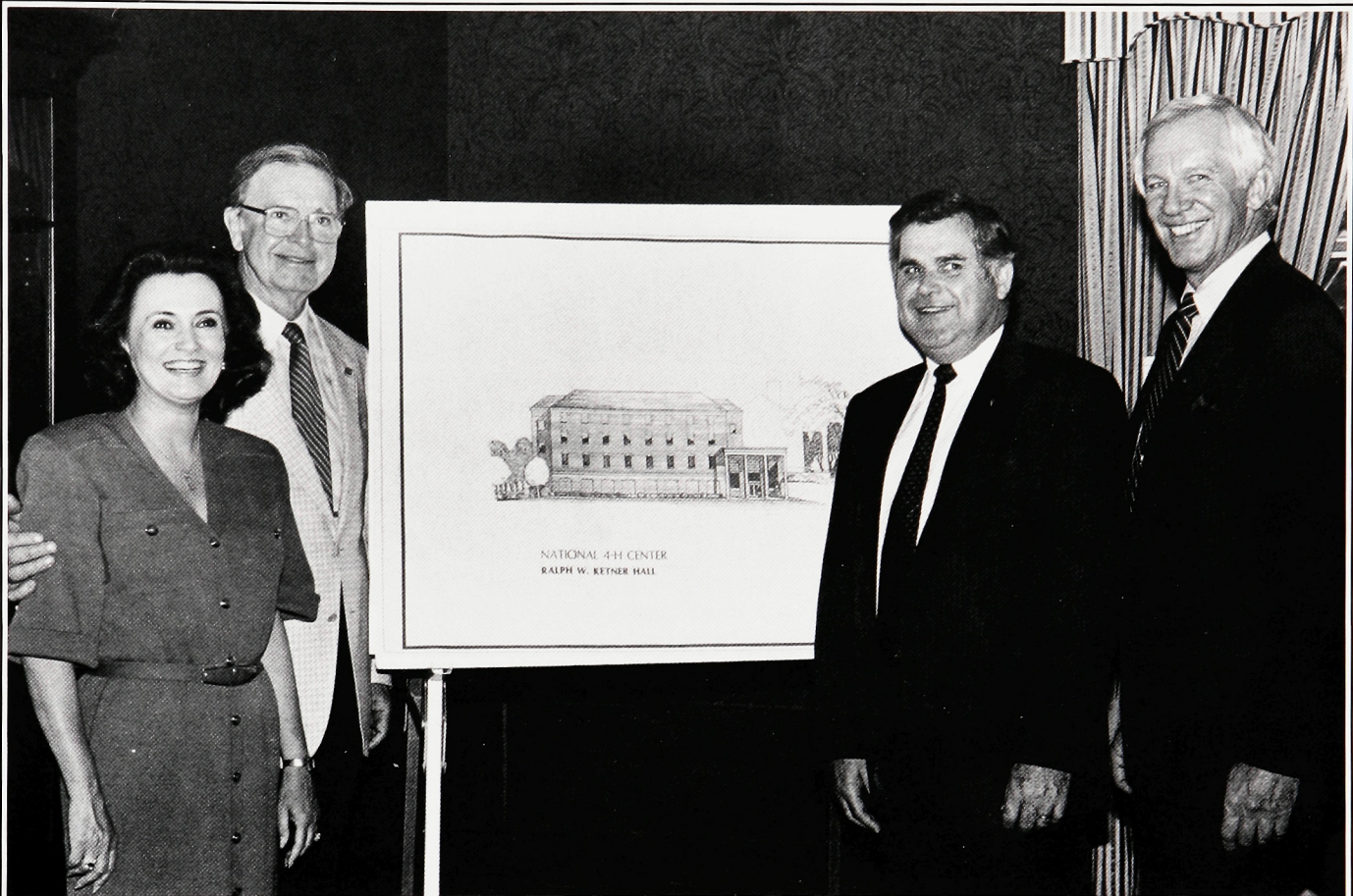


National 4-H Council Quarterly

Volume 6 Number 2

Summer 1988



Anne and Ralph Ketner of Salisbury, North Carolina; Dalton Proctor, North Carolina state, 4-H leader; and Grant Shrum, president, National 4-H Council; get a preview of plans for the new Ralph W. Ketner Hall at the National 4-H Center. The Ketners' million-dollar gift to The Campaign for 4-H will make the new facility possible.

**Amoco President
Elected Chairman
National 4-H Council**

**Campaign for 4-H
Nears \$50 Million
Goal**

**Kellogg Foundation
Board Visits
4-H Center**

**Teens Explore
"Pathways to the
Presidency"**

Board of Trustees Elects Thomas Chairman

Lawrie D. Thomas, president, Amoco Oil Company, was elected the new chairman of the Board of Trustees of National 4-H Council during the Board's annual meeting, June 16, at the National 4-H Center in Chevy Chase, Maryland.

Thomas moves up to chairman from the vice chairman position, replacing Harold A. Poling, vice chairman, Ford Motor Company, who is stepping down as chair but remaining on the Board. During the meeting the Board also elected Robert B. Gill, vice chairman, J.C. Penney Company, Inc., as a new vice chairman, replacing Thomas. Other re-elected officers were Dr. Anne H. Rideout, associate director, Cooperative Extension Service, University of Connecticut, vice chairman; Daniel J. Callahan, III, chairman and chief executive officer, American Security Bank N.A., Washington, D.C., treasurer; Edward J. Beckwith, attorney, Baker & Hostetler, secretary; and Grant A. Shrum, president and chief executive officer, National 4-H Council, assistant secretary.

New members elected to the Board were Roger C. Beach, senior vice president, Unocal Corporation; Hendrik A. Verfaillie, vice president, Commercial Development, Monsanto Agricultural Company; and John A. DiBiaggio, president, Michigan State University.

The Board re-elected to three-year terms Marcius Butterfield, state 4-H leader, University of Delaware; Dr. M. Lloyd Downen, director, Cooperative Extension



Lawrie D. Thomas, president, Amoco Oil Company (right), accepts the gavel as chairman of National 4-H Council's board of trustees from the outgoing chairman, Harold A. Poling, vice chairman, Ford Motor Company.

Service, University of Tennessee; Robert G. Laidlaw, chairman, Coats & Clark; David L. Litten, vice president, Midwestern Region, Westinghouse Electric Corporation; Philip L. Smith, chairman, General Foods Corporation; and David I. J. Wang, executive vice president, International Paper.

