

Quarterly

National 4-H Council

Volume 3 Number 3

Summer 1985



At the June board of trustees meeting, Harold A. Poling (right), president, Ford Motor Company and board chairman, talks with trustee Colby H. Chandler, chairman and chief executive officer, Eastman Kodak Company.

Board of Trustees Elects New Members Approves Record Budget

Three representatives from the private sector and the Cooperative Extension Service were elected to the Board of Trustees of National 4-H Council during the annual meeting of the board June 4 at the National 4-H Center. The meeting was conducted by Harold A. Poling, president, Ford Motor Company, who was reelected as chairman.

Newly named to the board were: Philip L. Smith, president and chief operating officer, General Foods Corporation, White Plains, N.Y.; Dr. Myron D. Johnsrud, director, Cooperative Extension Service, North Dakota State University; and Lloyd D. Westbrook, state 4-H leader, University of Arkansas.

The board approved a record budget of more than \$12.7 million to support the 4-H program of the Cooperative Extension Service during the fiscal year ending January 31, 1986.

"We are exceedingly proud that the success of The Campaign for 4-H to date makes possible an increase in our support to 4-H of 14 percent over 1984," Poling said. "This will make 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."

In addition to Poling, the board also reelected other officers: Lawrie D. Thomas, president, Amoco Oil Company, and Dr. J. Orville Young, director, Cooperative Extension Service, Washington State University, will serve as vice chairmen; Daniel J. Callahan, III, president, American Security Bank, Washington, D.C., as treasurer; Norman A. Sugarman, attorney and partner, Baker & Hostetler, Washington, D.C., as secretary; Grant A. Shrum, president, chief executive officer, and assistant secretary; and Ray Crabbs, vice president and chief operating officer, National 4-H Council. Reelected to the board were: Robert G. Laidlaw, president, Coats & Clark Inc.; Dr. Charles W. Lifer, assistant Extension director, state 4-H leader, Ohio State University; Dr. Denver T. Loupe, director, Extension Service, Louisiana State University; David L. Litzen, vice president, Midwestern Region, Westinghouse Electric Corporation; William S. McConnor, senior vice president, Union 76 Division, Union Oil Company of California; and Nicholas L. Reding, executive vice president, Monsanto Company.

Alumni Search Underway

In an attempt to identify the nation's estimated 45 million 4-H alumni, National 4-H Council has embarked on a number of projects geared towards finding out who they are, what they think of their 4-H experience, and if their 4-H experience had a lasting impact on their lives.

To date, responses to surveys, questionnaires and other inquiries have been overwhelmingly positive. Some of these alumni identification projects include: a direct mail appeal over Roy Rogers' signature mailed in eight states; a 4-H alumni identification questionnaire inserted into a 100,000 segment of monthly customer credit card mailings of the Firestone & Tire Rubber Company last October; and most recently, National 4-H Council's V.I.P. alumni search project in which prominent individuals and key leaders are being queried about their connections with 4-H.

Council's V.I.P. alumni search consists of a letter-writing campaign to prominent individuals around the country to determine if they were a 4-H member, or have had a connection with the 4-H program as a parent or volunteer leader. The letters and response cards are initially being sent to 10,000 prominent individuals and "high achievers" including: U.S. Congressmen and Senators, key federal government officials, top military officials, federal judges, university presidents, mayors of major cities, state governors, top corporate officials, executive directors or elected officials of associations, key editors, radio/TV personalities and syndicated columnists, major representatives from the arts, and top athletes.

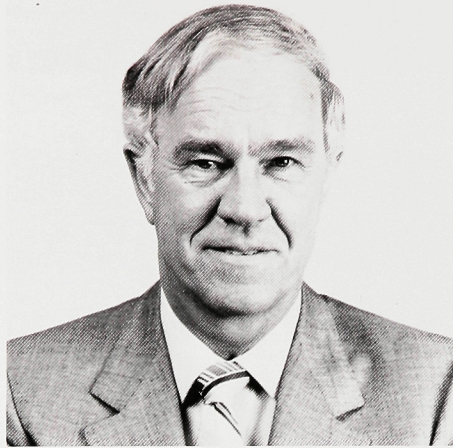
Initial results of the questionnaire show that 4-H alumni represent every walk of life. Positive responses about the 4-H program's impact on people's lives are coming in from congressmen, senators, mayors, astronauts, entertainers, state officials, corporate and association executives and high-ranking military personnel.

A Major General in the U.S. Air Force wrote, "I owe much of where I am today to things I learned in 4-H club work."

