

Quarterly

National 4-H Council

Volume 5 Number 2

Summer 1987



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Government Experts Help Mold Future Leaders

Federal government experts are quietly helping prepare America's next generation for leadership roles. Through the 4-H Citizenship-Washington Focus (CWF) Program, officials share their expertise when 4-H'ers visit various government agencies.

One of the tasks of these government experts is to help the young people gain an understanding of the structure and function of the agencies. The other is to provide the 4-H participants with background so they can formulate proposals for presentation during a simulated city council session — Dotville City Council. The groups prepare proposals that will help address or solve societal issues or problems such as environmental pollution and substance abuse.

Approximately 4,500 young people participated in CWF this year. Each week throughout the summer, groups of young people visited government agencies such as the U.S. Environmental Protection Agency, Department of Education, Department of Health and Human Services (HHS), Department of Justice, the Bureau of Indian Affairs in the Department of Interior, Department of Agriculture and Department of Transportation.

The problem of substance abuse was discussed during sessions with Peter Vaslow, parent and youth coordinator, Office of Substance Abuse Prevention, Alcohol, Drug Abuse and Mental Health Administration at HHS. "There are 20 million teenage alcoholics," Vaslow told one group of some 30 CWF participants.



Peter Vaslow, parent and youth coordinator, Office of Substance Abuse Prevention, Alcohol, Drug Abuse and Mental Health Administration at HHS, discusses alternatives to substance abuse with CWF participants.

He asked them to think about why kids abuse substances. "Peer pressure, being like everyone else, escapism, rebelliousness, seeing it glamorized on television by prominent people, boredom, to get attention and as a way of coping with life" were among the answers given. Contrary to popular opinion, Vaslow said, peer pressure doesn't play that much of a role in substance abuse. "Peer pressure only has a negative impact if you don't have any kind of support system — friends, family, teachers, extended family, people in your

corner who believe in you."

Vaslow advised the young people to learn to cope with life. "Don't ever look at anybody and think they have it made. There are a lot of things people have to cope with. One out of four young people in the U.S. comes from a substance abusing home." He challenged the 4-H'ers to do something about the problem. "I want you to appreciate that as 4-H'ers you can make a difference," Vaslow said.

The group discussed ways to invest \$50,000 to solve drug/alcohol abuse prob-

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National 4-H Council

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lems. Establishment of a Students Against Driving Drunk chapter or a community recreation center for after school activities such as dancing were two of the proposals discussed for the presentation to Dotville Council.

"What would you say to a city council member to convince this person to accept your proposal for a recreation center?" Vaslow asked. He suggested that they look at why people abuse substances and at what they need to overcome it, such as jobs, self-image, support systems, and self-respect.

"Kids crave parents to listen. Parents are afraid to listen because they think they have to do something about it. Kids are saying, 'As strong as I like to think I am, it is scary out there and I need support,'" Vaslow said.

Other agencies that participate in the CWF program include the President's Council on Physical Fitness and Sports, Wolf Trap Farm Park for the Performing Arts, the National Library of Medicine, the Beltsville Agricultural Research Center, and the U.S. Navy Memorial Museum, Organization of American States and National Aeronautics and Space Administration (NASA).

Board of Trustees Elects New Members

Reflects on Decade of Service

Three representatives from the Cooperative Extension Service were elected to the Board of Trustees of National 4-H Council during the annual meeting of the Board June 22 at Ford World Headquarters in Dearborn, Michigan. The meeting was conducted by Harold A. Poling, president, *Ford Motor Company*, who was re-elected as chairman.

Newly elected to the board were: Dr. M. Lloyd Downen, dean, Agricultural Extension Service, *University of Tennessee*; Dr. Leo E. Lucas, dean and director, Cooperative Extension Service, *University of Nebraska*; and Hezekiah H. Singleton, 4-H program leader, *University of California*.

The Board approved a record budget of nearly \$14 million for the fiscal year ending January 31, 1988. Poling commented, "This budget signals the beginning of Council's second decade of service to the 4-H program nationwide. The budget continues the work of The Campaign for 4-H and

strengthens the private/public sector partnership effort to provide expanded programming and leadership training. It's been another significant year of support to volunteer, teen and professional programs including a record year of grants made to states to assist them in carrying out leadership programs for teens and adults."

Some of the accomplishments of National 4-H Council over the past decade highlighted during the meeting include initiation of the first 4-H international exchanges with the Soviet Union and the People's Republic of China; completion of a new educational 4-H television series, "Blue Sky Below My Feet" and printed and audio visual educational aids in a variety of subject matter areas; garnering of record support of more than three million dollars for teen and volunteer development programs including three new leadership programs — Salute to Excellence, Volunteers for the Future and Profiles for Tomorrow; completion of the expansion of the National 4-H Center; and more than doubling Council's annual budget while launching a five-year \$50 million Campaign for 4-H, now well over the halfway mark to success.

Reporting on progress of The Campaign for 4-H, Campaign Chairman Robert B. Gill, vice chairman, *J. C. Penney Company, Inc.*, said, "Campaign commitments total over \$28 million. The Campaign's theme, 'Project: Youth for America' adds a focus on contemporary issues which strengthens the potential outreach and expansion of the 4-H program, and adds impetus to the Campaign."

The Board re-elected to three-year terms Lawrence L. Boger, president, *Oklahoma State University*; Robert B. Gill; James R. Thomas, vice president, Sales and Service Operations, *The Firestone Tire & Rubber Company*; and Lawrie D. Thomas, president, *Amoco Oil Company*.

