

Quarterly

National 4-H Council

Volume 3 Number 1

Winter 1985

Delegates Shine At National 4-H Congress

It was a dream come true for the nearly 1,700 young people who attended National 4-H Congress at The Palmer House, Chicago, Illinois, Nov. 25-29. The five-day event honoring the delegates for their achievements consisted of recognition banquets, live entertainment, field trips, educational workshops, special guest speakers with words of encouragement, and the awarding of 284 individual scholarships ranging from \$750 to \$1,500.

This 63rd National 4-H Congress was the culmination of years of hard work and persistence for most of the delegates. At the opening assembly on Sunday afternoon, keynote speaker Judith K. Hofer, president and chief executive officer, *May Co., California*, spoke to delegates about the importance of setting goals — being committed to something, being curious, asking questions, and performing to achieve desired results — all "intrinsic" parts of the 4-H experience.

"You have a built-in advantage over many of your peers because you have already begun to learn how to compete and win. Competition brings out the best in us, when the spirit of competition makes us go the extra mile, even if we lose; the effort is

worth it, because it strengthens us and makes us wiser for the next goal."

At the many recognition events sponsored by donor companies, representatives paid tribute to the values and practical life skills obtained through the 4-H program. John A. Georges, president, *International Paper Company*, talked about the theme of this year's Congress — "Building on Experience." "There are several aspects to experience. On the one hand, we learn from experience. That aspect is embodied in the practical principle of learning by doing. There is also another aspect — drawing people together through shared experiences. This happens in families, in clubs and communities and, ultimately, in large segments of society. Both kinds are part of 4-H," he said.

At a banquet for food-nutrition winners, Jerry M. Hiegel, executive vice president, *General Foods Corporation*, and president and chief executive officer, *Oscar Mayer Foods Corporation*, said, "Your presence here is a testimony to the fact that you have talent. The competition you experienced at the local and state levels helps prepare you for the competition that you will face as you go through life."

During the week, delegates had the opportunity to explore career interests, cultural institutions and hobbies. Groups visited The Chicago Board of Trade; The Chicago Tribune; the Art Institute School of Design; Chicago Mercantile Exchange; the Marriott Hotel; the University of Chicago; Museum of Science and Industry; Adler Planetarium; Field Museum of Natural History; Shedd Aquarium; and a local radio station.

J I Case Company sponsored a tour of the Museum of Science and Industry for all delegates. *Amoco Foundation, Inc.*, sponsors of the petroleum power awards program, took petroleum power winners on a tour of

continued on page 2

Kellogg Foundation Makes Record Contribution To 4-H

A new five-year program, "Volunteers for the Future," will begin in 1985 as a result of a \$2,753,000 grant to National 4-H Council from the *W. K. Kellogg Foundation*, Battle Creek, Michigan. The goal for the new, five-year program is to increase the capabilities and effectiveness of volunteer 4-H leaders nationwide.

Announcement of the award, the largest private-sector gift in the history of 4-H, was made at the final assembly of National 4-H Congress, November 29 at The Palmer House, Chicago, Illinois.

"The W. K. Kellogg Foundation believes that 4-H is vigorous and successful because of the volunteers who make the program work. This grant will play a critical role in ensuring that 4-H will remain strong and serve even more young people in the years to come," Dr. Gary King, a program director for the Kellogg Foundation, told the more than 2,000 4-H members and guests.

The program will be geared to development of volunteers in three key functions: middle management; service on boards and committees; and increased opportunities for teens to serve as volunteer leaders. Project leadership will come

continued on page 4



Dr. Donald L. Stormer, deputy administrator, Extension Service, 4-H/Youth USDA, and Grant A. Shrum, president, National 4-H Council, with recipients of the Presidential tray award, the highest honor given for excellence in 4-H. Back row, from left to right: Dr. Donald L. Stormer, Rodger Kerr, Oklahoma; Charlotte R. Youree, Tennessee; Patrick Kolba, Wisconsin; and Grant A. Shrum. Front row, from left to right: Angela King, Georgia; Joyce Nichols, Tennessee; and AliceBeth MacMillen, New York.

