

# National 4-H Council Quarterly

Volume 5 Number 3

Fall 1987



*Helen Thomas (right), White House Bureau Chief, United Press International, entertains delegates with personal anecdotes from the past seven U.S. presidencies during "Profiles For Tomorrow" program sponsored by Monsanto Fund.*

## **Donors Receive Update on 4-H**

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## **Federal Grants Support State Pilot Programs**

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## **Dairy Conference Supports Industry & Careers**

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## **Two 4-H Families Win Top Honors**

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## Donors Receive Update on 4-H

Individuals, corporate representatives, foundation staff, supporters of 4-H awards programs, supporters of 4-H training and development programs — they all gathered at the National 4-H Center September 9 and 10. National 4-H Donors Conference is an annual event that is designed to keep individuals and cooperators apprised of the value their support adds to the 4-H program.

Ron Howard, 4-H program specialist from Purdue University, led off the conference talking about donor relationships

to the 4-H program, and calling 4-H “one of the most powerful, inclusive, educational programs for young people today.”

A panel of 4-H professionals and volunteers discussed some special projects going on across the nation dealing with youth issues. Sharon Junge, county 4-H director in Placer County, California, described their after school program. The latchkey program combines the use of existing school facilities with educational resources from the Cooperative Extension System and the school to reach young people who would otherwise leave school to go to empty homes. The program focuses on a combination of 4-H projects, tutoring and study hall.

University of Florida Consumer Education Specialist Mary Harrison explained that state’s kids seat belt safety program. Piloted in 22 counties in 1985, the program is currently running in 43 counties reaching 3,950 teachers in 683 schools and over 99,000 young people. It has increased seat belt usage from 45 percent to 68 percent among school age children and that percentage continues to climb.

Donna Kaiser, a Texas volunteer leader, showed slides of a project called “It’s Better to Build Children Than to Repair Men.” The project is a weekend retreat for sixth graders to help them build self-esteem. Students are selected to participate in the program, based on recommendations from their schools. Thus far the program has completed 14 retreats and served nearly 800 youth in Moore County. Eighty percent of the participants report feeling better about themselves after the retreats.

Janet Wakefield, of Marion County, Indiana, heads a 4-H Mentor Mother Program. Teen mothers are paired with older, married mothers and join 4-H groups to gain understanding for their lives’ new roles and support. The mentor mothers meet regularly with teen mothers and offer advice and support. The program has been going on for three years and serves 20 to 25 teen mothers between the ages of 11 and 19 each year.

Volunteer Marvin Kiesow, of Fond du Lac County, Wisconsin, shared experiences in developing the 4-H volunteer middle manager. He spoke of the importance of using a volunteer’s life skills to shore up the 4-H program as professionals take on other areas of responsibilities, and keyed in on the county’s training of volunteers to take



4-H ambassadores (left to right) Brian Richert, Minnesota, Charla Murakami, Hawaii, Joel Pals, Idaho and Rebecca Brown, New York share a humorous aside with “Giving is Getting” moderator, Cynthia Parsons, coordinator of SerVermont during 4-H Donors Conference.

# National 4-H Council Quarterly

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Donors Conference participants listen as Janet Wakefield, 4-H program coordinator, Marion County, Indiana outlines her county's 4-H "mentor mother" program for adolescent mothers.

on the role of middle managers.

Dr. Howard Ladewig of the Texas Extension Service shared with the donors the results of a 4-H alumni study which showed that 4-H does make a difference in people's lives. The study focused on how 4-H and other groups help young people build confidence, responsibility and life skills.

### Donors Receive Recognition at Donors Conference

Donors to The Campaign for 4-H received recognition in three separate

categories as part of the 40th Donors Conference:

**New 4-H Donors:** AT&T Foundation; Mary and Daniel Loughran Foundation; Post Grape-Nuts; National Pork Producers Council; The Marjorie Merriweather Post Foundation of D.C.; Wrangler Jeans; Debbie Wallace; and Beef Industry Council.

**Ongoing Donors Supporting New Program Areas:** Agency for International Development, National Year of the Americas; Beatrice Foundation, Inc.; J. C. Penney Company, Inc.; United States Information Agency; Raymond C. Firestone; and Ed

and Janet Aiton.

**Donors Pledging Multi-year Program Support:** American Income Life Insurance Company; Mobay Corporation; RJR Nabisco, Inc.; The Upjohn Company; Westinghouse Electric Corporation; Donald and Toni Daley; Colby Chandler; and Luke and Gladys Schruben.

## Planning Your Personal Gifts to 4-H Can Produce Maximum Tax Benefits

This year we have a brand new tax law — the result of the much-publicized Tax Reform Act of 1986. Although the new law eliminated many former deductions and exclusions, it continues to provide very significant tax benefits to encourage generous support of worthwhile organizations such as 4-H.

Because this is a transitional year under the Tax Reform Act, tax savings for your charitable gifts may never be greater. That's because our federal income tax rates are much higher this year than they will be in 1988. As a result, gift planning can be an important part of your year-end activities in 1987:

- If you expect lower tax rates next year, gifts to 4-H in 1987 may generate greater tax savings than gifts made next year.
- Tax savings on gifts of appreciated stock or other securities may allow you to give more to 4-H than if giving cash.
- Charitable remainder trusts, and other time-delayed charitable gifts continue to offer the opportunity to arrange a lifetime income, gain immediate tax savings, avoid capital gains taxes and minimize estate and gift taxes. They can be an excellent personal investment as well as a generous personal gift to the future of 4-H.

Certainly there is a joy — a sense of great personal satisfaction — in helping to fund 4-H programs which will help to prepare today's youth to become the leaders of tomorrow. And this is clearly the reason individuals have given so generously to The Campaign for 4-H.

Tax planning is the practical side of charitable giving. It permits us to give more at less cost to ourselves. Indeed, in many cases, a carefully planned charitable gift can significantly enhance your personal financial planning. For more information on planning your personal contribution to 4-H, contact the Campaign Office, National 4-H Council, (301) 961-2880.



RJR Nabisco, Inc. was honored at the 4-H Donors Conference Banquet for being the largest corporate donor to the Campaign for 4-H. Dr. Donald Stormer, deputy administrator, 4-H, Extension Service, USDA (left) congratulates Chuck Wallington, public relations assistant, RJR Nabisco, Inc.

## PROFILES FOR TOMORROW Trains Teen Leaders For The Future

Teen Leaders from 49 states, Puerto Rico and Guam gathered at the National 4-H Center to hone their leadership and communications skills as a part of *PROFILES FOR TOMORROW*.

The program, sponsored by *Monsanto Fund* for the third year, challenges youth delegates to investigate their leadership traits and to identify leadership styles of others. For three days delegates attended workshops and general sessions and met informally to examine, expand and redefine their conceptions of leadership. Dana Rice, Kentucky delegate explains, "I learned about the different types and styles of leaders and the different ways you can use your leadership skills. *PROFILES* was a great opportunity to gain knowledge about what kind of leader you are."

This year, delegates were treated to a special assembly with Helen Thomas, White House bureau chief for *United Press International*. Delegates participated in a press conference-style forum with Ms. Thomas. The UPI bureau chief made a brief presentation and then answered questions from the delegates. Discussing the ethics of media coverage of presidential candidates Ms. Thomas said, "times have changed on what can be reported. In the old days there was a sort of gentleman's



Barbie Kreuz, (left) and Michelle Truckor, (right) Ohio delegates to Profiles for Tomorrow put on their state fair blue ribbon demonstration, "Everybody Is Doing It," instructing delegates in ways to avoid peer pressure.

agreement, but those days are gone." When asked which president did the most for America domestically Ms. Thomas, who has covered seven presidents, gave the nod to Lyndon Johnson.

Ohio delegates Barbie Kreuz and Michelle Truckor were well received as they presented a demonstration on avoiding peer pressure with a skit entitled "Everybody Is Doing It".

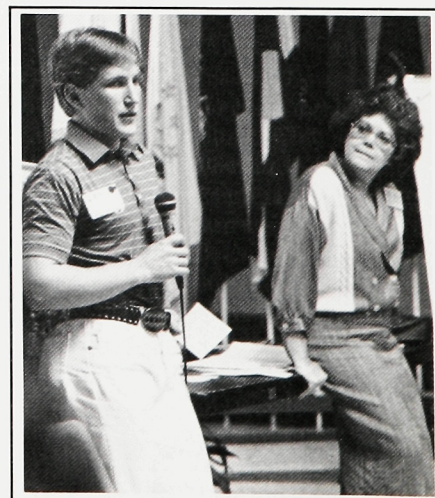
Congresswoman Constance Morella (R-MD), returning to *PROFILES* for the second time, encouraged delegates to "continue taking chances and to express yourself without worrying about impressing others."



