

Quarterly

National 4-H Council

Volume 4 Number 4

Fall 1986

39th 4-H Donors Conference a Cut Above

Over 40 donors representing \$1,360,365 in support to 4-H in 1986 gathered at the National 4-H Center for the annual donors conference. The 39th donors conference emphasis was evident in the title, "Investment: 4-H For Youth For America." The concept was to provide 4-H donors an up-close and personal view of the return on their investment.

The conference began over lunch which was provided by the Marriott Corporation, Washington, D.C., and the Les Karr Quartette, sponsored by Paramount Productions, Chicago, Illinois, entertained. Ray Crabbs, senior vice president, National 4-H Council brought the lunch to a close and kicked off the program by saying in his welcoming remarks, "We have the heightened sensitivity to know when you entrust us with support, you expect return value, not unlike when you decide to develop new plants, employ new technology or expand an existing department. 'Investment: 4-H For Youth For America' acknowledges donations, contributions and gifts to 4-H for what they truly are, an investment in the people for whom the future holds great treasures if they are properly prepared."

With that send-off the conference plunged into its first session, Portfolio On Display. Donors heard from current and former 4-H'ers and 4-H volunteers as to the worthiness of their companies' expenditures. Peering into the portfolio yields growth stock, blue chips and matured stocks. Growth Stock, Christine Beck, a 12-year-old Maryland 4-H'er, walked into a room of 60 strangers, all adults, and made an engrossing presentation of her 4-H project. One of Christine's projects is rabbits. In explaining her project Christine demonstrated she learned responsibility, animal care and public speaking with the aid of Fluffy, one of her rabbits.

4-H Blue Chip stock was represented by National 4-H ambassador, Ann Grumbine, Pennsylvania, and 1984 Citizenship-Washington Focus fellow Mark Baker, Illinois. Ann, currently a student at The Pennsylvania State University, relayed to conferees 4-H's role in helping her decide on a course of study and in influencing her career objectives, saying, "In my 4-H projects I learned how to plant and cultivate ground. I learned about transpiration and the scientific aspects of



As part of Cultural Options, Indonesian dancers entertain participants of the 39th National 4-H Council's Donors Conference.



Dr. Milton Boyce, assistant deputy administrator, 4-H youth development, Extension Service, USDA, welcomes Dr. Charles Evans, president of Bethesda-Chevy Chase Rotary Club, to National 4-H Council's donor family.

(continued on page 2)

(continued from page 1)

horticulture. I am currently studying genetic horticulture with intentions of getting involved in botanical medicinal research." In 1985 Ann was a plant and soil science national winner.

Can 4-H be helpful to an accountant? It was for 1984 Citizenship-Washington Focus fellow Mark Baker. According to Mark, "4-H helped me to develop the needed confidence to achieve. It provided me with the atmosphere that encouraged goal setting and attainment." Mark is an accountant for Amoco Corporation, sponsor of the National 4-H Petroleum Power Awards Program. Matured stocks were Kay Griffith, 1986 Salute to Excellence participant from Ohio, and Ralph Hayes, 1985 National 4-H alumni winner of West Virginia. Kay amused and impressed participants as she wove colorful vignettes showing 4-H's influence on the six Griffith children and her husband David. She praised RJR Nabisco for investing in the volunteer recognition and training program, Salute to Excellence. In summing up her presentation Kay said, "Ladies and gentlemen, when you go back and decide whether you want to continue supporting, donating or being a part of the 4-H program you think of the kids like Joey (Joey is an Ohio 4-H'er without a father) and the D's and K's of Ohio that are just average kids (all of Kay's children's names begin with D or K). You think also about the adult volunteers and you continue your support, donations and contributions, because we are worth it." With a prosecuting attorney's eloquence Ralph Hayes credited 4-H with helping him develop the building blocks for a well-rounded adulthood. He thanked donors for supporting the 4-H program by saying, "Donors, our thanks seem so inadequate to express our appreciation for your private sector support. As you provide resources to 4-H, know that



Maryland 4-H'er Christine Beck makes a point in her demonstration of one of her 4-H projects, Chocolate Chip, the rabbit.

you not only assist the member but thousands of volunteers who in their efforts are attempting to renew their investment in the future of our young; you do make a difference."