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Philip L. Smith



Dr. Myron D. Johnsrud



Lloyd D. Westbrook

About the New Board Members

National 4-H Council's Board of Trustees consists of 25 representatives from the private sector, Extension Service, USDA, and the land-grant university system. Three new members were elected June 4.

Philip L. Smith, president and chief operating officer, *General Foods Corporation*, began his career with General Foods as a product manager in 1966 and has held his present position since 1981. A native of LaGrange, Georgia, he holds bachelor's and master's degrees from the University of Michigan. He has been a member of the Bedford, New York, school board and currently is a trustee of World Education (an international adult education group), the Whirlpool Corporation, Cluett, Peabody & Co., Inc., the Columbia-Presbyterian Medical Center and a member of the University of Michigan Visiting Committee. The General Foods Fund, Inc. recently made a five-year commitment and a special one-time gift to The Campaign for 4-H to continue support for the food-nutrition awards program and development of educational materials.

Dr. Myron D. Johnsrud, director, Cooperative Extension Service, *North*

Dakota State University, has held his present position since 1974. Prior to his current position he served as associate director and as state leader for program staff development in North Dakota. From 1971-73, he was director of staff development for Extension Service, USDA, where he was actively involved in helping to initiate a nationwide 4-H staff development and training program. Johnsrud holds a bachelor's degree in agriculture from North Dakota State University and master's and Ph.D. degrees in Extension Administration from the University of Wisconsin. He was a member of the Extension Committee on Organization and Policy and currently serves as co-chairman of a National Task Force on Electronic Technology. In 1968 he was one of three delegates selected by the governor to represent North Dakota at the White House Conference on Balanced National Growth and Economic Development.

Lloyd D. Westbrook, state 4-H leader, *University of Arkansas Cooperative Extension Service*, has been active in a number of regional and national programs,

serving on numerous National 4-H Congress committees, on the National 4-H History Committee and as chairman of several national and regional developmental committees concerned with the future of 4-H. Since Westbrook assumed his present position in 1970, 4-H membership and the number of volunteer 4-H leaders in the state have more than doubled. A new 4-H educational center has been developed and paid for at a cost of more than four million dollars. Westbrook was elected in 1982 to a four-year term on the 4-H Subcommittee of the Extension Committee on Organization and Policy. He holds bachelor and master of science degrees in agriculture from the University of Arkansas. In 1975 he received the Distinguished Service Award from the National Association of Extension 4-H Agents.

New Campaign Subcommittees Appointed

At a meeting of The Campaign for 4-H Committee on June 4, *Robert B. Gill*, vice chairman of the *J.C. Penney Company, Inc.*, and chairman of the campaign, stressed the need for greater involvement of volunteers. Pointing out that the campaign for \$50 million has reached 40 percent of the goal, he said: "We face major challenges in reaching goals and objectives. We must achieve a balanced giving base representative of the three diverse philanthropic resources in the United States—corporations, foundations and individuals."

Three subcommittees were convened to review fund raising priorities and solicitation strategies for the three areas. The committees met under the leadership of *Dr. Donald L. Stormer*, deputy administrator, 4-H Youth, Extension Service, USDA, foundations; *Marvin R. Morrison*, partner, *Morrison Brothers Ranch, Arizona*, individuals; and Mr. Gill for the corporations subcommittee.

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:

Chairman, Harold A. Poling, President, Ford Motor Company
Vice Chairman, L. D. Thomas, President, Amoco Oil Company
Vice Chairman, Dr. J. Orville Young, Director, Cooperative Extension Service, Washington State University
Treasurer, Daniel J. Callahan III, President, American Security Bank
Secretary, Norman A. Sugarman, Attorney and Partner, Baker & Hostetler
Grant A. Shrum, President and Chief Executive Officer, National 4-H Council
Ray Crabbs, Vice President and Chief Operating Officer, National 4-H Council

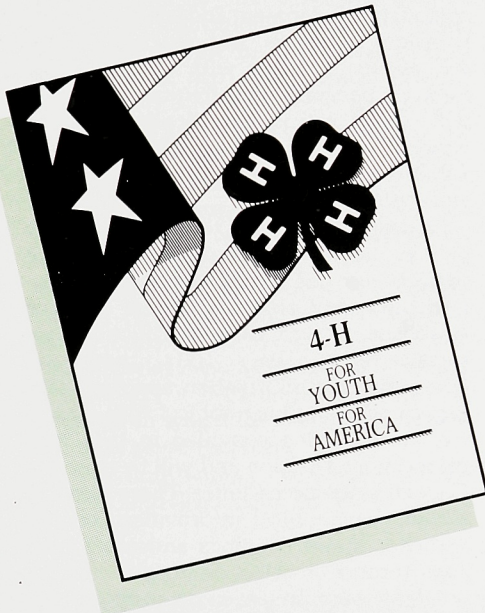


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New PSA Package Produced

Forty-four states will distribute a new package of five 30-second television public service announcements. The package, produced through joint cooperation of National 4-H Council and 4-H, Extension Service, USDA, is being distributed on ¾" videotape. The five spots focus on 4-H members, volunteers and parents telling why the 4-H program has been a positive experience for them. The spots feature a new animated open and close designed to reflect the 4-H theme, "4-H For Youth For America."

