

Quarterly



Rep. Charles W. Stenholm (D-Texas), (second left) joins Texas PROFILES delegate Rudy Ritz (left), keynote speaker Meta Jones, youth member of the District of Columbia Statehood Coalition (far right) and other participants for ceremonies marking the opening of PROFILES FOR TOMORROW, the teen leadership training program sponsored by Monsanto Fund and held at the National 4-H Center in October.

**Natural Resources
Forum Offers Latest
Training Techniques**

**4-H Emblemized
Items Have
Long History**

**Kresge Foundation
Provides Challenge
Grant**

**Volunteers Mobilize
Metro Campaigns**



Richard J. Sauer

"National 4-H Council's Board of Trustees looks forward to expanded opportunities to serve the Cooperative Extension System's youth outreach mission under Sauer's leadership," Thomas says.

Richard J. Sauer Selected as New President for National 4-H Council

Richard J. Sauer, interim president of the University of Minnesota, has been selected to become president and chief executive officer of National 4-H Council announced Lawrie Thomas, president, Amoco Oil Company and chairman of National 4-H Council's Board of Trustees. He will replace Grant A. Shrum who is completing over 30 years in the CEO capacity and plans to retire early next year.

Positions Sauer has held previously include: vice president for Agriculture, Forestry and Home Economics at the University of Minnesota; director of the Minnesota Agricultural Experiment Station; principal entomologist for a research management and administration agency of the U.S. Department of Agriculture; and head of the Department of Entomology at Kansas State University. He also coordinated 4-H youth entomology programs while working with the Michigan State University Cooperative Extension Service.

"Sauer is a strong supporter of the 4-H program, the major youth development outreach program of the land-grant university system," Thomas stated. He adds, "Sauer has been a volunteer 4-H leader and was awarded the Michigan 4-H Agents Association President's Award in 1973-74."

Sauer earned a bachelor's degree from St. John's University in Minnesota, a master's degree from the University of Michigan and a doctorate from North Dakota State University.

Volunteer Natural Resources Leaders Explore Trends and Issues

Estes Park, Colorado, provided an appropriate setting for the national 4-H volunteer leader forum on natural resources. Sponsored by *Amoco Foundation, Inc.* and *Waste Management, Inc.*, the October program brought nearly 250 volunteers, Extension staff and resource persons together to examine current trends, research and issues in the management of our natural resources and to explore career

opportunities in the field.

The forum offered participants the opportunity for specialized study of one of five broad areas: wildlife and fisheries, range and pasture management, forestry and forest products, outdoor recreation, and soil conservation and water quality. Sessions in each specialty were conducted by experts representing the Cooperative Extension System and other organizations involved in natural resources education and management. Among highlights of the program were addresses by Bill Moore, director, waste reduction, Waste Management, Inc., who spoke on the issue "Waste Manage-

ment/Recycle America — The Challenge and the Opportunity;" and capstone speaker John B. Rigg, Jr., government affairs representative, Public & Government Affairs, Amoco.

States participating in the forum sent teams of five participants, including at least three volunteer leaders and one Cooperative Extension Service staff member. Each team member enrolled in a specific area of study. Upon their return home, teams will pool their knowledge and continue to work as a team to train Extension staff, other natural resources volunteers and 4-H'ers in their state.

National 4-H Council Quarterly

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National 4-H Council Officers:

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Grant A. Shrum, President and Chief Executive Officer



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Each team worked to develop a back-home action plan. They also have the opportunity to apply for a grant of up to \$500 from forum sponsors Amoco Foundation, Inc. and Waste Management, Inc. to be used in implementing the action plans.

Michigan volunteer Charlotte Fountain, who also serves as education coordinator for the Ionia Soil Conservation District, focused on what her participation in the forum would mean to the future of her county 4-H program. She said, "I wanted to attend this forum to find new ideas for teaching activities and innovative programs. I hope to use ideas and skills learned by putting together a county-level leader workshop on teaching environmental education, conduct a teacher training program in environmental enrichment activities, provide programming for a new senior high 4-H ag and natural resources club and establish a junior high outdoor adventures club."

"I came to this forum to increase my own knowledge of wildlife and natural resources, to meet other people working with youth in those areas and find out what they are doing, and to be reenergized so I can remain enthusiastic about my volunteer commitment," added California volunteer

4-H leader Marcia Raborn. "I take away from it more knowledge than I hoped to gain and more energy than I expected to develop. Our team is planning a natural resources forum for other volunteers, a wildlife judging program for our state and a possible collaboration with the Bureau of Land Management Project 2000, the riparian area management program."

Oklahoma 4-H program specialist Jim Rutledge summed up his view of the forum experience and its meaning for participants: "The more we are exposed to and educated about the natural world, the more likely we are to maintain our own balance in a world turned upside down by stress and the pressures of today's lifestyles.

"I believe we are here this week because the future quality of life of this nation and this world depends on some dedicated group making an issue of the natural environment. 4-H has always been dedicated to improving the quality of life in our communities. It is right for 4-H to be one of the major positive forces in the understanding and preservation of the natural world. It is significant that major corporations, foundations and agencies are inclined to invest in the ability of 4-H to have an effect in this area."

Regional Leader Forums Provide Training for Key Volunteers

With volunteer responsibilities within 4-H programming today rapidly expanding in scope, it is even more critical than in the past that the 4-H volunteer force be provided the very best possible educational opportunities. To fill this need, *J.C. Penney Company, Inc.* supports regional leader forums for each of four areas of the nation. These forums are planned by volunteers and Extension staff to meet the needs of the particular region.

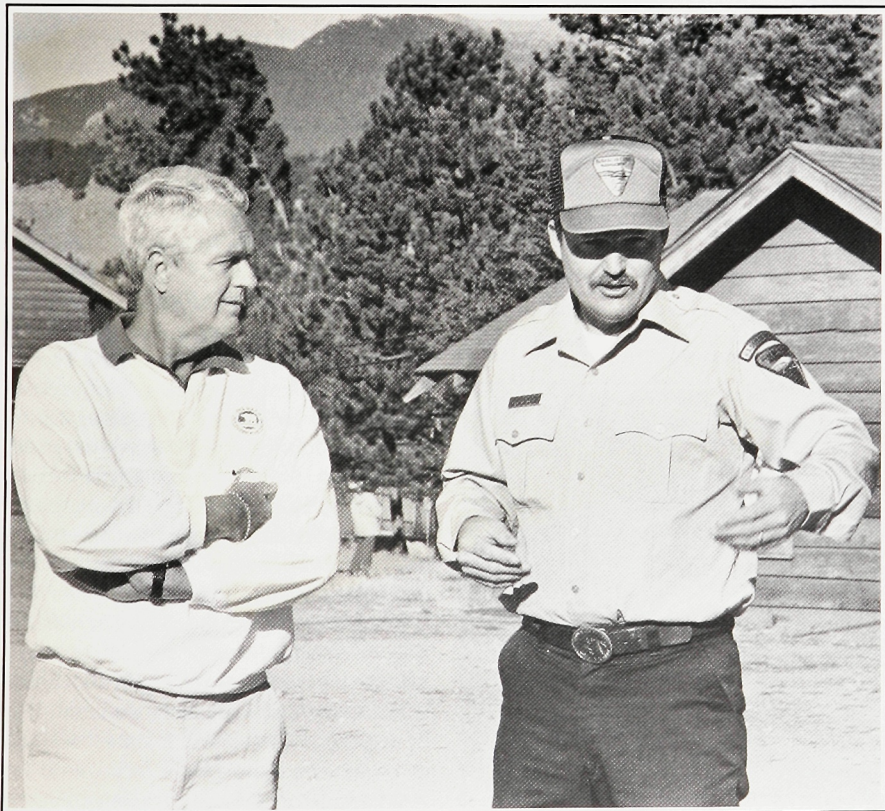
Three of the four 1988 forums took place this fall. Southern region volunteers met at Georgia's Rock Eagle 4-H Center early in October. With the theme, "4-H-Enhancing the Future," they explored personal and leadership skill development for both adult leaders and young people, as well as management techniques and programming ideas for improving the 4-H organization in their communities.