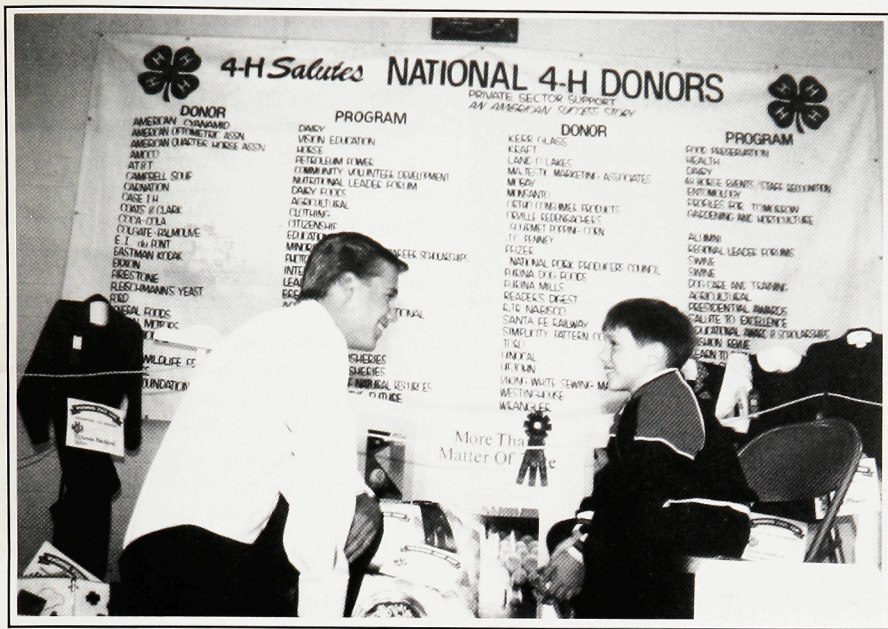
The 1987 *PROFILES FOR TOMORROW* was concluded with presentations of recognition for the delegates by Sharen Bull, secretary, Monsanto Fund and Chester Dickerson Jr., director of public affairs, Washington office, Monsanto Company.



Lyle Gingerich (center), manager, Agricultural Affairs, Monsanto Company, donor of the Profiles for Tomorrow program, receives a briefing prior to meeting the participants.



A Profiles delegate explains why teen leadership training is important to him.



Six banners listing private sector support for 4-H award and recognition programs and volunteer leader forums crisscrossed the country for display at 12 state fairs and other events. The banners, a pilot project of National 4-H Council, are designed to increase donor visibility with the programs they sponsor.

## 4-H Volunteer Selected for National Award from J. C. Penney Company

4-H volunteer James Forderer of Los Altos, California, a man who has dedicated his life to helping handicapped and special-needs children, has been selected winner of the 1987 J. C. Penney National Golden Rule Award. The award recognizes outstanding volunteer community service and honors individuals whose personal commitment embodies the spirit of volunteerism.

Truly an embodiment of that spirit, Forderer has played a key role in the development of *Parents Helping Parents, Inc.* (PHP), a resource center for special-needs children. Sharing the insights he gained from his own childhood bout with polio, he has developed programs to meet the special needs of the handicapped, including establishing the *Westwind 4-H Riding for the Handicapped* program, the *Bridge School* for the handicapped and the *Special Technology Center* of PHP, which is dedicated to the development of toys for the handicapped.

Forderer also is active in establishing adoptive programs for handicapped children. Himself the parent of 22 foster and adoptive children, he organized and chaired the *California Adoption Advocacy Network*, a coalition of adoptive parent groups, and organized the *National Committee for Single Adoptive Parents*. In addition to these and many other volunteer involvements, he is a special education

teacher and horseback riding instructor.

As the first recipient of the J. C. Penney National Golden Rule Award, Forderer received a contribution of \$10,000 toward his volunteer efforts and a specially commissioned sculpture of a "flame of freedom," signifying freedom as the heart of volunteerism.

The award is an outgrowth of J. C. Penney's five-year-old Golden Rule Award program, a community-based effort to foster volunteerism at the local level. Forderer and four other finalists, each of whom received a \$5,000 contribution, were nominated by their own communities for the national honor.

The nominees represent the spirit of the Golden Rule, a tradition of community service established by James Cash Penney

when he opened his first store, "The Golden Rule," in 1902. Penney advised his associates to give back to the communities in which they operated and he fostered a philosophy of people helping each other.

"Mr. Forderer and each of the four finalist have captured the true meaning of the Golden Rule of helping others," said Robert B. Gill, J. C. Penney Company vice chairman. "J. C. Penney is proud to recognize the vital role these individuals play in improving the quality of life for their communities and all of America. They are an inspiration to us all."

J. C. Penney Company, Inc. is the national sponsor of regional 4-H volunteer leader forums. Gill a member of National 4-H Council's board of trustees, is also chairman of the *The Campaign for 4-H*.

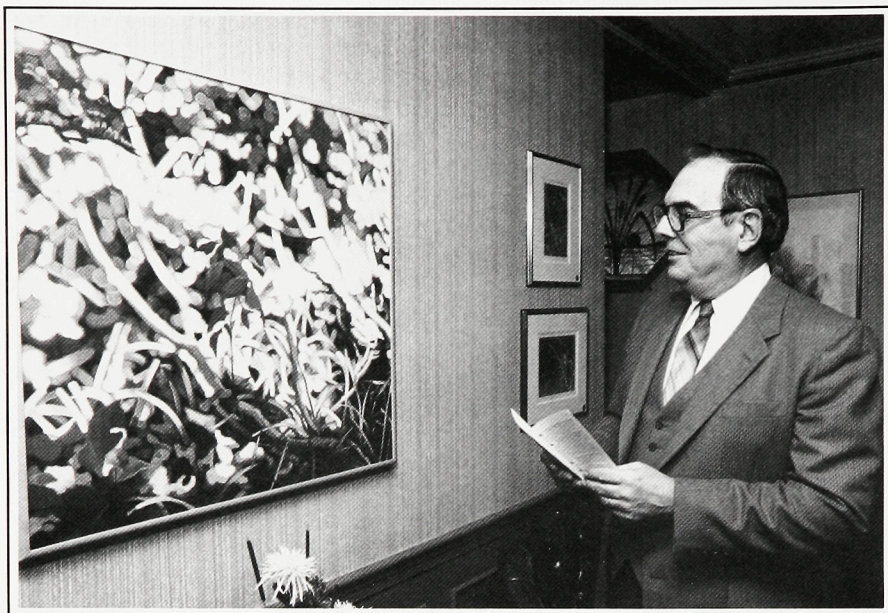
## New Campaign Donors

*McDonald's Corporation*, Oak Brook, Illinois, became a national 4-H donor for the first time with a gift transmitted by company chairman, Fred L. Turner, to Donald R. Keough, president and chief operating officer, The Coca-Cola Company, a member of National 4-H Council Board of Trustees and Campaign Committee.

Individuals making Campaign commitments representing \$1,000 or more annually include *David D. Pyle*, assistant director, 4-H, University of Illinois, for a commemorative bedroom at the National 4-H Center in honor of Rhea Dawn Pyle; *Jim and Gladys Johnston*, Indianapolis, to designate a bedroom at the National 4-H Center; and *Larry L. Krug*, director of public affairs, National 4-H Council, for support of The Mary Ann Krug Scholarship and Recognition Fund.



James Forderer, winner of the J.C. Penney National Golden Rule Award, at home with his children.



*Dr. Russell Mawby, chairman, W. K. Kellogg Foundation, admires a large oil painting entitled "Ground Foliage," one of a collection of artwork by Michigan artists in the lobby of W. K. Kellogg Hall at the National 4-H Center.*

## Donors Demonstrate Pride in Their National 4-H Center

The National 4-H Center belongs to 4-H youth, volunteers, Extension staff and 4-H friends throughout the nation. Their gifts enabled the Center to open in 1959, more than doubled the overnight capacity of the Center in 1969, and continue to beautify and improve this national site of citizenship and leadership training.

4-H friends and groups also demonstrate their pride in the Center through special gifts to remodel or upgrade specific areas at the Center, enhancing the experience of visiting or living at the Center through collections of artifacts, art work, and memorabilia.

Examples include the Oklahoma conference room, with a series of prints paying tribute to that state's Native American heritage; the Arizona suite of two bedrooms and lobby, appointed with photographs and artifacts depicting the beauty and rich history of that state; the W. K. Kellogg Foundation lobby, featuring a gallery of art from the state of Michigan; native Missouri walnut paneling in the conference room named for that state; and a mural depicting key historical events and significant physical features of Ohio commissioned for that state's conference room. Dozens of bedrooms at the National 4-H Center carry brass plaques bearing the names of individuals or groups providing funds to maintain and enhance the Center.