Other highlights of the 4-H Council Board meeting included a report on teen leadership development programs offered at the National 4-H Center and an update on "The Campaign for 4-H," a five-year, \$50 million campaign designated to broaden the base of private support of 4-H through

donations from individuals, foundations, and corporations, to support 4-H programs at all levels and to improve the National 4-H Center. Pledges announced during the meeting brought the campaign figure to the \$43 million mark. A \$1 million personal gift from Mr. and Mrs. Ralph W. Ketner of Salisbury, North Carolina, designated to name the new educational wing at the Center as Ralph W. Ketner Hall, was announced. Major pledges from Cooperative Extension in three states — Georgia, Oklahoma and Tennessee — totalling over \$1 million, were also announced during the meeting.

Quarterly

National 4-H Council

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National 4-H Council Officers:

Chairman, L. D. Thomas, President, Amoco Oil Company

Vice Chairmen, Robert B. Gill, Vice Chairman, J. C. Penney Company;

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

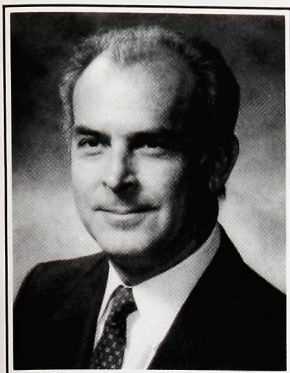
Treasurer, Daniel J. Callahan III, Chairman and Chief Executive Officer, American Security Bank

Secretary, Edward J. Beckwith, Attorney and Partner, Baker & Hostetler

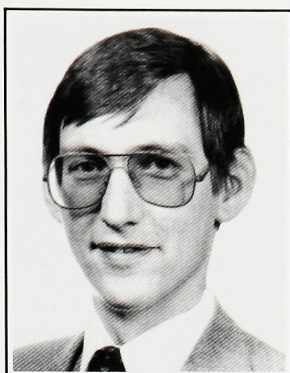
Grant A. Shrum, President and Chief Executive Officer



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 Chevy Chase, Maryland 20815
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Roger C. Beach



Hendrik A. Verfaillie



John A. DiBiaggio

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 16.

Roger C. Beach, senior vice president, **Unocal Corporation**, is a graduate of Colorado School of Mines as a petroleum refining engineer. He joined Unocal as a refining engineer trainee at the Lemont, Illinois, refinery and later became general superintendent of operations at the Beaumont, Texas, refinery. In 1975 he was Unocal's first participant in the President's Executive Interchange Program in Washington, D.C., where he worked for the

Secretary of the Navy. In 1986 Beach moved to his current position as president of The Refining & Marketing Division. In May 1987, he was elected senior vice president of Unocal and was named a director of the company earlier this year.

Hendrik A. Verfaillie, vice president, Commercial Development, **Monsanto Agricultural Company**, has degrees in engineering chemistry from the University of Louvain and in marketing management from the University of Antwerp. He joined Monsanto Agricultural Company as product supervisor for Lasso in Brussels in 1976 following six years of employment with Schering. Verfaillie moved up through various positions within Monsanto, coming to the corporate headquarters in St. Louis in 1979.

John A. DiBiaggio, president, **Michigan State University**, has degrees from Wayne State University; Eastern Michigan University; the University of Detroit School of Dentistry; and the University of Michigan. He became president of Michigan State University in 1985. Prior to that, he was president of the University of Connecticut from 1979-1985. DiBiaggio has held administrative positions at the University of Detroit, University of Kentucky, and from 1970-76 was dean, School of Dentistry, Virginia Commonwealth University. In 1986-87 DiBiaggio was chairman of the National Association of State Universities and Land-Grant Colleges. In 1983-84 he served as chairman, Commission on Governmental Relations, for the American Council on Education, and he has been involved in a number of professional activities, particularly relating to the health field.

In the News

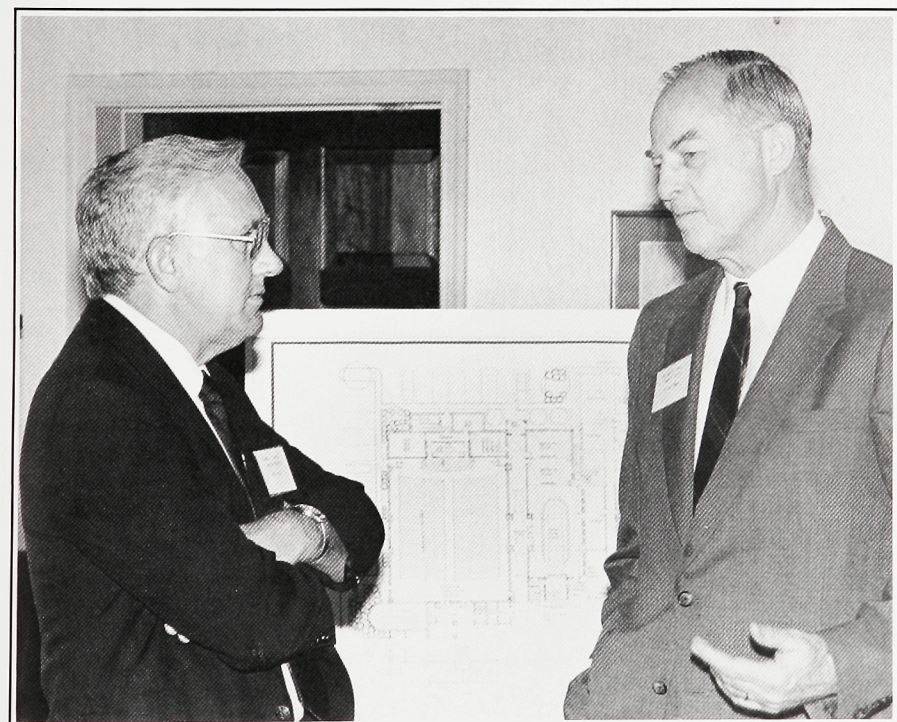
Burton W. Marston, 92, retired state 4-H leader from Wyoming, died on April 28 in Laramie. He helped pioneer 4-H's IFYE program 40 years ago and sent a Wyoming delegation in 1949, the second year of the international exchange program.

Matt Weimar, participant in the historic 1986 International Four-H Youth Exchange (IFYE) with the People's Republic of China, has returned to China as country director for the *U.S. Wheat Associates*. Weimar's appointment to the Beijing office is an outcome of his background as a wheat and cattle rancher as well as his IFYE experience.

The forward to "A Brighter Future for Rural America: Strategies for Communities and States," (*National Governors' Association*, 1988), written by **Gov. Terry Brandstad** (Iowa), a 4-H alumnus, calls for a "new federal-state-local alliance for rural America."