Later in the month, volunteers from the northeast region met in Washington, D.C. to consider such issues as building self-esteem, encouraging self-motivation and involving teens as volunteers, along with social issues such as teen pregnancy, substance abuse and teen suicide — fulfilling their conference theme, "4-H: Caring and Sharing." Educational tours to the many cultural facilities in the nation's capital capped their learning experience.

The north central regional leader forum, also held late in October, brought area volunteer leaders to Fargo, North Dakota, to "Discover the Spirit of 4-H." They discovered workshop sessions covering such diverse concerns as "Recipes in Wildlife Education," "Partners in Nutrition and Health Education" and "I Like Me: A Workshop on Self-Esteem."

Volunteers are selected to attend these programs on the basis of their commitment to expanding 4-H by bringing new ideas and information home. Within their local 4-H programs, they share their new skills and knowledge with other 4-H volunteers and with 4-H members.

J.C. Penney Company, Inc. provides both travel scholarships for participants in regional leader forums and funds to defray the cost of the educational programs.



With the natural beauty of Colorado as a backdrop, Bob Arganbright (left), executive director, Amoco Foundation, Inc., co-sponsor with Waste Management, Inc. of the natural resources national 4-H leader forum, discusses program plans with Bob Schneider (right), outdoor recreation specialist, Bureau of Land Management, U.S. Department of Interior. The expert resources of the forum's private sector sponsors, public agencies involved in environmental issues and specialists from the Extension system provided a comprehensive and challenging program for forum participants.



PROFILES FOR TOMORROW: Advanced Training for Teen Leaders

Outstanding 4-H teen leaders from across the nation gathered at the National 4-H Center in October to take part in the leadership training opportunities of *PROFILES FOR TOMORROW*. This forum is targeted to 4-H members serving in leadership roles through their state 4-H teen councils. It is designed also to give greater visibility to 4-H teen leadership and to provide a forum for states to exchange ideas on the role of teens. Through the sponsorship of *Monsanto Fund*, state teams of two teens and an adult

advisor receive training in such skills as goal setting, decision-making, communications, group process and team building. Monsanto Fund provides for the participation of one team from each state; additional teams participate through other arrangements.



Keynote speaker Meta Jones, youth member of the District of Columbia Statehood Coalition, addresses the opening session of *PROFILES FOR TOMORROW*, a week-long leadership program for key teen leaders sponsored by Monsanto Fund.



(Above), John Paul Murphy (foreground), assistant state 4-H leader, Utah, conducts a workshop on goal setting for delegates to *PROFILES FOR TOMORROW*. (Below), delegates attended working sessions on a variety of leadership skills.



During the four-day program, the 182 *PROFILES* participants were addressed by Representatives Charles W. Stenholm (TX) and Constance A. Morella (MD) and United Press International White House Bureau Chief Helen Thomas, as well as by one of their peers, Meta Jones, teen member of the District of Columbia Statehood Coalition. Hands-on leadership workshops focused on leadership styles, goal setting and teens reaching youth. Communications sessions addressed such areas as writing for the media and having an impact when on camera. On-site workshop visits took delegates to such Washington area landmarks as Arlington House, the home of the Lee/Custis families, Clara Barton House and the Frederick Douglass Home/Anacostia Museum. On the visits, delegates explored leadership styles of the past as exemplified by the historic residences' former occupants. They also visited the campaign headquarters of both major party presidential candidates to examine the nation's contemporary leadership.

To expand the impact of their new learning, each team developed a plan of action to bolster 4-H teen leadership in their home communities. Several teams outlined step-by-step efforts to establish state-level teen councils. The Illinois team focused on the need to add a leadership skills workshop to the program at their state 4-H conference. Florida participants planned to organize and conduct a communications workshop at their state meeting. All teams worked on programs designed to share their new skills with others.



Ralph W. Ketner Hall

Kresge Foundation Provides Challenge Grant for 4-H Center

Another major step has been taken toward the successful completion of the \$5.3 million fund raising goal for construction, endowment and improvements at the National 4-H Center.

The Kresge Foundation of Troy, Michigan, has presented a challenge grant of \$400,000 to The Campaign for 4-H to support the project.

According to Council president, Grant A Shrum, "The Kresge Foundation's support comes at a critical time. It will encourage others to contribute to completing the goal for Center improvements and help ensure the Campaign's success in meeting its major objectives."

Improvements of the Center will include the reconstruction of "A" wing of J.C. Penney Hall scheduled to begin in July of 1989. The new building — to be named Ralph W. Ketner Hall — features plans for a large assembly area, resource library, board room, administrative offices and two floors of modern guest rooms.

Of the total project and endowment costs of \$5.3 million, \$3,838,000 already has been committed by individuals, corporations, foundations and local and state 4-H organizations. The Kresge Foundation challenge grant gives impetus to raise the remaining \$1.1 million by March 1, 1989 to secure their support.

Members of the 4-H family can help meet the Kresge challenge with a gift or multiple year pledge, including a number of special donor recognition opportunities:

GIFT OF	WILL
\$ 15,000	Name one VIP suite in Ketner Hall.
\$ 5,000	Name one of 14 guest rooms in Ketner Hall or an upgraded guest room in McCormick, Firestone or Kellogg Halls.
\$ 3,000	Name a standard guest room in McCormick, Firestone or Kellogg Halls.
\$ 1,000	Secure your name on a wall plaque in a new Hall of Fame honoring 4-H and its public/private partners.
\$ 500	Endow a permanent seat in the new assembly area in Ketner Hall.

All donors of \$100 or more will be listed in a national publication honoring Center contributors.

4-H is one of 128 organizations to receive challenge grants thus far in 1988 from The Kresge Foundation — a private foundation created by the personal gifts of Sebastian S. Kresge. Since its incorporation in 1924, The Kresge Foundation has authorized more than \$700 million in grants.

Challenge grants are made to institutions operating in the areas of higher education, health and long-term care, arts and humanities, social service, science and the environment, and public affairs. They are awarded only for ongoing projects for use in building construction or renovation, major capital equipment, integrated systems costing at least \$75,000, or purchase of real estate. Grants by The Kresge Foundation are usually made on a challenge basis, requiring the raising of the remaining funds for project completion.

For more information on contributing to help meet The Kresge Foundation's challenge, write:

Campaign Office
7100 Connecticut Avenue
Chevy Chase, Maryland 20815
or call:
(301) 961-2880.

In The News

Gary Johnston, 21, a former Oregon 4-H ambassador and current engineering technology student at Oregon Tech, has been appointed to the State Board of Higher Education by Governor Neil Goldschmidt.

J.C. Penney Company, Inc., selected 4-H as the charity featured in a network television public service announcement featured during the Chicago Thanksgiving Day Parade coverage. Penney's chairman, Bill Howell, was featured in the spot.

Myron Johnsrud, administrator, Extension Service, USDA, received Epsilon Sigma Phi's Ruby Award, their top honor, at the national awards banquet in Dallas on November 13. Johnsrud serves on National 4-H Council's board of trustees.

Jay Buckley, 1987 Presidential Award and National 4-H Safety Awards Program winner, served as 1988 4-H representative to the Youth Coordinating Committee of National Safety Congress youth sessions. The 18-year-old Lyman, Wyoming, native served on the committee with representatives of other youth organizations. General Motors Foundation, Inc., sponsor of the National 4-H Safety Awards Program, underwrote the cost of Jay's participation in the event.

Volunteers Take the Lead in Metro Campaigns

"If there is one program that can renew our faith in the future of America, that program is 4-H." This statement from the co-chair of the Kansas City Metro Campaign for 4-H Committee reflects the conviction and spirit of the volunteer force that has sprung up in major cities to carry the message and hope of the 4-H program to new audiences — individuals, corporations, foundations and other organizations that may not know about the work of 4-H today. More than 125 volunteers nationwide have organized to enlist private support for 4-H at the national, state and local levels.