the USS Silversides, a World War II submarine, and provided a tour of the Standard Oil Headquarters which included an "Energy Adventure" presentation. Public speaking winners were given a tour of Union Oil Headquarters, courtesy of *Union Oil Company, Union 76 Division*. 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 health winners toured Kraft Kitchens Laboratories, courtesy of *Kraft, Inc.*

Throughout the week, the Cooperative Extension Service offered workshops focusing on issues of major concern to teenagers: Don't Go Home and Blow It (focused on positive thinking); Wardrobe Planning and Management; Grooming; Self Esteem/Stress; Presenting Yourself Professionally; The Bald Eagle: Its Status and How You Can Help; Selling Yourself; Computers, Producing a Resume that Gets Results; and Public Relations for 4-H.

A cultural highlight of the week was a special viewing of the Art Institute of Chicago's exhibit of "A Day in the Country." The Institute opened its doors for the 4-H group and a representative from the museum gave a presentation on the history of French Impressionism as it related to the exhibit.

On Wednesday, the 38th National Fashion Revue, sponsored by *Simplicity Pattern Co. Inc.* and *White/Elna Sewing Machine Company*, dazzled the crowds with the latest fashions.

All-Congress Events Offer Variety of Experiences

There was a variety of all-Congress events including 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 4-H Holiday Pops concert by the Orchestra of Illinois with Shari Lewis as guest con-



National 4-H alumni winners in 1984 (back row, left to right): Governor James Baxter Hunt, Jr.; Senator Albert Gore, Jr.; W. D. "Berry" Gray; Willard Carl Tripp; (front row) Jane Carmack Smith; Dr. John K. Matsushima, Arlene Conzelman Viersen; and Jess Stairs.

ductor; and a hot dog party and dance sponsored by *Ford Motor Company Fund*.

The National 4-H Photography Exhibition, featuring more than 170 black and white and color prints of photos taken by 4-H members, was displayed in the Lower Exhibition Hall throughout Congress. The show is sponsored by *Eastman Kodak Company*, National 4-H Council and the Cooperative Extension Service.

Six Receive Highest Honor

Six outstanding young people were the recipients of the highest honor given for excellence in 4-H — the presidential tray award — at National 4-H Congress.

The six silver trays were presented to the young people at the honors assembly which took place the last day of Congress. Receiving the silver trays, presented by Dr.

Mary Nell Greenwood, administrator, Extension Service, USDA, in behalf of President Ronald Reagan, were: Rodger Kerr, 18, of Alturs, Oklahoma; Angela King, 18, Hartwell, Georgia; Patrick Kolba, 19, Waukesha, Wisconsin; AliceBeth MacMillen, 17, Lansing, New York; Joyce Nichols, 18, Bean Station, Tennessee; and Charlotte Youree, 18, Readyville, Tennessee.

The six delegates were selected by representatives of the Cooperative Extension Service of the state land-grant universities and the U.S. Department of Agriculture. They were chosen from among 27 national winners in the 4-H achievement, citizenship and leadership programs.

Firestone Breakfast Marks 40th Year

More than 2,000 people attended the famous Firestone Breakfast of cream-chipped beef on baked potato — a 40-year old tradition of *The Firestone Tire & Rubber Company* at National 4-H Congress. Guests and delegates were entertained by Michael Iceberg who played a multi-level keyboard instrument producing such well-known songs as the theme from "Star Wars," a hoedown, and classics which filled the ballroom. He also produced the sounds of cows, chickens, pigs, trains, rain and a back-up quartet with this magical instrument.

Lawrence Lombardo, executive vice president, The Firestone Tire & Rubber Company, complimented the 4-H'ers on their accomplishments. "As you face life — personal, academic, business — if you apply yourself with the same dedication and enthusiasm as you do in 4-H, you're going to do well in the years ahead," Lombardo said.