This year the radio public service announcements are being distributed directly to counties via the 4-H Week promotion ideas kit. The promotion kit, also developed jointly with Extension Service, USDA, includes 4-H Week messages from President Reagan and Secretary of Agriculture John R. Block, a compilation of ideas that work from around the nation,



sample news releases, a statistical summary, repro logos of the poster and theme, plus print public service ads and art work for use in the local publications, and a colorful announcement of National 4-H Supply Service items such as the poster, mugs, placemats and buttons, with the new theme and logo. The kit is introduced by a letter from Dr. Donald L. Stormer, deputy administrator, 4-H Youth, Extension Service, USDA. This will facilitate county efforts to gain public awareness for 4-H year-round.

The electronic public service package was produced with the help of the *Michigan State 4-H Program* and *Ford Motor Company*. Ford President *Harold A. Poling*, who serves as chairman of National 4-H Council's Board of Trustees, participated in recording both television and radio spots for the package and opened up the Dearborn Assembly Plant to provide a location for taping.



Jay and Becky Kaiserman

Individuals Make a Difference

When it comes to kids, most people just can't say no. But there are those special few who take things one step further to ensure a better future for young people.

Jay and Becky Kaiserman, Sarasota, Florida, are two of these people. The Kaisermans recently established an endowed scholarship fund, through a major gift to The Campaign for 4-H, for 4-H'ers entering college. Although neither Mr. or Mrs. Kaiserman has a 4-H background, their association with the organization has been a long one. Jay Kaiserman has been vice president of The Colson Company, Paris, Illinois, since the mid-1940's. His first interest in the 4-H program began in those early years when he was president of the Kiwanis Club, working with the Edgar County, Illinois, 4-H'ers.

Jay Kaiserman became more involved with 4-H in 1950 when The Colson Company began producing national 4-H tractor literature sponsored through Standard Oil Company of Indiana (Amoco). Since The Colson Company is a major calendar company, a negotiation was worked out with 4-H whereby literature was printed during the non-peak calendar season providing reasonable cost to 4-H and allowing the company to keep their presses in operation without laying off seasonal workers. This arrangement continues today with The Colson Company handling nearly 300 4-H educational aids nationwide in behalf of National 4-H Council. Jay Kaiserman continues as 4-H's chief liaison with The Colson Company.

Over the past four decades, the Kaisermans have become staunch supporters of 4-H and its youth development purposes. Jay Kaiserman annually has attended nearly every National 4-H Congress and almost

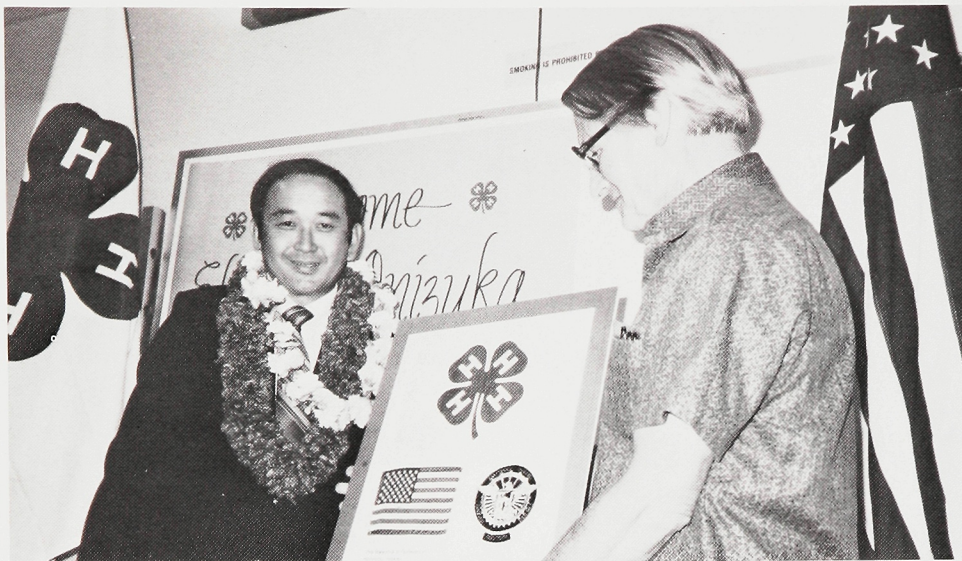
all the National 4-H Donors Conferences for some 33 years and in the late 1960's and '70's he served on the Illinois 4-H Foundation board. He has also served as annual 4-H fund raiser in Edgar County. In 1983, Jay Kaiserman received the prestigious Partner-in-4-H Award from the Extension Service, U.S. Department of Agriculture, for his strong support of the 4-H program.