Kansas City exemplifies the strong sense of partnership that is being built through the Metro Campaign for 4-H effort. For the first time, representatives of national, state and local 4-H fund raising entities have formalized a cooperative plan to reach out with information on 4-H and the opportunity to give. The Kansas City corporate community is providing the leadership to mount the Campaign. Local executives of *J.C. Penney*, *Hallmark*, *Alfa-Laval Agri*,

Mobay, *Ford New Holland*, *Southwestern Bell*, *Purina Mills*, *Boatmens Bank*, *GMC Truck Division*, *International Paper*, *Garney Companies*, *John Deere* and *Farmland Industries* have identified and are contacting 90 area corporations with requests for support of 4-H.

Most committee members have not been previously involved with 4-H in a volunteer



In his role of operations chair, Jerry England, director, graphic arts color productions, *Hallmark Cards Inc.*, defined the purpose of the Kansas City Metro Campaign for 4-H, which joins the efforts of National 4-H Council, the Missouri 4-H Foundation, the Kansas 4-H Foundation and Kansas City area 4-H staff in a cooperative fund raising effort.



Kansas City Metro Campaign for 4-H co-chair Dr. Robert C. Scott, retired vice president of *Mobay Corporation's* Agricultural Chemicals Division, presides at the August Kickoff event, where 4-H Ambassador Jerry Kiefer distributed prospective donor sheets to Kansas City executives. Here Metro Committee member John A. Dillingham, senior vice president, *Garney Companies*, receives his packet.

role, although their companies have been strong 4-H supporters. Active in Kansas City civic affairs, they were identified and recruited by Board members of National 4-H Council, the Missouri 4-H Foundation, the Kansas 4-H Foundation, and Cooperative Extension staff of the Kansas City area — an approach which has been used in each city mounting a Metro Campaign for 4-H effort.

The Kansas City committee organized itself with two co-chairs: Dr. Robert Scott, recently retired divisional vice president of *Mobay Corporation*; and Dick Sneddon, agribusiness development director of *Executive Park Corporation*. Jerry England, director, graphic arts color productions, *Hallmark Cards Inc.*, accepted the role of operations chair. Frank Whitsitt, director of publications, *Farmiland Industries*, is helping to coordinate public relations support for the campaign.

The committee came together for a kickoff meeting sponsored by *J.C. Penney Company* on August 18. Doug Geck, *J.C. Penney* district manager, coordinated kickoff arrangements. The breakfast event featured two nationally recognized 4-H youth sharing the impact 4-H had in their lives. Members of the committee set a goal for Kansas City of \$1.2 million, half of which has been committed. Gifts range from major program grants to in-kind support, including a commitment by Ford New Holland to lend annually, free of charge, a tractor to each of two 4-H camps: Rock Springs Ranch, Kansas and the Earnest Shepherd Memorial Youth Center, Missouri.

Los Angeles Targets \$1 Million Goal

On the west coast, leadership from business, education and the community have banded together to identify 300 prospects to be solicited in October for a goal of \$1 million in pledges and contributions. Curt Anderson, vice president of *Sunkist Growers, Inc.*, and Lynn Dunkley, district manager of *J.C. Penney Company, Inc.*, are co-chairs of the Los Angeles Metro Campaign for 4-H, which will establish an ongoing 4-H fund raising initiative in the L.A. area. They have been joined by California 4-H Foundation board members and representatives of 4-H resource development committees in Los Angeles and Orange counties.

Although the solicitation process is just underway, benefits to 4-H are being felt in many ways. Mike Mann, Extension advisor in Orange County, stated: "The Los Angeles Metro Campaign has had a signifi-



Members of the Los Angeles 4-H Metro Campaign planning committee review materials and plans for solicitation efforts. Shown standing (left to right): Mike Rocco, executive director, California 4-H Foundation and John Marshall, district sales manager, Sunkist Growers, Inc. Seated (left to right): Metro Co-Chair Curt Anderson, vice president, Member and Public Relations Sunkist Growers, Inc.; Jerry Davidson, Manager, Grower Relations, Sunkist Growers, Inc.; Don Mac Neil, campaign coordinator, J.C. Penney Company, Inc.; and Joe Stubbs, manager, Food Service Sales, Sunkist Growers, Inc. Not pictured is Gary Deverman, director, The Campaign for 4-H, National 4-H Council.

cant effect on Orange County's 4-H resource development committee. Before meeting the national volunteers, \$100 was considered an average gift. Now that they feel part of a bigger effort, their enthusiasm and their sights are much higher." Katie Spear, county 4-H advisor in Los Angeles County, added: "It has done two very distinct things for L.A. county. First, it has stimulated us to take a more aggressive look at our county program and where it is going; and second, it has opened new doors to resources we didn't think possible."

The effort has helped motivate state and national leadership as well. "It gave us an opportunity to involve some of our state foundation board members in a much more meaningful way than we have in the past. This has moved these volunteers to a new level of commitment and a greater appreciation of 4-H," said Mike Rocco, executive director, California 4-H Foundation. And, Lynn Dunkley, J.C. Penney, expressed the perspective of a national donor representative: "I had no idea of the scope of 4-H and its impact on young people. I was aware of J.C. Penney's nationwide commitment to volunteer leadership development, but it takes on new meaning as you see 4-H volunteers applying these skills to young people in their neighborhood. We are pleased that 37 J.C. Penney stores in the L.A. area were able to promote 4-H during National 4-H Week."

J.C. Penney Defines Expanded Role

"The synergy taking place in the pilot cities is very exciting," said Bob Gill, vice chairman, *J.C. Penney Company, Inc.* and national chairman of The Campaign for 4-H. "Reports we are receiving from our people in the field are very positive and reinforce our deep commitment to what 4-H is doing to help young people today." Indeed, J.C. Penney officials have stretched well beyond the original concept of Metro Campaigns by involving store managers in contacting and soliciting prospective donors.

J.C. Penney District #8116 covers parts of New York, Connecticut, Pennsylvania and New Jersey. When contacted through the New York/New Jersey Metro Campaign for 4-H, Lanny Benson, district manager, and Kenneth W. Zaletski, district sales promotion manager, arranged for 4-H presentations at two J.C. Penney district meetings in August. J.C. Penney representatives then formed a committee of store managers with seven 4-H team captains, and requested the opportunity to meet with local 4-H staff members in order to learn more about 4-H in the communities where their stores are located. Through this team approach, J.C. Penney store managers are identifying the

best potential donors to 4-H. A similar effort was launched in conjunction with the St. Louis Metro Campaign for 4-H through the leadership of Mike Clausen, J.C. Penney district manager based in Earth City, Missouri.

The Chicago Metro Campaign has initiated public relations plans that will result in nationwide television visibility for 4-H through the efforts of Jack Riehl, area manager, J.C. Penney Company. J.C. Penney will identify 4-H in its marketing and advertising support for the new Steven Spielberg and George Lucas animated feature film: "The Land Before Time." The 4-H logo will be carried on a theme float based on the movie in the nationally televised *McDonald's Charity Christmas Parade* to be held in Chicago on November 26th. The Chairman of J.C. Penney Company, William R. Howell, has filmed a 20-second public service announcement focusing on 4-H to be included in the parade's telecast. The parade will be picked up by 92 percent of the U.S. television market and shown on various dates, giving 4-H tremendous media visibility in U.S. households.

Metro Campaign for 4-H volunteers in San Francisco and Atlanta are also taking active leadership roles in expanding private support for 4-H at all levels. They are identifying and contacting corporations, foundations, and individuals that would not otherwise be solicited through limited staff resources. The Metro Campaign for 4-H effort is tapping significant volunteer leadership resources, strengthening relationships with existing donors, and forging new levels of cooperation among 4-H volunteers, donors and staff nationwide.