The following officers were also re-elected: Lawrie D. Thomas, vice chairman; Dr. Anne H. Rideout, associate director of Extension Service, *University of Connecticut*, vice chairman; Daniel J. Callahan, III, chairman and CEO, *American Security Bank*, Washington, D.C., treasurer; Edward J. Beckwith, partner, *Baker & Hostetler*, Washington, D.C., secretary; Grant A. Shrum, assistant secretary, president and chief executive officer, National 4-H Council; and Ray Crabbs, senior vice president and chief operating officer, National 4-H Council.

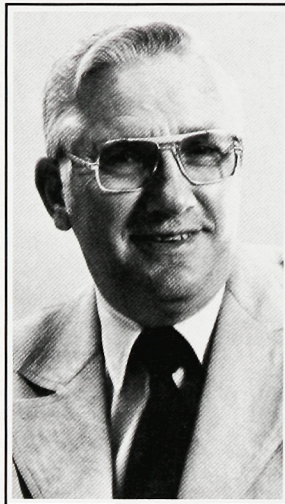
Following the meeting, Poling hosted a tour of Ford Design Center.



L. to R. — George V. Grune, chairman of the board, *Reader's Digest*; Russ Weathers, vice president, *Programs Division* and John Allen, senior account executive, *National 4-H Council*; and J. Edward Hall, executive director, *Reader's Digest Foundation*, meet at RD's Pleasantville, New York headquarters to receive report on the foundation's sponsorship of the *National 4-H Presidential Awards Program*.



M. Lloyd Downen



Leo E. Lucas



Hezekiah H. Singleton

About the New Board Members

National 4-H Council's Board of Trustees consists of 25 representatives from the private sector, Extension Service, USDA, and the Land-Grant University System. Three new members were elected June 22.

Dr. M. Lloyd Downen, dean of the University of Tennessee Agricultural Extension Service, received his doctorate at Purdue University and previously conducted research for the University of Tennessee Agricultural Experiment Station. He served as leader of the Extension Agricultural Economics Department and was assistant dean for five years before assuming his present position.

Downen is chairman of the State Rural Development Committee; a member of the USDA State Emergency Board; ex-officio member, State Agricultural Stabilization and Conservation Committee; member, Tennessee Food and Agriculture Council; member of the seven-state 201 Land and Water Steering Committee; liaison from Southern Extension Directors to the Tennessee Valley Authority; member, Southwide Advisory Committee for Southern Agribusiness Forum; member of National 4-H Council Panel of Extension Directors; has served as a member of the National Extension Committee on Organization and Policy (ECOP), the ECOP 4-H Subcommittee, the ECOP Marketing Subcommittee and the ECOP Agriculture, Marketing and Related Industries Subcommittee. He has also served as a chairman, Southern Extension Directors Association.

Dr. Leo E. Lucas, dean and director of the University of Nebraska Cooperative Extension Service, received his BS and MS from

South Dakota State University and his doctorate from Oklahoma State University.

Prior to his present position, Lucas served as director of the University's North Platte Station and Extension District II. A member of the Nebraska staff since December, 1959, Lucas was on the animal science staff for over 12 years, including 18 months as leader of the animal science program for the University of Nebraska Mission in Colombia, South America.

Lucas served as chairman of the Extension Committee on Organization and Policy (ECOP) in 1986, and presently serves as chairman of the National Extension Task Force on Families. He served as chairman and secretary of the North Central Extension Deans and Directors, is past chairman of the Great Plains Extension Council and of the Great Plains Agricultural Council, and was a member and chairman of the ECOP Agricultural and Natural Resources Committee.

Hezekiah H. Singleton, 4-H program director at the University of California, Berkeley, was born and raised in West Monroe, Louisiana. He received his BA from San Francisco State University and his MSW from UC Berkeley.

Prior to his present position, Singleton served as a research associate and training specialist for the Frederick Burk Foundation at San Francisco State University; as program director and associate director for Youth For Service; and at UC Berkeley as 4-H consultant, 4-H Youth Specialist, affirmative action officer for agriculture and university services and acting 4-H program director.

4-H Latchkey Programs Fill a Need

Nationally, forty to sixty percent of school aged children are "latchkey" kids, children who are left unsupervised at home before or after school while parents are at work. And, the numbers are growing. Two-career couples have doubled in the past decade. By 1990, the outlook is for half of all families to be headed by only one adult.

In many states and communities, Extension professionals and volunteers have stepped into the foreground by developing school-aged child care programs, self-care programs for youngsters, and uncovering local support, without waiting for federal funds. State Extension specialists and county agents work together, orchestrating programs that fit the needs they have discovered in their areas. Often they form a cooperative effort with other agencies, including the Scouts, Red Cross, schools, mental health workers, and fire and police departments.

The 4-H Afterschool Program in Placer County, California meets the need for quality, low cost child care, and at the same time offers the 4-H program to a group of youth who might not otherwise have the opportunity to participate in 4-H. Now in its fourth year, the program operates at nine school sites from 2:00 - 6:00 p.m. each school day and from 7:00 a.m. to 6:00 p.m. on vacation days. A weekly "fee for service" of \$20 per week during school and \$55 per week during vacation is charged per child to cover individual site support costs and salaries, and make each site a long-term self-sustaining program. State funding subsidizes the fees for low income families.

Benefits of the program extend beyond those originally anticipated. "Teachers have cited improved study habits and homework completion among the after school participants," says Sharon Junge, County Extension Director. Also, there are benefits to parents who are able to be more effective in their jobs knowing that their children are well-cared for while they are at work.