National 4-H Council salutes the Kaisermans for this significant commitment of personal resources to support the continued education of 4-H'ers. The Becky and Jay Kaiserman Scholarship Fund is one of seven named Council endowment funds dedicated to perpetuating 4-H programs. We are proud to continue the more than 35 years of partnership with this family.

Friends of 4-H may make additional contributions to this scholarship endowment. Gifts can also be designated to these other endowment funds: Kenneth H. Anderson Fund; Norman C. Mindrum 4-H Education Fund; Gertrude L. Warren Scholarship Fund; Thomas E. Wilson Fund. For information on how contributions can be made and new funds established, contact The Campaign for 4-H office at National 4-H Council.

Mark Your Calendar

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



Lt. Col. Ellison S. Onizuka, NASA astronaut and Hawaii 4-H alumnus, left, presents Dean N. P. Keford, University of Hawaii, with a plaque of the U.S. flag, 4-H banner and NASA patch flown aboard the United States Space Shuttle "Discovery" on Space Transportation System Mission 51-C, January 24-27, 1985.

Alumni Search

(continued from page 1)

"4-H had a very important place in my formative years and has had a lasting influence in my life," wrote U.S. Congressman Bill Emerson of Missouri.

Actress Jayne Meadows (Mrs. Steve Allen) said, "I loved my 4-H experience in Massachusetts as a very young girl."

"I am convinced that this early positive experience helped me get started in citizenship programs and activities and encouraged me to take a more active community role," says Tony Carbo Bearman, executive director, National Commission of Libraries, Washington, D.C.

These are just a few examples which testify to the long-lasting benefits of the 4-H program.

The alumni data will be used to reflect the impact of 4-H by: using alumni in success stories, feature articles, TV and radio public service announcements for 4-H visibility; asking for personal expertise in developing project curriculum, educational aids, staff development and leader training; recruiting speakers and entertainers for 4-H events; assisting with the Campaign through personal contributions; assisting with direct solicitation of private sector donors; identifying and recruiting 4-H volunteer leaders at the national, state and local levels.

In conjunction with the alumni search project, two data collection and storage projects also are underway. A computerized input and retrieval system is being established in the Campaign Office for purposes of mailing lists, personal demographical information and fund raising. In addition, biographical files on key alumni are being compiled in the Communications Division and will be stored in Council's Resource Center. These files will include biographical information, photos, speeches, news clippings and other hard copy records on select alumni.

A large pilot project in cooperation with **Amoco Oil Company** to insert a response card into their monthly credit card mailings is planned for August. Another project planned in cooperation with a donor company is to insert a specially designed alumni response card into a house organ going to **Kraft, Inc.** employees to determine how many of their employees are former members, volunteer leaders or have children involved in 4-H.

IN THE NEWS

Anne Poland Berg, a member of National 4-H Council's Advisory Committee, has been promoted to division vice-president of marketing for **Rich's**, a department store in Atlanta, Georgia.

R.A. Wahl, Jr., president and chief operating officer, **Valmont Industries Inc.**, has been named to the new posts of chairman and chief executive officer of **ValCom, Inc.**, the personal computer distribution unit of Valmont. Bill Fairfield, president, Valcom, was named to the additional post of chief operating officer of the unit. ValCom donated 15 computers to the National 4-H Center for use in citizenship and leadership training.

Troy Ferguson, executive vice president, **Wildrick & Miller**, retired from his position June 28. Ferguson was the donor representative for **The Insurance Company of North America/Cigna**, sponsor of

the national 4-H dairy awards program.

Ella D. Strubel has joined **Kraft, Inc.** as vice president of public relations and community affairs. She is replacing **Norman E. Toft** who retired on June 1. Kraft sponsors the national 4-H health program.

4-H Salute to Excellence, a national volunteer training and recognition program, sponsored by **R.J. Reynolds Industries, Inc.**, recently was featured in the *First Quarter RJR Report*.

