

# Q National 4-H Council Quarterly

Volume 4 Number 2

Spring 1986

## Conference Delegates Focus on Future of 4-H

The nearly 350 4-H members, volunteer leaders and Cooperative Extension Service staff members who met at the National 4-H Center April 13-18 for the 56th National 4-H Conference focused on the future course of the 4-H program.

Delegate consulting groups shared viewpoints on such topics as youth dilemmas of the agriculture crisis; 4-H and societal issues; agricultural careers for the future; and youth involvement in communities. Recommendations of the consulting groups will influence the future direction of the nation's largest out-of-school youth education program.

Delegates from 45 states, Puerto Rico and the Virgin Islands represented the more than 4.3 million young people and 600,000 adult volunteers involved in the 4-H program nationwide. They were joined by ten Canadian youths.

Centered on the current national 4-H theme, "4-H for Youth for America," conference activities served the two-fold purpose of involv-

ing 4-H'ers and adults in program planning and increasing public awareness of the 4-H program. One 4-H'er from each state was chosen from among conference delegates to participate in the 4-H Ambassador training program. These young people received intensive training in communications and public relations to help them tell the 4-H story in their own state and at special events.

Among highlights of the conference was "4-H Day on Capitol Hill". Secretary of Agriculture Richard E. Lyng kicked off the day's proceedings at a special assembly at the Department of Agriculture. Lyng urged conference participants to preserve their faith in the future of American agriculture. Delegates spent the rest of the day on Capitol Hill, where in five hours they visited 47 senators from 32 states and 110 representatives from 43 states.

National 4-H Conference is conducted by 4-H, Extension Service, U.S. Department of Agriculture.

## *IFYE's Return After Living and Working in China*

It's not often that you get the chance to travel to the other side of the world and observe the coming of the twentieth century.

But two young men, Matt Weimar, a wheat and cattle rancher from Oregon, and Stephen Censky, a legislative aide in Washington who hails from Minnesota, recently returned from nearly half a year in the People's Republic of China. The two young men were part of the first International Four-H Youth Exchange (IFYE) with China.

Weimar and Censky spent five months in Guangxi, living at an agricultural research center and on a "private" farm, one of the newest demonstrations of western influence in China. They toured other provinces during the final month of their stay.

Censky said in many areas Chinese farms look much the way farms do in Kansas. But once you get into the more remote provinces, you seem to take a step back into time.

"Pigs on Chinese farms look the way ours did 20 years ago. They still have a long way to come before their pigs produce more meat than fat," Censky said. However, Censky said, in recent years, the Chinese have made wonderful strides to dramatically increase efficiency, so much so that they now are rather competitive on the export market.

But in the more remote provinces, it's as if time has stood still. Bicycles and ox carts are the modes of transportation. Censky and Weimar recall seeing farmers during the planting and harvesting season labor from dawn to dusk, doing backbreaking field work by hand.

Both men agreed the reforms initiated by Deng Xio Peng to bring China into the 20th century appear to be working. Perhaps the most significant step is the breaking-up of the communal farms. Individual farmers are being permitted to "lease" acreage from the state and sell their harvest. That has brought a touch of prosperity to Chinese farmers and, according to Censky and Weimar, has done much to improve work attitudes in general.

Socially, the Chinese appeared at a point some of us in this country long to revisit. "You usually don't see Chinese young people on dates, at least no one under 21 years old," Weimar said.



President Ronald Reagan proudly displays a 4-H jacket presented to him by Senator Pete Domenici (R-N.M.) on behalf of the New Mexico delegation to National 4-H Conference.

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## Magazines Join In Alumni Search

Ten agricultural magazines with a total circulation of 1,820,000 have joined National 4-H Council in efforts to identify the nation's estimated 45 million 4-H alumni.

In a recent issue, the magazines used an insert asking "Do you Recognize this Symbol?" (the 4-H clover) and providing a postage free response card to answer questions about 4-H involvement.

Magazines cooperating in the search included: *Successful Farming*, *Progressive Farmer*, *Farm Woman News*, *Hoard's Dairyman*, *New Farm*, *Holstein World*, *Agri-Finance*, *Appaloosa News*, *Agri-Marketing*, *Paint Horse Journal* and *Purple Circle*.

Additional publications planning to help in the alumni search include: *Horse Digest*, *Irrigation Age*, *National Hog Farmer*, *Beef and Dairy*.

A total of 43,080 4-H alumni already have been identified through search programs conducted in cooperation with *The Firestone Tire and Rubber Company*, *Amoco Corporation*, *Jeep Corporation* and a card insert in *4-H Leader* - the national magazine for 4-H.



At the Florida State Fair 4-H exhibit, sponsored by the Jeep Corporation, more than 1,000 alumni signed up. Among them, above, was Roscoe C. Stangland, 99, a 4-H'er in Indiana, shown with June and V. Joseph McAuliffe who traveled across the country with the exhibit. Below, Florida Governor D. Robert Graham, fills out his 4-H alumni identification card.