Campaign Donor Roster Continues to Grow

The Campaign for 4-H is expected to meet and surpass its \$50 million goal by the beginning of National 4-H Congress, scheduled for Chicago on December 3-8. Three long-time donors have joined the \$1 million and above donor category since the last issue of *Quarterly*, including:

Amoco Foundation, Inc. (National 4-H Petroleum Power Awards Program)

Firestone Trust Fund, A Charitable Trust of The Firestone Tire & Rubber Company (National 4-H Leadership Awards Program)

Ford Motor Company Fund (National 4-H Achievement Awards Program, and 4-H International Programs)

The *Ortho Consumer Products Division of Chevron Chemical Company* extended its



Dr. Eugene "Pete" Williams (second from left), former deputy administrator, Extension Service, USDA, and Lloyd Westbrook (third from left), former Arkansas state 4-H leader, meet with National 4-H Council staff to complete the communications link between states and National 4-H Council. Williams and Westbrook have been visiting states discussing The Campaign for 4-H and how Council can help 4-H meet the challenges of the future.

Campaign support with a five year intent to continue as the donor for the National 4-H Gardening and Horticulture Awards Program. *Purina Mills, Inc.* committed to renew its support of the National 4-H Agricultural Awards Program in each of the next five years, while the *Jeep Division of Chrysler Motors Corporation* undertook a two-year commitment to the National 4-H Wildlife and Fisheries Awards Program. And, the *Kraft Foundation* provided a special grant this year to sponsor the 20th Anniversary of the Expanded Food and Nutrition Program of the Corporate Extension System.

Waste Management, Inc. leads off the list of new donors to 4-H through The Campaign for 4-H. The Oak Brook, Illinois, based company has provided a five-year grant for a National Waste Management/Recycling Education Program. Waste Management's 4-H support began with co-sponsorship of a National 4-H Volunteer Leader Forum Kickoff conducted October 12-16 in Estes Park, Colorado. More than 250 participants from 41 states and Puerto Rico attended the event.

The Kresge Foundation of Troy, Michigan, has awarded a challenge grant of \$400,000 to National 4-H Council for construction and improvement needs at the National 4-H Center. The grant is contingent upon securing an additional \$1.1 million for the project by March 1, 1989.

The *United States Information Agency* has awarded a grant to National 4-H Council

to conduct youth exchange programs between the United States, Poland, and Romania in 1988 and 1989. Young people from all three countries will have the opportunity to study agriculture, trade, and marketing in a different culture.

Yamaha Motor Corporation is providing new support to 4-H for National 4-H Engineering Events.

Nine additional state 4-H programs have indicated their intent to make five-year commitments to The Campaign for 4-H, including:

Colorado (Colorado State University Cooperative Extension Service)

Maryland (University of Maryland Cooperative Extension Service)

Massachusetts (University of Massachusetts Cooperative Extension Service)

Montana (Montana State University Cooperative Extension Service)

Nevada (University of Nevada Cooperative Extension Service)

Oregon (Oregon State University Cooperative Extension Service)

Pennsylvania (Pennsylvania State University Cooperative Extension Service)

Utah (Utah State University Cooperative Extension Service)

Wisconsin (University of Wisconsin Cooperative Extension Service)

A total of 42 states have initiated multiple-year commitments to The Campaign for 4-H.

News From the States

Eight State 4-H Programs Receive Beef Promotion Grants

Eight states nationwide have been awarded grants from the *Beef Industry Council* on behalf of the *Beef Board* to conduct beef education and promotion campaigns. Iowa, Kansas, Louisiana, Missouri, Oklahoma and a Pacific Northwest joint effort involving the Washington, Oregon and Idaho 4-H programs received grants ranging from \$2,100 to \$6,000 to support programs designed to meet the needs of their individual states or regions. The Iowa grant will be used to develop a self-contained educational display featuring 4-H beef project members and demonstrating the selection, feeding and marketing techniques they use to produce high quality, lean beef, as well as highlighting the nutritional value of beef. In Kansas, the Chase County 4-H Council will use grant funds to purchase resources and develop educational lesson materials for beef promotion workshops in local grade schools and adult community groups and to develop a series of lesson plans on beef nutrition and cookery for 4-H food project leaders. The Louisiana grant will provide training for Cowbelles Association members and county Extension agents to plan 4-H ground beef cookery contests in a health fair format and to conduct the contests in grocery stores, community centers and shopping malls.

In Missouri the grant will be used to add beef promotion material to the state 4-H curriculum and to help establish beef promotion teams to educate both consumers and producers. The Oklahoma grant will underwrite educational videos and literature and develop a training program for Extension agents and volunteer leaders. The grant for tri-state project in the Pacific Northwest will be used to establish a new 4-H food/nutrition curriculum, "Foods of the Pacific Northwest," featuring beef.

Executive Development Institute Promotes Leadership for the Future

Promising Extension professional staff members are enjoying the opportunity to strengthen their leadership skills through the *Executive Development Institute*, a series

of five one-week instructional units. Sponsored by the *Extension Service, U.S. Department of Agriculture*, the state *Cooperative Extension Services* and *National 4-H Council*, the Institute sessions began in September 1987, and will be held on a one-week-every-six-months schedule through 1989. Participants will develop such analytical and managerial skills as managing human resources; strategic planning; understanding politics; policy and Extension; and developing and managing financial resources. The final one-week session will focus on moving 4-H into the 21st century.

tion process following a near fatal automobile accident, designed and created a "therapy garden" for patients at Lexington, Kentucky's rehabilitation hospital and has started similar projects with veterans hospitals, nursing homes and senior citizen centers. He was a national 4-H gardening awards winner in 1987.

The awards were presented in a special ceremony in Washington, D.C., on October 14. They are made possible through a special endowment by Hirokichi Yoshiyama, former president and chairman of Hitachi, Ltd., who was present for the ceremony.

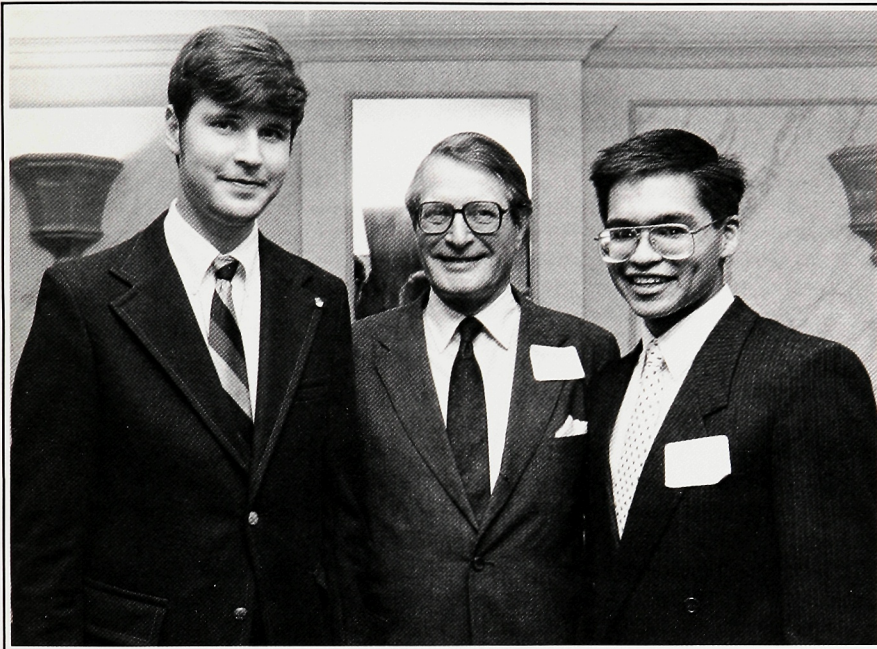
Dairy Conference Program Explores Industry's Changing Technology

The 34th annual National 4-H Dairy Conference brought delegates from 28 states and five Canadian provinces to Madison, Wisconsin, in October for a challenging four-day educational experience. The more than 200 participants explored the frontiers of dairy science technology in seminars and hands-on Skill-a-thon events and enjoyed educational field trips to organizations representing the technological leadership of the industry.

Educational tours took participants to *American Breeders Service* for an introduction to the organization's high-technology operation and to the editorial offices of the publication *Hoard's Dairyman*, where they also visited Hoard's working dairy farm. They also toured the operations of *NASCO International Inc.*, an agricultural supplier, and the experimental farms of the University of Wisconsin. A highlight of the tour schedule was a visit to the *World Dairy Expo*, held in Madison concurrently with 4-H Dairy Conference. More than 30 breed associations, organizations and corporations related to the dairy industry support the event.