Gold Kist News, a publication of **Gold Kist Inc.**, featured a 4-H club in Tattnall County, Georgia, which started an Adopt A Grandparent program. Gold Kist provides general support to the 4-H program.

The Trader, a publication of **The Chicago Board of Trade**, featured the 4-H Commodity Marketing Symposium, sponsored by the Board for the past 34 years.



National 4-H Congress Planning Committee met at the National 4-H Center.

Mark Your Calendar

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

Alumni Grateful For 4-H

The sustaining value of the 4-H program surfaced once again in a recent survey of state and national winners in nine 4-H awards program areas. The survey was designed to obtain career information for the preparation of an upcoming food and nutrition advanced manual sponsored by **The General Foods Fund, Inc.** More than 4,300 winners between the years of 1965 and 1975 in the areas of achievement, agriculture, bread, dairy foods, food-nutrition, food preservation, gardening/horticulture, health and leadership, were surveyed to find out how the 4-H program contributed to their family lives, to their careers, and to the degree of commitment they have towards 4-H today.

While most of the addresses for these alumni were 10 to 20 years old, there was a 50 percent return of the long narrative survey. Most of the 2,000 respondents stressed the educational value of 4-H and many paid tribute to the donors of their state/national trip awards and scholarships. Nearly 84 percent of the respondents have at least a four-year college degree and 37 percent received advanced degrees. This compares to a national average of 24.3 percent for the same age group having four years of college or more. Survey results also show that nearly half of the respondents are currently 4-H volunteer leaders; 76 percent are married and rate family values as a strong part of the personal development acquired in 4-H; and most reflect a high correlation between programs in which they won their awards and their present careers.

A two-time winner—veterinary science in 1968 and leadership in 1971—now a



At June Board of Trustees meeting of National 4-H Council, a group of former 4-H'ers gather to talk about their 4-H experiences. From left to right: Colby H. Chandler, chairman and chief executive officer, Eastman Kodak Company; Dr. Donald L. Stormer, deputy administrator, 4-H Youth, Extension Service, USDA; Dr. J. Orville Young, director, Cooperative Extension Service, Washington State University; Harold A. Poling, president, Ford Motor Company; Dr. Lawrence L. Boger, president, Oklahoma State University; and Dr. Charles W. Lifer, assistant Extension director, state 4-H leader, Ohio State University.

senior research associate from the University of Texas Medical School in Houston, writes, "On the most basic level, 4-H made it financially possible for me to attend college through money made in 4-H beef and dog projects and scholarships. But beyond that, it allowed opportunities not usually permitted to a child of lower middle class families. Public speaking, leadership training, record keeping—all have been invaluable in my development." The doctor is a member of the "test tube baby" team and researching the cellular and biochemical aspects of fertilization.

"4-H has been the biggest asset to my development outside of my educational training in college. Your investment in my

childhood is still paying dividends," says a 1966 winner.

Community involvement among the respondents is also high. A 1967 leadership winner, now vice president for public relations for Ruston Coca-Cola Bottling Company, says, "The organizational leadership skills in 4-H enable me to be active in community affairs, church activities and enjoy school involvement."

Significantly, the respondents showed a low divorce rate as a group, about five percent lower than the national average for this age group. A 1975 achievement winner, now a division engineer with Du Pont in Wilmington, Delaware, says "4-H was a useful tool in growing up to become a warmer, more caring person. It was always a family affair with us."

There is also a direct link between 4-H projects and career choices. "While in 4-H, I developed a project on the use of soybeans as a food product. I am now working with one of those products. . . isolated soy protein. . . and 4-H provided the launching pad," states a former food preservation winner, now a food chemist with the Ralston Purina Company.

A Louisiana winner states, "It was through petroleum power, Amoco, that I realized how important the petroleum industry has been (and still is) in keeping our country as a world power. This is why I decided to make the petroleum industry my career. I would like to thank Amoco for sharing with me what they have to offer, because my life would not have been as good without them."

Data collected from these surveys is being used for a variety of purposes to increase 4-H visibility, program support, fund raising efforts, leadership recruitment and enhancing the 4-H program.

NEWDONORS

During the second quarter of 1985, 4-H, through National 4-H Council, gained support from the following new corporate and foundation donors:

New contributors to the 4-H Education Fund include: **Rubbermaid Incorporated**, Wooster, Ohio; **The Smith, Barney Foundation**, New York, New York; and **Zayre Corporation**, Framington, Massachusetts.