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, Executive Vice President, North American Automotive Operations, Ford Motor Company

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

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

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

Secretary, Norman A. Sugarman, Attorney and Partner, Baker & Hostetler

Grant A. Shrum, President and Chief Executive Officer, National 4-H Council

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



7100 Connecticut Avenue
Chevy Chase, Maryland 20815
(301) 656-9000

Delegates Shine At National 4-H Congress



Delegates tour Field Museum of Natural History



4-H fashion revue winners model their latest designs



Miss America Sharlene Wells and Roy Geiger of the National Wildlife Federation with Migisiwa, bald eagle



Achievement winner receives donor congratulations



A "victim" of grooming workshop



Shari Lewis and her friend Lamb Chop



Delegates enjoy the delicious food at reception

4-H'ers Proving American Dream Is A Reality

A number of delegates who attended National 4-H Congress are involved in their own businesses. With the help of their volunteer leaders and parents, plus lots of ambition, these young entrepreneurs are making their way in the world of business enterprise and marketing.

Kim Merritt, Cumberland, Maryland, a state winner in the public speaking awards program, sponsored by **Union Oil Company of California; Union 76 Division**, is the owner of her own chocolate business. Throughout her six-year career as a 4-H'er she has been involved in several food-related projects, including nutrition, dairy foods, bread and cake decorating. Her main interest was learning to cook with chocolate and when she realized that her homemade natural chocolates were in demand she launched "Kim's Khocolate Korner." She attributes her marketing success to the 4-H commodity marketing program, sponsored by **The Chicago Board of Trade**, and the 4-H home management program, sponsored by **Beatrice Companies, Inc.** "In these two programs, I learned the necessary techniques for successful marketing of Kim's Khocolates," she said.

Some of the other winners' businesses include selling animals, Christmas trees, eggs and poultry, and syrup. Mathew A. Edwards, Mills, Wyoming, an achievement program winner, sponsored by **Ford Motor Company Fund**, started a "critters unlimited" business which buys, sells and trades almost any animal. His bartering has included ducks, pigeons, peacocks, pheasants, Canadian geese, guineas, housebirds, tropical fish, llamas, wild birds, ferrets, a skunk and turtles.

Jeffrey Dreesen, Spring, Texas, raises and sells Christmas trees in the Houston area. Dreesen, a winner in the 4-H forestry program, sponsored by **International Paper Company Foundation**, says "Raising Christmas trees in the Houston area gives me a real marketing advantage over other growers who are located further from Houston." Additionally, Dreesen is using his Christmas tree project to do research on weed control and insect problems. The information on the study will be used to help other Christmas tree growers in Texas know which chemicals

perform best, Dreesen says.

AliceBeth MacMillen, Lansing, New York, also an achievement winner, sells fresh-dressed turkeys and set up a self-service egg business. She began her 4-H project with chickens and then branched off into turkeys, ducks and geese. Through the 4-H embryology project she learned about chick development and hatching.

AliceBeth, who also raises sheep and other livestock for marketing purposes, began contracting with her customers to raise pork, lamb and broilers on a cost-plus basis. "When feed costs began increasing faster than meat prices, I decided I could not gamble any longer on marketing my meat animals. This guaranteed a profit, which I reinvested in my enterprise," she said.

Andy Osborne, 17, Pittsfield, New Hampshire, a forestry winner, taps trees to get maple syrup and then processes and sells the syrup. Osborne has spent more than 600 hours working with wood and maple products while learning a great deal about the production and marketing of maple syrup. He began his maple syrup project on a cement block arch in the family driveway. Today, he has a 10 x 15-foot building which he constructed himself that he uses for the business. In the last four years he made 180 gallons of syrup which has more than paid off his initial investment.

Kellogg Grant (continued from page 1)

through a national advisory and coordinating consortium representing Extension staff and other land-grant university leaders, volunteers and other organizations involved in training and use of volunteers.

The first phase of the grant targeted for 1985, will include packaging and dissemination of a data base of volunteer leadership resource materials, methods and techniques and application of new communications technology. The consortium will be responsible for developing guidelines for grants to be awarded in 1986 to 12 states for development of programs in the three key functions. These pilot projects will be shared on a regional basis in 1987 and expanded through grants to 24 additional states in 1988. The final year will include a national evaluation conference, production of training packages and support materials.