# IN THE NEWS

**Lois Hutton**, for many years the 4-H donor representative at the *Upjohn Company*, has transferred to the Upjohn International Department. **Ron Miller**, public relations associate at the company, will now work with the 4-H program.

At *RJR Nabisco, Inc.*, **Jan Clusart**, senior public relations representative, is the new donor representative to replace **Maura Payne** who is on maternity leave.

**Patricia M. Freda**, manager, administration, has replaced **Gladys Waltemade**, vice president, as the donor representative for the *International Paper Company Foundation*.

**Marita Conley**, executive director, Beatrice Foundation, is the new donor representative for *Beatrice Companies, Inc.*

At *Carnation Company*, **James O. Hill**, director of Dairy Extension, has become the donor representative. **George O. Wilkins** recently retired.

As a result of changes in corporate ownership, *Viking-White Sewing Machine Company* has become the co-sponsor of both the clothing and the fashion revue 4-H awards programs. **Deborah Gagnon** serves as the donor representative.

At *Simplicity Pattern Co. Inc.*, **Pam May**, education manager, has become the donor representative in place of **Marti Plager**.

**Herbert W. Garfinckel** has replaced **Harold A. Metsker** as the donor representative for the *Kerr Glass Manufacturing Corporation*.

**Matthew E. Rhoades** is the new donor representative for *Montgomery Ward & Co.*, replacing **Melba Graffius**.

The March 20 issue of *Kodakery* carried an illustrated article on the national 4-H photo exhibition, sponsored by *Eastman Kodak Company*. The publication reaches 90,000 active and retired employees and their families.

**Clare Binko**, donor representative for Ortho Consumer Products Division at *Chevron Chemical Company*, has a new name and a new title. She is now **Clare LeBrun**, manager, consumer affairs.

As a result of a recent merger, *R. J. Reynolds Industries, Inc.* is now *RJR Nabisco, Inc.* The various companies within the corporation such as Nabisco Brands, Inc. and Del Monte Corporation will retain their individual identities.

At *Kraft, Inc.*, **Ella Strubel** has been promoted to vice president, corporate relations, Working with her are **Magnes Welsh**, director of public relations, and **Stevelyn Buenger**, former 4-H donor representative for Beatrice Companies, Inc. who has joined Kraft as a manager of community affairs. Buenger will serve as the 4-H donor representative.

### Mark Your Calendar

4-H Donor's Conference  
September 17-18, 1986  
National 4-H Center  
Chevy Chase, Maryland

National 4-H Congress  
December 6-11, 1986  
Chicago Hilton  
Chicago, Illinois

## National 4-H Council Quarterly

### Quarterly Staff

Larry L. Krug, Executive Editor  
Margo H. Tyler, 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 supported by 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 Chairmen**, L. D. Thomas, President, Amoco Oil Company

Dr. Anne H. Rideout, Associate Director, Cooperative Extension Service, University of Connecticut

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K. Russell Weathers, Vice President, Program Services



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## Council Announces Staff Changes

Several changes in staff responsibilities and appointments of new staff have been made at National 4-H Council to strengthen capabilities for completion of The Campaign for 4-H and relationships with Council's volunteer leadership and with the Cooperative Extension Service.

Ray Crabbs was elected senior vice president and chief operating officer as well as director of The Campaign for 4-H. Norman E. Johnson was named as a vice president, Business Services, and will be responsible for the National 4-H Center and for National 4-H Supply Service. Ronald B. Goyette was elected assistant treasurer and become controller for Council.

K. Russell Weathers, former chairman of the Missouri 4-H Foundation, has been named vice president, Program Services, a new position at Council. A vice president for member, public relations and human resources at FCX, Inc., Raleigh, N.C., for the past 18 months, Weathers served on the staff of Farmland Industries, Kansas City, Mo., for 17 years. In his new position Weathers will direct the planning, development, organization, coordination and operation of programs and donor services of Council.

Three new staff members have joined the Communications Division. Warren C. Pray, assistant professor and art director, Cooperative Extension Service, Kansas State University, is an assistant director with responsibilities in corporate relations, educational aids development and production and printing coordination and will serve as managing editor of *4-H Leader—the national magazine for 4-H*. Spencer Levine, former manager of news operations for the Mutual Broadcasting System, will serve as an assistant director responsible for public relations, including media services, resource center and corporate communications as well as communication support for national 4-H events. Emerson M. Goodwin, director, Marketing and Relations, Lutheran Hospital of Maryland in Baltimore, has accepted the position of corporate communications specialist and will be involved in planning and production of corporate relations projects.

New appointments to the Campaign Office include Martin G. Mac Donald, assistant campaign director, corporate contributions, and Donna L. Asbury, assistant campaign director, individual and planned gifts and The Alliance for 4-H. Mac Donald comes to council from Missouri where he was executive director of the Missouri 4-H Foundation. Asbury is former acting director, Cook County, Illinois Cooperative Extension Service and executive director of the Cook County/Chicago 4-H Foundation.

Mary Dilworth Stewart, former Extension agent in Oregon, has joined the staff as creative coordinator for National 4-H Supply Service. She will be responsible primarily for promotion and advertising of educational aids and emblemized items.