Oregon Partnership Receives Federal Anti-Drug Grant

A federal ACTION grant of \$35,000 will support "Lightspeed" clubs in Oregon's elementary schools, thanks to the coopera-

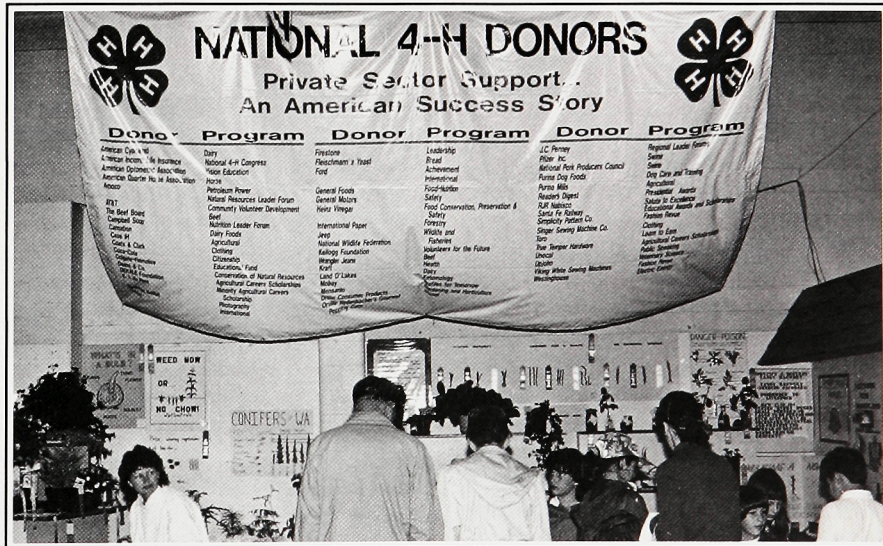


4-H'ers Delynn Jones (left) and RedElk Banks (right), recipients of The Yoshiyama Award for Exemplary Service to the Community, pose with The Honorable Elliot L. Richardson, chairman of the board of the Hitachi Foundation which presents the awards.

Two 4-H'ers Win First Yoshiyama Awards

Two outstanding 4-H'ers were among six young people chosen to receive the first Yoshiyama Awards for Exemplary Service to the Community from the *Hitachi Foundation*. The award, which will be presented annually to six to eight high school seniors, consists of a \$5,000 gift that can be used at the discretion of each recipient.

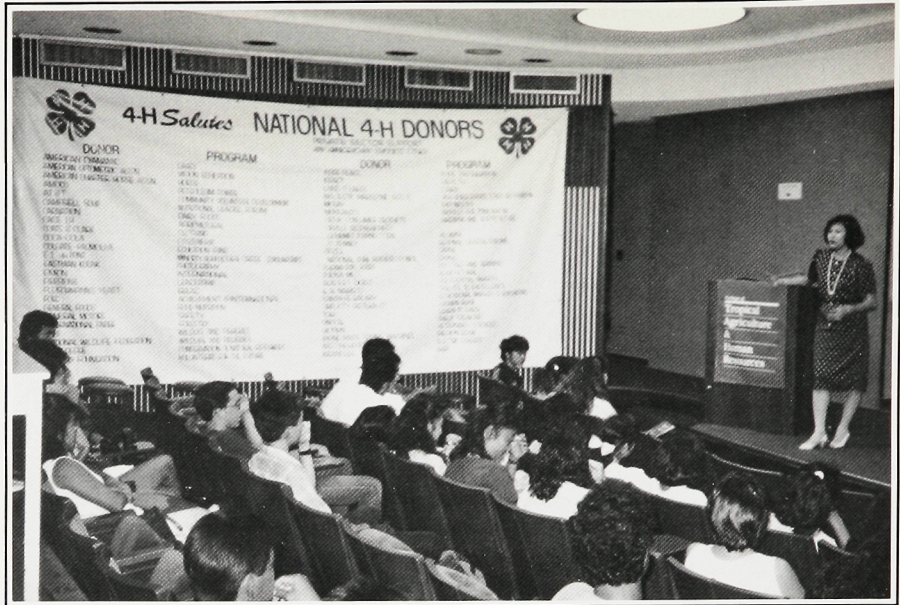
The two 4-H recipients are RedElk Banks, Minneapolis, Minnesota, and Delynn Jones, Harrodsburg, Kentucky. Banks is a teen leader directing a substance abuse program for inner-city American Indian youth through his 4-H club. He is now expanding the program to two northern Minnesota sites, one of which is an American Indian reservation. Jones, while in a long recupera-



Throughout the late summer and fall fair season, banners recognizing private sector donors to 4-H were supplied by National 4-H Council to county, district and state fair boards for display at their events. At the Washington state fair in September, the banner was suspended above a "4-H in Action" activity area which gave fairgoers an opportunity to explore the many activities youngsters get involved in as 4-H'ers. This salute to 4-H supporters was seen by more than a million Washington fairgoers.



Governor John Waihee (Hawaii), a 4-H alumnus, receives top honors as the Hawaiian 4-H 1988 "Alii" during the state 4-H teen conference.



tive efforts of a new school-community partnership in the state. The partnership, uniting the *Roseburg School District*, the *Oregon State University Extension Service* and *Umpqua Community College*, will expand the clubs, designed to strengthen the ability of pre-adolescent children to develop drug-free lifestyles, beyond their present existence, which is limited to the Roseburg school district. The name of the clubs is taken from a comment by anti-drug activist Jevon Thompson, who, during a visit to Roseburg, used the term from the film "Star Wars" to describe drug-free living as "going at lightspeed to be the best I can be."

The ACTION grant will allow newly-hired coordinator Mickie Schuyler, a volunteer 4-H leader, to involve Umpqua students having drug-free lifestyles as role models for club members and will allow field trips for club members as well as the use of consultants for the program.

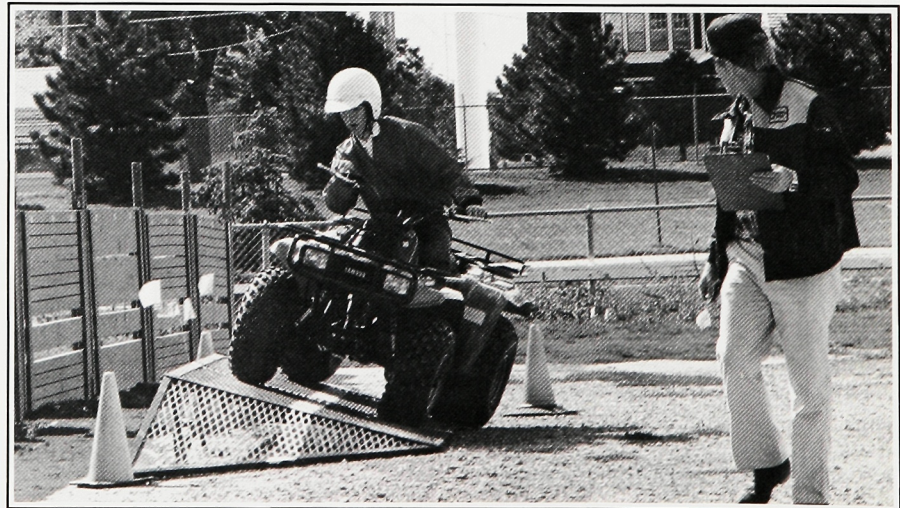
Extension agent Dennis Crawford, who played a major role in developing the grant application, said, "We're interested in forming partnerships to meet the needs of youth in the community. You'll see more of this."

Engineering Events Offer New Activities

State-level winners in the 4-H petroleum power and bicycle programs tested their knowledge and skills at the national level at the Eastern and Western National 4-H Engineering Events, held in September in Richmond, Virginia, and Omaha, Nebraska, respectively. At the Western event, held at AK-SAR-BEN, participants competed in

tractor, small engine, automotive, electric energy and bicycle contests. Computer and engineering bowl contests were added to the same program of activities at the Eastern event, held at the Virginia state fair. The events gave 4-H'ers the opportunity to earn national recognition, as well as the chance, as one contestant said, "to learn how to get along with people you don't know and have just met."