In Prospectus, a panel of long-standing National 4-H Council donors, moderated by broadcaster/actor Johnny Holliday and consisting of Melissa Mohr, Hill and Knowlton, Inc. representing Fleischmann's Yeast Inc. Robert Fordyce, Eastman Kodak Company, and Susan Metcalf, Santa Fe Southern Pacific

Corporation, shared insights into why their companies support 4-H. It was unanimous. Companies support 4-H for basically two reasons. One, 4-H allows companies and corporations an enormous opportunity to enhance the communities in which they conduct business. Companies and corporations, like individuals, want to be good neighbors and 4-H allows them an avenue to achieve this goal. Two, an affiliation with the largest youth organization in the country is good business. Other benefits include developing good public relations as well as entry to future generations of consumers.

In Market Assessment, Dr. Virginia Hodgkinson, vice president, research, Independent Sector, delved into the world of philanthropy. The twists, turns and trends of corporate and individual giving were examined.

New investors during the year were welcomed into the 4-H donor family. New investors and previous investors supporting new programs included: **Citizenship-Washington Focus Program** - Beatrice/Hunt-Wesson Orville Redenbacher's Gourmet Popping Corn, Fullerton, California, Bethesda-Chevy Chase Rotary Club, Chevy Chase, Maryland, Checks Direct Inc., Minneapolis, Minnesota, National Associates, Cape May, New Jersey, Valu-Pon, Inc. Englewood, Colorado; **Young Agricultural Specialist Exchange Program** - Dr. Armand Hammer and Occidental Petroleum Corporation, Los Angeles, California, Monsanto Company, St. Louis, Missouri, Office of International Cooperation and Development, Philip Morris, Incorporated, New York, New York; **National 4-H Dairy Awards Program** - American Cyanamid Company, Wayne, New Jersey, Land O'Lakes, Inc. Minneapolis, Minnesota; **National 4-H Education Fund** - Chrysler Corporation, Highland Park, Michigan; **National 4-H Engineering Events** - Schwinn Bicycle Company, Chicago, Illinois; **4-H's Presidential Awards Program** - Reader's Digest, Pleasantville, New York; **Individual Donors** - Mrs. Caroline A. Penney and the James C. Penney Foundation, with Mr. Ray Firestone represent over 60 years of support of 4-H. Mr. Ray Firestone and his company have befriended 4-H since 1944 and recently Mr. Firestone made a generous gift toward a fund in his name for 4-H leadership development. Mrs. Caroline Penney and the James C. Penney Foundation have joined together to extend their commitment to a new program whereby 4-H clubs will receive mini-grants to conduct community projects.

National 4-H Council
Quarterly

Quarterly Staff

Larry L. Krug, Executive Editor
Emerson M. Goodwin, Managing Editor

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7100 Connecticut Avenue
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(301) 961-2800

(continued on page 3)

(continued from page 2)

Donors were treated to Cultural Options in the evening exposing them to the international flavor of 4-H. This year 4-H conducted exchanges involving 35 countries and 42 states. Over 2,210 youth were exchanged, including a contingent from China and the Soviet Union. The evening began at the Indonesian Embassy. Donors were entertained with traditional dances and samplings of Indonesian cuisine. This past summer young people from both Indonesia and the United States participated in the 4-H youth exchange program. For dessert, following a night tour of Washington, D.C., donors were guests of the John F. Kennedy Center For the Performing Arts. Each summer one of the highlights of 4-H's Citizenship-Washington Focus is a visit to the Kennedy Center for a show and lunch, provided with assistance from the National Park Service.

Day two of donors conference began with an examination of 4-H as Market Leader reviewing 4-H's assets as the largest youth organization. Donors were treated to an array of specific community programs addressing contemporary issues. Demonstrating that one person with determination can make a difference was 4-H'er Jason Rochell of North Carolina who explained the Vial of Life. In Jason's community many of the senior citizens live alone. In a medical emergency, treatment might be delayed or the wrong course of action taken without a person's medical history. The Vial of Life encourages individuals to place their medical histories in vials and keep them in their refrigerators. Local paramedics are alerted that the individual is participating in the program and in the case of an emergency where to look for the medical history. Jason has been instrumental in involving over 300 individuals in his community in the Vial of Life.