Expressing appreciation for the grant, Dr. Donald L. Stormer, deputy administrator, Extension Service, 4-H/Youth, USDA, said, "The training and development program addresses the most significant core needs of the future of the 4-H program. The effectiveness and efficiency of the Extension delivery system depend on the knowledge, ability, and commitment of volunteers. We are continually challenged to take advantage of volunteer talents and to offer training programs that provide opportunities for personal growth and community involvement."



From left to right: Robert B. Gill, campaign chairman and vice chairman, J. C. Penney Company, Inc.; Dr. Gary King, program director, Kellogg Foundation; Mrs. Elaine Pitts; and Harold A. Poling, chairman, National 4-H Council and executive vice president, North American Automotive Operations, Ford Motor Company, the largest private sector donor to 4-H, discuss the Campaign for 4-H.

Mark Your Calendar
National 4-H Conference
April 13-19, 1985
National 4-H Center
Chevy Chase, Maryland



Judi Hofer, president, May Co., California, chats with 4-H'ers.

Judi Hofer Says 4-H Contributed To Her Success

Twenty-eight years ago, Judith K. Hofer, president and chief executive officer, *May Co., California*, and one of America's most successful business-women, was a bright-eyed delegate to National 4-H Congress who said she wanted to go again.

At the 63rd National 4-H Congress, Nov. 25-29, in The Palmer House, Chicago, Illinois, Hofer returned as keynote speaker at the opening assembly with a message for today's 4-H'ers — "Build on your 4-H experience."

Hofer, who credits 4-H with much of her success in the retail industry, says 4-H has tremendous value because it emphasizes goals and it instills a sense of competitiveness in you. "4-H teaches competition. I am in a fiercely competitive field and 4-H taught me how to play to win, whether winning is a blue ribbon or winning is a championship."

Hofer won her trip to 4-H Congress in health and farm safety. She credits her farm safety project with teaching her resourcefulness and innovativeness — two key qualities she incorporates into her management practices. "Farm safety was a small program and I had to come up with the ideas and keep thinking of new projects. This gave me a chance to see what I would really accomplish and it was beneficial to me because it taught me resourcefulness and innovativeness," she says. "You need innovative ideas in this business to stay on top."

Unlike many top executives, Hofer spends three to four days a month working on the sales floor of the department store chain she manages. She says the little things top management takes for granted can only be learned by actually being there

— with the customers. "This brings me back to the farm safety projects for which I always had to come up with the ideas."

However, she says the bottom line when it comes to success is performance. "I'm a firm believer that you are really judged by one criterion in life — performance. 4-H teaches you how to perform, it teaches commitment and diligence — two very important qualities when you enter the work force. In 4-H, we are judged on results and that is a very simple lesson."

NEWDONORS

During the fall, National 4-H Council, through The Campaign for 4-H, has gained new support from the following donors:

New support of the National 4-H Education Fund comes from: *The Milliken Foundation*, Spartanburg, South Carolina; *Morrison-Knudsen Co. Inc.*, Boise, Idaho; *Middle South Utilities System Companies*, New Orleans, Louisiana; *Leon Lowenstein Foundation*, New York, New York; *McDermott Incorporated*, New Orleans, Louisiana; *Tambrands, Inc.*, Lake Success, New York; *ICI Americas Inc.*, Wilmington, Delaware; *Houston Natural Gas Corporation*, Houston, Texas; *The UPS Foundation*, Greenwich, Connecticut; *General Dynamics Corporation*, St. Louis, Missouri; and *Mayville Engineering Co. Inc.*, Mayville, Wisconsin.

Multi-Year Commitments to Campaign For 4-H

A total of 31 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:

White/Elna Sewing Machine Company of Cleveland, Ohio has made a five-year commitment to co-sponsor the 4-H fashion revue program. White/Elna has supported the program since 1983. In addition to their five-year commitment, they also pledged a one-time gift.