Robin Bird, 4-H donor representative for *Case IH*, co-sponsor of the national 4-H agricultural awards program, is serving as chairperson for the *National Agricultural Day Steering Committee*. National Agriculture Day in 1989 is March 20th.

Dr. Robert F. Chandler, Jr., winner of the 1988 World Food prize, addressed young people from around the nation during the 4-H World Focus program at the National 4-H Center this summer. The World Food Prize, sponsored by the *General Foods Fund, Inc.*, recognizes outstanding contributions to improving the quality, quantity or availability of food in the world.



Leo E. Lucas, director, Cooperative Extension Service, University of Nebraska (left) and M. Lloyd Downen, director, Cooperative Extension Service, University of Tennessee, both members of National 4-H Council's board of trustees, discuss opportunities for use of the new Ketner Hall construction at the 4-H Center.



Examining plans for the National 4-H Center's new Ralph W. Ketner Hall are: (left to right) Robert C. Lindstrom, Center manager; Anne Ketner; Ralph Ketner and Grant Shrum, president, National 4-H Council.

Ralph W. Ketner Hall Planned for National 4-H Center

The largest personal gift ever received by National 4-H Council will help build a new residential and educational conference wing at the National 4-H Center. Anne and Ralph Ketner of Salisbury, North Carolina have committed \$1 million to The Campaign for 4-H for this major construction project. Ralph Ketner founded the *Food Lion* grocery chain and currently serves as chairman. He is a board member of the North Carolina 4-H Development Fund and was honored with that state's Partner in 4-H Award in 1986.

Ralph Ketner exemplifies the character, initiative, and ideals that 4-H develops in young people. His success, from humble beginnings, has inspired thousands of young people. In sharing his story with youth audiences, Mr. Ketner says, "I learned early in life the value of some four-letter words: home work, hard work, team work, Good Lord, good luck, and good idea." Along with his brother, Brown Ketner, and Wilson L. Smith, Ralph Ketner founded Food Town Stores in 1957. The chain, now Food Lion, has more than 525 supermarkets in eight states. Its success, recently featured in *Fortune* magazine, has benefited Food Lion investors, many of

whom are neighbors of the Ketners in Rowan County, North Carolina.

Mr. and Mrs. Ketner devote their personal time and energy to many worthwhile organizations, including a home for orphans in their community. Mrs. Ketner is accomplished in her own right, with a background in fashion design.

Their gift will be used to begin construction on Ralph W. Ketner Hall which will be a red brick, four-story addition in the

Georgian style. Two floors will be devoted to lodging for guests of the National 4-H Center, one floor will provide space for program services support, and one floor will hold an assembly hall/auditorium. Ralph W. Ketner Hall will join other major facilities honoring 4-H pioneers, including J.C. Penney Hall, Kellogg Hall, Firestone Hall, McCormick Hall and Danforth Court.

Mr. and Mrs. Ketner's support was announced to National 4-H Council's Board of Trustees by Campaign Chairman Robert B. Gill, vice chairman, J.C. Penney Company. In conveying the Board's appreciation for their gift, Mr. Gill said, "We welcome your partnership with 4-H and its mission to positive development of youth. We have no greater purpose than to insure that our young will have the opportunity to develop to their fullest capacity. I know 4-H is a significant force in that development process." Grant Shrum, president, National 4-H Council, added: "Your significant gift is particularly beneficial to us at this time when the need to further expand the impact of quality educational programs in the development of our youth is very apparent."

Mr. and Mrs. Ketner and Dr. Dalton R. Proctor, North Carolina state 4-H leader, visited the National 4-H Center in June to review conceptual plans for the building, and again in July to speak at the opening assembly of the weekly *Citizenship-Washington Focus* training program for 4-H teenagers. Mr. Ketner sums up his thoughts on his life with these words: "You make a living by what you get, but you make a life by what you give."



Anne and Ralph Ketner (foreground) receive a unique "thank you" — a banner bearing the signatures of 4-H members, volunteers and staff — from *Citizenship-Washington Focus* delegates during their visit to the National 4-H Center.

W.K. Kellogg Foundation Board Visits National 4-H Council

The Board of Directors of the *W.K. Kellogg Foundation*, sponsors of the *Volunteers For the Future* program and long time National 4-H Council supporters, recently conducted a site visit to National 4-H Council.

The visitors were greeted by 4-H alumni serving as program assistants for the *Citizenship Washington Focus* program. Program assistants Margee Wolff, Pennsylvania; Tim Jensen, Iowa; and Lynnette Pair, Virginia, provided the W.K. Kellogg Foundation board of directors with a tour detailing the long relationship between Kellogg and National 4-H Council. Following a brief reception and dinner the board members were treated to a progress report on three of the five segments of *Volunteers For the Future*.

Volunteers For the Future is a 4½-year nationwide initiative to demonstrate and document how to increase the effectiveness and efficiency of volunteers working in the Cooperative Extension System. *Volunteers For the Future* incorporates five segments: 1) volunteers serving on boards, councils and committees; 2) volunteers serving in program middle management roles; 3) teens learning to function as resources and partners with adults; 4) grants for innovative program development; and 5) funds to pilot test an expanded electronic communications system within Cooperative Extension. Three Extension 4-H youth specialists and a teen volunteer shared with the W.K. Kellogg board members highlights of their states' participation in *Volunteers For the Future*.

"Over 516 teens and 136 adults have completed the *Teens Reaching Youth* program. These teens and adults have reached over 10,500 youth ages 6-12 in 65 counties. We now have a cadre of self-confident, capable and willing volunteers — both teens and adults — who will perform in middle management roles on any level in our 4-H program," said Dr. Judy Groff, Extension 4-H specialist, North Carolina State University, measuring the impact of North Carolina's *Teens Reaching Youth* (TRY) Program. North Carolina's TRY program represents an example of the teens as resources and partners with adults segment of the Kellogg grant. The TRY program involves youth on three different levels: 1) teens helping write curriculum for 4-H projects; 2) teens instructing younger youth in 4-H projects; and 3) teens recruiting and training other teen instruc-

tors. "TRY assists youth in developing self-confidence. Confidence that you can do the job, whether the job is simply a demonstration, presentation, or to lead a 4-H meeting. This confidence is with you throughout your life," added North Carolina TRY volunteer Susan Clark.