Georgia has piloted Growing Up and Understanding It, a program that targets teen sexuality. Unlike many attempts at addressing teen pregnancy, Growing Up involves the entire family. According to Cindy Darden, Extension home economist-human development, University of Georgia, the goal is to develop an atmosphere where teens can discuss their curiosity, peer pressure and future behavior with their parents. Over 11,000 teens have been through the program. The Georgia program stems from two staff members attending the National Youthworker Education Project sponsored a number of years ago by the Lilly Endowment, Indianapolis, Indiana.

Dr. Virginia Shain, area 4-H youth specialist, University of Missouri, started a project to introduce young people to careers in medicine. With the support of several local medical facilities young people are exposed to a variety of career paths within medicine. The program assists young people in learning the pros and cons of a given career path. The participants are allowed to witness activity in surgery, radiology, pharmacy, nursing, dentistry and medical administration.

After reading the papers and watching TV specials, you wonder what can be done about



National 4-H Council Donors Conference attendees file into Indonesian Embassy.

Why give to 4-H, was the question put to Prospectus panel member. The panel included (l to r) broadcaster/actor as moderator Johnny Holliday; Melissa Mohr, Hill and Knowlton, Inc. representing Fleishmann's Yeast Inc.; Susan Metcalf, Santa Fe Southern Pacific Corporation; and Robert Fordyce, Eastman Kodak Company.



Dr. Leah Hoopfer, state 4-H program leader, Michigan, illustrates stress for donor conference participants.

teen suicide and the stress that leads to suicide. In Minnesota they are not wondering; they are doing something about it. Dr. Byron Schneider, state 4-H leader and Joyce Walker, county Extension agent, held donor attention while explaining how "Teens in Distress" was launched. Their first step was to find out if a problem did exist. The University of Minnesota medical school assisted in studying 4,300 high school students in 52 counties. Once the scope of the problem was identified the avenues to the solution were mapped out. In conjunction with schools, churches and mental health centers, Minnesota 4-H is helping youth learn coping skills to avoid stress buildup.

Substance abuse is a national tragedy. It's front page news and the picture is so clear we don't need film at 11:00. In Michigan, according to Dr. Leah Hoopfer, state 4-H program leader, they promote the High On Myself, Peer-Plus, Stress Connection, Group Dynamite, and Careers Unlimited, comprehensive programs

for early adolescents and adolescents addressing the underlying causes of substance abuse. Their goal is to help youth and adults develop coping skills, improve interpersonal communications and increase group communications skills. Central to each program is instruction in developing self-esteem.

Conference summation was provided by Dr. W. W. Armistead, vice president for agriculture, University of Tennessee. Dr. Armistead chronicled 4-H's roots in the state Land-Grant University system, and how that system has expanded through the unique partnership of public and private support to meet community needs in rural, suburban and urban settings.

Twenty-four hours after it had begun the 39th National 4-H Donors Conference was concluded; a successful meeting characterized by the investment of Cooperative Extension, Land-Grant, donor and 4-H personnel working together.

National 4-H Congress Site for 50th Reunion

Some things never change. National 4-H Congress is synonymous with Chicago in winter-time; the 4-H premier event is educational and fun in both an academic and social sense. Has it changed in the last half century? Not really, say the top national winners of 1936.

Clayton Fox, Oregon, and Cora Mae Briggs, Nebraska, won the Moses Trophies in leadership in 1936. Florence Erickson, Minnesota, and Frederick Reichart, Indiana, won the Roosevelt Trophies in achievement the same year. (The Moses and Roosevelt trophies later became the President's tray awards.) Besides the trophy, each won a scholarship but they say the experience brought them a lot more than that.

At this year's National Congress they are celebrating 50 years of friendship begun at the 1936 National 4-H Congress. Back then, they were just four young people who didn't know each other; four young people who excelled as leaders and achievers. A full half century since being singled out as national winners they all credit 4-H for their personal success.

"Apart from my parents, 4-H club work was the most influential 'thing' in my life," said Florence Erickson Ries. Each of her four children has been in 4-H, too. Ries says her scholarship made it possible for her to attend the University of Minnesota and she credits her 4-H work with allowing her to meet fellow 4-H'er Adrian Ries, her husband of 43 years until his death in 1982. "I probably benefited most from the public speaking training I received," says Ries. She credits that training with her successful running of the family insurance firm.