Robert F. Owen has joined the staff as a program specialist, International programs. A former International Four-H Youth Exchange representative to Sweden, he has been serving as an Extension Advisor for 4-H and youth with the Illinois Cooperative Extension Service.



*Senator Albert Gore speaks at the Salute to Excellence Congressional Reception, urging volunteers to express support for the 4-H program to their legislative leaders.*

### IFYE in China

*Continued from Page 1*

Weimar and Censky spent their last month travelling through China. They found people very accessible and generally friendly. "The Chinese truck drivers seemed very interested in foreigners," Censky said. "And just about any time we spoke English, we attracted a crowd. Young people in China want very much to learn English and often listen to English language radio broadcasts on the BBC or Voice of America. They really enjoyed the chance to practice their English. But you could tell who was learning English by listening to the BBC. They spoke with a British accent."

Their trip was indeed part of an exchange; two Chinese are expected to spend several months with host families here in the United States later this year, and two additional IFYE delegates will go to China this summer.

## Proposed Cuts Spark 4-H Support

Strong support for the Cooperative Extension Service and the 4-H program was generated nationwide as a result of severe cuts proposed in the fiscal 1987 budget submitted to the Congress by the administration.

Articles calling attention to the fact that the budget cuts would threaten the 4-H program appeared in such influential newspapers as the *Kansas City Times*, the *Arkansas Democrat* and the *Delmarva Farmer*. The articles indicated that senators and congressmen were receiving "lots of mail" in support of 4-H.

In the *Arkansas Democrat*, Sandy Miller Hays concluded her article on how the proposal put Extension Service in stranglehold by saying, "If we don't all get in gear and write to every powerful person within reach, one of the most helpful programs this country has ever seen is going to blow up. And it'll be worse than a shame, because frankly I can't imagine a single other government program that beats the 'bang for our buck' than the Cooperative Extension Service has provided for the past 72 years."

In the U.S. Senate, Senator Albert Gore, (D. Tenn.), a 4-H alumnus, submitted a resolution on March 18 relating to the funding saying, "That it is the sense of the Senate that Federal funding for Cooperative Extension Service Programs for the fiscal year 1987 should be restored to at least the level approved in concurrent resolution on the budget for fiscal year 1986, except for reductions in such programs required by the Balanced Budget and Emergency Deficit Control Act of 1985."

National 4-H Council took action through expressions of deep concern about the cuts and the importance of not weakening any of the federal-state-local private sector partnerships by business leaders who are members of the Board of Trustees and by Grant A. Shrum, president.

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## 4500 Teens Involved in Citizenship Training

More than 4,500 4-H teen-agers will be participating in citizenship and leadership training during the summer months at the National 4-H Center. Citizenship-Washington Focus, June 1 - August 16, a major training program now in its 28th year, will focus on the structure and foundation of our system of government, our American heritage, responsibilities of individual citizens and sharing and implementing teen programs. American Heritage Conference, a special experience for 12-14 year olds, will be held during the weeks of August 3-9 and 10-16. For youth over age 15 and adults, Citizenship World-Focus will offer training in critical issues of foreign policy and cross-cultural understanding the week of August 10-16. A group from Japan will be participating with the U.S. delegates.

As a result of private support to the summer program, 16 4-H alumni and an exchange student from the Philippines will serve as program assistants to implement the program and give special emphasis to current topics. Sponsoring fellows are: *American Speech-Language-Hearing Association, The Auxiliary to the American Optometric Association, Beatrice Grocery Group/Orville Redenbacher's Gourmet Popping Corn, Bethesda/Chevy Chase Rotary Club, Checks Direct Inc., CIGNA, Dorothy Emerson Commemorative Fund, Farmland Industries, Inc., Illinois 4-H Foundation, Iowa 4-H Foundation, Norman C. Mindrum 4-H Education Fund, Sterling Drug, Inc., National Associates and Valu-Pon Inc.*

## Youth Learn Marketing Skills

When Eric Lahlum left Chicago recently for his home in Marion, N.D., he took with him information that can help him earn more money selling pigs. "I learned a lot about futures, speculation and hedging," said Lahlum, one of 40 young people from 29 states who attended the 35th 4-H Commodity Marketing Symposium sponsored by *The Chicago Board of Trade*. The young men and women were selected by the Cooperative Extension Service for their outstanding 4-H commodity marketing projects.

While at the April 19-23 educational event, Lahlum said he learned "that good marketing procedures and good management will lead to making a profit in the business of farming." The high school sophomore already knows what it is to earn a profit. Last year the 15-year-old earned \$2,880 marketing swine. Lahlum, who lives on a 1,110-acre farm, got his first pig in 1973 as a gift from his father, Howard. A seven-year 4-H'er, he started his swine herd with 23 feeder pigs and two butcher hogs, earning \$632.77 which he returned to labor and management. Since starting his swine business he has sold 39 butcher pigs for a total dollar value of \$4,844. "Buy cheap and sell high. You want to get more money selling than it costs you to produce," Lahlum added.