As school doors opened this fall in Missouri, a similar program, the 4-H Adventure Club, was launched in four school sites. State coordinator Ina McClain said she immediately received requests from parents other than those involved in her program. "Parents tell me our program is the only alternative."

McClain began with a survey to determine parents' needs. To assure program stability, she organized a steering committee of local parents and community leaders

National Poll Cites Latchkey Situations as Cause of Learning Distress

A majority of teachers believe that the main reason their students have learning difficulties is because they are left unsupervised at home after school, a new national poll of teachers and parents has found.

When asked to rank several possible causes of academic distress, teachers cited latchkey situations more frequently than poverty and single-parent families.

Moreover, the problem of after-school isolation was found to be prevalent in both urban and rural parts of the country and to cut across socio-economic lines.

"It is no longer a phenomenon of broken homes and lower-income families," said Louis Harris, whose polling firm conducted a survey. "This has become a front-and-center issue that must be faced by parents and schools alike."

The poll was the fifth survey of teachers sponsored by the *Metropolitan Life Insurance Company* since 1984 and was conducted last May and June by *Louis Harris and Associates*.

It was the first in the Metropolitan Life series to simultaneously interview parents and teachers on their views about education. And it found concerns among both groups about the number of children left without supervision after school.

Fifty-nine percent of the parents questioned said that parents left children on their own too often; 41 percent said their child was often unsupervised between the end of school and 5:30 p.m.

— excerpt from *Education Week*,
September 9, 1987



and gained approval of school boards and other officials. Using school space and facilities, McClain provided a trained staff to administer the after-school learning experiences for youngsters. Pupil-teacher ratio is 1 instructor to 12 children. "We simply adapted 4-H material for older boys and girls, and wrote new programs for the younger children," she said. For the very young child, crafts and other activities develop imagination and an appreciation of nature and art. Older boys and girls prepare nutritious snacks, play games, learn ways to combat boredom or how to get along with siblings.

Over a dozen other states, including Kansas, Ohio, Texas, Maine, Iowa, Wisconsin and Illinois have developed self-care programs for children and parents. The programs concentrate on teaching safety, kitchen know-how, first aid, handling emergency situations and much more. Instructor certification programs are offered to volunteers and personnel from cooperating youth agencies, thus broadening the outreach and impact of the programs. "The

intention is not so much to encourage self-care, as to assist families in deciding if self-care is appropriate for their children," states Nada Thoden, Extension Home Economist in Miami County, Kansas.

Other unique approaches to the issue include Wisconsin's "Phone Friend" — a number of youngsters can call from 3:00 to 6:00 p.m. for reassurance and advice. In Franklin County, Massachusetts, the "Parent-Child Connection" quarterly newsletter reaches 5,000 families. Parents view the publication as a valuable tool in family communication.

Besides filling a critical need for quality child care, Extension/4-H programs for latchkey children offer the advantage of incorporating an educational focus into the activities offered to school-age youth. And, Extension/4-H staff are trained to understand the developmental process of elementary school-age children. The programs described here, and others throughout the country, represent the exceptional resources Extension and 4-H have to offer to children, families and communities.

Individuals Hold the Key to America's Future

If each American volunteered just five hours a week and gave 5% of their earnings to the causes they care about, it would be like mobilizing a force of more than 20 million full time volunteers, with an operating budget of over \$175 billion. Because the human needs in our society continue to grow and threaten our quality of life, **Independent Sector** has launched the "Daring Goals for a Caring Society" program which asks Americans to stretch toward these new standards in giving and volunteering.

Nowhere are the needs more critical than among America's youth, who are struggling with unprecedented social and economic pressures. Today, more than ever before, boys and girls need the constructive values and positive influences of 4-H. 4-H addresses real problems that threaten the growth and development of our young people; problems like teen suicide, substance abuse, teenage parenthood, school dropout rates, inadequate career preparation, poor health habits and low self-esteem.

Through Phase II of The Campaign for 4-H, concerned Americans may support the goals of *Project: Youth for America*, an initiative to unite volunteers, the private sector, government, universities, and countless organizations in partnerships to effectively address youth issues. Two new giving opportunities have been established for individuals: The *Diamond Key Club* for donors contributing \$10,000 or more over a five-year period, and The *Emerald Key Club*, for those who give a minimum of \$5,000 over five years.

Personal Gifts Open the Door

Members of 4-H Key Clubs are 4-H alumni, parents, and friends who provide leadership to 4-H, who understand the importance of meeting the challenges of a changing society, who care about the future, and believe they have an important part to play in the future of our nation's youth. Through gifts of cash, securities, or other properties, Key Club donors help unlock the potential of youth by helping 4-H to expand its outreach.

Robert B. Gill, vice chairman of *J. C. Penney Company* and Chairman of The Campaign for 4-H, adds this perspective: "Americans have few opportunities to contribute to organizations that use gifts as effectively as 4-H. The Land-Grant Universities and the Cooperative Extension

Service provide education and leadership, curricula, and field staff. Private dollars go *directly* to program development, delivery, enrichment. Our investments are maximized through the work of 4-H volunteers nationwide, who contribute more than \$1 billion annually in time, travel, and support — far in excess of the total combined public and private investment."

Information on opportunities to become a member of The Diamond Key Club and The Emerald Key Club is available from Grant A. Shrum, president, National 4-H Council, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815; (301) 961-2800.