Cora Mae Briggs attributes her 37-year career as Executive Secretary to the Nebraska Pharmaceutical Association directly to her 4-H experience. "I was our 4-H club reporter and I had a county agent who made sure I knew how to write well," she said. The experience interested her enough to take additional writing classes. She credits her writing ability with getting her hired at NPA in 1944.

Frederick Reichart said he used his scholarship money, along with the proceeds from his beef project, to buy a \$90 car, pay the \$36 semester tuition and for books to get started

at Purdue University, Indiana's Land-Grant college. Reichart has farmed off and on while serving as a farm appraiser for Tippecanoe County and the State of Indiana. Mrs. Reichart currently is a 4-H volunteer leader and their children are also 4-H alumni. The Reicharts can count three generations of 4-H involvement.

Clayton Fox used his scholarship to attend Oregon State University in 1938. Family illness forced him to delay completion of his studies,

though in 1983 Fox was awarded his degree from OSU. Fox continues to farm in eastern Oregon, and has established the Clayton Fox Scholarship Fund to help 4-H'ers in his county attend OSU.

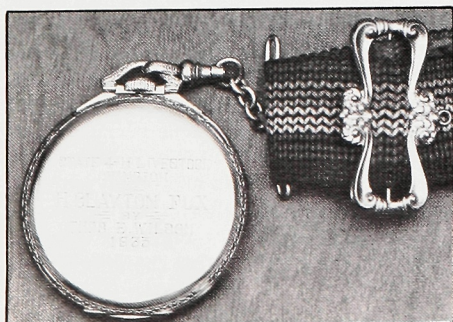
It was the 15th National 4-H Congress where Reichart, Ries, Fox and Briggs became national winners and friends. They look forward to reuniting and addressing the 65th National 4-H Congress and sharing their insights with current 4-H'ers from all over the country.



National champions at the Boys and Girls Club Building, left to right, H. Clayton Fox, 19, Imbler, Oregon, and Cora Mae Briggs, 20, Seward, Nebraska, national champions in leadership and winners of the Moses Trophies. Florence E. Erickson, 20, Tracy, Minnesota, and Frederick Reichart, 19, Lafayette, Indiana, national champions in achievement and winners of the President Roosevelt Trophies.



Posed exactly as they were in 1936 are Clayton Fox, Oregon; Cora Mae Briggs, Nebraska; Florence Erickson, Ries, Minnesota; Frederick Reichart, Indiana.



Pocket watch given to Clayton Fox for being 1935 state 4-H livestock champion.

Profiles For Tomorrow, Successful Today

Nearly 200 teen volunteer leaders from each state, the District of Columbia and Puerto Rico convened in early October at the National 4-H Center for Profiles For Tomorrow.

Profiles For Tomorrow is one of 4-H's premier leadership development programs for teen volunteer leaders and is sponsored by the **Monsanto Fund**, St. Louis, Missouri. Delegates investigated the characteristics of leadership, how leaders are developed, how to encourage younger 4-H'ers to aspire to leadership, and examined their own leadership traits.

Profiles challenged participants to expand their boundaries, question their assumptions and to set goals. According to delegate, Susan Clarkson, Rosalia, Kansas, "Profiles helped me look 20 years down the road and develop goals to reach my overall objectives." Tresa Walters, Cassoday, Kansas, adds "you find out a lot about yourself in relationship with others and you learn to be a leader."

Delegates participated in workshops as diverse as Interpersonal and Group Dynamics, Personal Image, Goal Setting, Creativity, Ideas That Work, and the perennial You'll Be Surprised. Krista Weih, consultant, Image Investment, instructor at the personal image workshop, asked delegates to think "what is it you say before you open your mouth." Dorothy Emerson admonished her participants in You'll Be Surprised to "always respond with 'I'll be glad to' when asked to get involved with a project."

In addition to workshops delegates attended a variety of general sessions. Karate Master, Jhoon Rhee, Maryland, quoted from Thomas Jefferson, Cicero, Helen Steiner Rice and Genesis before leaving delegates with his recipe for success. According to Rhee, success is a happy life and for that, "you need a balanced education which contains knowledge in the mind, honesty in the heart, and strength in the body. All three lead to confidence in yourself."