The annual 4-H Commodity Marketing Symposium is designed to help young people understand how the basic principles of marketing, distribution and utilization apply to commodities sold in cash markets and traded in futures markets of major exchanges. Delegates, who ranged in age from 15 to 19, had an opportunity to witness the buying and selling of futures contracts firsthand.

Symposium delegates also were granted the rare privilege of being in the octagonal trading pits when the opening bell sounded. The bell signals bedlam as traders shout and use a flurry of hand signals to auction off wheat, corn, soybean and oat crops. During a session on trading floor practices conducted by Everett Klipp of Alpha Futures, the delegates learned about the hand signals used by traders. A trader wishing to buy turns his palm inward. One wanting to sell turns his palm outward. Fingers held in a vertical position indicate quantity, while extending them horizontally expresses the price.

The history and function of the CBOT was explained by George Sladoje, executive vice president, at the opening session. He told delegates that CBOT was started by 82 Chicago businessmen in April 1848 as a way of meeting the need for agricultural stabilization at harvest time.

Symposium delegates represented the states of Alabama, California, Colorado, Florida, Georgia, Idaho, Illinois, Indiana, Kansas, Kentucky, Louisiana, Maine, Maryland, Michigan, Mississippi, Missouri, New Mexico, New York, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Tennessee, Texas, Utah, Virginia and Wisconsin.



At the "Blue Sky" premiere, participants included, left to right: Dr. Donald L. Stormer; Robert Brown, NASA; Grant A. Shrum, and Thomas Farley, Marc Chinoy and Ernest Bartholomew representing Arthur Young and Company.

## Blue Sky TV Series Premieres

"Blue Sky Below My Feet — Adventures in Space Technology" premiered before 300 people at the National 4-H Center on February 11. The new 4-H television series is composed of three half-hour programs focusing on gravity and forces, food and nutrition, and fiber. The programs were produced through a cooperative effort of National 4-H Council; Extension Service, USDA; *National Aeronautics and Space Administration* and *Arthur Young and Company*.

Grant A. Shrum, president, National 4-H Council, and Dr. Donald Stormer, deputy administrator, 4-H/Youth, Extension Service, USDA, recognized the efforts of NASA and Arthur Young and Company in making the production a success. Robert Brown, NASA director of educational affairs, addressed the group, pointing with pride to the agency's record of educational efforts and applauding their new relationship with 4-H to reach the nation's young people. Arthur Young and Company was represented by Thomas Farley, a partner in the company and head of The Production Center which coordinated and produced the entire

project. Mr. Farley spoke of the private sector initiative and the strong bond the private and public sectors must form to insure continued support to programs like 4-H.

"Blue Sky" features a variety of materials including a mission manual workbook for 4-H members, a leader/teacher guide, club membership cards, shuttle models, T-shirts, buttons and a set of six futuristic space art posters by Dexter Dickinson. Mr. Dickinson presented the originals of the posters to the National 4-H Center.

In September, four regional training workshops will be held for state 4-H staff, Extension media specialists and educators on the use of the "Blue Sky" series. States plan to begin using the programs and accompanying materials with 4-H and other youth groups this fall and will begin work with public schools in the spring of 1987. The programs and materials will be distributed through state 4-H offices in each state. The series is expected to air on cable outlets, network affiliates, independent stations and public television across the country.



Chicago Board of Trade member August Sundermeier, Richardson, Greenshields Securities, Inc., welcomes Eric Lahlum to the trading floor.

## In Memoriam

Norman A. Sugarman, secretary of Council's Board of Trustees, died February 18 after a long illness. Attorney and partner with Baker & Hostetler in Washington, D.C., Sugarman had been legal advisor to Council since its formation in 1976. He had served as assistant commissioner of Internal Revenue and was a nationally known authority on tax-exempt charitable organizations and private philanthropy.

Before joining the law firm, Sugarman was assistant commissioner of Internal Revenue, responsible for the development and issuance of rulings, regulations and other technical tax functions, including those affecting charitable and other tax-exempt organizations. He assisted in establishing many state 4-H foundations and other national Extension related education funds. In 1979 he received the national Partner in 4-H Award.

# 4-Hbriefs

## Tennessee 4-H'er Wins Truman Scholarship

Joyce Nichols, a 1984 winner of the presidential award and a national winner in the 4-H citizenship program sponsored by the *Coca-Cola Foundation*, has been named a 1986 Harry S. Truman scholar. The former Grainger County, Tennessee 4-H member will receive a \$20,000 scholarship providing a \$5,000 stipend over the next four years. The scholarship is available to college sophomores who are planning a career in public service. Nichols is currently a human ecology major at the University of Tennessee, Knoxville, and plans to be an Extension agent.

## Vision Education Grants Awarded

Grants totalling \$10,745 have been awarded to eight states to conduct 4-H vision education programs. The grants, made possible through support from the *American Optometric Association*, St. Louis, Mo., were made to Connecticut, Florida, Massachusetts, Nebraska, Ohio, South Dakota, Tennessee and Texas. The projects include expansion of programs in urban areas, vision screening, special exhibits and other activities to increase eye care and safety awareness.