Champion Valley Farms, Inc., Camden, New Jersey (a subsidiary of *Campbell Soup Company*) has made a five-year commitment to continue sponsorship of the 4-H veterinary medicine scholarship program. Campbell has sponsored the program for 16 years.

International Harvester Company of Chicago, Illinois announced their intent to continue support for the National 4-H agricultural awards program for five years. International Harvester, a recent recipient of a 65-year donor citation, has supported the agricultural awards program since 1961. Through the years they have also supported the Soviet Agricultural Exchange project and the 4-H Gold Clover Club. They have also assisted in the National 4-H Center Expansion Program.

General Dynamics Corporation of St. Louis, Missouri recently joined The Campaign for 4-H by pledging a five-year commitment to the National 4-H Education Fund.

The Procter & Gamble Fund of Cincinnati, Ohio announced a five-year grant to support the Teen Leadership Development project. Procter & Gamble has been a Gold Clover Member since 1978.

The Dr. Scholl Foundation of Chicago, Illinois recently provided new handicapped youth initiative grants to promote involvement of the disabled in 4-H.

The American Rabbit Breeders Assn., of Bloomington, Indiana has pledged support of the 4-H scholarship program.

Citizens Insurance Agency of Anderson, Indiana and *McClain Heller Insurance Inc.* of Vineland, New Jersey are both providing support for the 1984 dairy awards program.

New donors to support the National 4-H Center Facilities Fund include: *Hill & Sanders-Wheaton Inc.*, Wheaton, Maryland; *R. Dakin & Company*, San Francisco, California; *Rentals Unlimited, Inc.*, Clarksburg, Maryland; *Andrews Office Products*, Capitol Heights, Maryland; and *Sharp Electronics Corporation*, Paramus, New Jersey.

Board Elects New Member and Launches Phase II of Campaign

James R. Thomas, executive vice president, Sales and Service Group, **The Firestone Tire & Rubber Company**, was elected to a three-year term on the National 4-H Council Board of Trustees. The election took place at the board meeting chaired by Harold A. Poling, executive vice president, North American Automotive Operations, **Ford Motor Company**, at The Palmer House in Chicago, Nov. 29.

A native of Columbus, Ohio, Thomas joined The Dayton Tire & Rubber Company as a sales representative in 1954. In 1961, when Dayton tire division was acquired by Firestone, Thomas was named manager of special and private brand tire sales. He had advanced steadily in the corporation and in 1982 he was named to his present position.

Acting on a resolution introduced by Robert B. Gill, chairman of the Campaign for 4-H and vice chairman of **J. C. Penney Company, Inc.**, the Board launched Phase II of The Campaign for 4-H which will seek primary support from foundations and individuals in addition to corporations.

With a total of \$20.3 million committed, the campaign has reached 40 percent of the five-year goal of \$50.6 million and exceeded the Phase I goal by \$300,000. The \$20.3 million includes more than \$4 million in new program support from 83 new donors to 4-H in the corporate and foundation community and nearly 2,000 individuals.

Corporate commitments have totaled \$16.2 million, or 64 percent of the corporate goal. Twenty-eight of the major corporate donors have made multi-year and one-time gifts to the campaign. In the foundation area, commitments totaling \$3.1 million or 20 percent of the foundation goal have also been made. Individual giving, a new fund-raising focus for Council, has totaled more than \$428,000.

Prior to the Board meeting, Poling told those attending the Leaders, Donors, Alumni Luncheon that Council's board and the Campaign Committee "are going all out to strengthen private support of 4-H at the national, state and local levels."

"During the first two years of this campaign, every state 4-H leadership team has been visited. And, it is gratifying to report, in every state, we have found a desire and willingness to work together for a stronger public and private partnership," Poling said.

The Board also recognized individuals who have committed major support to The Campaign in a resolution commending their outstanding contribution, dedicated leadership and continuing inspiration to others to build on their experiences for 4-H.