Because of the importance of the educational role of the National 4-H Center in supporting state and county 4-H programs, the need to maintain and improve the Center is a key element in The Campaign for 4-H. Funds are needed for replacement of one building at the National 4-H Center and for several important conference and training needs: teleconferencing, computer instruction, media production, and a physical fitness center. With pledges ranging from \$3,000 to \$1 million, donors can enjoy permanent identification with 4-H nationally through naming a bedroom suite, conference room, or a new building. Gifts not only enrich the study and learning environment of the Center but contribute to visibility for 4-H in the nation's capital and among national leaders who reside in or commute through Chevy Chase, Maryland.

Information on naming opportunities at the National 4-H Center is available by contacting The Campaign for 4-H, National 4-H Council, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815; phone: (301) 961-2880.



*One of the New Jersey rooms dedicated at the National 4-H Center earlier this year.*

## New York Couple Pursuing a New Career as Nation's First "Farm Sitters"

It's easy to find someone to water your geranium and feed your dog while you're on vacation. But what if you also have 300 acres of crops and 100 cows on a modern farm with complex milking equipment, an array of machinery, computerized feed formulas and other high-tech wonders?

When bad luck caused by a bacterial infection sweeping through their dairy herd drove Ed and Paulie Drexler out of dairy farming two years ago, they remembered the trouble they had finding someone to mind their farm when they were taking a trip in 1980. So they began a new and successful career: "farm sitting," that is, doing the daily chores for vacationing farmers.

The young couple, who live in the town of Fabius near Syracuse, believe that their occupation is unique. "As far as we can tell, no one else has ever heard of anyone doing what we do as a profession," Ed Drexler said. "Farmers might be able to get help from neighbors for a short period of time, but it's tough to find someone who could fill the void for a week or two."

Since the Drexlers became farm sitters one and a half years ago, they have worked on numerous farms in most of the northeastern states.

Their business is booming. They are booked solid this fall, and February 1988 already has been taken, too. Many people make reservations months and even a year in advance, Ed Drexler said.

The Drexlers said that they draw deep satisfaction from helping many farmers to make a much needed escape from their grinding daily chores. "Every time the phone rings, it's exciting because we know somebody out there needs us, and we try to schedule our time to help them get away," Ed Drexler said. "When we arrive at a farm, we get comments such as 'Where have you been the past 20 years?'"

Paulie Drexler said another reason they love farm sitting is that "it's never boring," because they work at different farms.

The Drexlers are graduates of Cornell University where they both majored in animal science. And, both are 4-H alumni. Ed was active in the 4-H Dairy Program while growing up on the family farm in Smyrna in Chenango County, New York. Paulie grew up in the city of Hudson, Massachusetts where she was active in the small animals project.

In February 1986, the Drexlers launched their farm sitting business, attending a farm show in Syracuse where they handed out

mimeographed copies of a simple brochure explaining their service. "Right off the bat, we got two bookings. That astonished us," Paulie Drexler said.

The business soon brought in more jobs than they could handle. "The first year, we were turning down about five to six jobs for every one we could take," Ed Drexler said. "This year, we were booked 100 percent from the last week of June to almost Christmas."

Their going rate is \$100 per person per weekday and \$125 on Saturdays and Sundays. It's \$12 an hour if the job involves only temporary field work.

"If everything goes okay on a farm, anybody can come in and do it, but that isn't the case. Those who hire us are paying for insurance — the unexpected, not the routine work," Ed Drexler said.

On one occasion, for example, silos ran out of feed for the dairy animals. "The feeding program got shot to heck," Paulie Drexler recalled. "We had to use what knowledge we had to come up with a balanced ration fast; we had to readjust, among other things, protein levels for individual cows. When the owner came back, he found out that we were producing as much milk as when he had left. The bulk tank never lost a pound of milk," she said.

Some of the agricultural agents of Cornell Cooperative Extension are enthusiastic about the farm-sitter service, too. Kathryn A. Daxendell, a dairy agent with Extension of Onondaga County, called the farm sitting a "fabulous idea," saying that farmers need people who are competent to run their farms while they are away.

"Generally, farmers are apprehensive about leaving their farms to a stranger who is not well qualified to run their farms. They must have a faith in the people they hire."

The Drexlers said that most of their clients are owners of small family dairy farms which, unlike large ones, usually don't have any extra help. Usually the farmers hiring the Drexlers want to get away on vacation. Some want to attend special events such as weddings, graduations, family reunions and farm shows.

When two of their three children are out of school, the Drexler family travels together and moves right into the house of the farmer who hires them. "We have a camper, but we soon found out that the farmers wanted us to stay in their homes. We take care of everything including watering plants and feeding cats and dogs," Ed Drexler said.

## National 4-H Livestock/Horse Leader Forum Addresses Current Issues

Current trends and up-to-date research results were the points of emphasis during the 1987 National 4-H Livestock/Horse Volunteer Leader Forum, September 22-26 in Reno, Nevada. Nearly 100 4-H volunteer leaders of livestock and horse projects from 21 states participated in the forum.

Leaders were encouraged to teach their 4-H'ers, especially young members, to plan for their careers. "Do anything innovative to get the kids to earn money," said Ed

Duren, Extension livestock specialist in Idaho, during his workshop "Careers in the Livestock Industry." "Your exposure as a 4-H leader to those youngsters is going to have a lasting effect. You may not recognize it at the time, but you are helping shape their future," he said. He also encouraged the leaders to emphasize education and diversification in 4-H programs so the young people will have marketable skills when they choose a career.

During her workshop on consumerism, Betty Wallace, Western area 4-H specialist in Reno, encouraged leaders to learn to go beyond the show ring or the sale ring with their animal projects. Conduct games, workshops, record keeping sessions and other programs to teach young people about supply and demand, she said. Young people need to be taught that the inflated prices they often receive for 4-H animals do not exist in the "real" world.

Other educational workshops conducted by Extension staff members and volunteer 4-H leaders from across the country detailed some of the most current information on topics such as careers in the livestock and horse industries, meat and the diet/health issue, small animal project management, computerization of horse and livestock records, handicapped riding programs, horseless horse projects, teaching the importance of animal products to youth, demonstrations and public speaking.

Jim Morgan, National 4-H Council, conducted a "training the trainer" session emphasizing that different people learn new information in several different ways. He said 4-H leaders should recognize that some young people learn best from watching or studying, while others learn best by doing. Incorporating the several different learning styles into programs will make them more effective, he said.

In addition to educational workshops participants took field trips to local horse farms and cattle ranches, the Snaffle Bit Futurity, Nevada's most famous "ghost town" Virginia City, and a paddlewheel boat cruise on Lake Tahoe.

Forum participants were selected on the basis of their experience as 4-H leaders and their commitment to share new skills and knowledge with others. The forum program was planned by a committee of volunteer leaders and staff representing the Cooperative Extension Service of the state land-grant universities and the U.S. Department of Agriculture. The Livestock/Horse Leader Forum is one of several national volunteer leader training programs arranged by National 4-H Council in support of the 4-H program.



*SITTERS FOR VACATIONING FARMERS — Ed and Paulie Drexler, left, chat with John and Colleen Werbeia of Nelson, New York, before the Werbeias took off on a quick weekend cruise off Long Island. The Drexlers believe they are the nation's first farm sitters.*

## News From the States

### *Kansas Surpasses Phase I Campaign Goal*

Phase I of the *Kansas 4-H Foundation's* A Step Ahead campaign was completed in early June, reaching \$1.1 million of the total campaign goal of \$2.6 million. A Step Ahead will establish permanent endowments and fund enhancements for the 4-H youth program throughout the state. Glee S. Smith, Jr., chairman of the board of trustees, announced the public kick-off of the campaign at the annual Kansas Friends of 4-H Day, June 14: "This ambitious campaign is the first for Kansas 4-H. It is a three-year statewide effort."

Phase II will provide giving opportunities to a wide range of organizations and audiences. The major emphasis of Phase III will be participation by counties, clubs, and local organizations to complete the campaign.

In addition to program expansion and enrichment in Kansas, the campaign will provide national training experiences for youth and volunteers, and includes a goal of \$100,000 for The Campaign for 4-H to develop the Kansas courtyard at the National 4-H Center.

### *4-H Proves Cost Effective*

For less than 25¢ per member per day, 4-H in Nebraska and Ohio helps prevent institutional and correctional care which has an average cost of up to \$65 every day a young person is kept in a public or private facility.