Campaign Increases 4-H Support


Seven major program gifts have been confirmed by the following donors through The Campaign for 4-H:

The Upjohn Company, Kalamazoo, Michigan, joins The Campaign for 4-H Honor Roll with a pledge of intent to support the National 4-H Veterinary Science Awards Program over the next five years. Upjohn is also providing support for revising the national veterinary science materials and for program promotion. The Upjohn Company has sponsored the 4-H Veterinary Science Program since 1968. Mr.

R. T. Parfet, Jr., recently retired chairman and chief executive officer, is a member of the National 4-H Advisory Committee and previously served as a trustee of National 4-H Council.

Beatrice Foundation, Inc., Chicago, Illinois, has awarded a grant to National 4-H Council for a program that will teach volunteers to train other 4-H volunteers. Volunteer leadership development is a major objective of The Campaign for 4-H, and this new program will help develop 4-H leadership through volunteer-to-volunteer training. Prior to this new program support, Beatrice sponsored the National 4-H Home Management Awards Program for eight years and, in addition, made a special one-time gift to The Campaign.

The U.S. Agency for International Development made a grant for the 4-H Youth for the Americas Program as part of the National Year of the Americas. Teenagers from Argentina, Brazil, Canada, Costa Rica, Ecuador, El Salvador, Guatemala and Jamaica spent a month in the United States. They joined American 4-H youth in the Citizenship - World Focus Program at the National 4-H Center, experienced life with American host families



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Grant Shrum, president, National 4-H Council (right) welcomes Rafael Segovia, executive director of 4-S Foundation, Costa Rica; Hal Bruno, director of political coverage, ABC News; and Guillermo Villalobos, Costa Rican ambassador to the Organization of American States to the final banquet for the 4-H Youth For The Americas Program.

in Indiana, visited the Indiana state 4-H fair and other 4-H events, and participated in the Pan Am Games in Indianapolis. The program contributes to increased understanding of the unity, diversity and interdependence of the people and countries of the Americas.

The Mary and Daniel Loughran Foundation, Washington, D.C., is a new 4-H donor with a grant of \$75,000 to support 4-H teen leadership development. The Foundation supports higher education, cultural institutions, youth programs and social service agencies in Washington, D.C., Maryland, and Virginia. Notification of the five-year pledge came from Walter R. Fatzinger, Jr., president of the Foundation. Daniel J. Callahan III, treasurer of the National 4-H Council's Board of Trustees, is chairman and chief executive officer of American Security Bank, trustee for the Mary and Daniel Loughran Foundation.

Post Grape-Nuts, part of General Foods Corporation, provided in-kind support and a financial contribution for a special state grants program. The states of Arizona, Colorado, Indiana, New Mexico, Oklahoma, Oregon, Ohio and Utah received grants to promote and expand 4-H food and nutrition programs. The General Foods Fund, Inc. has sponsored the National 4-H Food-Nutrition Awards Program since 1961. The company's president and chief executive officer, Philip L. Smith, is a member of National 4-H Council's Board of Trustees and The Campaign for 4-H Committee.

The **United States Information Agency** is providing a grant to National 4-H Council

to conduct an international program which will exchange ten Irish and ten American youth with agricultural backgrounds. The United States/Ireland Youth Exchange Program is part of the President's International Youth Exchange initiative.

At the end of the first year of Phase II of The Campaign for 4-H, nearly \$30 million has been committed toward the goal of \$50 million. Some 50 corporate and foundation donors have invested \$100,000 to over \$2 million each to ensure the success of The Campaign for 4-H. Phase II also involves reaching individuals who have not been given the direct opportunity to support 4-H. Through the development of an active individual giving program, 1,000 individuals have made gifts or pledges of over \$800,000.

The Beef Industry Council, in behalf of the **Cattlemen's Beef Promotion and Research Board**, has joined The Campaign for 4-H with major support for the 4-H beef program. Beginning in 1988 this new donor will co-sponsor the National 4-H Beef Awards Program, and provide state and county grants for innovative efforts to promote beef as part of a balanced diet. The Beef Board's intention is to continue its national 4-H support for five years, contingent upon the outcome of a beef referendum next Spring, when producers will determine the future of the beef check-off program. The Chair of the Beef Industry Council, Jo Ann Smith, is a former 4-H member and continues her strong 4-H involvement today as a board member of the **Florida State 4-H Foundation**.



Costa Rican exchange participants perform a traditional dance as part of the festivities during the final banquet for the 4-H Youth For The Americas Program.

"TSC Stores" Offers Grants to 21 States

This is the third year that TSC Stores, Nashville, Tennessee, has offered 4-H grants in states with TSC Store operations. The state 4-H grants are awarded by regional vice presidents of TSC Industries.

In 1985 and 1986, a wide range of grant uses enriched 4-H programs for youth and adults. High school seniors in Tennessee were eligible for a new 4-H agriculture leadership awards program made possible with a TSC grant. Pennsylvania used a grant for an intensive teen leadership training program. Several states engaged inspiring, challenging speakers and role models for 4-H youth conferences. TSC grants also provided county medals and trips to National 4-H Congress in 4-H project areas without national sponsors. Grant funds also supported teen attendance to the Citizenship — Washington Focus leadership training program at the National 4-H Center.

Many states directed their grants toward volunteer leadership development. 4-H volunteers received travel support to participate in program advisory committees, and in state, regional and state leader forums. Funds were also used to strengthen community and area leader training programs. State 4-H volunteer leader associations received support in several states to strengthen their work.

In other uses of these special funds, Montana developed a curriculum for a 4-H farm safety workshop, Nebraska awarded community improvement grants to 4-H clubs, Kentucky's grant supported its communications day competition and Ohio used a TSC grant to partially support the Career Exploration Day at the Ohio 4-H Congress.