## Onizuka Fund Grows

Since announcement of the Onizuka Fund for Excellence in late January, more than \$17,000 has been contributed to honor Lt. Col. Ellison Onizuka and the crew of the ill-fated Challenger. Gifts have come from hundreds of 4-H members, families, staff members, leader councils, state foundations, individuals and corporate friends. The esteem held for Colonel Onizuka, a 4-H alumnus, has been demonstrated further through articles in local, state and national publications across the country.

## Youth Awareness Grants Awarded

Forty-seven 4-H groups in 26 states have been awarded grants ranging from \$100 to \$300 to increase youth awareness and involvement in community projects. The funds were made possible by a grant from *Dr. and Mrs. Edward W. Aiton*, Venice, Fla. The programs help youth increase awareness of family, societal and community affairs and decisionmaking skills based on sound ethical values.



*Dr. Donald L. Stormer, left, presents a Partner in 4-H Award to Claude Alexander, director, Government Affairs, Ralston Purina Company, who accepted the award on behalf of the Ralston Purina Trust Fund.*

## Four Partner in 4-H Awards Presented

Four Partner in 4-H awards—the highest honor bestowed by 4-H to individuals and organizations who have made sustained contributions to the program—were presented by Dr. Donald L. Stormer, deputy administrator, 4-H Youth, Extension Service, USDA, during National 4-H Conference. Recipients included: *The Ralston Purina Trust Fund*, for annual support of international exchange programs and a grant for major renovation of Danforth Court at the National 4-H Center; Senator Thad Cochran, Mississippi, a 4-H alumnus, for his sustained support of 4-H and Extension and his devotion to youth development; *National Geographic Society* for significant contributions to 4-H visibility; and Bob Hines, retired artist, U.S. Fish and Wildlife Service, for his contributions of wildlife artwork.

## 4-H Does Make a Difference

A nationwide poll last fall of 1,761 people showed that 4-H does have a positive effect on the lives of individuals involved in the program. The study, headed by Dr. Howard Ladewig, program evaluation specialist, Texas Agricultural Extension Service, polled randomly selected samples of former 4-H members, members of other youth organizations and youth not involved in any organized group. The key finding of the survey was that former 4-H members are more active in community affairs, particularly in leadership roles. 4-H also tends to have family ties, with former 4-H members indicating their children are participating in 4-H to a large degree. 4-H members gave higher rankings to personal development, knowledge, leadership and coping skills experiences than did former members of other groups.

## States Present Gifts to Center

Delegates from five states presented special gifts to enhance the National 4-H Center during National 4-H Conference. Arizona added three books, a sand painting and an acrylic painting to their state room and lounge. Arkansas and Idaho each presented paintings representative of their states. South Dakota announced a gift of full-length mirrors for the two South Dakota bedrooms. Minnesota made a contribution from the state 4-H Federation toward improvements in the recreation room that bears their state name. Michigan presented a significant gift for renovations in their conference room.

## Penney Mural Replicated

A replica of the "Head, Heart, Hands and Health" mural by celebrated artist Dean Fausett has been placed in the conference hall of the General Federation of Women's Clubs in Washington, D.C. The original, which was commissioned by the J. C. Penney family, hangs in J. C. Penney Hall at the National 4-H Center. Another Fausett mural replica, "Education in a Free Society," also was selected to hang in the Federation's international headquarters. The murals were selected to reflect the Federation's concern and dedication to the welfare of children.

## Labo to Celebrate 15th Anniversary

Six former 4-H Labo exchange participants have been selected to participate in a special 15th anniversary celebration this summer. The group will depart for Japan in mid-June and return to the United States in mid-August. They will travel throughout Japan, stay with several Japanese families and develop leadership and public speaking skills. The Japanese delegation participating in the celebration will be in the United States for three weeks in August. They will visit New York and Washington, D.C. and attend Citizenship World Focus at the National 4-H Center August 10-16. They also will visit Idaho and Washington, the first two states to participate in the 4-H Labo exchange.

## Groups Involve Handicapped

Thirty-five 4-H groups in 25 states have been awarded grants from \$100 to \$500 to expand involvement of the handicapped in youth programs. The funds were made possible by a grant from the *Dr. Scholl Foundation*, Chicago, Ill. The projects selected cover a wide range of activities designed to mainstream the disabled into 4-H activities. Major projects planned relate to food-nutrition, horseback riding, camping, conservation, gardening and horticulture. The Foundation is sponsoring this program of seed-money grants in 1986.



Above, John Estes, vice president, RJR Nabisco, Inc. presents a portfolio to Mary Newberry, California, while Senator Alan Cranston (D. Cal.) joins in congratulations. At right: Senator Robert Dole (R. Kan.) talks with Kansas delegate Marilyn Woodard.



## Grants Strengthen 4-H Volunteerism

Programs to strengthen volunteerism in 4-H throughout the nation will be implemented in June as a result of \$1,000 grants from **RJR Nabisco, Inc.** to the 50 states, Puerto Rico and the District of Columbia.

The grants are part of the fourth Salute to Excellence program sponsored by Reynolds.