The Cooperative Extension/4-H programs of *Ohio State University* and the *University of Nebraska* conducted surveys in 1986 revealing these cost comparisons. The studies also compiled statistics on personal donations from 4-H volunteers. In Ohio, 19,427 volunteers spent nearly \$5 million for supplies, refreshments, travel, and phone calls in their 4-H work. They contributed over 6 million volunteer hours that, if valued at \$5.00 per hour, represents an equivalent of \$30 million. On average, each volunteer worked 317 hours for 4-H, made 127 phone calls, served refreshments to 107 people, drove 262 miles, and provided \$81.40 in supplies, for a total individual contribution of \$1,800.

As part of its study, Nebraska 4-H compared 4-H participation statistics with other youth organizations. 4-H reaches more than 50 percent of total youth involved in 12 youth

organizations in Nebraska. The next highest percentage share of this market was Boy Scouts, with about 31 percent of total participation.

Results of the two state studies, provided by Dr. Charles W. Lifer, assistant director and state leader, 4-H, Ohio, and Dr. William E. Caldwell, assistant director, 4-H, Nebraska, illustrate the cost value of 4-H in helping youth find alternatives to the negative influences they face today.

### *Michigan 4-H Launches "SPACES" with \$1.6 Million Grant*

A new, future-oriented 4-H program called "SPACES: *Preparing Kids for a High Tech and Global Future*," has been funded with a \$1.86 million grant from the *W. K. Kellogg Foundation* of Battle Creek to the *Michigan 4-H Foundation*. "SPACES" enables young people to learn about high technology, coping with stress, and global issues in preparation for their own futures. Specially designed videotapes, interactive video programs, "live" space experiences in campus and workshops, and satellite telecommunications with youngsters and leaders around the world are some of the opportunities that will be available to Michigan young people after the first of the year.

The project is divided into three main components — outer space, inner space, and shared space. "The outer space com-

ponent will involve young people in futuristic communication and transportation technologies such as satellite communication and space travel," explains project director Dr. Leah Cox Hoopfer, a 4-H program leader at Michigan State University. "The shared space component will guide kids through our global environment, focusing on the economy and human interactions. The inner space component will provide experiences in goal setting, creativity enhancement, stress management and option-inventing strategies."

Thirty thousand Michigan youths are expected to participate in the "SPACES" project during the next three years. About 3,500 adults will be involved as 4-H volunteers, assisting youth in inventing future options.

"Young people have very few opportunities to really get a sense of what their futures will be, and this is extremely troubling to them," Dr. Hoopfer says. "A lack of future vision is correlated with self-defeating and non-productive behaviors in kids. 'SPACES' will help them see themselves in the future, reducing fears and anxieties and empowering young people with the confidence to take control of their lives."

In 1984 the W. K. Kellogg Foundation provided a \$2.7 million grant for the "Volunteers for the Future" project coordinated through National 4-H Council. "Volunteers for the Future," a five-year project, was developed to strengthen the role of volunteers in 4-H.



Earl "Magic" Johnson, Los Angeles Lakers, captivated a crowd of over 2,500 at Michigan State University during a special evening of entertainment at 4-H Exploration Days, an annual event that brings thousands of Michigan youth to the Land-Grant University campus for three days of workshops and recreation. With a blend of personal stories, advice and words of encouragement, Magic told his audiences: "Don't do drugs. All we have to say is 'no.'" As Magic finished his remarks, the "4-H High on Myself Rappers," all students at Albion High School in Calhoun County, joined him on stage.



## HHS Funds 4-H Family-Centered Sex Education

West Virginia University's Extension Service has received a grant of \$90,168 for the first year of a three-year 4-H program that will empower parents as the primary providers of sex education for their children. The grant was awarded by the Office of Adolescent Pregnancy Programs of the Office of Population Affairs, U.S. Department of Health and Human Services.

The project is designed to increase family communication through the use of six educational videos for home use by parents with 10- to 12-year-old youth. Project Director Dr. Ruthellen Phillips, Extension specialist, 4-H Programs, explained that the video format was selected to provide a familiar, comfortable setting for families. Through the use of actors and puppets in scenarios, vignettes, and role modeling, the videos will facilitate parents in articulating their own values to their children.

West Virginia University faculty involved with the project include a physician in general practice from the School of Medicine and a child development specialist from the Division of Family Resources. The Division of Theatre, and staff connected with photography and radio-TV, will be utilized in producing the videos. Parents and other concerned leaders will be consulted about educational content.

As the videos are in development, Dr. Phillips will work with Extension agents to prepare eight to ten sites in which to pilot the program next fall. Following an evaluation of the pilots by the Division of Education, the programs will be disseminated throughout the state.

## Grant Funds Drug and Alcohol Prevention Staff Member in South Carolina

A \$50,000 grant has been made available to Clemson University by the South Carolina Alcohol and Drug Prevention Office to add a state 4-H staff position with leadership responsibilities for developing drug and alcohol prevention programs. In addition to the staff position, the grant provides for materials and conferences for teens. The state 4-H staff member will have, as a priority, responsibility for developing county linkages between drug and alcohol prevention officers and Extension/4-H staff managing 4-H life skills training programs. The grant, which is renewable for up to three years, will allow South Carolina to fill this new state 4-H staff position at the beginning of 1988.

## Minnesota Teen Health Survey is First Update on Social Behaviors Since 1970's

In the most extensive study of its type ever done in any state, the University of Minnesota reported that about two-thirds of Minnesota teenagers say they have had sexual intercourse before high school graduation. The average age of first intercourse was fourteen.

In other findings from the survey of 36,284 Minnesota public school students in 7th through 12th grade, nearly five percent said they had attempted suicide in the past year. Up to 27 percent said that in the past month they had felt either sad, extreme stresses and strains, exhausted, depressed, or that life was uninteresting. About nine of 10 students said their parents cared about them "quite a bit" or "very much."

Fewer than one of 10 youngsters reported smoking marijuana at least once a month. Use of cocaine, including "crack," and other illicit drugs was much less common. Three of 10 students reported drinking beer or wine during the past month; two of 10 students reported drinking hard liquor in the past month; and seven of 10 drinkers said they had been drunk in the past year.

The Minnesota Adolescent Health Survey was conducted by the University of Minnesota Adolescent Health Program and funded with an \$811,060 grant to the Min-

nesota Department of Health from the Bureau of Maternal and Child Health of the U.S. Public Health Service, U.S. Department of Health and Human Services.

University of Minnesota researchers said the levels of participation provide an accurate view of what's happening among students across the state. 4-H agents made contacts at the local level for the survey, which has been in the works for four years. In some counties, 4-H agents helped with school recruitment and survey administration. Teenage 4-H Ambassadors are writing a report on survey findings from the youth perspective to be delivered at a 4-H health conference.

The Minnesota Adolescent Health Survey portrays the social nature of the threat to adolescents' health and well-being. The findings should help parents, educators, health planners, and others develop strategies to improve teenagers' health.

## West Virginia Active in "Be Smart! Don't Start!" Campaign

The National Program Leader, 4-H/Extension, USDA received the following letter on October 13 from Mary S. Pesetsky, program coordinator, Division on Alcoholism and Drug Abuse, State of West Virginia:

"I just wanted to let you know how pleased we have been with the involvement of the 4-H in West Virginia's "Be Smart! Don't Start!" substance abuse prevention campaign. All of the 4-H clubs in West Virginia have been involved; and the program was presented in every camp.

"The agents have carried the campaign into the classrooms; coordinated community activities; distributed materials; and, in general, breathed excitement and zest into the campaign.

"Under the able leadership of Ms. Ruthellen Phillips, state 4-H staff, a 30-minute video has been developed; materials have been distributed to every radio and television station in the state; and training has been provided to 4-H agents, camp counselors, and other community leaders.

"We in West Virginia are really pleased that 4-H was THE youth group chosen to assist in the "Be Smart! Don't Start!" campaign. I am sure the other states must feel the same, as I have never before worked with such a sincere, knowledgeable, and able group of people."

"Be Smart! Don't Start! Just Say No!" is a national alcohol and drug education campaign launched earlier this year by the U.S. Department of Health and Human Services.