"Never in my wildest dreams did I ever believe that I would have the opportunity to thank you personally," said Susannah Denomme, former alumni director, University of Kentucky College of Agriculture and state 4-H specialist, expressing gratitude to the members of the W.K. Kellogg Foundation board of directors. "In Kentucky we knew exactly what we wanted to do in the boards, councils and committees segment of the *Volunteers For the Future* program. We have done it and we are just thrilled to have the results that we have had. We developed a three-part program including 21 video segments that serve as discussion generators, discussion leader's manual and a train the trainer component," explains Denomme.

Highlighting Kentucky's outreach effort, Denomme adds, "We recruited a volunteer trainer in each county. Over 200 volunteers were taught how to teach other volunteers to be better council members and leaders of meetings." Explaining the outreach beyond 4-H she says, "I have had several people ask if they can borrow our program for their church or other community organization. I think our Kellogg project will have a lot of benefit for many communities and organizations."

Under the auspices of the volunteers as middle managers, Wisconsin developed the *4-H Volunteer Force*. Wisconsin's 4-H Volunteer Force consists of 24 volunteer advocates whose goal is to increase staff and volunteers' awareness of the impact volunteers can have in managing the 4-H program. The volunteer advocates reached over 4,600 volunteers encouraging them to become more actively involved in managing and directing the 4-H program by accepting volunteer middle management positions.

As part of the 4-H Volunteer Force, volunteer resource centers are being established in existing Extension offices where volunteers have access to office space, computers and clerical support. In addition, volunteers are providing leadership for three new statewide programs for youth.

"Statewide new enthusiasm grew in 4-H because the W.K. Kellogg Foundation viewed our work as worthy," explained Dick Pederson, Door County, Wisconsin, Extension agent, on why W.K. Kellogg Foundation funding was important to Wisconsin's volunteer development program. "We have seen an increased commitment on behalf of paid staff to delegating, trusting, supporting and, overall, empowering volunteers in 4-H. This has had a major impact on moving 4-H forward in Wisconsin," adds Pederson.

To date, 24 states are now testing models developed by 12 pilot states.



W. K. Kellogg Foundation board of directors, staff and spouses pose in front of Kellogg Hall during a site visit to the National 4-H Center.

4-H'ers Meet with Top Corporate Executives

Executives of several major corporations supporting the 4-H program recently had the opportunity to see first hand the results of that support. They opened their doors to 4-H members visiting their corporate offices to talk about the national 4-H program and how corporations work in support of that program.

Late May found 4-H'er Erica Starr, 17, of Westminster, Maryland, in Glenview, Illinois, visiting the corporate headquarters of Kraft, Inc., long-time sponsor of the National 4-H Health Awards Program. Accompanied by North Carolina state 4-H leader Dalton Proctor and staff members of National 4-H Council, Erica shared with Margaret MacKimm, senior vice president, corporate communications, the benefits 4-H'ers, their families and their communities have enjoyed through Kraft's support of young people's health program activities.

In June, Amy Adkins, 17, of Laurel, Maryland, traveled with Texas state 4-H leader Tom Davison and Council staff to General Motors Corporation headquarters in Detroit, Michigan. The group met with



During a visit to General Motors headquarters, Tom Davison, Texas state 4-H leader (left); 4-H'er Amy Adkins of Laurel, Maryland; and John Rock, general manager, GMC Truck Division, review Council's report to donors.

John Rock, general manager, GMC Truck Division, to discuss the corporation's support for the National 4-H Safety Awards Program. Amy described for Rock, who is a member of Council's Board of Trustees, the numerous and diverse safety programs which have resulted from that support.

Three 4-H'ers met in June with executives of Reader's Digest Foundation at its headquarters in Pleasantville, New York. Scott

Whitman, 20, Laramie, Wyoming, Vanessa Hunnibell, 17, Rehoboth, Massachusetts, and Clay Cowdrey, 19, Post, Texas, discussed the foundation's support of the National 4-H Presidential Awards Program with J. Edward Hall, foundation president. Of his meeting with the trio, Hall said, "These fine young people conveying values of responsibility and commitment clearly illustrate why investing in the 4-H program is an investment in the future. They will make a difference and we are proud to support them."

Another visit gave 4-H'ers Mark Hara, 19, Farmersville, Ohio, and Wes Carney, 18, Waverly, Illinois, the opportunity to visit with some of the nation's top executives. Late in June, Mark and Council staff members met in Racine, Wisconsin, with representatives of Case IH and then visited Purina Mills, Inc. headquarters in St. Louis, Missouri. Talks focused on the corporations' support of the National 4-H Agricultural Awards Program. Wes, along with Indiana state 4-H leader Maurice Kramer and Council staff members, called on executives of Amoco Oil Company in Chicago, Illinois. Lawrie Thomas, president, Amoco Oil Company, received Wes's report on the corporation's support of the National 4-H Petroleum Power Awards Program and engineering events. Thomas noted that Amoco executives are "happy to see 4-H expanding its audience while still keeping the same close ties to the values of the traditional 4-H program."



As Council and Amoco staff look on, Bob Arganbright, executive director, Amoco Foundation, Inc. (right center) presents a check for Amoco's support of the 1988 National 4-H Petroleum Power Awards Program to Russ Weathers, vice president, program operations, National 4-H Council, during a visit to Amoco headquarters.

Campaign Express Nears Destination

Only \$3 million needed to reach \$50 million goal!

With more than \$47 million committed to The Campaign for 4-H, the "Campaign Express" is on track to its \$50 million destination. And those who are moving The Campaign for 4-H forward by "engineering" gifts of \$1 million or more are being honored with membership in the "Society of Chief Engineers." The "Campaign Express" theme, and the pewter cast models of the Hudson locomotive presented to each "Chief Engineer," were chosen to depict the spirit of this final year of The Campaign for 4-H.

Gifts from the 4-H family now total more than \$6 million. Additional support is being received in several key Campaign completion strategies which are providing new models of cooperative fund raising for 4-H.

Exciting new printed materials based on the theme "The 4-H You Know and the 4-H You Don't Know" are presenting the strengths of traditional 4-H programs as well as newer initiatives that reach urban and minority youth and address critical social issues.

States Come On Board

Over half of all states have indicated their intent to make five-year commitments to The Campaign for 4-H. \$1.5 million has been pledged to the establishment of a fund at National 4-H Council designated to benefit the 4-H program within the states. Endowment support pledged by state 4-H programs is being matched dollar-for-dollar by National 4-H Council through The Campaign for 4-H as it is raised.