Chester Dickerson, public affairs director, Monsanto Fund, receives a lei from Hawaii Profiles delegate Liane Matsukawa.

Maryland Delegate, Constance Morella, called for the delegates to "continue being involved, cultivate your curiosity, be open to take chances, enlarge your enthusiasm, free yourself of labels and of labeling other people, and learn to express yourself without worrying about impressing others." National 4-H Ambassador Jim Eischens, Minnesota, asked delegates to "tell your friends about what 4-H means to you when you go home. Remember you are 4-H so display your pride." Dr. Nancy Cole, Arizona, led delegates in exploring their natural leadership tendencies by having each delegate complete a personal profile system analysis.

Profiles is two years old and should prosper for years to come with comments like those made by Chester Dickerson, director of public affairs, **Monsanto Fund**, who said, "Monsanto knows no better way to ensure a successful future than by investing in programs for young people like Profiles For Tomorrow."



Karate master Jhoon Rhee relays to Profiles For Tomorrow delegates the power of a dream. Rhee says when he was a 14-year-old boy in Korea he first saw American TV, and thought, "I will go to America and teach karate."



Image consultant, Krista Weih, instructs Profiles For Tomorrow delegate Tracy Leavitt, Idaho, in selecting the proper fabrics to fit her complexion and eye color.

Woman's Day Reports on Kids For Kids

Woman's Day magazine in its August issue reported on a heartwarming program Monmouth, New Jersey 4-H'ers started three years ago. Kids For Kids is a fund-raising dance providing mentally handicapped youth a prom night affair. 4-H'ers for the past three years held a 24-hour dance marathon raising funds each hour they danced. This year \$19,000 was raised and donated goods and services account for another \$4,000. The success of Kids For Kids is evident by the waiting list of 4-H'ers who want to serve as hosts and hostesses.

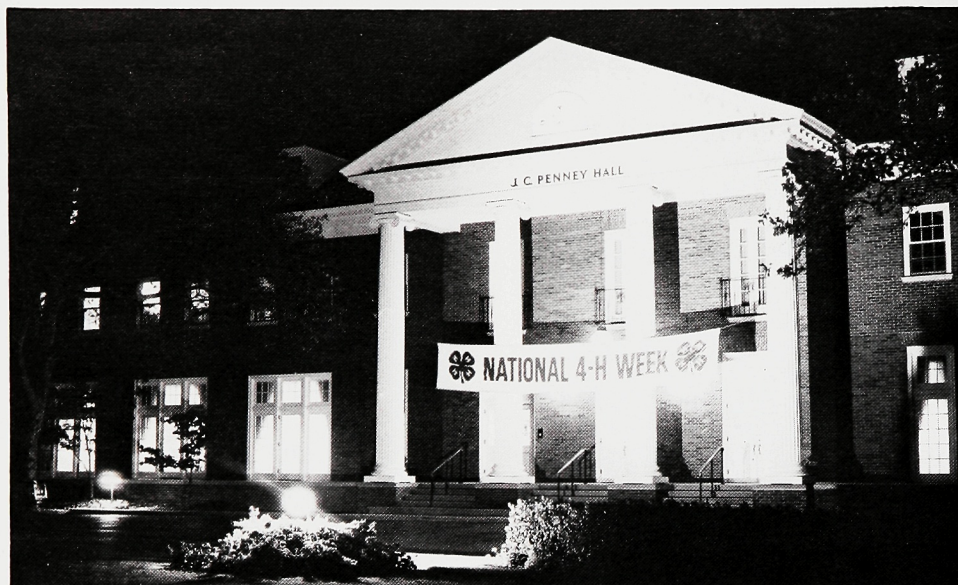
New Donors

The 1986 Dairy Conference can count among its new donors: **Champaign County Milk Producers Association**, Savoy, Illinois; **First District Association**, Litchfield, Minnesota; **Mid-West Dairymen's Co.**, Rockford, Illinois; **Golden Guernsey Dairy**, Wauwatosa, Wisconsin and **Milk Marketing, Inc.**, Strongsville, Ohio.