Minnesota survey, grades 7-12	Twin Cities and Duluth		Elsewhere in state	
	Boys (12,155)	Girls (11,538)	Boys (6,308)	Girls (6,282)
<b>Sexual practices</b>				
Ever had sexual intercourse	41.7%	35.2%	32.4%	27.5%
Average age at first intercourse	13.4	14.6	14.3	14.6
Of those who have had intercourse:				
Seldom or rarely have sex	76.2%	73.3%	75.6%	75.2%
Use no birth control	14.0	18.6	16.2	19.2
Use birth control	86.0	81.4	83.8	80.8
Of those who use birth control, percent who always use	54.5	65.7	50.8	60.7
<b>Suicidal thoughts, behavior</b>				
In the past month:				
I have thoughts about killing myself, but would not do so	17.4%	28.5%	12.5%	24.3%
I would like to kill myself	1.7	2.9	1.8	3.4
Attempted suicide in past year	3.1	6.6	2.3	5.6
Attempted suicide more than a year ago	4.6	9.4	3.6	7.6
<b>Use of drugs</b>				
Smoke marijuana*	11.0%	9.2%	4.7%	3.9%
Use speed/amphetamines*	2.0	3.8	1.9	2.1
Use cocaine*	1.1	1.8	.6	.2
Use crack*	.6	.3	.2	.1
<b>Cigarettes, alcohol</b>				
Smoke cigarettes daily	13.1%	15.6%	8.7%	10.0%
Use chewing tobacco daily	7.8		8.8	
Drink beer/wine*	32.6	28.6	33.3	31.2
Drink hard liquor*	21.2	18.3	21.0	20.1
Of those who drink:				
Consume 4+ drinks/time	57.9	39.9	58.5	44.8
Drink & drive	25.9	19.3	34.0	27.1
Drunk within last year	73.0	71.9	68.9	70.3
Of those drunk within the last year:				
Drunk within last week	36.0	30.9	34.4	32.7
Drunk within last month	62.3	63.1	65.1	65.6
<b>Support</b>				
How much do you feel that:**				
Adults care about you	70.3%	72.5%	70.0%	71.5%
School people care about you	40.0	41.6	41.3	44.3
Parents care about you	89.3	87.9	89.5	88.3
Church leaders care about you	43.9	39.5	49.2	45.5
<b>Pattern in school</b>				
How much do these things go on in your school:**				
Students using drugs	21.7%	26.3%	12.0%	14.5%
Students destroying things	18.0	18.8	15.2	14.1
Students drinking	45.3	48.5	55.7	62.8
Students fighting	24.3	25.5	20.5	20.7
Students stealing	22.9	21.9	18.7	18.3

\*Reporting at least monthly use.  
 \*\*Those responding "quite a bit" or "very much."  
 Source: Minnesota Adolescent Health Survey.

### *Alaska Pioneers Safety Program for All-Terrain Vehicles*

Since 1981, Alaska 4-H staff have marshalled a consortium of private enterprise, government agencies, and volunteer resources in developing an award winning program teaching Alaskan youth how to safely operate all-terrain vehicles (ATVs). The educational programs developed by the *University of Alaska's Extension Service* helped bring nationwide and national attention to this safety issue, and introduced a new 4-H project motivating youth to wear helmets while driving ATVs.

*American Honda Corporation* was a key partner from the beginning, when Honda of Anchorage provided financial and technical support for instructional materials developed by Extension/4-H staff as a part of an ATV safety curriculum. Early initiatives included a video program, "Three Wheeling," and a complete instructional package called "Making Tracks Safely with your All-Terrain Vehicle." ATV safety workshops were held for many Alaskan safety educators, community volunteers, families, and youth groups. In 1985 and 1986, the program was featured in national publications and received two awards from the *National Safety Council* and the *U.S. Consumer Product Safety Commission*.

*Alaska's Department of Health and Human Services* awarded two injury prevention grants to Extension/4-H for ATV safety programs.

When the nation's only epidemiological study of ATV-related injuries and deaths, conducted in 1985 by the Alaska Department of Health and Social Services and the *U.S. Centers for Disease Control*, revealed

that a major risk factor in ATV accidents is created by riders not wearing helmets, Alaska's Extension Service was ready to respond. *3M Corporation* donated reflective materials to begin testing and promoting a Helmet Art Project to add prestige to helmet use by encouraging individuals to decorate and personalize their helmets. In May 1986, American Honda Corporation provided a financial grant and 1,480 helmets to Extension to expand the 4-H Helmet Project statewide.

#### *Rural Youth Encouraged to Wear Helmets*

Helmet art was introduced to Alaskan youth through their involvement in local ATV safety workshops, featuring driving skills rodeos, videos, guest speakers, and workshops for participants to create an art design for their helmets. Area coordinators, who generally were associated with either a regional government or *Alaska Native Health Corporation*, worked with Extension in developing the workshops to ensure local ownership. Local leaders — school personnel, government officials, local businessmen, parents, and Alaska Native leaders — were involved. Each workshop utilized volunteer help and community donations, ranging from contributions of meeting space, use of equipment, workshop materials, and food and lodging for visiting instructors. The helmets provided by Honda were presented to young people for workshop participation.

Studies connected with the Helmet Art Project documented specific safety problems in the use of ATVs, including the nonavailability of helmets. Only 31 percent of workshops participants in Barrow, Nome, Venetie, Ft. Yukon, Kaltag, Galena, Nulato, and Tok owned a helmet before the workshop, and almost all stated that helmets were virtually impossible to obtain in villages.

Through its efforts to increase ATV safety, especially among rural youth, Alaska's Extension Service has demonstrated the effectiveness of working through state, regional and local leadership structures to assist communities to address a community concern. Extension/4-H has documentation that ATV-related injuries and fatalities in Alaska are decreasing and that this is directly related to their educational efforts. Alaska's ATV safety education efforts were developed with primary leadership from Susan Halbert, 4-H Youth Volunteer Development Program Coordinator.

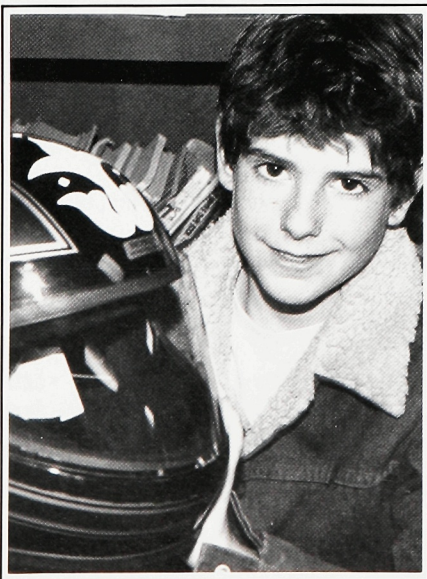
### *National Cancer Institute Funds California Smokeless Tobacco Project*

4-H youth in California use tobacco products no less than other youth, according to a survey of 2,800 4-H club members carried out through "Project 4-Health", a five year research study funded through a grant from the *National Cancer Institute*, part of the *U.S. Department of Health and Human Services*. "Project 4-Health" is being conducted jointly by the *University of California, Berkeley School of Public Health*, and the *California 4-H Program*. The major focus of the grant is to study the use of chewing tobacco and snuff among youth.

The 1986 survey of 4-H members was part of the first phase of "Project 4-Health": identifying patterns of smokeless tobacco use — who uses it, how often, and why. Survey analyses will produce a model to help educators and health professionals understand the use of smokeless tobacco by youth. For example, the survey showed that regular users tend to be youth who started using tobacco products at an early age. Late starters tended to be experimenters, and less likely to develop into regular users. The median age of first use among surveyed youth who have tried smokeless tobacco was 10.

"Project 4-Health" includes development and field testing of educational programs aimed at preventing and reducing smokeless tobacco use. 4-H members in 40 clubs will participate in educational activities that look at advertising practices, increase awareness of health factors, and give youth more accurate information about peer usage and attractiveness, which is much lower than most young people realize. One of the educational vehicles is a video featuring messages from *San Francisco Giant* team members.

Project directors Dr. Marc Braverman, 4-H specialist, and Dr. Carol D'Onofrio, associate professor, Public Health, are also giving lead to long-range follow-up studies that will document changes in usage levels among the 40 4-H clubs, as compared with youth from another 40 clubs established as controls. This research will also study levels of health knowledge related to tobacco usage. The final report from "Project 4-Health" is scheduled to be completed in the spring of 1990.