States that have agreed to join The Campaign for 4-H to date include:

- Alabama (*Auburn University Cooperative Extension Service*)
- Arizona (*University of Arizona Cooperative Extension Service*)
- Arkansas (*University of Arkansas Cooperative Extension Service*)
- California (*University of California Cooperative Extension Service*)

- Connecticut (*University of Connecticut Cooperative Extension Service*)
- Delaware (*University of Delaware Cooperative Extension Service*)
- Florida (*University of Florida Cooperative Extension Service*)
- Georgia (*The University of Georgia Cooperative Extension Service*)
- Idaho (*University of Idaho Cooperative Extension Service*)
- Illinois (*University of Illinois Cooperative Extension Service*)
- Indiana (*Purdue University Cooperative Extension Service*)
- Iowa (*Iowa State University Cooperative Extension Service*)
- Kansas (*Kansas State University Cooperative Extension Service*)
- Kentucky (*University of Kentucky Cooperative Extension Service*)
- Louisiana (*Louisiana State University Cooperative Extension Service*)
- Maine (*University of Maine Cooperative Extension Service*)
- Minnesota (*University of Minnesota Cooperative Extension Service*)
- Mississippi (*Mississippi State University Cooperative Extension Service*)
- Missouri (*University of Missouri Cooperative Extension Service*)
- Nebraska (*University of Nebraska Cooperative Extension Service*)
- New Hampshire (*University of New Hampshire Cooperative Extension Service*)
- New Jersey (*Rutgers, The State University of New Jersey Cooperative Extension Service*)
- New Mexico (*New Mexico State University Cooperative Extension Service*)
- New York (*Cornell University Cooperative Extension Service*)
- North Carolina (*North Carolina State University Cooperative Extension Service*)
- Ohio (*Ohio State University Cooperative Extension Service*)
- Oklahoma (*Oklahoma State University Cooperative Extension Service*)
- Rhode Island (*University of Rhode Island Cooperative Extension Service*)
- South Carolina (*Clemson University Cooperative Extension Service*)
- Tennessee (*University of Tennessee Cooperative Extension Service*)
- Texas (*Texas A&M University Cooperative Extension Service*)
- Virginia (*Virginia Polytechnic Institute and State University Cooperative Extension Service*)
- Washington (*Washington State University Cooperative Extension Service*)



In recognition of Ohio's pledge of \$1 million to The Campaign for 4-H, Donald Schriver (left), president of the Ohio 4-H Foundation's Board of Trustees, was inducted into the "Society of Chief Engineers" by Campaign Chairman Robert B. Gill.

"Campaign Express" Rolls Forward with New and Continuing Corporate Commitments

Several corporations have joined the \$1 million and above category in The Campaign for 4-H. These include:

Deere & Company (*National 4-H Conservation of Natural Resources Awards Program*)

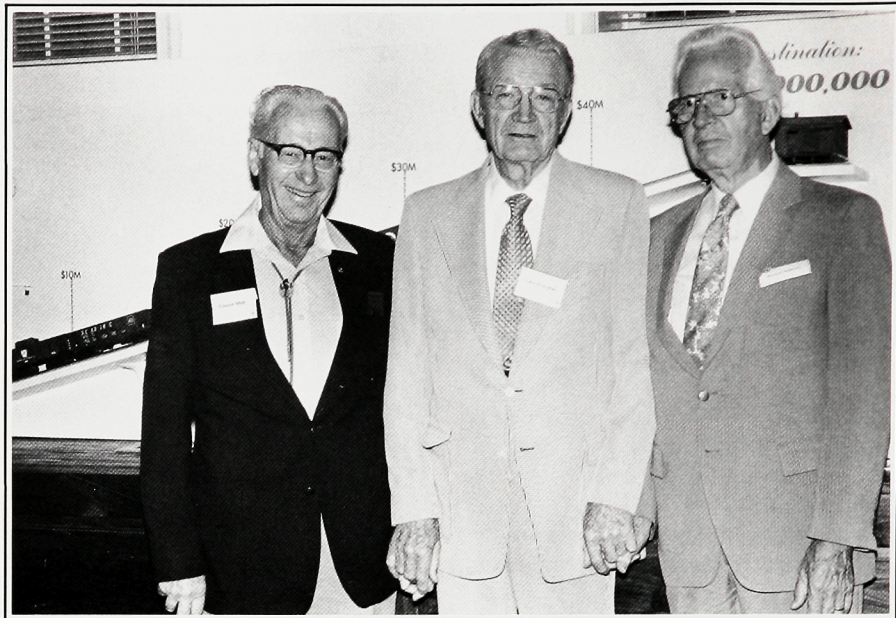
Eastman Kodak Company (*National 4-H Photography Awards Program*)

Fleischmann's Yeast Inc. (*National 4-H Bread Awards Program*)

General Motors Foundation, Inc. (*National 4-H Safety Awards Program*)

J. C. Penney Company, Inc. (*Regional Volunteer 4-H Leader Forums*)

Westinghouse Electric Corporation (*National 4-H Electric Energy Awards Programs*)



Three members of National 4-H Council's Campaign Committee, all pioneers in working with 4-H at the national level, attended the June 16 Campaign Committee meeting. Left to right: Edward W. Aiton, retired national 4-H leader, Extension Service, USDA; Luke M. Schruben, retired administrator, Extension Service, USDA; and Kenneth H. Anderson, retired associate director, National 4-H Service Committee.

The following additional donors have indicated their intent to sponsor 4-H programs in 1989 and beyond:

Coats & Clark (*National 4-H Clothing Awards Program*)

Continental Grain Company, Wayne Feed Division (*National 4-H Animal Science Scholarship*)

DEKALB Foundation (*National 4-H Agricultural Careers Scholarship Program*)

The General Foods Fund, Inc. (*National 4-H Food-Nutrition Awards Program*)

International Paper Company Foundation (*National 4-H Forestry Awards Program*)

Monsanto Fund (*National 4-H Education Fund*)

Ralston Purina Company, Purina Dog Foods Group (*National 4-H Dog Care and Training Awards Program*)

Reader's Digest Foundation (*National 4-H Presidential Awards Program*)

New Campaign contributors include: BASF Corporation, Chemical Division (*five-year commitment to the National 4-H Education Fund*); Nabisco Biscuit Company (*two-year commitment to National 4-H Consumer Education Awards Program*); Pioneer Hi-Bred International, Inc. (*Helping Rural Youth and Families State Grants*); True Temper Hardware (*National 4-H Agricultural Careers Scholarship Program*); Bob Evans Farms Inc. (*National 4-H States Grants Program for Pork Production*); Guide Dogs for The Blind, Inc. (*five-year commitment for Guide Dog Raising/Training Scholarship Program*); Sew News (*Fashion Revue Activities*); Manufacturers Hanover (*National 4-H Education Fund*).