Proposals received reflect increasing opportunities for volunteers to perform in middle-management roles to help the Cooperative Extension Service meet the needs of 4-H while adapting to the potential of reduced public funding.

The 52 outstanding volunteer 4-H leaders from each state worked with their state 4-H staff members to prepare the proposals following the seven-day recognition and training program at the National 4-H Center March 15-22.

The program included in-depth training in communications and leadership skills.

A special feature of this year's program was a session on "Public Affairs and You" with a discussion of public funding for 4-H by Dr. Robert L. Crom, director, Cooperative Extension Service, Iowa State University and chairman of the Extension Committee on Organization and Policy subcommittee on budgets; Dr. Hollis D. Hall, program leader, Legislative and

Intergovernmental Affairs, U.S. Department of Agriculture; Dr. Howard G. Diesslin, executive director, ECOP for the National Association of State Universities and Land-Grant Colleges; Dr. Pete Williams, consultant, National 4-H Council; and Grant A. Shrum, president of Council.

A highlight of the week was a Congressional reception on Capitol Hill when participants hosted 50 senators and representatives. During the reception John T. Estes, vice president of RJR Nabisco, Inc. responsible for federal public affairs in Washington, D.C., presented each participant with an executive folio and a pin bearing the Salute to Excellence logo.

John L. Bacon, director of corporate contributions and assistant secretary for RJR, greeted the Salute delegates at the Sunday opening assembly. Burleigh C. W. Leonard, manager for federal public affairs, represented RJR at the Monday reception and Congressional reception. Also representing the corporation at the Congressional reception were Maura T. Payne, public relations representative and Patricia J. Shore, group director of public affairs.

This year's program participants included 23 Extension staff and guests from American Samoa, the Virgin Islands and Germany.

## NEW DONORS

Since the winter issue of *Council Quarterly*, 25 new donors from business and industry have contributed to The Campaign for 4-H.

The donors and their area of support include: **Stacy Industries, Inc.**, Wood-Ridge, N.J., **L. G. Balfour Company, Inc.**, Attleboro, Mass., and **The Rouse Company**, Columbia, Md., 4-H education fund; **J. Bok Enterprises, Inc.**, Springboro, Ohio, **Maran Agency, Inc.**, Rockford, Ill., **Penton's Country Market**, Loraine, Ohio, **A. O. Smith Harvestore Products, Inc.**, Arlington Heights, Ill., **Carroll Timber Company, Inc.**, Pineville, La., **D & R Leasing Company**, Marietta, Ga., **TSK Management Services, Inc.**, Fremont, Calif., **Welby's Intercultural Homestay**, Santa Barbara, Calif., **Paramount Productions**, Chicago, Ill., **G. A. Biery, Distributor**, Zanesville, Ohio, **St. Ignatius Bookstore**, Grand Coteau, La., **Ponderosa Leasing Company**, Seal Beach, Calif., Onizuka fund.

New support for the Southern Regional Shooting Sports Workshop came from **Lansky Sharpeners**, Buffalo, N.Y., **FFV Norma Inc.**, Springfield, Mo and **Venco Industries**, Lusterland, Ohio. Additional new contributors include: **National Horse Registry, Inc.**, Louisville, Ky., and **Colorado Ranger Horse Association**, Muskogee, Okla., national 4-H horse events; **Glatfelter Insurance Group**, York, Penn., dairy awards program; **A. L. Laboratories, Inc.**, Englewood Cliffs, N.J., and **Jerome Foods, Inc.**, Barron, Wisc., poultry programs; and **Ankers Photographers, Inc.**, Washington, D.C., and **General Elevator Company**, Baltimore, Md., center facilities.

In addition, **Beatrice Grocery Group/Orville Redenbacher's Gourmet Popping Corn**, Fullerton, Calif., has expanded its support to the national 4-H alumni program to include county medals, state winner certificates and trips to National 4-H Congress, key awards and a recognition event for eight national winners. The group also is supporting the Citizenship-Washington Focus program.

Renewal of the Young Agricultural Specialists Exchange Program between the United States and the Soviet Union has been made possible by a challenge grant from **Occidental Petroleum Corporation**, Los Angeles, Calif. Additional support for the exchange came from **Archer-Daniels-Midland Company**, Decatur, Ill., the **Monsanto Company**, St. Louis, Mo., **Philip Morris Companies Inc.**, New York, the **Office of International Cooperation and Development of the U.S. Department of Agriculture**, the **Office of the President's U.S. Soviet Exchange Initiative of the U.S. Information Agency** and **Friends of 4-H** in the states.

Multi-year commitments to the campaign have come from **Schwinn Bicycle Company**, Chicago, Ill., with a four-year pledge to support the bicycle contest at the National 4-H Engineering Events, and **Land O'Lakes, Inc.**, with a three-year commitment to the national 4-H dairy awards program.

# 1986 Private Support for 4-H Programs

The following companies, associations and friends of 4-H have committed support for specific 4-H programs through National 4-H Council for 1986. This listing of private support for 4-H is summarized from the February 1986 issue of "4-H Digest." The more detailed listing of private support may be obtained by requesting a copy of the February Digest from Communications, National 4-H Council, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815 (301) 961-2800.