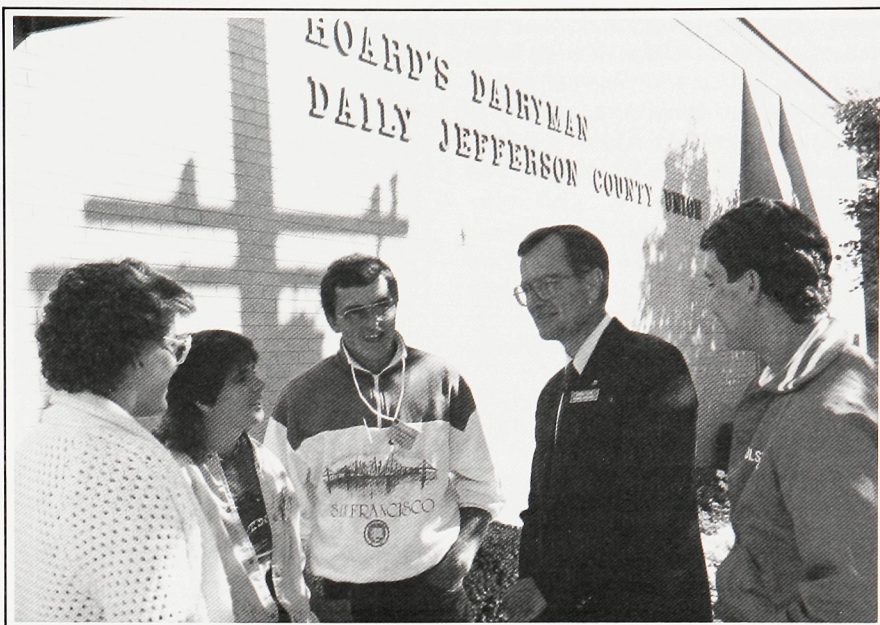
*4-H'er proudly displays his Helmet Art Project.*

## Dairy Conference Attendees Learn Latest on Industry

Over 200 4-H members and adult advisors travelled to Madison, Wisconsin for the 1987 National 4-H Dairy Conference, September 28 - October 1. Delegates from 21 states and 5 Canadian provinces attended workshops, toured dairy-related businesses and met with donor host representatives — key aspects of the program designed to increase youth awareness and understanding of the dairy industry.

Seminars included informative presentations on recent dairy science advances and genetic futures for 4-H projects. In these meetings with academic and business dairy specialists, 4-H'ers gained up-to-date information on artificial insemination, embryo transfer and genetic breeding possibilities. Other seminars covered dairy marketing and business concerns. Dr. Dave Dickson, chairman, Department of Dairy Science, University of Wisconsin, stimulated thinking among the delegates in his discussion of dairy science job opportunities and dairy industry economic problems and solutions.

The delegates were challenged with hands-on experience during the Dairy Skill-A-Thon. Skill stations simulated milking techniques, tested 4-H members' knowledge of dairy equipment and terminology and gave them valuable ideas for dairy education to take back home. Specially designed stuffed animals gave delegates the opportunity to practice techniques of calf birth and dehorning.



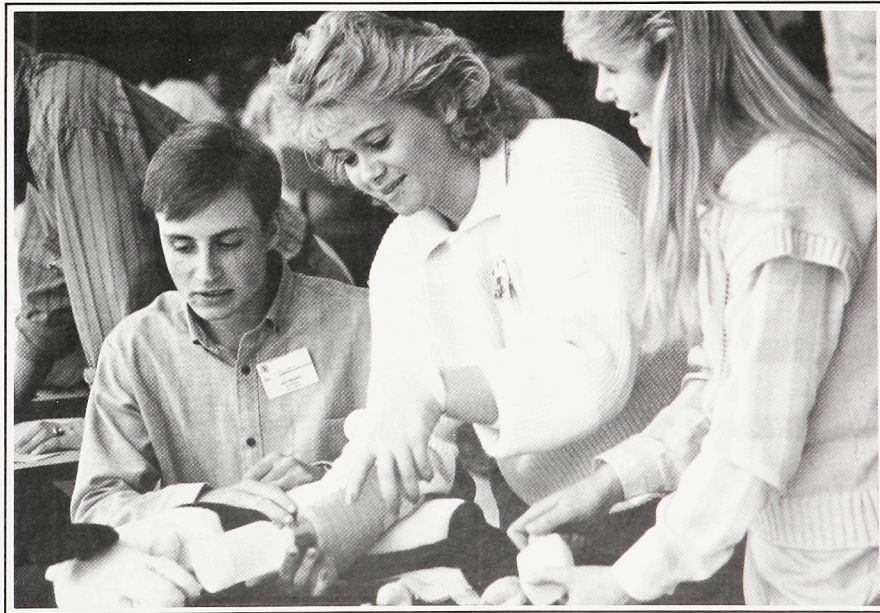
*Ewing Row, associate editor, Hoard's Dairyman, visits with 4-H Dairy Conference delegates prior to a tour.*

The conference moved to the expansive Wisconsin farmlands for highly informative tours. American Breeders Service hosted a breakfast and tour of its high-technology barns. *Hoard's Dairyman*, the well-known dairy publication, hosted lunch and a tour of Hoard's working dairy farm. *Hoard's Dairyman* associate editor Ewing Row personally conducted a tour of the magazine's printing and editorial operations. Other educational field trips involved a look at a working meat processing plant and the catalogue order and "biological merchandise" operations of NASCO International, Inc.

A highlight of the three days was the afternoon at World Dairy Expo, held each

year in Madison concurrently with the 4-H Dairy Conference. Delegates arrived at Expo in time for the Brown Swiss Heifer Judging and the embryo auction.

Cooperating Friends of 4-H Dairy Conference sponsored meals and speakers, enabling youth interested in the dairy industry to hear and speak with business representatives. Sponsors of the 1987 Dairy Conference were: Alfa Laval, Inc.; American Breeders Service; Associated Milk Producers, Inc.; Cargill, Inc.; Carnation Company; Cass Clay Creamery, Inc.; Dairylea Cooperative, Inc.; *Hoard's Dairyman*; Land O'Lakes, Inc.; Mid-America Dairymen, Inc.; Milk Marketing, Inc.; NASCO International, Inc.; Outa-



*During the 4-H Dairy Conference "Skill-A-Thon" participants practiced calf birthing techniques, using stuffed animal models, caring for newborn calves and cattle dehorning, again using a stuffed animal model.*

gamie Producers Cooperative; Purebred Dairy Cattle Association; Swiss Valley Farms, Co.; 21st Century Genetics; United Dairy Industry Association; Valley of Virginia Cooperative Milk Producers Association; Wisconsin Cheeseman; and World Dairy Expo.

## 4-H Teens Act to Save Lives

4-H'ers across the nation are in the vanguard of community service projects promoting safety. In addition to high profile issues such as drunk or drugged drivers and seat belt campaigns, 4-H'ers focused on safety problems unique to their own localities.

Spurred by a rash of fatal accidents at rural railroad crossings, including the death of a 17-year-old, the *4-H Futuresses* of Merrick County, Nebraska decided to take action. The problem was low night time visibility of trains as they passed dark rural crossings. 4-H'ers reasoned that simply placing a strip of reflective tape on each side of each train car would increase visibility considerably.

To make the public aware of the danger, they developed an exhibit which dramatically illustrated the increased visibility reflective tape provided for railroad cars. They displayed the exhibit at two county fairs in their area. With the assistance of their county agent, they contacted every county Extension office in the state, requesting assistance in circulating a petition to be submitted to public officials. They made the petition available at cooperating local businesses, the county Extension office, churches and local media outlets.

The public education efforts of the 4-H Futuresses, as well as the petition drive, have met with success. Railroad cars are beginning to display the reflective tape these young 4-H'ers have been campaigning for, and they intend to continue their efforts until every railroad car traveling through their state is clearly visible at the darkest of rural crossings.

In 1986, 261,515 4-H'ers were enrolled in the National 4-H Safety Awards Program, sponsored by *General Motors Foundation, Inc.*



John R. and Marjorie Pysinger and Family  
Cleveland, Tennessee



David W. and Sharma J. Klee and Family  
Foster, Kentucky

## Two 4-H Families Win Top Awards at White House

Two of the families honored in the Fifth Annual *Great American Family Awards Program*, sponsored by the *American Family Society*, Washington, D.C., are strong 4-H families — the Pysingers of Cleveland, Tennessee and the Klee family from Foster, Kentucky.

This special award, presented by First Lady Nancy Reagan, honors families for their teamwork, love, friendship and service to others.

John and Marge Pysinger have both been in service professions their entire lives. Before retiring in 1982, John was an Extension 4-H agent for nearly 25 years with the University of Tennessee. Marge also retired in 1982 from being a plant nurse with the Olin Chemical Company. Both John and Marge Pysinger have been active in 4-H leadership work, and Marge continues to serve as a volunteer nurse each year at the National 4-H Congress in Chicago. The Pysingers gave passed on to their three children their caring, independent, service-oriented attitudes. Their philosophy of child rearing is to put the children first and keep them busy.

The Klees — David and Sharma — have a family motto: "responsibility breeds achievement." David is known in his home community of Mt. Auburn, Kentucky as one who is always ready to lend a helping hand. He is in charge of the Pendleton County 4-H Market Steer Show and Sale while running a nursery in addition to his job as milk inspector for the state. He landscaped the 4-H grounds and has received the Conrad Feltner 4-H Award for outstanding leadership in Kentucky. Sharma is a registered nurse and was influential in beginning the county's first home health service and the first nurse to provide prenatal service for the indigent. Their children are also active in 4-H. Son Mark, a student at Eastern Kentucky University studying industrial technology, participated in the 4-H LABO exchange program to Japan. Kandy, their daughter, has been a grand champion winner in the 4-H market steer program and a state 4-H clothing project champion.