Colby H. Chandler, chairman and chief executive officer, Eastman Kodak Company, accepts a memento of his membership in the Society of Chief Engineers on The Campaign for 4-H Express. Campaign Chairman Robert B. Gill, vice chairman, J. C. Penney Company, Inc. recognized individuals who have "engineered" gifts of \$1 million or more at the June 16 meeting of National 4-H Council's board of trustees.

Metro Campaigns Build Volunteer Base

The Metro Campaign concept is a new fund-raising strategy for 4-H, focusing national, state, and local leadership in key metropolitan areas. Start-up operations for each city are developed jointly by National 4-H Council, state 4-H offices, and local Extension staff. Volunteer leadership from all three levels are involved in planning and implementing fund-raising campaigns, targeting corporations, foundations and individuals who are not current 4-H contributors.

Fund-raising committees are formed in each city from National 4-H Council's Campaign for 4-H Committees and volunteers. Metro Campaign Committees are expanded by regional executives of companies represented on National 4-H Council's Board of Trustees.

Council Board members who have actively enlisted regional corporate personnel to assist in Metro Campaigns include Harold Poling, **Ford Motor Company**; John Rock, **General Motors Corporation**; David Wang, **International Paper Company**; Lawrie Thomas, **Amoco Oil Company**; and Robert Gill, **J. C. Penney Company**. Gill is national chairman of The Campaign for 4-H. General Foods Corporation staff are also serving as volunteers.



David L. Litten, vice president, midwestern region, Westinghouse Electric Company; Orion Samuelson, vice president, WGN Radio and Television; and Lawrie Thomas, president, Amoco Oil Company; were among 25 attending a kick-off luncheon for the Chicago Metro Campaign for 4-H hosted by Thomas on June 21. Thomas, chairman of National 4-H Council's board of trustees, is also co-chairman of the Chicago Metro Campaign with Dean L. Buntrock, chairman, Waste Management, Inc. Litten also serves as a trustee of National 4-H Council. Samuelson, a 4-H alumnus, has provided media support for the 4-H program through his syndicated radio and television programs.

Metro Campaigns have been started in Chicago, New York City, Northeastern New Jersey, Kansas City, St. Louis, Los Angeles and San Francisco. Volunteer recruitment and organizational work has begun in Dallas/Fort Worth, Minneapolis/St. Paul, Houston, San Antonio and Detroit. The goal for Metro Campaigns nationally is to

solicit 250 prospective donors in 14 metropolitan areas, with a Campaign goal of \$2.5 million in new support by January 31, 1989. The effort has produced a model of cooperation and joint fund raising that will expand giving to 4-H at the national, state, and local levels.



Pictured is the steering committee of the Kansas City 4-H Development task force, which met in June to initiate the Kansas City Metropolitan Campaign for 4-H in behalf of National 4-H Council, the Missouri 4-H Foundation, the Kansas 4-H Foundation, Kansas City 4-H volunteers, and Kansas City civic leaders. Left to right are Leon Moon, executive director, Missouri 4-H Foundation; William S. Owens, assistant branch manager, Ford New Holland; Bill Riley, executive director, Kansas 4-H Foundation; David Rathbun, Clay County program director, University Extension; John Dillingham, senior vice president, Garney Companies; Richard Dillon, Dillon Companies; Martin Mac Donald, assistant campaign director, National 4-H Council; Martha Wreath Streeter, Vista Restaurants; Doug Geck, district manager, J. C. Penney Company; Richard Sutton, general manager, Building Materials Division Businesses, International Paper; Ron Robb, president, Robb Company; Richard Hunt, technical director, Alfa-Laval Agri, Inc.; and Jerry England, director, Graphic Arts Color Productions, Hallmark Cards. Jerry England is co-chair for the Campaign with Robert C. Scott, consultant, Mobay Corporation Agricultural Chemicals Division.

CITIZENSHIP WASHINGTON FOCUS

Teens Explore "Pathways to the Presidency" in Hands-on Citizenship Program

Throughout the summer, some 4,500 young people came to Washington, D.C. to experience the exciting new educational opportunity of *Citizenship-Washington Focus* (CWF). Planned in this election year around the theme "Pathways to the Presidency," CWF is a strong, issue-oriented program developed in cooperation with Extension curriculum specialists. Its purpose is to help young people better understand governmental decision-making processes at all levels and learn to use those processes effectively at the local level.

Visits to various government agencies and private-sector organizations headquartered in the Washington area, during which delegates discussed issues critical to today's young people with officials responsible for addressing those issues, were a key component of the CWF experience. For example, at the Office of Juvenile Justice, U.S. Department of Justice, delegates and

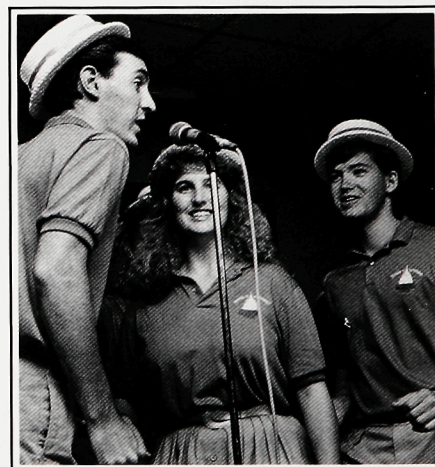


Representative Fred Grandy (R-Ia) spends a few informal minutes with CWF delegates. Grandy addressed the group during a week in which a delegation of more than 300 Iowa teens attended the program.

department officials confronted such concerns as substance abuse among youth, safety in our schools and the threat to our young people posed by youth gangs. Delegates then prepared and presented to a simulated city council proposals dealing with these problems.



Bob Bergland, executive vice president and general manager, National Rural Electric Cooperative Association, shares his views with CWF program assistants Jeff Walker, Idaho (left) and Steve Hagerty, Massachusetts (right) during a visit to the National 4-H Center where he addressed delegates.



Each Sunday evening, CWF program assistants kicked off the week's events with a rousing patriotic musical salute. Here, (left to right) Jeff Walker, Boise, Idaho; Heidi Reimche, Fresno, California and Scott Whitman, Laramie, Wyoming join voices.

But simulation — and simulated solutions — were not an end in themselves. The young people also put to practical use what they had learned. Each delegate prepared a plan of action to put new and strengthened skills to work back home to the benefit of his or her own community.