In addition to 4-H program development and enrichment, the TSC state grants motivated others to contribute to 4-H at the state and local levels.

News From the States

Pillsbury Supports Career Education for Rural Youth in Minnesota

The *Pillsbury Company* has announced a grant of \$106,000 to the Minnesota 4-H Foundation to create a new career development education program for rural youth. The program is called "I'll Take Charge" and its aim is to guide youth in defining both career and lifestyle goals. It is expected to reach more than 8,000 club members within three years in areas where the farm crisis has eliminated many of the traditional employment choices that young people and their parents used to take for granted.

Russell J. Bragg, group vice president, Commodity Marketing, Pillsbury U.S. Foods, explains his company's involvement: "As a leading food and restaurant company and a major employer of young people, Pillsbury is committed to helping Minnesota's rural youth develop their potential and make the best use of their abilities. This 4-H program will not only help young people in rural Minnesota get a job, it will help them plan their lives." Bragg serves as vice president of the Minnesota 4-H Foundation. For more than 30 years, the Pillsbury Company has supported 4-H nationwide through annual contributions to National 4-H Council.

Kentucky Opens New Leadership Center

A \$2.5 million Kentucky Leadership Center, located on Lake Cumberland near Jabez in Wayne County, was dedicated in special ceremonies on June 25. The Center will train volunteer and professional staff to work more effectively with Kentucky youth. Facilities include accommodations for sleeping 150 persons and dining 240.

Dr. David Roselle, the new president of the University of Kentucky, was a featured speaker at the dedication, along with Charles E. Barnhart, dean of University of Kentucky College of Agriculture, and Coleman White, assistant director of the Cooperative Extension Service for 4-H. Lynwood Schrader, senior vice president of *Kentucky Utilities Company* and president of *Friends of Kentucky 4-H*, presented the keynote speech at the dedication ceremonies.

Funding for the Center was made possible by Friends of Kentucky 4-H, a non-profit, charitable organization managed by

volunteers from the business community throughout Kentucky. Major grants were provided by the *Federal Department of Commerce, Economic Development Administration*, and the *James Graham Brown Foundation*. The residential wing of the complex was constructed primarily by funds raised at the county level by Cooperative Extension agents.

Tennessee Documents a Rich 4-H History

A new 4-H history book, *4-H: A Tennessee Tradition*, tells little known stories of 4-H work in Tennessee through the early development of the agricultural industry, the war effort and the urbanization of the state. The 308 page volume, containing more than 350 historical photographs, was compiled by hundreds of 4-H alumni, volunteers, and professionals.

"Tennessee 4-H has touched the lives of over three million state citizens," according to Ben Powell, state 4-H leader. The history book features a history of each county's 4-H program, as well as complete lists of Tennessee's national and state 4-H winners. It also describes the development of the Tennessee 4-H Congress, National 4-H Congress, state 4-H camps and a number of other programs, events and organizations.

Complimentary copies of the new book were given to National 4-H Council's Board of Trustees by board member Dr. M. Lloyd Downen, dean, Agricultural Extension Service, University of Tennessee.

4-H: A Tennessee Tradition is being sold by the *Tennessee 4-H Foundation* for \$6.00 each. Information is available from Teresa Holder, Tennessee 4-H Foundation, P.O. Box 1071, Knoxville, Tennessee 37901-1071.

Tucson Youth Organizations Develop Joint Programs

A 4-H led effort to draw together volunteer and staff resources from a number of local organizations is helping troubled urban youth in multi-racial, minority communities of Tucson, Arizona. One project will open the door to Tucson's first comprehensive youth services center, where teens will play basketball, listen to music, learn vocational skills, study for G.E.D. exams, or obtain counseling and medical services.

Dr. Julie Adamcin, Pima County 4-H agent, has taken a leadership role in establishing community networks of youth-serving agencies in Tucson. Begun as a sabbatical project, her work is also a part of a *W. K. Kellogg Foundation* Fellowship program undertaken by Ray Crabbs, senior vice president, National 4-H Council.

Tucson youth face challenging and destructive forces common in almost all American communities today, including a disproportionately high crime rate linked to drug abuse, and a statewide youth suicide rate that is 70% above the national average. Dr. Adamcin's networking efforts yielded cooperation that provides a model for 4-H and other communities nationwide.

Drug abuse and teen pregnancy are chronic problems in South Tucson, a small, independently governed community surrounded by greater Tucson. 4-H, Boy Scouts, Girl Scouts, Big Brothers, PTA, Campfire, Catholic Youth, and other preventive programs and mental health organizations, have joined together in the *South Tucson Youth Development Coalition*. One of its first projects trained Hispanic youth to interview residents about specific needs of South Tucson's young people. A Youth Council gives youth a voice and leadership role in formulating programs to meet these needs.

The Coalition sponsored a teen leadership conference built on a 4-H model, including a meeting with business and community leaders to develop plans for follow-up activities. Campfire conducted "I'm Peer Proof", a series of classes where youth learn how to share their feelings and become good friends to themselves and to others. The Coalition is planning a joint volunteer recognition program, and is approaching South Tucson's City Council to expand youth programming in the civic center.

Dr. Adamcin and 4-H are also helping to develop Tucson's first full-scale Youth Services Center for 10- to 19-year-olds. The Center will provide medical, counseling, recreational and vocational services on a cost-free basis. Youth organizations will have space to start clubs, conduct conferences, and operate hot lines. Teens are already involved in designing the center.