"The Great American Family Awards is a recognition of the benefits that come to individuals, to communities, and to the nation when family members apply time-tested values in their daily lives," says K. Wayne Scott, president, American Family Society. The Pysinger and Klee families certainly deserve 4-H's congratulations and appreciation.



Visiting dignitaries from many nations visit the National 4-H Center to learn more about youth programs in America. Gven El Sawi, coordinator, International Program, National 4-H Council, explains to members of the China Association of Science and Technology how science is popularized through the 4-H curriculum.

## 4-H Club Helps Save Nebraska Wildflower From Extinction

The blowout penstemon is Nebraska's only officially endangered plant species. Its biological name is *penstemon haydenii*, but it is more popularly called the blowout bluebell.

Sue Stickney, a 1974 University of Nebraska horticulture graduate who operates a greenhouse in Ringgold, Nebraska, started the crusade to save the wildflower with the help of the Hall Sand Hillers 4-H Club of Ringgold.

The flower is part of Nebraska's history. It gets its nickname because it grows only around the huge, wind-blown dunes of shifting sand found among the tall grass in the Sand Hills. Mrs. Stickney said that because the plant is found only around blowouts, "it apparently doesn't compete well. It has a shallow root system that seems to spread around."

Dr. James Stubbendieck, a University of Nebraska agronomist, said, "Once common in the Sand Hills, the drought of the 1930's caused a catastrophic decline in the blowout bluebell's population. And in the decades since the drought, conservation measures by ranchers have resulted in fewer blowouts, leaving fewer areas of shifting sand where the seeds could germinate."

By the 1950's, it was thought the plant was extinct, but in 1968 a botanist identified 30 plants growing in Hooker County, north of Ringgold.

Stubbendieck said the Ringgold 4-H club's planting program is an excellent project. "It teaches them how to work together in a common goal, both in practicing conservation and attempting to save an endangered species."



4-H'ers roam over a Sand Hills blowout in search of penstemons.

Mrs. Stickney is urging other 4-H clubs in western Nebraska to join their cause. "There are now nearly 2,000 identified plants, and with 4-H's help we could go a long way toward having the blowout bluebells back in larger numbers," she said.

## Going To The Dogs

Responsible pet ownership is a pressing need as the pet population continues to grow. 4-H'ers in the National 4-H Dog Care and Training Awards Program sponsored by *Ralston Purina Company*, *Purina Dog Foods Group* serve as examples of responsible pet owners to others in their communities.

"Love of dogs leads to 4-H award," read the headline in *The Daily Times-News*, Burlington, North Carolina. The article, paraphrased below, reported on the successful business venture of one 1986 Dog Care and Training national winner, Norman "Tripp" Smith, Haw River, North Carolina.

Smith, 18, a freshman at Appalachian State University, got into the dog business six years ago. He'd always owned dogs, but when he saw how gentle a collie was to his mentally handicapped sister, he decided that was the breed he wanted to raise.

Tripp used prize money from showing a heifer at the 1980 state fair to buy a registered collie puppy. She became "Angel of Hawfields". Soon Angel delivered her first litter of nine pedigreed pups and was joined by "Chatelain the Fluke Dazzler" and "Tara of Hawfields". Smith had a fenced dog pen built, installed a water line, night lights and extra dog houses. Thus Hawfields Kennel was created. As it expanded, the teenager learned the ecstasies and despair of raising animals.

In his 4-H project report he wrote, "I experienced the pain of stillborn puppies and

watched as underdeveloped puppies died. I had the thrill of bottle feeding a runt and seeing him survive."

Through the humane society's Pets for Shut-ins program, he began taking pups to rest homes. "Once when I carried one of my sister's Dalmation puppies to a rest home, an elderly gentleman who had not spoken since he had been admitted smiled and said 'Spots,' " Smith explained. "You get a lump in your throat when you see them cry joyful tears."

In 1986, 112,859 4-H'ers participated in the National 4-H Dog Care and Training Awards Program.



4-H Dog Care and Training participant puts his dog through one final practice before it is time for the show ring at his county fair.

## New York Times Features 4-H

The lead story in the Metropolitan section of the October 7 *New York Times* was a feature on urban 4-H in New York City.

The story highlights the 4-H Club in the Amboy Neighborhood Center in the depressed Brownsville section of Brooklyn where project activities are shaping the lives of the members involved. One club project involved devising a board game that was christened "Oh Rats!" Each square offered advice on how to control rodents. Another project involved teaching the 4-H members how to make a housing complaint. The members go on field trips, learn to cook and have planted a garden.

Mayor Koch proclaimed the first week in October as 4-H Week in New York City, coinciding with National 4-H Week.

## 4-H Briefs

### *Indiana Extension Homemakers Host National Conference*

More than 2,100 participants attended the 51st Annual Conference of the *National Extension Homemakers Council*, held August 30 through September 3, in Indianapolis. Educational workshops included a wide range of topics related to family health, safety, child care, and resource management, as well as sessions on caring for dependent parents, building positive self-concepts in children, women in public policy, and the changing image of women in American film. The National Extension Homemakers Council is one of the largest adult volunteer educational organizations, with 472,000 rural, suburban and urban volunteers belonging to 29,200 organized groups in 44 states and two territories. NEHC works in cooperation with the Extension Service, U.S. Department of Agriculture, and the State Land-Grant Universities. Many NEHC members participate in the "Know America" program conducted at the National 4-H Center.

### *4-H'ers Attend Safety Congress*

The *National Safety Council* offered expert safety training to over 50 4-H members and leaders from 20 states and Puerto Rico during the 1987 National Safety Congress Youth Sessions, held in Chicago October 3-6. Workshops and seminars in wide-ranging areas, from water safety, eye care, and bicycle safety, to head and spinal cord injury prevention, presented valuable information the delegates could use for themselves and take home to teach others.

The 4-H delegation learned much about safety, and as a bonus had the opportunity to meet members of other youth groups, including delegations from Camp Fire, Pilot Clubs, Girl Scouts and Future Farmers of America. National Safety Council offers this program to all interested youth groups and adults in the education field.

Special guests and speakers included Ronald McDonald in a program on home and neighborhood safety, and world-class athlete Craig McFarland. McFarland, who has participated in almost every major sport and has been blind for most of his life, inspired the conference with his down-to-earth speech citing his accomplishments and setbacks.



Joel Pals, Idaho (left) 1986 national safety awards winner and Presidential award winner assists in demonstrating that it is possible to float fully clothed during the Water Safety workshop at the 1987 Safety Congress. Pals served as national 4-H youth advisor, sponsored by General Motors Foundation, Inc.

3M, a yearly sponsor of safety seminars at the Youth Sessions, provided programs and information on dust control and hearing safety. "Short of Breath and Hard of Hearing" was presented by Bruce Chadwick of 3M's Occupational Health and Safety Product Division, and concentrated on agricultural-related dust and hearing problems and their solutions.

3M made it possible for the 4-H delegates to attend the event, having donated funds for travel scholarships.

*The Toro Company*, also involved in this year's Safety Congress, provided a workshop on the 4-H "Learn to Earn" Program, as well as scholarships for 4-H members.

One of the most powerful programs, "In Harm's Way," used a film and panel discussion on head and spinal cord injuries to promote safe driving and recreation practices. Participants were offered the opportunity to ask questions and interact with young adults in wheelchairs, victims of head and spinal cord accidents. The program, an ongoing project of the University of Chicago's Head and Spinal Cord Injury Prevention Program, was as much a therapeutic exercise for the panelists, four of whom had never appeared before an audience to speak on their paralysis.

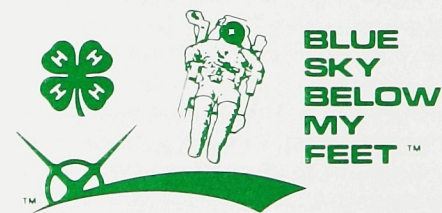
The National Safety Council hosts the Youth Sessions each year in conjunction with their Congress and Exposition.

### *Blue Sky Briefs*

"Blue Sky Below My Feet — Adventures in Space Technology" is in full swing in a variety of delivery modes and target audiences. Blue Sky is a science education TV series of three half-hour programs for 9- to 12-years-olds investigating the value of space technology and how it relates to life on earth.

Some 15 hours of hands-on activity has found its way into a notebook to accompany the food-nutrition program in California. The state has marketed the notebook and the activities including: Topsy Turvey (eating in a gravityless state); Germs, Boogers and Bacteria; Mars Mission; Trip to Lowfatur; How Plump Are You (dehydration and rehydration); and Water You Think Game to seven targeted clientele.