The Board cited the major gift support of: **Elaine R. Pitts**, retired vice president of **Sperry and Hutchinson Company**; **Luke**



James R. Thomas

Schruben, a former staff member of Extension Service, USDA, and **Mrs. Schruben; Edward W. Aiton**, former head of 4-H at USDA, and **Mrs. Aiton; J. J. Kaiserman**, vice president of **The Colson Company**, and **Mrs. Kaiserman**; and **John S. Reed**, former chairman, Santa Fe Industries, Inc. and **Mrs. Reed**.

Trustee Workshop Held At Congress

More than 58 representatives from 23 state 4-H foundations and the District of Columbia participated in the 7th annual 4-H Foundation Trustee Workshop November 25-26 at The Palmer House in Chicago. The two-day workshop was held during National 4-H Congress as a service to strengthen fund raising at the state and local levels.

The sessions combined training of trustees in fund-raising techniques with

the opportunity for representatives to share their ideas and experiences. Highlights of the workshop included an overview of state visits by Dr. Eugene Williams, state relations consultant for National 4-H Council, and a presentation on the future of 4-H by Dr. Donald Stormer, deputy administrator, Extension Service, 4-H/Youth, USDA.

Topics of presentations included "Finding, Orienting, Involving & Keeping Trustees Active" by Ohio 4-H Foundation President Thomas F. Calhoun II with Florine Swanson of Iowa and Barbara Tensfeldt of Wisconsin providing state perspectives; "Role & Responsibilities of Trustees & Staff" by National 4-H Council's Individual and Planned Gifts Director Anita Rook with Don Jost of Michigan and Teresa Holder of Tennessee adding a state perspective; Council Board and Campaign Committee Member Lawrie Thomas assisted Campaign Director Don Johnson on updating the group on The Campaign for 4-H. Other presentations included "How To Conduct An Annual Giving Program" by Anita Rook; Council Vice President Ray Crabbs' review of the 4-H system; and a keynote address on the challenges of 4-H fund raising by Dr. Allen A. Schmieder, from the U.S. Department of Education.

Dr. Williams summed up the commitment to strengthening the 4-H program on an optimistic note. "In every case, we have found the desire and willingness to work together for a stronger public and private partnership for 4-H," he told trustees.

Eight Companies Cited For Years of Support

At National 4-H Congress, National 4-H Council paid tribute to eight donor companies for their sustained support. As they marked five-year anniversaries of 4-H sponsorship, the companies received citations as an expression of Council's appreciation and gratitude.

Receiving the citations were: **International Harvester Company**, sponsor of the agricultural awards program, 65 years; **Amoco Foundation, Inc.**, sponsor of the petroleum power awards program and **General Motors Foundation, Inc.**, sponsor of the safety awards program, 40 years; **Union Oil Company of California**, sponsor of the public speaking awards program, 35 years; **John Deere**, sponsor of the conservation of natural resources awards program, 25 years; **American Income Life Insurance Company**, sponsor of special events at National 4-H Congress, 15 years; **International Paper Company Foundation**, sponsor of the national forestry awards program and **Household International Inc.**, general support, 10 years.



Grant A. Shrum, president, National 4-H Council, presents John A. Georges, president and chief operating officer, International Paper Company with citation marking 10 years of support for the 4-H forestry awards program.

4-Hbriefs

Photography Program Development Symposium Held

Forty-seven Extension staff members from 43 states participated in a Photography Program Development Symposium at the National 4-H Center, December 12-14. Sponsored by *Eastman Kodak Company*, the symposium program was designed to evaluate present 4-H photography programming and explore future directions and training needs. The symposium program offered a broad range of workshops relating to the use of photography as a means of expression, in photojournalism, exhibits, recording events, career exploration, educational aids, evaluation and accountability. Sessions also were held on training volunteers and professionals.



John Vaeth, Eastman Kodak Company, demonstrates Kodak's new 8mm video camera.

Vet Scholarship Pays Off

A recent survey of 32 National 4-H Veterinary Medicine Scholarship winners showed that a significant number of recipients are now practicing veterinarians.

Two \$1,000 scholarships are provided each year by *Champion Valley Farms, Inc.*, a subsidiary of *Campbell Soup Company*. The survey was conducted at the request of Campbell. Out of the 32 scholarship recipients queried, 10 responses spanning the years 1970-1982 were received.