Robert A. Strauss and *The Strauss Foundation* are taking primary leadership for opening the center in an empty school centrally located near downtown Tucson. The school was closed because of minority racial imbalance, and is in good structural condition. The agencies, volunteers, and youth who are working together on the project anticipate that the center will be open in January 1988. When fully operational, more than 200 youth will be served through the center daily.

Seed money support from *The James C. Penney Foundation*, provided as part of its grant to National 4-H Council for the 4-H Community Initiatives Seed Grant Program, will help support further joint programs of Tucson youth-serving networks.

Growing Up Close and Staying Together

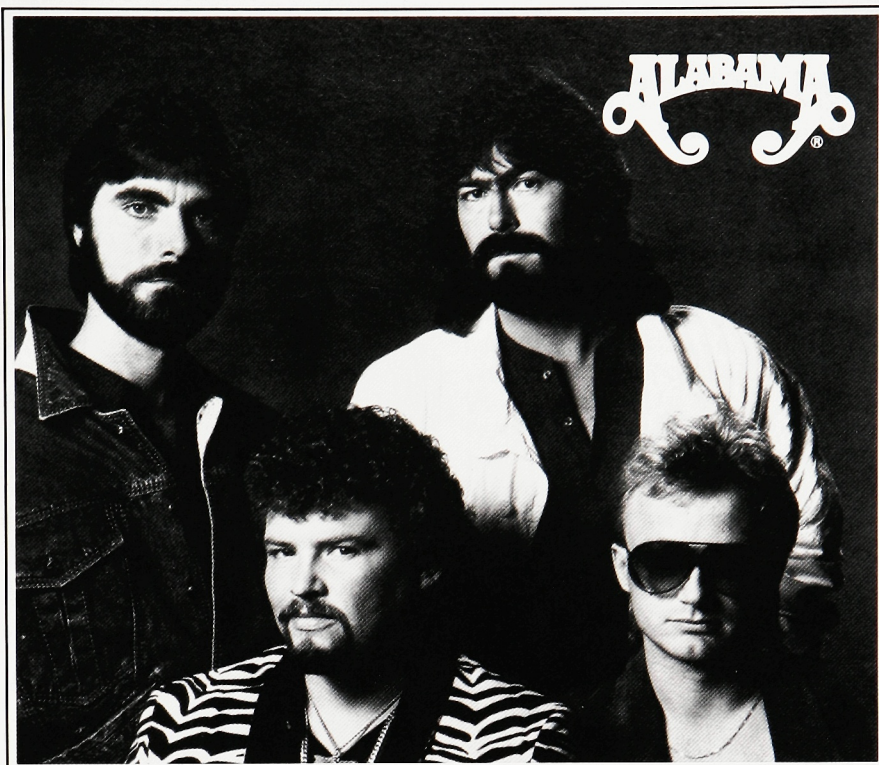
Teddy Gentry and Randy Owen were as close as brothers growing up. They lived on neighboring farms in Northeast Alabama. They chopped cotton, shucked peas, raised hogs and worked the watermelon patches together. They learned to play ball together and by the time they reached high school they began making music together.

Gentry and Owen are still close. Now they own cattle together and they sing together as members of *Alabama*, a band which they founded in 1977. Success did not come overnight. The group experienced more than a decade of lean times and hard knocks . . . working by day and playing at night. They kept their group together with piecemeal jobs laying carpet and hanging drywall until 1973 when they quit their jobs and plunged headlong into their music against the advice of their families. They took the name "Wild Country," moved to Myrtle Beach, South Carolina, and played at The Bowery six nights a week for tips.

"At times it looked like a dead end street. But even when odds stacked against us, pulling together as a team worked. The guys in the band are really aware of teamwork," said Gentry, bass guitar player and vocalist. The other band members are Jeff Cook, guitar, keyboards, fiddle and vocals; Mark Herndon, drums; Costo Davis, keyboards and synthesizers, and Owen who plays guitar and sings.

Gentry credits *Alabama's* success to determination and a lot of hard work. Recalling the seven long years as the house band at The Bowery, Gentry said, "We'd play some nights 'til we got blisters, then we'd keep on playin' until our blisters popped." In six short years after joining the RCA label, *Alabama* went from virtual anonymity to overwhelming national popularity racking up hit after hit. Their *Mountain Music*, *Feels So Right*, *The Closer You Get*, *Roll On* and *40 Hr. Week* albums all went platinum. *Alabama* is the first band to win the Country Music Association's esteemed "Entertainer of the Year Award" and to reclaim the honor for an unprecedented three consecutive years. The group has racked up some 14 awards from the Academy of Country Music, including the "Entertainer Of The Year" for five consecutive years.

"All these awards we've won are really a great honor, just as it's a great honor to have so many people appreciate what we're doing musically," Owen once said. "Our



albums are dedicated to the people we admire most — the working people. The money, the music, all those things are important. But the main thing is doing what we do with dignity," he added.

Gentry credits 4-H with teaching him a lot about working as part of a group. "4-H was my first group experience. I remember how excited I was when I won my first pin," he said. Gentry, who served three consecutive one-year terms as president of the Adamsville 4-H club, said, "The leadership experience I had as president of the 4-H club gave me incentive and confidence to go on and tackle something bigger."

4-H also taught Gentry that talent alone isn't everything. He placed last in a 4-H talent contest. He said losing "made me work a little harder. I don't think anything comes easy and if you want to be Number One you don't get it by sitting around talking about it. It takes good old fashioned work." Gentry's 4-H projects included photography, row crops, public speaking and livestock. "If I had it do over, I'd work harder at 4-H. It meant a lot to me at the time. In fact, I still have my 4-H record book. Looking at it brings back a lot of happy memories."