The Bank of Hawaii made a significant gift to fund Hawaii's Blue Sky effort and has enclosed a flyer in their account holders' statements. Oahu county has a Teacher in Space participant in residence who has been working with the project in schools.



New York and Pennsylvania are exploring ways to collaborate on their Blue Sky efforts. New York is investigating funding sources to support a statewide publicity effort. The state has developed a supplemental guide for teachers and leaders which focuses on hands-on activities for youth.

Pennsylvania is developing a fact sheet set to supplement the club approach to the program and has scheduled the series to run on the Pennarama TV system this year and next.

Teachers in Tennessee will receive a Blue Sky how-to kit complete with an instructional video on how to use the Blue Sky program in the classroom.

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

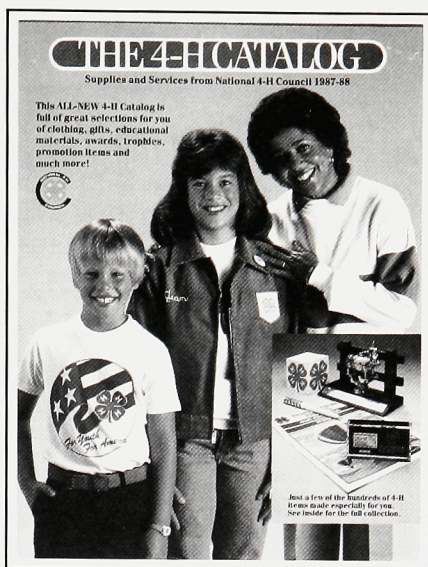


## Baking Bread Enters the Spotlight in November

National 4-H Bread Awards Program sponsor *Fleischmann's Yeast Inc.* has been successful in having the *U.S. Congress* declare November as *National Family Bread Baking Month*. Throughout the month of November *Fleischmann's Yeast Inc.* will be promoting building family traditions. Primary emphasis is on supporting American agriculture, family cohesiveness, and building family strengths while promoting the nutritional value, and the ease and fun of making breads at home. Watch for 4-H visibility in relation to this activity in major national magazines, newspaper supplements and television advertisements.

In cooperation with the *U.S. Department of Agriculture* and the *Cooperative Extension System*, *Fleischmann's Yeast Inc.* has developed informational packets to assist county Extension agents plan special activities for National Family Bread Baking Month and to gain media exposure for their programs.

In addition, *Fleischmann's Yeast Inc.* has made available to each county the Whole Grain Educational Project materials developed by Cornell University for the Bread America Grant Program.



## New 4-H Catalog Available

The all-new 1987 4-H catalog is off the press and being distributed to 4-H professionals, volunteers and members. The catalog features a contemporary new design and includes numerous new items, bringing the total product line to more than 2,000.

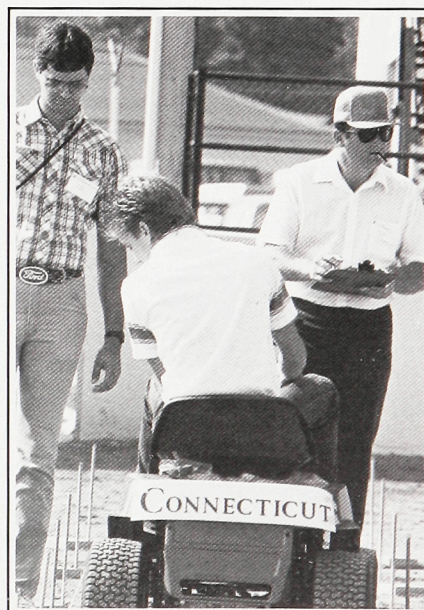
Catalog users will enjoy the great selections of clothing, gifts, awards, trophies, educational materials, show supplies and promotional items offered this year. All products in the catalog bear the official 4-H emblem. To receive a free catalog write to: The 4-H Catalog, National 4-H Council, National 4-H Supply Service, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815.

## Land-Grant Mission Featured in the Chronicle of Higher Education

In a front page, feature story titled "Land-Grant Institutions Take A Fresh Look at How They Treat 125-Year-Old Mission," *The Chronicle of Higher Education* gave national attention to Land-Grant Universities, the Cooperative Extension Service, and 4-H. The story described the accomplishments of the 72 institutions that share a three-part mission: teaching, research, and extension.

Three anniversaries were noted in the article. 1987 is the 125th anniversary of the Morrill Act, the 1862 bill that gave land to states and territories to establish universities. This year is also the 100th anniversary of the Hatch Act, which established agricultural experimental stations, and the *National Association of State Universities and Land-Grant Colleges*.

A separate article described how the nation's 17 black land-grant colleges and universities have undergone dramatic changes over the past two decades. Black land-grant colleges were created through a provision of the Morrill Act of 1890, which required any state that did not admit black students to its land-grant colleges to designate a second institution to carry out the land-grant mission for black citizens. Now these "1890" institutions provide unique research and extension services for low-income populations as well as minorities.



Eastern and Western 4-H Engineering Events test participant skills in automotive, bicycle, compact tractor, computer, electric energy, small engines and tractor. The Eastern event was hosted by the Virginia Cooperative Extension Service in cooperation with the State Fair of Virginia. Western engineering participants met at AK-SAR-BEN in Omaha, as hosts of Nebraska Cooperative Extension. Both engineering events are sponsored through National 4-H Council by Amoco Foundation, Inc.; Firestone Trust Fund, The Toro Company and Schwinn Bicycle Company.

## In the News

**Harold A. Poling**, chairman of National 4-H Council's board of trustees, formerly company president at *Ford Motor Company*, was named vice chairman on October 13. He also remains chief operating officer.

It is with regret we announce the death of **Gladys Schruben**, Rockville, Maryland on October 9. Mrs. Schruben, with her husband, Luke, has pledged the largest individual gift to The Campaign for 4-H. Luke Schruben, a member of The Campaign for 4-H Committee, devoted his entire career to Extension work.

**Tyrus W. Thompson**, Park Forest, Illinois, former director, Program Services, National 4-H Service Committee, passed away in September.

**Dr. Charles W. Lifer**, National 4-H Council board member and state 4-H leader in Ohio, has taken a new Extension assignment in Ohio effective November 1. Lifer is now leader, special projects, devoting major time to grants and alternative funding sources for the *Ohio Cooperative Extension Service*.

**Dr. Stanley Ikenberry**, president, *University of Illinois*, is the new chairman of the National Association of State Universities and Land-Grant Colleges. Ikenberry was a recipient of the National 4-H Alumni Award in 1986.

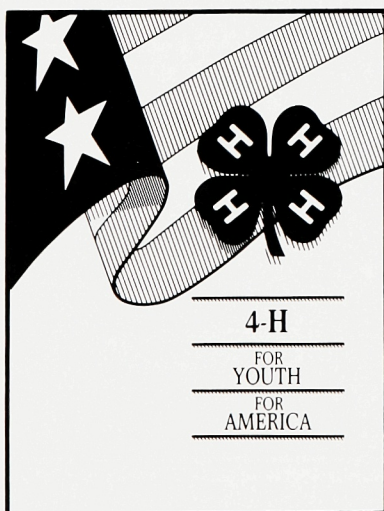
**Robert D. Sparks**, president of the *W. K. Kellogg Foundation*, has announced that he will retire at the end of this year. Executive Vice President **Norman A. Brown** will become president and chief programming

officer on January 1, 1988. Brown, who joined the Foundation in 1984, was previously dean and director of the Minnesota Extension Service and had been director of 4-H Youth Programs in Michigan. The Kellogg Foundation provided funds for "Volunteers for the Future," through National 4-H Council, a five-year project to strengthen the role of volunteers.

**Dr. Anne H. Rideout**, associate director, Cooperative Extension Service, *University of Connecticut*, and vice chairman, National 4-H Council board of trustees, was awarded the top award — National Distinguished Service Ruby Award — by *Epsilon Sigma Phi* at a national awards banquet at the National 4-H Center on November 8.



Ambassador Holland Coors (c) hosted the reception for the 1987 Year of the Americas Program in the patio of the U.S. Department of Agriculture. The American Farm Bureau Federation funded the reception. The Year of the Americas, funded through the Agency for International Development, Department of State, promotes understanding awareness of the interdependence among the countries of the Americas. Countries participating included: Guatemala, Argentina, Ecuador, Brazil, El Salvador, Canada and Jamaica. Year of the Americas participants were involved in 4-H's World Focus program at the National 4-H Center and then flew to Indianapolis, Indiana to view the Pan American games.



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