## National 4-H Awards Program

### Achievement

Ford Motor Company Fund

### Agricultural

J I Case  
Purina Mills, Inc.  
Ralston Purina Company

### Alumni

Beatrice Grocery Group/  
Orville Redenbacher's  
Gourmet Popping Corn

### Beef

Friends of Thomas E. Wilson

### Bicycle

National 4-H Council  
Education Fund

### Bread

Fleischmann's Yeast

### Citizenship

The Coca-Cola Foundation

### Clothing

Coats & Clark Inc.  
Viking-White Sewing Machine Company

### Conservation of Natural Resources

John Deere

### Consumer Education

Montgomery Ward & Co.

### Dairy

National 4-H Council Education Fund  
Land O'Lakes, Inc.

### Dairy Foods

Carnation Company

### Dog Care and Training

Purina Dog Foods Group  
Ralston Purina Company

### Electric Energy

Westinghouse Electric Corporation

### Entomology

Mobay Chemical Corporation  
Agricultural Chemicals Division

### Fashion Revue

Simplicity Pattern Co. Inc.  
Viking-White Sewing Machine Company

### Food-Nutrition

The General Foods Fund, Inc.

### Food Preservation

Kerr Glass Manufacturing Corporation

### Forestry

International Paper Company Foundation

### Gardening and Horticulture

Ortho Consumer Products Division  
Chevron Chemical Company

### Health

Kraft, Inc.

### Home Environment

National 4-H Council Education Fund

### Home Management

Beatrice Companies, Inc.

### Horse

American Quarter Horse Association

### Leadership

The Firestone Trust Fund

### Petroleum Power

Amoco Foundation, Inc.

### Photography

Eastman Kodak Company

### Plant and Soil Science

National 4-H Council Education Fund

### Presidential Award

Reader's Digest

### Public Speaking

Unocal Corporation

### Safety

General Motors Foundation, Inc.

### Sheep

American Hampshire Sheep Association  
American Oxford Sheep Association  
American Sheep Producers Council, Inc.  
Sheep Industry Development Program  
National Suffolk Sheep Association

### Swine

Pfizer Inc.  
National Pork Producers  
Council & Cooperating State  
Pork Producers Associations

### Veterinary Science

The Upjohn Company

### Wildlife and Fisheries

Jeep Corporation  
National Wildlife Federation

### Wood Science

Friends of Kenneth H. Anderson

## National/Regional Scholarships

### Agricultural

Educational Foundation of Alpha Gamma Rho

### Agriculture Career Awareness Scholarships to 1862 & 1890 Land-Grant Institutions

E. I. du Pont de Nemours and Company

### Agricultural Careers

DeKalb AgResearch, Inc.

### Animal Science

Continental Grain Company  
Wayne Feed Division

### Dairy-Goat Project

American Dairy Goat Association  
Computer Systems, Inc.  
Dairy Goat Journal  
Faith Printing Company  
Liberty Press, Inc.

### Fashion Careers

Tobe-Coburn School for Fashion Careers

### Food Careers

Webster Industries, Inc. (Bes-Pak)

### Rabbit Project

The American Rabbit Breeders Association, Inc.

### 4-H Veterinary Medicine

Champion Valley Farms, Inc.

### Gertrude L. Warren Career Scholarship

Gertrude L. Warren Scholarship Fund

### Career Scholarships

Who's Who Among American High School Students

## Scholarship and Awards Programs in Selected States

Santa Fe Southern Pacific Foundation  
Chicago and North Western Transportation Company  
Edwin T. Meredith Foundation

## National/Regional Conferences and Events

### National 4-H Conference

National 4-H Council Education Fund

### Commodity Marketing Symposium

The Chicago Board of Trade

### National 4-H Forestry Invitational

International Paper Company Foundation

### National 4-H Engineering Events

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

### Annual 4-H Dairy Conference

### National 4-H Dairy Judging Contest

American Breeders Service  
Elgin/M.Z. Berger & Company

### National Safety Congress

General Motors Foundation, Inc.  
3M  
Motorola, Inc.

### National 4-H Horse Events

Absorbine, W. F. Young, Inc.  
American Quarter Horse Association  
American Morgan Horse Association  
American Paint Horse Association  
American Saddlebred Horse Association  
Churchill Downs Incorporated  
Coppinger & Affiliates/Majestic Marketing Associates  
Half Quarter Horse Registry of America  
Harness Horse Youth Foundation, Inc.  
International Arabian Horse Association  
Lasma Arabians East  
MSD AGVET Division, Merck & Co., Inc.  
United Professional Horsemen's Association, Inc.

### National Livestock Judging Contest

Elanco Products Company  
A Division of Eli Lilly and Company  
Elgin/M. Z. Berger & Company

### National 4-H Poultry and Egg Conference

Hubbard Farms Charitable Foundation  
Elgin/M.Z. Berger & Company

### National 4-H Congress

Donors listed under awards and scholarship programs plus the following supporters of special events  
American Income Life Insurance Company  
J I Case  
Farm Credit System  
National Food and Energy Council



Congressman Mike Synar (D. Okla.), a 4-H alumnus, meets with National 4-H Conference delegates from his state.