Both engineering events are sponsored by *Amoco Foundation, Inc.*, *Firestone Trust Fund* and *The Toro Company*. This year, a special all-terrain vehicle (ATV) workshop, which placed each contestant on a 4-wheel ATV for friendly competition in time-trial and safety, was held at each event. *Yamaha Motor Corporation, U.S.A.* joins the events' other sponsors as supporter of these workshops.



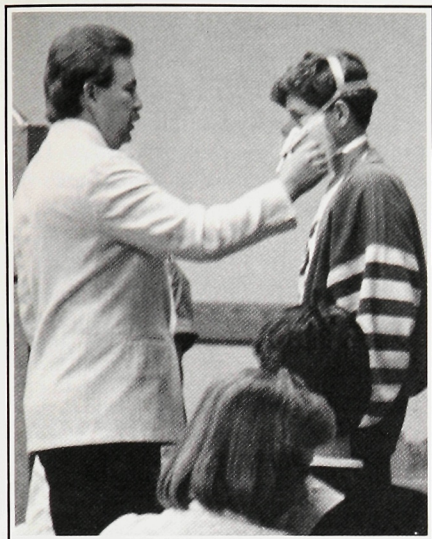
At hands-on sessions during both Eastern and Western Engineering Events, participants had the opportunity to practice skills necessary for the safe operation of all-terrain vehicles (ATVs). As the sponsor of these workshops, Yamaha, Inc. USA has joined Amoco Foundation, Inc., Firestone Trust Fund and The Toro Company in support of 4-H Engineering Events.

National Safety Congress Youth Sessions Held

4-H members and their adult advisors from 19 states and Puerto Rico made up more than half of the participants in the National Safety Congress youth sessions, held in October in Orlando, Florida. The 4-H'ers joined members of the *Girl Scouts*, *Pilot Clubs*, the *American Institute of Cooperation* and *Future Farmers of America* in intensive workshops on agricultural, vision, water and bicycle safety. Tours of the National Safety Congress Exposition, Disney's Magic Kingdom and EPCOT Center gave all participants the time to enjoy a break from the heavy schedule. Evening workshops focusing on such subjects as AIDS

and teen suicide rounded out the learning experience.

3M, now in its 10th year of support for 4-H, contributed travel grants for 4-H participants and sponsored a workshop on dust, fumes and other airborne toxins, at which participants had the opportunity to test 3M safety masks.



In a workshop session during the National Safety Congress Youth Sessions, 3M's Mike Martinez demonstrates, with the help of a 4-H member, the proper fitting and use of 3M air/breathing filters.

Participating in Youth Organizations Helps Land Jobs

The September issue of *Inc.* magazine features Mary Black of Morrison, Illinois, and her employee hiring tips:

"Looking for clues in a job applicant's past that might predict his or her future performance? Here's an unusual one.

"After hiring many of the more than 70 employees for *Super Wash Inc.*, her carwash chain in Morrison, Mary Black has found 4-H and Scouting experience to be two of the more reliable tip-offs to likely roll-up-the-sleeves workers — and ones with leadership abilities to boot.

"Scouts know how to work with a team and be independent at the same time," she says. "And 4-H members are used to keeping detailed records of their projects. My head accountant is a 4-H'er, and she's incredible." Recently, Black hired an Eagle Scout to be quality-control inspector.

"When it dawned on Black that many of her best workers had the Scouting/4-H experience in common, she began looking for it. And though she's quick to point out that hiring decisions aren't based on that resume item alone, she claims it has yet to steer her wrong."



Tennessee 4-Hers Wendy Stubblefield and Bobby Wheeler show part of the display their county's 4-Hers prepared for their fair. In efforts to stop pollution of the Pigeon River, the 4-Hers also showed fairgoers a video, "The Pigeon River Story."

CWF Participants Put Back-Home Action Plan to Work

Tennessee's 1988 delegates to *Citizenship-Washington Focus (CWF)*, the teen leadership and citizenship development program held during the summer at the National 4-H Center in Chevy Chase, Maryland, turned the challenge to initiate a back-home project into an all-out effort to save a local waterway threatened by heavy pollution.



The score of Tennessee delegates identified the pollution of the Pigeon River by waste products of a paper manufacturing operation as a community problem which has affected water quality state-wide. They developed a plan to influence industries, legislators, the Environmental Protection Agency and consumer groups through such activities as creating fair exhibits, writing letters to Congressional representatives and preparing articles on the problem for local newspapers.

The delegates saw their goals as "clean

drinking water, consumer awareness, leadership skills and a longer, healthier life for future generations."

The young Volunteer State activists say their interest in the project was sparked by what they learned when, as part of their *Citizenship-Washington Focus* experience, they attended a congressional subcommittee hearing regarding pollution in the Pigeon River.

New York Establishes Stay in School Partnership Program

The *New York City Cooperative Extension Education Center* is working with a broad range of organizations within the state to develop a home-school involvement program. The program is designed to improve the attendance, achievement, school behavior and personal attitudes of students in a junior high drop-out prevention program and to improve the school's ability to meet the needs of those students. It is being carried out with the cooperation of *Cornell University's Family Life Development Center*, *Bronx School District 10*, the *Salvadori Educational Center on the Built Environment* and the *Federal Employment Guidance Services (FEGS)*.

One important component of the program, which emphasizes parental involvement with children's education, is an after-school 4-H club program staffed by parent

volunteer leaders and focused on home repair and such projects as building home study centers for youngsters. It also includes team-building workshops for parents and teachers, cultural exchange and enrichment programs for children and parents, and a variety of other projects designed to encourage positive communications among parents and school staff members.

Kansas "Heart to heart" Delivers AIDS and Sexuality Education Through Extension Network

When the state board of education began to require every school district to offer a human sexuality curriculum, the Kansas Extension system stepped in to meet a dual need. Both curriculum materials and a method of delivering them would be needed to fulfill the board's mandate, and Extension already had an extensive network in place. Extension family life specialists developed three videotapes. The first, designed for use in schools and in family

education settings, addresses the subject of AIDS, as does a second, more technical tape appropriate for both health care professionals and parents. The third tape, for use with junior high school students, provides information on other sexually transmitted diseases.

To make these educational videos available to as large an audience as possible, Kansas Extension launched an ambitious effort to establish networks outside its own system. Those efforts created new links with a range of agencies, institutions, associations and individuals. School groups like the state associations of school principals and school boards, the state vocational association and the National Education Association in Kansas; representatives of the medical community, including the state's hospitals, public health association, pharmacists and association of local health departments; crisis centers, human services agencies and drug and alcohol counselors all joined in the educational effort. A September video conference of these and other agencies, as well as educators in six other states, both publicized the availability of the tapes and reinforced the new channels of cooperation.



Young North Dakota 4-H'ers ranging in age from 8 to 12 years old developed two 30-second television promotion announcements for use throughout the state this fall. Using the back of a railroad car, a young boy posing as a campaigning politician dramatically gives reasons why other kids should join 4-H. In response to each of his statements, there is rousing applause from the young spectators. Flanked by the U.S. and 4-H flags, a cheering crowd and lots of enthusiasm, the 4-H message is sent out loud and clear. North Dakota Extension staff assisted with the spots.

Pioneer Hi-Bred Funds Rural Pilots Targeting Youth Issues

Indiana, Kentucky, Missouri and Oregon are implementing special projects addressing critical concerns facing rural youth and their families with grants provided by *Pioneer Hi-Bred International, Inc.* The Des Moines, Iowa, company made the grants as part of *Project: Youth for America*, an initiative to support development of 4-H programs meeting today's youth issues. The goal of the "Helping Rural Youth and Families" grant program is to demonstrate effective program models and support their replication in other states.