Of the 10, seven are currently veterinarians, one is in a related occupation and one is in veterinary medicine school. Six are or have been 4-H volunteer leaders.

A Kentucky recipient said, "The scholarship money was spent on surgical equipment. I am now in private practice, still using the surgery instruments, and enjoying

my career." An Idaho scholarship winner wrote, "The scholarship made it possible to make it through my first year in veterinary school."

"I don't believe I can stress enough that 4-H was highly responsible for me to be able to get into Vet school and for a successful career," wrote a Washington responder. A former 4-H'er from Maryland wrote, "Before I joined 4-H I was shy, lacked motivation and self-confidence. 4-H changed me so I could earn the grades and gain the confidence to get into and complete veterinary school." A New York scholarship recipient says, "I learned more practical things in 4-H than I ever did in school."

Gill Addresses National Extension Panel

Robert B. Gill, chairman of The Campaign for 4-H and vice chairman, *J. C. Penney Company, Inc.*, spoke about inspiration,

leadership and commitment to a group of Extension directors and administrators at the National Panel of Extension Directors annual meeting in Denver, Colorado, Nov. 12. Praising the "quality of leadership" Extension staff bring to 4-H in their states, and collectively to America's largest and most practical youth development effort, Gill urged the panel members to be courageous and strong in setting a course of action and in motivating their staff, volunteers and 4-H members. He also reassured the commitment of Council's Board of Trustees and campaign committee to strengthening private support of Extension and 4-H at the national level, as well as at the state and local levels. He said Extension leadership and commitment can provide the catalyst to open doors to private support for 4-H in every state.

Readership Survey Ranks 4-H NEWS Highly

According to a recent readership survey of NATIONAL 4-H NEWS, more than 80 percent of the volunteer leaders and professionals who responded use the magazine for leader training, share it with an average of two other people and take one or more actions based on the advertisements.

Approximately 50 percent of the 2,000 volunteers and almost 60 percent of the 1,000 Extension professionals queried responded to the survey conducted by Readex, Inc. for National 4-H Council. The survey also revealed that the majority of 4-H NEWS readers are active, concerned, family-oriented adults with many interests. Most volunteer leaders are women who lived in rural and small town communities. The median age is 39. More than 68 percent are employed full or part-time — the majority of them in professional, technical or educational fields. A large percentage of readers are married, have children and own their own homes. The median household income of NEWS readers is \$26,800, higher than the national average.

The magazine was ranked high as a valuable reference by most readers. Both leaders and professionals report reading an average of three out of four issues and more than 60 percent read at least selected items in an average issue.

Nutrition Manual Planned

With support from *The General Foods Fund, Inc.*, a third unit in the "Fit It All Together" food and nutrition series is scheduled for publication in late November 1985. The member manual and leader guide is geared for members 14 years of age and older and will expand on food and fitness concepts presented in the first two units. Trecie Fennell, associate manager, Corporate Communications, *General Foods Corporation*, is serving as a consultant in the development of the project. The General Foods Fund, Inc. also sponsors the national 4-H food-nutrition awards program.



From left to right: Robert B. Gill, chairman of The Campaign for 4-H and vice chairman of J. C. Penney Company, Inc.; Dr. J. Orville Young, vice chairman, National 4-H Council Board of Trustees and Director, Cooperative Extension Service, Washington State University; Mary Nell Greenwood, administrator, Extension Service, USDA; and Orville G. Bentley, Assistant Secretary, Science and Education, USDA, at Extension directors meeting.



Donald R. Keough, president, *The Coca-Cola Company*, admires 4-H commemorative Coke bottle with Bill Gentry, state 4-H officer from Carroll County, Georgia. Keough is a member of National 4-H Council's Board of Trustees.

IN THE NEWS

Harold A. Poling, chairman of National 4-H Council's Board of Trustees, has been named president and chief operating officer of *Ford Motor Company*. Poling succeeds Donald E. Petersen, effective Feb. 1, who has been named chairman and chief executive officer. *Ford Motor Company Fund* sponsors the national 4-H achievement awards program.