Lasma Arabians East, LaGrange, Kentucky, and the **United Professional Horsemen's Association, Inc.**, Lexington, Kentucky, have both contributed to the 1985 National 4-H Horse

events. **Harness Horse Youth Foundation, Inc.** became a new donor through support of the 1985 Horse Bowl.

Cy DeCosse, Inc., Minnetonka, Minnesota, and **Pet, Incorporated**, St. Louis, Missouri, are new sponsors of Citizenship-Washington Focus fellows. **RCA Service Company**, Cherry Hill, New Jersey, recently made a donation to the National 4-H facilities fund.

Izaak Walton League of America, Arlington, Virginia, and **Mossberg**, North Haven, Connecticut, are new 4-H donors through contributions to the 4-H shooting sports program.

Nation's Capital is Classroom for Citizenship Training

More than 4,000 teenage 4-H'ers from around the country are experiencing the political process and the rich cultural resources of the nation's capital as they participate in Citizenship-Washington Focus at the National 4-H Center throughout the summer months.

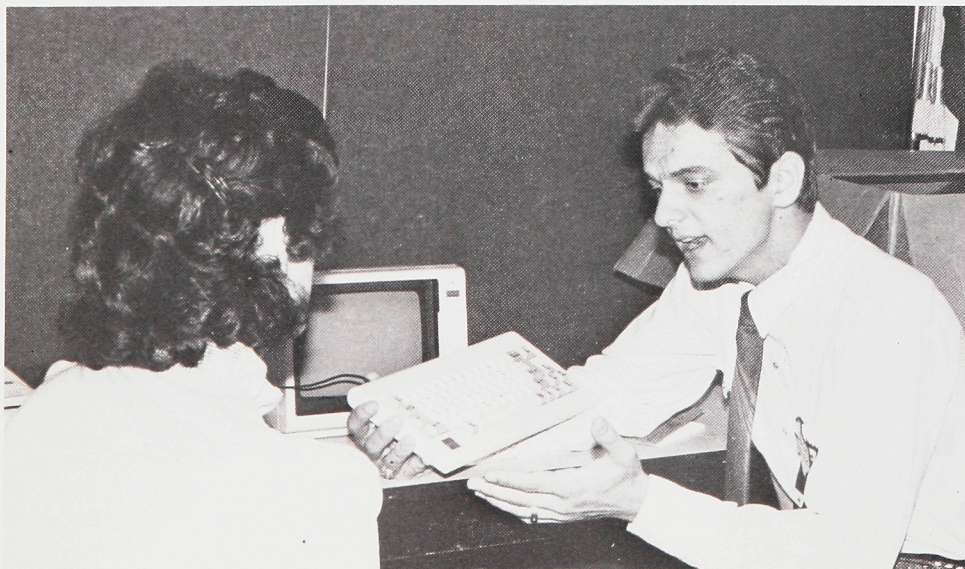
The week-long program for 15- to 19-year-olds teaches young people citizenship and leadership skills related to economics, politics, community service, international interdependence, food and agriculture, conservation, the use of natural resources, computers, public speaking, expressive arts and vision education. An expanded component of this year's program was designed especially for 12- to 14-year-old 4-H members from July 28 through August 4.

Participants visit Capitol Hill for a close-up view of the political process; meet with their congressional representatives and senators for a discussion of legislative issues; visit historical and cultural sites within the metropolitan Washington, D.C. area; and interact with other 4-H members from across the country. Each week, delegates participate in mock legislative sessions. A special feature of the program is "Political Genie," a computer project which prepares participants for visits with members of Congress. The computer program gives participants an opportunity to examine the voting records of their congressmen on several bills that have passed Congress. **The Stauffer Group** (formerly **Stauffer Chemical Company**) provided a grant to help in the development of this program. **Pioneer Hi-Bred International, Inc.** is providing continued support to a soil erosion and conservation computer



CWF delegates visit the Lincoln Memorial.

software program for delegates. Workshops and seminars provide youngsters with the skills to go home and carry out local citizenship, leadership or community service projects.



Volunteer 4-H leaders participate in computer project during CWF.

Educational field trips are a key part of the CWF program. For 12 consecutive years, CWF participants have visited the Kennedy Center for the Performing Arts, where they are entertained by the youth performers from the theater school in music, dance and drama. A special feature this year was an American Film Institute film on the Kennedy Center. Special arrangements with the **Friends of the Kennedy Center** association provide participants with lunch on the Kennedy Center rooftop terrace. The **U.S. Park Service** accepts responsibility for receiving several hundred box lunches, prepared by **Marriott Food Service**, and hundreds of sodas, provided by **The Coca-Cola Company**. Both the U.S. Park Service and Friends of the Kennedy Center have been honored for their contributions with National Partner-in-4-H Awards.