"Project LEAD: Legal Education to Arrest Delinquency," targeting 6th graders, was developed by the Indiana 4-H program. It is taught as a nine-week unit in elementary classrooms, and depends heavily on the use of outside resource persons such as judges, police personnel, and lawyers. LEAD involves each student in 14 structured activities and field trips designed to discourage delinquent behavior. The Pioneer Hi-Bred grant will support expansion of the program to 15 counties, staff and volunteer training, and evaluation.

Oregon's pilot is an intervention and diversion program for at-risk young people in a geographically isolated farming and fishing area. Youth with evidence of personal, family, or school difficulties will be referred to 4-H by local schools and youth agencies. They will be given social, recreational, and vocational opportunities and a support system that will monitor their progress both in school and in their 4-H club work. 4-H staff will regularly visit each child and their family to evaluate the response of the child and determine any special needs. The project will cooperate with and involve other local governmental and private agencies.

Teen pregnancy, youth who drop out of high school, drunk driving, and marijuana use are some of the rural youth problems that concern Kentucky 4-H staff. With the help of a Pioneer Hi-Bred International grant, Kentucky will expand the "Being All You Can Be" 4-H project, designed to teach youth to make wise choices relating to self-responsibility, self-confidence, stress management, health, friendships and family unity. The pilot will develop video teaching tools and train teams of teens and adults to deliver the program to 4-H and other youth groups.

The Missouri "Rural Youth At Risk" pilot will organize 50 special units from rural at-risk youth populations, including youth in



Four states have each received a major grant from Pioneer Hi-Bred International, Inc. to help rural youth and families successfully confront issues of substance abuse and juvenile delinquency. State 4-H leaders pictured with Grant Shrum, president, National 4-H Council (second from left) include (left to right) Gerry Westwood, Missouri; Coleman White, Kentucky; Maury Kramer, Indiana and Duane Johnson, Oregon.



Celebrating our Successes was the theme for a special reception hosted by National 4-H Council for participants to the State 4-H Leaders workshop. Pictured with Grant Shrum, president, National 4-H Council, are the eight 4-H state leaders whose states are cooperating with National 4-H Council in a \$150,000 subcontract with United Schools of America in association with the Office For Substance Abuse Prevention to bolster existing community-based substance abuse prevention programs. Participating state 4-H leaders include (left to right) Bill Peterson, Colorado; Gerry Westwood, Missouri; Mary Lou Brewer, New York; Grant Shrum; Tom Rodgers, Georgia; Dave Pyle, Illinois; Coleman White, Kentucky; Wallace Smith, Oklahoma; Byron Schneider, Minnesota.

minority, low income, special education, and latchkey situations. The groups will be formed to provide a system to deliver already developed preventive education curriculum packages. Examples include "Flying High," Missouri's comprehensive approach to substance abuse prevention; "Project Respond - Caring Adults Helping Youth," training for adults to help youth cope with stress; and "Adventure Club," an after-school child care program emphasizing education and fun.

"Helping Rural Youth and Families" was developed to expand and demonstrate existing 4-H programs or those in the development stage. Pioneer Hi-Bred will provide additional funding to projects based on first year evaluation of effectiveness.

Nutrition Leader Forum Focuses on the Latest in Scientific Knowledge

4-H leaders will be teaching 4-H members in scores of local programs across the

nation the latest in nutrition and fitness as a result of their participation in the national 4-H leader forum focusing on the subject. The forum, supported by *Campbell Soup*



During a tour of the Campbell Soup headquarters in Camden, New Jersey, volunteer leader forum participants visited the facility's test kitchens. Members of Campbell's product development and food science staffs discussed with them the company's efforts to meet consumer demands regarding the nutritional value, convenience, quality and palatability of products.

Company and conducted at the National 4-H Center in September, brought the 100 participants together to explore the frontiers of this field, in which scientific knowledge — as well as unscientific misinformation — currently is expanding so rapidly.

During the week-long program, workshops focused on evaluating nutrition misinformation, sports nutrition, eating disorders, weight control in adolescents, use of alcohol, nutrition and fitness, careers in nutrition and other current issues.

In planning to share both their reinforced and refined skills and the new information they had acquired through the program, participants developed back-home action plans to guide their future efforts. Many focused on strengthening the nutrition-fitness link in their work with 4-H'ers. Iowa's Donna Upton, for example, planned to organize a weight control program for 4-H'ers from 9 to 12 years old. Becky Bray, also an Iowa delegate, went home determined to organize nutrition groups in limited-resource neighborhoods, working with the Expanded Food and Nutrition Education Program (EFNEP). And Mississippi's Judy Mitchell adopted the very specific goal of working with school officials to place vending machines offering fruit juice in her community's schools.

A highlight of the forum was a day-long tour of the Campbell Soup Company corporate headquarters in Camden, New Jersey. The 4-H leaders got a close-up look at food research, toured the company's pilot plant where new products are prepared for testing and discussed with Campbell staff members careers in the food industry as well as nutritional concerns of importance to the industry.

4-H Catalog Best Source of Supplies Since 1920's

The National 4-H Supply Catalog wasn't always as you see it today — a slick professional mail order publication. "The first 4-H Catalog wasn't really a catalog at all but a pocket-sized Handy Book for the Extension professional and volunteer leader," according to Norm Johnson, vice president of business services, National 4-H Council, and major developer of the catalog for 35 years.

The first Handy Book, published in 1926, was a fingertip reference that featured meeting suggestions, 4-H facts and hints, prayers and sayings to prepare the user in an instant to give an invocation, speech, tribute or add that special touch to a campfire ceremony. Scattered throughout the Handy Book were related items to purchase.

To supplement the Handy Book, Extension professionals and volunteer leaders were encouraged to remove full page advertisements from their *Club News* magazine and save them in a notebook for reference. "This became their supply catalog," explains Johnson.

Over the next two decades the meeting suggestions were gradually dropped out of the Handy Book while more 4-H products were added until it evolved into a genuine catalog.

During the early 1950's two catalogs were produced — one for Extension professionals and a separate one for volunteers, leaders and members. The professional's catalog included protected items — those needing Extension Office approval before purchase.

In the late 1950's these two catalogs were combined into one publication with a separate section for protected items. "This catalog was the forerunner of what we see today," says Johnson.

In 1986, the listing of 4-H Educational Materials appeared in the catalog for the first time. This improvement made it possible for Extension professionals, volunteer leaders and members to access all products distributed by National 4-H Supply Service in one place. And this was the first direct promotion of National 4-H Council Educational Materials to volunteer leaders and members. Until that time, Extension professionals used a separate order form to make requests.

In 1987, the catalog underwent a major

revision in style and format to better serve the Extension System. The upgrade involved the introduction of nearly 300 new or improved 4-H products and a bound-in order form with return envelope. The 1988 catalog was sent out in late August. Its cover features an original illustration of today's 4-H members in action.

According to Johnson, "The 4-H Catalog was a pioneer among non-profit organization catalogs in using the 4-color printing process." In the late 1950's the black and white catalog changed to full color on the advice of 4-H donor Sears, Roebuck and Co.

When the National 4-H Foundation and National 4-H Service Committee merged in 1977, National 4-H Supply Service relocated its headquarters to the National 4-H Center in Chevy Chase, Maryland. Because of the advantage of its central location, the National 4-H Supply Service warehouse remained in Illinois, but moved to more modern facilities in a suburb of Chicago. The order fulfillment operation at the warehouse was then linked electronically to the order entry department in Maryland.

Today's 4-H Catalog features more than 2000 items bearing the official 4-H emblem. The most popular items over the catalog's history include the classic 4-H T-shirts, 4-H jackets, medals, pins and ribbons, "Items popular 30 years ago are now back again," says Johnson. Items making a comeback include the frisbee, pocket knife and double "pull-apart" key ring.

Many new product ideas come from Extension professionals or volunteer leaders. Anyone with new product ideas should contact National 4-H Supply Service. New products are developed or selected between October and January.

While today's catalog doesn't include the same information as the Handy Book of 1926, users find it a terrific source of new ideas for awards, recognition, gifts, program promotion, event management and educational materials. To order free catalogs write National 4-H Supply Service, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815, or call (301) 961-2945.