**Volunteer Leadership Development**

- National 4-H Volunteer Leader Forums*
  - Woman's National Farm and Garden Association, Inc.
  - Coppinger & Affiliates/Majestic Marketing Associates
  - Campbell Soup Company
- Salute to Excellence*
  - RJR Nabisco, Inc.
- Regional Leader Forums*
  - J. C. Penney Company, Inc.
- Volunteers for the Future*
  - W. K. Kellogg Foundation

**Teen Leadership and Citizenship Education**

- Citizenship-Washington Focus*
  - American Speech-Language-Hearing Association
  - The Auxiliary to the American Optometric Association
  - Beatrice Grocery Group/Orville Redenbacher's Gourmet Popping Corn
  - Bethesda/Chevy Chase Rotary Club
  - Checks Direct Inc.
  - CIGNA
  - Dorothy Emerson Commemorative Fund
  - Farmland Industries, Inc.
  - Illinois 4-H Foundation
  - Iowa 4-H Foundation
  - Norman C. Mindrum 4-H Education Fund
  - Sterling Drug, Inc.
  - National Associates
  - Valu-Pon Inc.
- Profiles for Tomorrow*
  - Monsanto Fund

**International Programs**

- Archer-Daniels-Midland Company
- Exxon Corporation
- Ford Motor Company Fund
- Gerber Baby Foods Fund
- Kellogg Company
- Monsanto Company
- Occidental Petroleum Corporation
- Office of International Cooperation and Development
  - U.S. Department of Agriculture
  - U.S. Information Agency
  - W. K. Kellogg Foundation

**Educational Aids**

- Petroleum Power*
  - Amoco Foundation, Inc.
- Commodity Marketing*
  - The Chicago Board of Trade
- Photography*
  - Eastman Kodak Company
- Automotive*
  - The Firestone Trust Fund
- Food-Nutrition*
  - The General Foods Fund, Inc.
- Plant and Soil Science*
  - Pioneer Hi-Bred International, Inc.
- Entomology*
  - Mobay Chemical Corporation
- Bread*
  - Fleischmann's Yeast
- Meat Science*
  - National Live Stock and Meat Board
- Bicycle*
  - The Southland Corporation
- Science/Technology*
  - Arthur Young & Co. and National Aeronautics & Space Administration

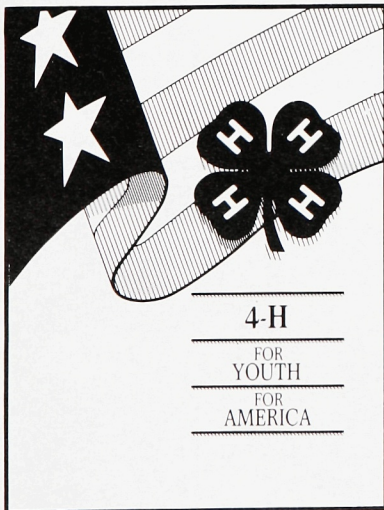
**Special Grants & Programs**

- Bread Education*
  - Fleischmann's Yeast
- Handicapped Youth Initiatives*
  - Dr. Scholl Foundation
- National 4-H Ambassadors*
  - Reader's Digest
  - Exxon Company, U.S.A.
- National 4-H Photo Exhibition*
  - Eastman Kodak Company
- Shooting Sports Workshop*
  - Amateur Trapshooting Association and Trapshooting Hall of Fame, Inc.
  - Archery Manufacturers Organization
  - Beretta U.S.A. Corp.
  - Boone and Crockett Club

- Browning
- Bushnell Sports Council, Division of Bausch & Lomb
- Crosman Air Guns
- Daisy Manufacturing Company
- Dixie Gun Works, Inc.
- Reinhart Fajen, Incorporated
- Federal Cartridge Corporation
- Goex, Inc.
- Hercules, Incorporated
- Hodgon Power Company, Inc.
- J. W. Hornady Memorial Trust Fund
- Lansky Sharpeners
- The Marlin Firearms Co.
- Mayville Engineering Company, Inc.
- Michaels of Oregon Co.
- National Shooting Sports Foundation, Inc.
- FFV Norma, Inc.
- National Wild Turkey Federation, Inc.
- Winchester Group, Olin Corporation
- Ox-Yoke Originals, Inc.
- Pachmayr Gun Works, Inc.
- Penguin Industries, Inc.
- Remington Arms Company, Inc.
- The Ruffed Grouse Society
- Sloans Sporting Goods Co. Inc.
- Tandy Leather Company
- K. W. Thompson Tool Co., Inc.
- Trius Products, Inc.
- Venco Industries
- The Izaak Walton League of America (Incorporated)

- Vision Education*
  - The American Optometric Association
- Youth Awareness and Involvement*
  - Dr. Edward W. Aiton and Janet King Aiton
- Youth for America*
  - Colgate-Palmolive Company

*L. King*



**National 4-H Council**  
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 Chevy Chase, Maryland 20815

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