Gentry and Owen never strayed far from their roots. They still live in Fort Payne, Alabama, the small town in the shadow of Lookout Mountain where they grew up sharing poverty and good times. "We were poor, but I didn't realize it at the time because we had a good life," said Gentry. "Being brought up in the country, my whole

family played music," said Owen, who is Gentry's second cousin. Owen's mother bought him his first guitar, a third- or fourth-hand Gretsch which had been painted green by a previous owner. He sang and played with his family at religious revivals.

"In the music business it's necessary to be able to stand up on stage and talk to people and 4-H taught me how to do that," said Gentry. "I was in public speaking for three years. I never won first place, but I gave it my best shot. I gained confidence out of that by overcoming the fear of getting before people to speak."

Today, Gentry and Owen use their talents to benefit 4-H. For the past six years *Alabama* has put on a benefit concert — June Jam — and distributed the proceeds to various community organizations, including 4-H. This year's June Jam, held on June 13 in Fort Payne, attracted between 40,000 and 50,000 people and grossed more than \$1 million for the second year in a row.

"I get a lot of personal satisfaction in being able to help other people. Growing up we didn't have money to help others. It's just as good to give as to receive," Gentry has said.

Asked what young people today need most, Gentry said, "I think kids sometimes are smarter than we are. If adults would take time to listen we might learn something. Don't close young people out, give them a chance to be what they want to be. Let them determine their own direction, then give them encouragement."

4-H Briefs

Louisiana Teenager Wins First Yeager Award

Tena McGuff of Louisiana walked away from the 1987 National 4-H Forestry Invitational with the first Joseph N. Yeager Leadership Award. McGuff, of Greenburg, competed with her state team for honors in tree identification and measurement, forest evaluation, insect and disease identification and compass orienteering. The Invitational, sponsored by *The International Paper Company Foundation*, was held at Jackson's Mill State 4-H Camp in Weston, West Virginia.

The new award was established to honor Joseph Yeager, an Extension forestry specialist and associate professor at West Virginia University. It is given in recognition of a young person who exhibits self-confidence and the ability to plan and work with others to accomplish common goals. "The qualities of group leadership and dedication were the reasons we chose to name the award after Joe," said Mike Sikora, a co-founder of the competition.

Yeager, who was chairman of the national youth event, has a long history of innovations that have helped West Virginia and other states recognize the value of forest resources.

New Jersey Area Dedicated at National 4-H Center

More than 200 New Jersey friends of 4-H traveled to the National 4-H Center in Chevy Chase, Maryland to participate in the dedication of the New Jersey Area on July 9.

Two newly-decorated guest rooms and a lounge area in Firestone Hall now proudly display the New Jersey name and considerable memorabilia representing the state.

Donations that made the area possible include \$5,000 given by Debbie Wallace in honor of her parents, Gertrude and Thomas Wallace, who have been actively involved in the New Jersey 4-H program for many years. Wallace's gift was used to redecorate one of the twin guest rooms. An additional \$5,000 was donated by *Campbell Soup Company*, the New Jersey-based food producer, for the refurbishing of the adjoining New Jersey guest room.

The lounge area was newly-decorated with money raised under the leadership of Bonnie Hammerstedt, who coordinated the fundraising effort in the state. It was made possible by a \$3,000 pledge from the *Griffith Foundation*, a \$1,000 donation from the *Bergen County 4-H Leaders Association* and many generous contributions from the

Extension 4-H staff, volunteer 4-H leaders and 4-H families throughout New Jersey. The lounge area is dedicated to New Jersey Extension Director John Gerwig in the loving memory of his wife Margie. Many items including a stained glass lamp and beautiful scenic portraits give the new area the special presence of New Jersey.

The first guests to stay in the New Jersey rooms after the dedication were delighted with their accommodations. "I said WOW when I opened the door," said Sandy Paesens, 4-H Extension agent from Bay County, Michigan. "All the kids came down and looked at the room. They thought it was great, too!" Jan Wendland, Saginaw County, Michigan 4-H program assistant, was impressed with the elegant traditional furniture and the New Jersey monogrammed bed linens and towels.

If the pleased reaction of the initial guests is any indication, then the guest book should fill rapidly with satisfied and grateful recipients of the generosity of all the citizens of New Jersey whose contributions made these improvements possible.

Corporations and individuals interested in information on how to make similar donations to the National 4-H Center should contact the Campaign Office, National 4-H Council, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815.

Crabbs Resigns From National 4-H Council

Ray Crabbs, senior vice president and chief operating officer, National 4-H Council, since 1979, resigned September 8 to become senior vice president of *Quest International*, Granville, Ohio.

In announcing the resignation, Grant A. Shrum, president, stated, "Crabbs has given invaluable leadership in expanding all service and support areas of Council in behalf of the 4-H program. He was instrumental in launching The Campaign for 4-H, the largest national level 4-H campaign ever undertaken."

Crabbs will be primarily responsible for areas of marketing, communications and fund raising in his new assignment at Quest.



Brevort Conover, chairman, Department of 4-H Youth Development, Rutgers University and Alma Page, sister of Extension Director John Gerwig, participate in New Jersey dedication program.



Soap carving and wood carving were two of the popular "relaxing activities" at Diagonal's Stress Free Fun Day.