Robert E. Goldberg, vice chairman of *The Chicago Board of Trade* and partner with Goldberg Brothers, has been nominated to be the exchange's chairman for 1985. Goldberg will succeed Thomas P. Cunningham Jr., who is not seeking reelection after two years as chairman. The Chicago Board of Trade sponsors the 4-H commodity marketing program.

Hershey Foods Corp. has named *Joseph P. Viviano*, a senior vice president, president of *Hershey Chocolate Co.*, the largest division of the food-product, restaurant and chocolate concern.

James W. McKee Jr., chairman, *CPC International, Inc.*, was elected Chairman of The Conference Board, an independent, not-for-profit research institution servicing government, business, labor and other institutions. McKee is a member of National 4-H Council's Advisory Committee.

The November issue of *Marriott Corporation's* magazine, *Marriott Corporation World*, carries a story on the cooperation between Marriott, the Kennedy Center for the Performing Arts, and 4-H. Each summer from June through August thousands of teenagers participate in Citizenship

Washington Focus at the National 4-H Center.

Five individuals and corporations received National Partner in 4-H Awards to recognize exemplary, significant and distinctive contributions to the 4-H program. The awards were presented by Dr. Donald L. Stormer, deputy administrator, Extension Service, 4-H/Youth, USDA, to the following individuals and corporations: *The Union Pacific System*, represented by *Betty Brittenham*, assistant manager, Employee Benefits System, for their scholarship support since 1921; *Dr. William Skelton*, former dean and director of Extension, West Virginia University and past president of *Rotary International*, for his active leadership in securing support for the Cooperative Extension Service; *Marvin Morrison*, owner of *Morrison Brothers Ranch*, Higley, Arizona, and former president of the Arizona Youth Foundation, for his volunteer leadership and personal support of 4-H; *Dr. Edward W. Aiton*, former national 4-H leader, for his almost half-century support and personal commitment to the 4-H program; *Norman Mindrum*, former president of National 4-H Council, for his leadership in gaining private sector support for 4-H; and *Trecie Fennell*, assistant manager, Corporate Communications, *General Foods Corporation*, for her enthusiastic and effective support to 4-H through direct involvement with the national 4-H food-nutrition program.

"Coke Is It" for Georgia 4-H'ers

4-H'ers in Georgia are selling Coke bottles as part of a fund raising campaign. However, these are not ordinary Coke bottles.

The bottles read, "Rock Eagle: The World's Largest 4-H Center, 30 Years of Service to 1,000,000 citizens of Georgia 1954-84." The front of the bottle flashes the 4-H emblem - a four-leaf clover, just below *The Coca-Cola Company* logo.

The 96,000 special bottles were printed by *The Coca-Cola Company* as part of a five-year fund raising program to raise \$2 million for the renovation of the 4-H camp and conference center in Eatonton. The 4-H'ers are selling the Coke bottles for a one dollar donation, or more, at county fairs, harvest sales, grocery stores, convenience stops and school stores. It is estimated the bottles could bring in about \$40,000 for the Center.

"Four-H is like motherhood, apple pie and Christmas trees all rolled into one. After seeing 4-H'ers in action at the Rock Eagle 4-H Center, I think the enthusiasm, loyalty and comradeship are just great. They are very spirited and I just don't believe you have any bad 4-H'ers," said Nat Harrison, executive staff assistant, *Coca-Cola USA*.

4-H Float in Roses Parade

4-H was represented in the Tournament of Roses Parade in Pasadena, California on January 1. The California Fair Industry sponsored a float that included a 4-H member and a Future Farmers of America member riding on it.

Donor Representatives Visit Center

Representatives of donor companies who visited the National 4-H Center during the last quarter include: Bruce Chadwick, marketing manager, *3M*, and Robert Fordyce, youth services, consumer markets division, *Eastman Kodak Company*.



Dr. Donald L. Stormer, USDA, presents Trecie Fennell, General Foods Corporation, with Partner In 4-H award.