And what does the future hold for the 4-H Catalog? National 4-H Supply Service director, Chip Zimmer, says "As we progress into the next decade, the Supply Service will continue to grow to accommodate the ever-changing needs of 4-H. For example, in the 1989-90 catalog, we will offer items from all three associations — NACAA, NAEHE and of course, NAE4-HA. Your ideas and comments are welcomed and are the driving force behind our improvements!"





Photo credit: ©1988 Robin Hood, *Christmas in America*

4-H'ers Contribute to Christmas In America

For 10 1987 state and national 4-H photography winners, Christmas has arrived early between the covers of *Collins Publishing's Christmas in America* photography book. Collins is the publisher of the popular *Day In The Life* series of photography books which picture daily life in the United States, Japan, Canada, Hawaii, Australia and the Soviet Union.

At the 1987 National 4-H Congress photography recognition event sponsored by *Eastman Kodak Company*, state and national winners were given the opportunity to shoot photographs depicting Christmas celebrations in their community, after their return home.

Collins provided each photographer with free film and processing. In addition to being published in a blockbuster photography book, the photographers chosen for publication will each receive \$300 scholarships and 5 complimentary copies of *Christmas In America*.

Mark Rykoff, managing editor, observed, "Collins has organized many projects involving kids, but never before have we called upon young adults to shoot for us. I must say that we were very pleased with the results. I was particularly impressed with the responsible way each photographer handled the assignment. Deadlines were respected and all the contest restrictions were scrupulously observed and the photographs speak for themselves."

The fruits of their labor are now gracing bookstores across the country as *Christmas In America 1987* has been released in time for Christmas 1988.

4-H Briefs

4-H'ers Win National Recognition from Retarded Citizens Group

The "Kids for Kids" 4-H Community Development Club of Shrewsbury, New Jersey, recently received a national award from the *Association for Retarded Citizens of the United States (ARC)*.

"Kids for Kids" began some five years ago, the result of the community's 4-H junior youth council's desire to foster greater understanding between 4-H'ers and their counterparts who have mental and physical disabilities. The council initiated the project as a means of bringing the two groups together. It has grown into an annual event, "You Light Up My Life," a spring formal dance entirely financed by a 24-hour dance marathon sponsored by the 4-H'ers.

Hundreds of 4-H'ers have been involved in "Kids for Kids" and they have raised more than \$100,000. The project which began as a formal dance given for mentally-retarded people has become an event for all the community's young people. They meet on the dance floor as equals benefiting from the experience of working together toward a common goal.

The 4-H'ers received the ARC's Distinguished Community Service Award in October during the ARC's national convention in Albuquerque, New Mexico. ARC is the nation's largest volunteer organization dedicated to solving problems of mental retardation. It makes the award to recognize outstanding service on behalf of people with mental retardation.

October Recognition Event Marks EFNEP 20th Anniversary

The patio of the U.S. Department of Agriculture in Washington, D.C. was the setting as Extension service personnel, public figures and program participants to be honored for their accomplishments met October 3 to mark the 20th anniversary of the *Expanded Food and Nutrition Education Program (EFNEP)*.

To celebrate the anniversary, 23 persons, selected from some 80 nominated by the states, received honors for their "outstanding life experience as a result of participation in EFNEP." Travel scholarships for honorees to attend the function, as well as support for the event and the ensuing reception, were provided through the sponsorship of *Kraft, Inc.*

Administered by the Extension Service, USDA, EFNEP is a program designed to help low-income families, especially those with young children, improve their diets through nutrition education. Over its 20-year history, the program has served some 31 million participants. Through it, paraprofessionals employed, trained and supervised by Extension home economists and assisted by volunteers enroll and teach participants in small groups or on a one-to-one basis. Studies have shown that participation in EFNEP results in long-term improvement in nutrition knowledge. Those findings were confirmed by *Washington Redskins* quarterback Doug Williams, represented at the event by members of his family. Doug's family participated in the program for several years, and he feels it was a great help to his mother in the effort



A videotaping crew has been traveling around the country in October documenting the stories of 4-H members like Ana Olivares, Tucson, Arizona (above). The three-part video project, "America's Youth: The Challenge and The Opportunity," is being funded by J.C. Penney Company, Inc. The presentation will be premiered on Tuesday, December 6 during National 4-H Congress.

to provide her large family with nutritious meals within their resources.

Those receiving honors during the anniversary celebration represent the millions of families, youth, paraprofessionals and volunteers whose lives have been influenced by the program. Youth honoree Cleo Fields, a graduate of Southern University Law School, recalls his experience in EFNEP 4-H meetings as crucial in his early formation. He credits his EFNEP and other 4-H experiences as the spark of his decision to eschew private law practice and return to his South Baton Rouge, Louisiana neighborhood to work for its betterment by running for a state senate seat — a seat which, at 25, he now holds.

Michigan's Marilyn Parmelee turned to EFNEP as a step in getting her family off the welfare rolls. With the increased self-confidence developed through her EFNEP education as well as the referrals for assistance EFNEP staff provided, she eventually enrolled in college and obtained a full-time position with the program. Her three children joined EFNEP 4-H, and her son, Steve, 14, has been selected to attend National 4-H Congress this year. Fields and Parmelee are just two of the millions who took their first steps toward more healthful and productive lives through EFNEP.

Baking Bread Can Strengthen Families

For the second year, *Fleischmann's Yeast Inc.*, National 4-H Bread Awards Program sponsor, is encouraging special activities to mark *National Family Bread Baking Month* in November. Throughout this month,



Fleischmann's has promoted the observance through advertisements in major national magazines and newspaper supplements and on television. The ad campaign emphasizes building family strength by making bread baking a family activity, as well as the nutritional value of bread and the ease and fun of making breads at home.

In cooperation with the U.S. Department of Agriculture and the Cooperative Extension system, Fleischmann's is providing packets to help county Extension agents plan special activities for *National Family Bread Baking Month* and get media exposure for their program.

Five 4-H Teens Receive Sea Breeze Awards

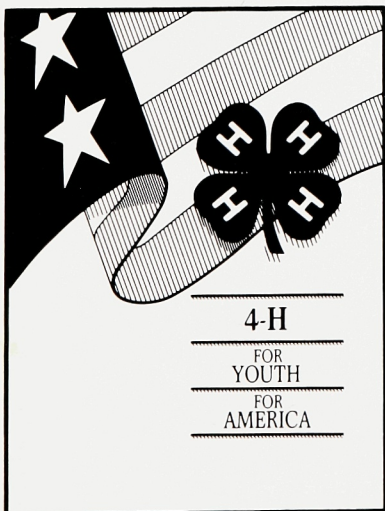
Five 4-H'ers are among a group of teens chosen as winners of the Sea Breeze Award, a national honor saluting "the spirit of young America." The awards, sponsored by *Sea Breeze*, a division of *Clairol*, recognize outstanding young Americans who have acted with courage, heroism, integrity or compassion or in a spirit of public

service to make the world a better place. Each award includes a grant of \$500.

Honored this year were Liana Bertoli, Concord, North Carolina, for her work to protect the environment and wildlife; Jay Buckley, Lyman, Wyoming, for community safety activities; Stacey Dack, Northfield, Minnesota, for starting and managing a community Sober Ride program; Lisa Christine Gorman, Chattaroy, Washington, for her nursing home pet therapy program; and Kathy Riehle, Shawnee, Kansas, for her many auto safety promotion activities. Buckley also has been recognized for his work by the *National Safety Council* and was a 1987 National 4-H Safety Awards Program winner and recipient of the Presidential Award, the highest honor in 4-H.

Alumna and National Award Program Winner Receives New Honors

Amy Adkins, 18, of Laurel, Nebraska, 1987 National 4-H Safety Awards Program winner, recently was crowned 1988 Miss Teen Nebraska during a pageant held in Lincoln. Amy received a \$750 scholarship, jewelry and other awards. Amy also recently participated in a visit to *General Motors Corporation*, sponsor of the safety awards program. She joined Texas state 4-H leader Tom Davison and members of National 4-H Council staff to discuss the program with top executives of the corporation. Among the projects which brought Amy national honors was her involvement in a variety of child-safety activities in her community.



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