The **Washington State 4-H Foundation**, Puyallup, Washington, in honor of Dr. J. Orville Young, made a generous gift to improve the Washington room at National 4-H Center. An agreement with the **Extension Committee Organization and Policy** will support the development of the 75th Anniversary Cooperative Extension Service book. **Wilkie, Farr & Gallagher**, New York, New York are support-

ing the campaign effort by bolstering the Education Fund.

The New Jersey area of National 4-H Center has received individual support from Debbie Wallace, Vineland, New Jersey; Meta Griffith, Trenton, New Jersey and corporate support from **Campbell Soup Company**, Camden, New Jersey. The Central American Peace Scholarship Program recently received a contribution from the National 4-S Foundation of Costa Rica and PANAJURU- The National Rural Youth Association of Panama. (Funds provided by USAID—the U.S. Agency for International Development.) **Mobay Corporation**, Kansas City, Missouri, has made a significant one-time gift to the Campaign for 4-H.



October 5-11, found National 4-H Center resplendent at night with a banner proclaiming 4-H's special week.

IN THE NEWS

The Volunteers For The Future program sponsored by the **W. K. Kellogg Foundation** and administered by National 4-H Council is now nearing completion of its second phase. Twelve grants totaling \$1,000,000 were awarded to three states in each region in the areas of: Boards, Councils and Committees; Volunteers serving as Program Middle Managers; and Youth serving as Volunteers. The consortium has served as advisors and resources to each of the grant recipients during the development of their models.

Three regional conferences will be held in 1987 to introduce the twelve models being developed now by each of the pilot states. They will be held in the following locales: Boards, Councils and Committees, Hickory Corners, Michigan; Volunteers Who are Youth, Tucson, Arizona; and Volunteers Who Serve As Program Middle Managers, Greensboro, North Carolina.

The Friends of the Kennedy Center, the grassroots membership, volunteer and community relations support group of the **John F. Kennedy Center for the Performing Arts**, is very supportive of 4-H. Yearly, Citizenship-Washington Focus delegates explore the arts enrichment program of the Center. Recently the Friends published a brochure celebrating their 20th anniversary and cited 4-H as a new friend.

John M. Allen, vice president and director of community affairs and executive director of **Reader's Digest Foundation**, has retired. Ed Hall, vice president of human resources, will succeed him. Allen was a 30-year veteran of Reader's Digest and is a member of National 4-H Council's Advisory Committee.

Kyle Edwards, Tennessee, 1985 National 4-H Wildlife and Fisheries awards program winner and current National 4-H Ambassador, recently accompanied National 4-H staff on a visit to **Jeep Corporation**, Detroit, Michigan. **Jeep Corporation** co-sponsors the National 4-H Wildlife and Fisheries awards program. Edwards presented to Jeep a report on their first year of support of this program at the national level.

Edwards presented to Tom Zakarian, national Jeep sales promotion/merchandising manager, a framed photograph of himself and his new Jeep Cherokee.

The National 4-H Ambassador Program is sponsored by **Exxon Company, U.S.A.** and **Reader's Digest**.

Dr. Norman A. Brown, former program director of agricultural programming, has been promoted to executive vice president for program development for **W.K. Kellogg Foundation**. Dr. Brown is a native of Michigan. He is a former Michigan farmer, teacher of vocational agriculture, 4-H director, Michigan State University faculty member and Cooperative Extension administrator.

National 4-H Volunteer Leader Forums Abound

This fall four national 4-H volunteer leader forums were held at the National 4-H Center. **Campbell Soup Company** sponsored the Home Economics Leader Forum held in mid-September. The forum began with a panel discussion on current trends in home economics. Panel members included: Donna Haverstock, **Campbell Soup Company**; Bonnie Scheid, **Tobe-Coburn School for Fashion Careers**; and Meta Hoge, **Coats & Clark Inc.** Fitness breaks during the forum were provided by **The President's Council on Physical Fitness and Sports**. Fifty-six leaders from across the country visited **Campbell Soup Company** headquarters in Camden, New Jersey, for a day of touring the facilities. Highlights included visits to the health/fitness center, research department and the creative kitchen.

Nineteen states plus Canada sent 75 members to the Adults Working With Adults Leader Forum in October. **Coppinger & Affiliates/Majestic Marketing Associates** provided travel grants. Winnie Peele, unit director, Loudoun County Extension Service and Dr. Rachel Tompkins, director of Extension, West Virginia were keynote presenters.