AMVETS National Service Foundation provides United States flags to every CWF participant and flag lapel pins to all delegates. Throughout the year, AMVETS provide more than 10,000 flags to participants in National 4-H Center programs, including leader forums and the International Four-H Youth Exchange.

4-Hbriefs

Volunteer Consortium Appointed

Eighteen persons have been appointed to serve on a Volunteer Development Consortium to give leadership to a new five-year program, "Volunteers for the Future." The program, to increase the capabilities and effectiveness of volunteer 4-H leaders nationwide is made possible through a grant of \$2.75 million from the **W.K. Kellogg Foundation**. The first meeting of the consortium, chaired by Dr. Donald L. Stormer, deputy administrator, 4-H Youth, Extension Service, USDA, will be held at the National 4-H Center August 21-23.

The consortium will develop guidelines for state 4-H program participants on development of programs geared to volunteer development in middle management, service on boards and committees, and increased opportunities for teen leadership. The committee is comprised of volunteer leaders, state 4-H leaders, Extension directors, land-grant university officials, and representatives from three related organizations: *Dr. Bill Conrad, Institute for Volunteer Organizations*, Downers Grove, Illinois; *Dr. Robbins Hopkins, Project Management Associates*, Bethesda, Maryland; and *William A. Lofquist, Association for Youth Development, Inc.*, Tucson, Arizona.

Bread Grants Announced

Grants totaling more than \$25,000 have been awarded to 4-H groups in 16 states by **Nabisco Brands, Inc.**, through a new bread education program. The grants, ranging from \$335 to \$2,000, were awarded to local, county and state 4-H groups to expand program resources and provide training activities and events in the breads and whole grains program area. The bread education grants are designed to help develop new and different activities beyond the 4-H experience young people previously have received.

Nabisco Brands has sponsored the national 4-H bread awards program for 34 years through its Fleischmann Division. In 1984, Nabisco made a five-year commitment to continue sponsorship of the awards program through The Campaign for 4-H.

Council Report Rated "Excellent"

The 1983 *Annual Report of National 4-H Council* received a rating of "excellent" in the Agricultural Communicators in Education critique and awards program. The award was announced at the annual meeting of ACE in Alaska in June.



Martin C. MacDonald, executive director, Missouri 4-H Foundation, presents William M. Jones, president, Purina Mills - Ralston Purina Company, a picture collage of the Missouri Room and Danforth Court at the National 4-H Center.

Salute to Excellence Grants Awarded

Participants in the 1985 4-H Salute to Excellence program will give leadership to programs in their states made possible by incentive grants of \$1,000 from **R.J. Reynolds Industries, Inc.**, awarded in June to each state, the District of Columbia and Puerto Rico. The volunteers who attended the special Salute training program in March at the National 4-H Center have worked with state staff members to prepare proposals for increasing volunteerism and strengthening the 4-H program.

Universities Receive Ag Grants

Six state land-grant universities have been awarded grants totaling \$30,000 to increase agriculture career awareness among underrepresented groups in the 4-H program. Funding was made possible by a grant to National 4-H Council from **E.I. du Pont de Nemours & Company** as part of a five-year program to encourage more young people to pursue careers in agriculture.

Receiving the grants were: Fort Valley State College, Georgia; Oregon State University; Oklahoma State University; Michigan State University; and jointly, North Carolina A&T University and North Carolina State University.

Funds from Du Pont also will provide for the 1986 to 1989 school years, ten four-year scholarships at \$1,000 a year to 4-H members who are enrolled as high school seniors and plan to major in agriculture or a closely related field at a land-grant institution.

Extension Foresters To Be Honored

The **International Paper Company Foundation** is again supporting the national recognition for two Extension foresters. This award provides an opportunity for states to gain recognition for Extension staff support for and promotion of the 4-H forestry program. The two national winners selected annually receive trips to National 4-H Congress as well as a visit to International Paper Company's headquarters in New York City.



International Four-H Youth Exchange (IFYE) participants from Botswana and the United States attend a briefing by Counsellor Keith M. K. Motsepe at the Embassy of Botswana as a part of their orientation in the nation's capital.