In workshops and hands-on learning experiences, participants voted in simulated national primary and general elections and studied how the judicial, executive and legislative branches of the federal govern-

ment work together. They also met with their congressional delegations on Capitol Hill. They explored the cultural heritage and history of the United States as they visited such sites as Mount Vernon, the John F. Kennedy Center for the Performing Arts, the Vietnam Veterans Memorial, Arlington National Cemetery and the Washington Cathedral.

Representatives Constance A. Morella (Md.) and Neal Smith (Iowa) served as honorary National Co-Chairs of CWF; each joined such other speakers as Representative Fred Grandy (Iowa); Assistant Secretary of Agriculture John Bode; former Maryland Senator Charles "Mac" Mathias; Karen Pittman, Assistant Director of the Children's Defense Fund; Arlen Erdahl, Associate Director of the Peace Corps; and Irving Jordan, President of Gallaudet University, in addressing a broad range of issues of concern to today's young people.

One of the largest national citizenship education programs in the country, CWF provides young people an in-depth, multi-faceted experience in citizenship and leadership development. Delegate Donna Lybecker of Ft. Collins, Colorado, focused on her new understanding of the democratic process when she commented, "This week, I learned that our represen-



Representative Constance A. Morella (R-Md) meets some CWF delegates before addressing the group. Morella, with Rep. Neal Smith (D-Ia), served as honorary national co-chair of the program.

tatives and legislators do need to have the opinions and information from all the people they represent in order to do their jobs and to really represent the people."

Deanne Pitsch, Tucson, Arizona, values her growth in leadership skills. "Everyone needs to know how government works,"

she said, "and it's important to be informed and to vote. But even more important to me was the chance to develop my leadership skills — and to use and improve the people skills we all need every day of our lives."

An enthusiastic group of college-age 4-H alumni were instrumental in the success of the CWF program. These program assistants conducted citizenship workshops as well as the more than 100 educational agency visits which form so vital a part of the CWF experience.



Each year, outstanding 4-H alumni spend the summer on the staff of National 4-H Council serving as program assistants for the Citizenship-Washington Focus program. These program assistants facilitate the program, conduct guided field trips and give emphasis to study of contemporary issues. They are supported through fellowships from the private sector. This year fellowships have been provided by: U.S. Department of Justice; National Safety Council; Reader's Digest Foundation; The Auxiliary to the American Optometric Association; Colgate-Palmolive Company "Youth for America" Program; Sterling Drug Inc.; Farmland Industries, Inc.; Bethesda-Chevy Chase Rotary Club; Norman C. Mindrum Educational Fund; The Jostens Foundation, Inc.; Iowa 4-H Foundation; Georgia 4-H Foundation; Illinois State 4-H Foundation and National 4-H Council Education Fund.



A flag-lowering ceremony formally closed each day of the CWF program.



Carolina Mederos, deputy assistant secretary for safety, Department of Transportation, and Constance Cullman, CWF program assistant, visited the display of Cullman's sponsor, the National Safety Council, before Mederos addressed delegates.

4-H Briefs

4-H'ers Take "Youth for America" Honors

Four 4-H groups have been singled out for national honors in the 15th annual *Colgate's Youth for America* campaign, which recognizes outstanding community service projects conducted by young Americans. Whitebead 4-H Club of Pauls Valley, Oklahoma, received a first-place award of \$1,000 for its contributions to a campaign to wipe out child abuse. Taking second place and a \$500 prize was the Hughesville, Missouri, 4-H Club for their well-filling program. Elk Horn, Iowa's Rorbeck Ramblers 4-H Club and the Ranch Kids 4-H Club of Clearmont, Wyoming, each received third-place honors and \$300 prizes for an elderly assistance program and one on drug awareness.

The Whitebead Club had been collecting aluminum cans as part of an environmental awareness campaign. When they realized they could turn trash to cash, they began a year-long recycling project, with proceeds benefiting the Council of Child Abuse Prevention. The club enlisted the support of the business community and civic clubs. Members appealed to the public

on local television and radio. They capped the project by arranging for the student body of the Whitebead school to participate in a "can stomp" jamboree, which won them TV coverage. The Whitebead 4-H'ers have decided to make the program an on-going project and their school now maintains a collection bin year-round.

When an incident involving an uncapped abandoned well resulted in tragedy,

Hughesville 4-H'ers mobilized. They started with a door-to-door survey which turned up ten abandoned wells. They sponsored a fund-raising dinner to cover the cost of well-filling supplies and enlisted the help of the county commission in the form of the use of a truck and driver. Along with other volunteers in the community, the 4-H'ers hauled more than 100 tons of limestone from two local quarries to fill the wells.

The Rorbeck Ramblers undertook a year-round program of activities and volunteer work for residents of the community's retirement and nursing home. They planned, hosted — and enjoyed — a series of picnics, parties, parades and socials. Focusing on young people, the Ranch Kids 4-H'ers created a drug and alcohol awareness week, recording public service announcements for local radio stations and appearing on radio talk shows. They conducted anti-drug poster contests for several age levels and wound up the week's activities with a town assembly focusing on drug awareness.

Colgate-Palmolive Company established the Youth for America campaign in 1972 to encourage community responsibility in today's young people.

International Home Economists Focus On Family

According to Nancy Leidenfrost, National Program Leader - EFNEP, some 35 home economists from 15 countries learned how the United States meets the needs



International home economists from Ghana and West Germany share views on family health during a meeting at the National 4-H Center.



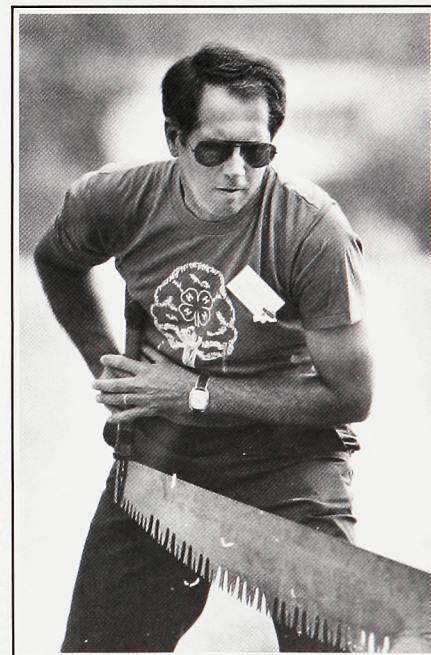
Cricket Stephens of Hernando, Mississippi gets some hands-on experience in forestry skills during the invitational event, held at Jackson's Mill State 4-H Camp, Weston, West Virginia.

