.C., has pledged five-year support for the National 4-H Center Facilities Fund. Marriott has been involved with the 4-H Center through the management of the Center's food service operations, and through the sponsoring of special Council events.

Hubbard Farms, Walpole, New Hampshire, has made a five-year commitment to the National 4-H Poultry and Egg Conference. Hubbard Farms became a 4-H donor in 1977 through sponsorship of the national 4-H poultry judging contest.

The Silver Spring, Maryland law firm of **Linowes and Blocher** recently made a five-year pledge to the National 4-H Education Fund.

The Campbell Soup Company, Camden, New Jersey, has pledged a five-year commitment to the Food & Nutrition tract of the National 4-H Volunteer Leader Forum/Home Economics. Campbell has been a donor for 18 years, and its subsidiary, **Champion Valley Farms, Inc.**, is also a 4-H donor to the Veterinary Medicine Scholarship Program.

The Eastman Kodak Company, Rochester, New York, recently pledged a special one-time Campaign gift in addition to their previously announced intent to sponsor the photography awards program. Kodak, a national donor since 1963, also is sponsoring the 1985 National 4-H Volunteer Leader Forum/Photography and has presented the National 4-H Center with a gift of state-of-the-art audiovisual equipment to support educational activities.

Mark Your Calendar

National 4-H Congress
November 30 - December 5
The Chicago Hilton
Chicago, Illinois