Each year, outstanding 4-H alumni spend the summer on the staff of National 4-H Council serving as program assistants for the Citizenship-Washington Focus program. These program assistants facilitate the program, conduct guided field trips and give emphasis to study of contemporary issues. They are supported through fellowships from the private sector. This year fellowships have been provided by: The Auxiliary to the American Optometric Association; Conoco, Inc.; Illinois 4-H Foundation; Georgia 4-H Foundation; Minnesota 4-H Foundation; Norman C. Mindrum 4-H Education Fund; Sterling Drug, Inc.; Cy DeCosse, Inc.; Pet Inc.; Dorothy Emerson Commemorative Fund; Farmland Industries, Inc.; Hallmark Cards, Inc.; American Speech-Language-Hearing Association; and Resource Developers, Inc. Resource Developers also provided incentive grants totaling \$12,000 to increase participation in the program from 12 states.

4-H Represented at Fitness Meeting

Secretary of Agriculture John R. Block and National 4-H Council President Grant A. Shrum and other representatives from Council attended the meeting of the President's Council on Physical Fitness and Sports, June 25 in the Capitol. The meeting, chaired by Coach George Allen, included a brief presentation by the Secretary on food and fitness, and on the success of the cooperative venture between the President's Council and USDA. The Council has generously assisted Extension and 4-H this year through regularly scheduled physical fitness activities each Tuesday afternoon of the Citizenship-Washington Focus program for nearly 4,000 teenagers.

Horse Forum Supported

American Quarter Horse Association is providing funds for the National Horse Leader Forum, Oct. 21-26. AQHA will also host the forum's opening reception. This is an expansion of AQHA's current support of the national horse awards program.

Safety Congress Grants Awarded

Seventeen states have been awarded travel assistance grants through support from 3M, totaling \$6,300, for participation of youth and adults in the National Safety Congress, October 26-29, at the Clarion Hotel in New Orleans, Louisiana. The Congress youth sessions will help broaden participants' knowledge of safety, enhance skills and techniques and share ideas.

4-H'ers Win Sewing Contest

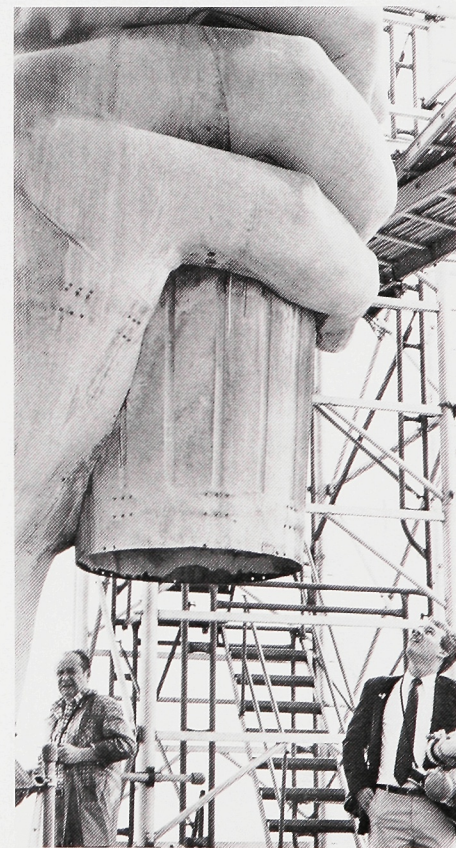
Among the winners of the country's largest sewing competition, The National Grange Sewing Contest, were three 4-H members: Michelle Coberly, 17, Middleton, Maryland; Jennifer Dickey, 19, Papillion, Nebraska; and Kristy Rowan, 11, Lander, Wyoming. Among the national prizes is a \$500 scholarship from *Simplicity Pattern Co. Inc.* awarded to the class B winner, Michelle Coberly. *Simplicity*, along with the *White/Elna Sewing Machine Company*, co-sponsors the national 4-H fashion revue held annually at National 4-H Congress.

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

A total of 37 corporations, foundations and associations 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:

Tobe-Coburn School for Fashion Careers, New York, New York, has joined the Campaign Honor Roll with a five-year intent to provide support to the 4-H Fashion Career Scholarship Program. Tobe-Coburn has given scholarships through 4-H since 1983.

The Southland Corporation, Dallas, Texas, is a new donor to National 4-H Council and has become a Campaign Honor Roll member through the announcement of their three-year pledge to support the Bicycle Consortium Project. The three-part curriculum development project is in conjunction with the National Bicycle Education Consortium.



Joel Finnell, *Resource Developers, Inc.* fellow for Citizenship-Washington Focus, takes a close-up look at the Statue of Liberty's hand-held torch. Finnell was accompanied by National 4-H Council staff members to New York for an educational tour of the Statue of Liberty and Ellis Island. *Resource Developers* are the representatives for the Statue of Liberty/Ellis Island Foundation. To date, 4-H members have contributed \$10,000 for the restoration of the statue.