In The News

4-H alumna **Carol Ann Kiner** moves from her position on the staff of *Forecast for the Home Economist* magazine to the *Future Homemakers of America* as the new executive director. Another former 4-H'er in the home economics field is the current president of the *American Home Economics Association*, **Marcia K. Copeland**, director, *Betty Crocker Food and Publications Center*, *General Mills, Inc.*

Dr. Robert D. Sparks, president of the *W. K. Kellogg Foundation*, has been elected a member of the Institute of Medicine of the *National Academy of Sciences*. The W. K. Kellogg Foundation sponsors the Volunteers for the Future volunteer leadership program through Council.

The Railsplitters 4-H Club of Petersburg, Illinois is a first-prize winner in the 1987 Colgate Youth for America Campaign sponsored by *Colgate-Palmolive Company*. The club sponsored a series of anti-drug lectures by local drug counselors at school assemblies with an accompanying poster contest.

Grant A. Shrum, president, National 4-H Council, has accepted a position on the *White House Conference Committee for Drug Free America*. He has also been appointed to a special national panel to address the issue of teenage pregnancy by Secretary Otis R. Bowen, *Department of Health and Human Services*.

Iowa 4-H'er Helps Community Under Stress

Safety took on an expanded meaning for the nearly 400 citizens of Diagonal, Iowa, last summer. Like so many towns in the midwest, Diagonal has felt the effects of the farm crisis. Families have lost their farms, businesses have closed and the town will lose its high school next year. Bobbi Hunt, 16, a local 4-H'er, recognized that the stress level was unsafe for residents of her community, and she was determined to do something about it.

"My family and I were brainstorming, and I came up with the idea of organizing an old-fashioned, stress-free, fun day for everybody in Diagonal," said Hunt.

The event first was conducted as one of Hunt's 4-H safety projects during the summer of 1986. More than 200 people showed up to participate in fun runs, relays, soap carving, and other competitive games for young people and adults. There also were free blood pressure checks and displays about seat belts. Participants were treated to a free picnic funded by a grant from the Iowa State Health Department, and a speaker talked about the effects of stress and ways to cope with it in a positive manner.

The event was so well received that Hunt organized another stress-free day this summer following the same format . . . with one added feature. In preparation for the

town's centennial celebration in 1988, about 210 participants "weighed in" on the local grain elevator. Total weight was about 19,050 pounds. During the celebration next year they will weigh in again and to see how much weight the town has lost.

Conducting safety projects is not new to Hunt, who has won two National Safety Awards (one in 1985 and one in 1986) for work with eight other safety projects. "They talked a lot about stress at National Safety Congress," said Hunt, "so this stress-free day sounded like a good safety project." The National 4-H Safety Program is sponsored by General Motors Foundation, Inc.

"It's been good for the community, as the families have especially enjoyed it," she said. She said it has taught her a great deal about leadership and organization, and working with volunteers to make the program successful.

Hunt plans to organize another stress-free day for citizens of Diagonal next summer if she can find funding. Right now that looks very promising.



Johnny Orr, Iowa State University's head basketball coach, poses with 4-H'er Bobbi Hunt after he spoke on positive attitudes at the first annual Stress Free Fun Day.

1987 Public Service Announcements Distributed

The first package of television public service announcements will begin airing during National 4-H Week, October 4-10 on stations around the country. The six 30-second and one 60-second package focuses on the eight initiatives for national priority by the Cooperative Extension System. One PSA explores the many facets of agriculture: competitiveness and profitability, alternative agricultural opportunities and revitalizing rural America as it shows 4-H members in a grocery produce section learning how food is shipped, cleaned, priced and displayed.

A second PSA shows a 4-H club working on a substance abuse education program with local merchants and stresses the CES initiative in building human capital.

Conservation and management of natural resources, and water quality are the two initiatives targeted in a third spot, showing a 4-H teen leader working with a club taking water samples from a stream. A fourth PSA focuses on the conservation and management initiative, showing a club working to repair foot bridges in a wooded area.

A baseball game is the focus of the PSA addressing nutrition, diet and health. Two of the public service announcements will be released to states in November: one focusing on the role of the volunteer in 4-H and another on the role of the Extension professional. The latter spot will debut at

the National Association of Extension 4-H Agents' convention in San Diego this fall.

Radio spots focusing on identical themes were distributed to all county 4-H offices in July. Print public service ads, like the one

shown on this page, focusing on teen issues and volunteers, have been distributed to county 4-H offices and 600 national magazines.

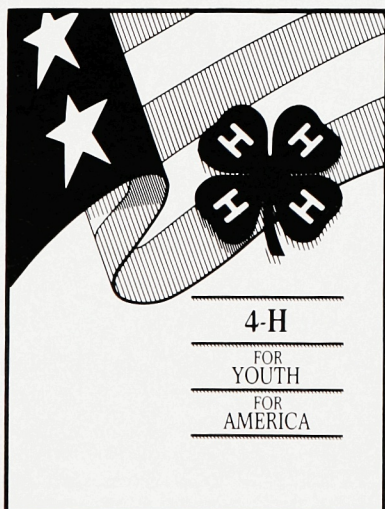
Ask A Teenager About The Facts of Life

Our guess is you'll find out some things you never knew before. About sex. Drugs. And what it's like growing up in a world that gets faster and more confusing with each passing day.

At 4-H, we give young people alternatives they can live with. We teach responsibility. Foster self-esteem. And help them make the right decisions—about everything from which chemicals to keep out of their bodies . . . to which foods to put in. Contact your county Extension office today. They'll give you some more facts about 4-H.



Serving America's Youth



National 4-H Council
7100 Connecticut Avenue
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