Clemson University president, Dr. Max Lennon, opened the Animal Science/Horse Leader Forum. Leaders participated in workshops and attended several field trips, including Beltsville Agricultural Research Center; "Evolution of the Horse" exhibit at the National Museum of Natural History; East Oaks Farm, Westmoreland-Davis Equestrian Institute; Marion Dupont Scott Equine Medical Center; Steve Garnett Family Feedlot; Virginia Forage Research Station and the North American Breeder Service Center. Jo Ann Smith, past president of the National Cattleman's Association, addressed "The Red Meat Industry Today" at the awards banquet.

4-H Hmongs Make Transition

Since the end of the Vietnam conflict the Hmongs, a tribal people of Laos, have emigrated to the United States. Over 110,000 Hmongs now call the twin cities of Minneapolis-St. Paul, Minnesota, home. To help in the transition, Hmong youth were encouraged to join 4-H and develop performing art skits to depict Hmong life. Currently over 50 Hmong youth have performed for nearly 1,500 non-Hmong audiences helping to bridge the understanding gap. A mini-grant from IFYE Association of the U.S.A. helped initiate the program.

4-H briefs

Photography Task Force Makes Sure You Get The Picture

In August the National 4-H photography task force met at **Eastman Kodak Company**. The task force, a partnership between Kodak, state Extension representatives, former 4-H national photography winners and National 4-H Council, is charged with developing a new format for 4-H photography instruction. Areas of exploration by the task force include video and single color publications.

Draft material and full descriptions are projected to be ready in late 1988, with final material released in 1989. While not finalized, the task force is studying five written member pieces: Introduction to Pictoretaking; Advanced Pictoretaking Techniques; Adjustable Cameras; Darkroom; and Moving Visuals.



Photography Task force members (seated l to r) Conrad Reinhardt, University of Tennessee; Harold Strobel, Montana State University; Pat Farmer, National 4-H Council; Charles Gardner, Texas; Matthew Vaccaro, California; Wayne Brabender, University of Wisconsin; Robert Fordyce, Eastman Kodak Company; Patricia Harrelson, Ohio; Alfred Carlson, New Jersey; Janet Bonsall, Central Missouri State University; and Allan Smith, USDA wrap up their first meeting with a group photo.

Soviet YASEP Delegation Returns Home

After three months of living and working on family farms in Iowa, Wisconsin and Montana, the four young Soviet agriculture specialists have returned to the Soviet Union.

Arriving in August the four young agriculturists spent one week in orientation and English language training at the National 4-H Center. Iowa State University coordinated a week of training, attendance at the Iowa State Fair and visit with Governor Terry Branstad.

To finish the three-month exchange, the

Chicago Site for National Safety Congress

A contingent of 4-H youth and adult volunteers joined some 250 delegates in attendance at the 74th Annual National Safety Congress and Exposition in Chicago, Illinois. Training resources and travel assistance grants for youth session delegates were provided by the **3M Company**, St. Paul, Minnesota and **The Toro Company**, Minneapolis, Minnesota. Congress participants attended workshops on substance abuse; program planning and resources; stress; vision; farm, traffic, child, bike, water, fire, chemical and personal safety; and media relations.

Gardner Visits 4-H Center

In late August the leadership of National 4-H Council had a unique opportunity. They lunched with one of the foremost thinkers on leadership, Dr. John Gardner. Dr. Gardner, former secretary of **Health, Education, and Welfare**, is credited with helping launch Common Cause and the Independent Sector. He was the recipient of the Presidential Medal of Freedom, the nation's highest civil honor.



Grant Shrum, president, and Ray Crabbs, senior vice president, National 4-H Council impress Dr. John Gardner with a myriad of 4-H programs that help participants develop leadership skills.

He called on 4-H with one question on his mind—what was 4-H doing to stress leadership? An in-depth discussion ensued as Dr. Gardner was given an overview of 4-H's leadership programs, including Citizenship-Washington Focus, Salute to Excellence, Profiles for Tomorrow, Know America and the national awards programs. Gardner left impressed and with an invitation to attend National 4-H Congress in Chicago.

Record Judging Completed

Nearly 2,000 record books were pored over by a 16-member panel representing the four Extension regions in mid-October. The panel selected national, sectional and special scholarship winners in the awards programs sponsored by companies, corporations and foundations who will be recognized at National 4-H Congress.



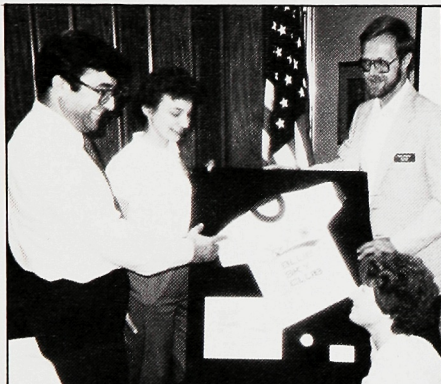
Sergei Pavlovich (left) and Nikolai Vlasov (far right) of the Soviet Union discuss tissue culture propagation with Dr. Steve Slak, director, seed potato certification agency, University of Wisconsin and Mike Peterson, University of Wisconsin.

group traveled to Kansas City, Niagara Falls and New York City.

Funding for the 1986 Young Agricultural Specialist Exchange Program (YASEP) was made possible by an initial grant from Dr. Armand Hammer and the **Occidental Petroleum Corporation**, with additional support from **Philip Morris Companies, Inc.**, the **Monsanto Company**, the **Office of International Cooperation and Development of the U.S. Department of Agriculture** and friends of 4-H in states of the host families.

States Making Big Plans for Blue Sky

Over 100 participants representing 44 states, plus the District of Columbia, participated in workshops earlier this month to initiate plans



The Pennsylvania 4-H Blue Sky team of Dr. U.B. Bakker, 4-H specialist; Ms. Lee Wenner, County Extension director; Mr. Paul Ruskin, The Pennsylvania State University TV director and Mrs. Betsy Anderson, master leader, discuss Blue Sky promotional materials.

for using the new 4-H science education television series, "Blue Sky Below My Feet—Adventures in Space Technology." The workshops were held in Portland, Oregon; Atlanta, Georgia; St. Charles, Illinois; and at the National 4-H Center. The purpose of the workshops was to acquaint Extension staff with the new series which explores space technology and how it relates to life on earth.

Blue Sky was produced by Extension Service, USDA, National 4-H Council, Arthur Young and Company and National Aeronautics and Space Administration (NASA).

Would You Believe a Presidential Phone Call?



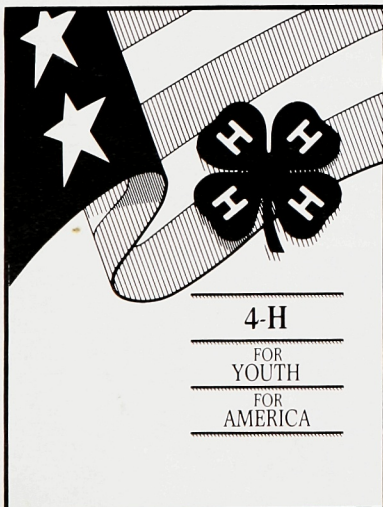
Senator Robert Dole, Kansas, takes a break to have his picture taken with the Kansas Know America delegation.

While visiting Senators Robert Dole and Nancy Kassebaum, some Kansas "Know America" participants spoke with President Reagan who was calling Senator Dole from Air Force One. Group Coordinator Sara Horak became an instant celebrity having her picture taken and being interviewed by United Press International and Associated Press. The Kansas delegation also visited Agriculture Secretary Richard Lyng. In addition to visits with key government leaders, the group enjoyed many cultural and historic sites in Washington, D.C. The "Know America" program is available for Extension homemakers and other adult groups who want an exciting educational and fun government studies program in the nation's capi-

tal. (Contact Sam Umfress—telephone 301-961-2821).

1987 "Youth for America" Program

Plans are now underway for Colgate-Palmolive Company's 14th annual "Youth For America" program, which will run through March 15, 1987. Colgate-Palmolive has made a major financial commitment to 4-H based on consumers' redemption of coupons last summer keyed to 4-H. In 1986 40 4-H clubs were recognized with cash bonuses for their community service projects.



National 4-H Council
7100 Connecticut Avenue
Chevy Chase, Maryland 20815

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