Representatives from the Irish Department of Agriculture and Irish ag research institutions conducted discussions and provided management courses on farm operations and agribusiness. Training in leadership and personal development provided by staff of Macra na Feirme rounded out the seminar.

Ninth Forestry Invitational Hosts Competitors

Teams of 4-H foresters convened at Jackson's Mill State 4-H Camp in Weston, West Virginia, in July for the ninth annual National 4-H Forestry Invitational.

Sponsored by *International Paper Company Foundation*, the event tests forestry knowledge and skills as four-member teams from each participating state compete in six contests: tree identification, forest evaluation, tree measurements, compass traverse, forestry bowl and inspection and disease identification. The Invitational provides participants an extensive educational experience in forestry. Through hands-on field events, they gain experience in applying practical forestry skills in forest management and in the wise use of forest products. Exploration of the need for conservation practices helps develop an appreciation for the importance of conserving our woodland resources. Character development and the fostering of leadership talents are an important aspect of supplemental activities rounding out the event.



Rick Smith, vice president, Lumber and Timber Division, International Paper, takes his turn at the cross-cut saw during the ninth annual National 4-H Forestry Invitational.

of families through public and private sector support at their recent meeting at the National 4-H Center.

The 6-day conference, "*The Washington Connection*," followed the International Home Economist World Congress in Minneapolis.

The international home economists represented countries from every continent except Australia including Ghana, Kenya, Malaysia and Korea.

Their educational program featured presentations at National Institutes of Health, Academy of Science, Health and Human Services, and Extension Service/U.S. Department of Agriculture and a tour of the Ag Library and Experimental Farm.

Outstanding speakers addressed the group, including Loret Ruppe, Peace Corps Director. Ruppe stressed the global importance of home economists and alerted the group to a serious shortage of home economists working in developing countries.

Exchangees Visit Michigan in IFYE Program with Ireland

A group of 10 young agriculturalists from the Republic of Ireland spent the month of July living with families in rural Michigan as participants in the International Four-H Youth Exchange (IFYE) Ambassador program. Ten American 4-H members traveled

to Ireland to experience comparable home stays in the Irish countryside.

IFYE Ambassador exchange programs seek to strengthen cross-cultural understanding and international development through the study and exchange of both people and technical information. To further these purposes, both groups participated in an orientation program focused on the cultural, economic, political and agricultural issues of each nation. The ten Irish exchangees, all members of Macra na Feirme, Ireland's sister organization to 4-H, then departed for a variety of destinations across Michigan, as their American counterparts also departed for their own adventure in international living.

"On a personal note, I've seen more agriculture in America than I ever thought possible, including both the research station at Michigan State, Beltsville (the Agricultural Research Center at Beltsville, Maryland), and the week in Washington with agriculture specialists," said exchangee Matt O'Keefe, a dairy and cereal crop farmer from Clifden, County Kilkenny.

"And the on-farm experience, of course, has been first class," he added. "They scattered us all across the state on different kinds of farms. That's given us a good overall perspective of farming in this country. It's been a fantastic experience."

The learning experience didn't end when these young people returned to Ireland. There, the two groups were reunited in the city of Limerick for a two-day seminar.

4-H'ers Represent Youth on AIC Board

Two 4-H members, Patti Ann Roudabush, Mt. Solon, Virginia, and William Maurice Leaman, Jr., Germantown, Maryland, have been selected as 1988-89 Youth Associate Trustees for the *American Institute of Cooperation*.

Not only will Roudabush and Leaman represent youth on the AIC board of trustees, but they will also serve as youth spokesmen for cooperatives at a variety of meetings throughout the country in the coming year.

Roudabush is a sophomore at Virginia Polytechnic Institute and State University majoring in agricultural economics. She is a Virginia 4-H All-Star and in 1987 was a delegate to National 4-H Congress where she won a \$1,000 scholarship from *American Cyanamid Company* and *Land O'Lakes, Inc.* as a national 4-H dairy winner.

Leaman is attending Montgomery Community College in Montgomery County, Maryland. He has recently been nominated as a Maryland 4-H All Star.

Twenty Million High School Graduates Face Harsh Job Realities

Today's teenagers are doing their best to complete high school, and are less prone to drug use, crime, and teen pregnancies than previous generations, according to a report from the *W.T. Grant Commission on Youth and America's Future*. But the economic tide is flowing against the 20 million 16- to 24-year-olds who are not likely to pursue college education. "High-school graduates are finding themselves in the same jobs as high-school dropouts," said Commission Chair Harold Howe, II. "We're becoming a nation which in the future will be divided along lines, not of race, but education."

Rather than urging college on a larger segment of the population, the report calls for an effort to forge links between high schools, businesses, and government to ease the school-to-work transition. Business is called on to give young people out of high school the opportunity to show they can do responsible and challenging work. The report also recommends greater flexibility in high school teaching methods, allowing dropouts to come back even if they are over 18 years old, training and career guidance for young people who are out of school and out of work, and additional

federal support for proven job training and adult-education programs.

Copies of the report, *"The Forgotten Half: Non-College Youth in America"*, are available without charge from Youth and America's Future, Suite 301, 1001 Connecticut Avenue, N.W., Washington, DC 20036-5541.

4-H Supports AMA Congress on Adolescent Health

National 4-H Council, as a member of the *National Forum on Adolescent Health* which is comprised of organizations concerned with adolescent health issues, supported the first National Congress on Adolescent Health hosted by the *American Medical Association* in Chicago this spring.

A major feature of the Congress was the showcasing of community programs that

address one or more problems in adolescent health. 4-H was represented on the program attended by several hundred participants from across the country. A majority of the 40 programs showcased during the Congress related heavily to issues programming built on community support and family oriented. The need for a strong research-based program and for evaluation in relationship to the goals or objectives was also stressed. Throughout the Congress the participants were urged to build strong coalitions and partnerships to address youth issues and to share curriculum materials and training expertise. The AMA and national forum members will assist in the networking aspects of sharing the results of the programs highlighted during the Congress as well as the more than 250 papers submitted for conference consideration.



Sixty-five years of 4-H scholarship support from the Chicago and North Western Transportation Company was recognized recently in a donor plaque accepted by Fred Bloedorn, manager, Corporate Communications. Donna Asbury, assistant campaign director, National 4-H Council, made the presentation at the company's Chicago offices, where the plaque will be displayed. Chicago and North Western became a 4-H sponsor in 1923, and has continued its national 4-H support each year since then.



Late summer means the fair season is at its height, and the hosts of fairgoers attending state and county fairs across the nation often include the prominent. Here, Maryland Governor William Donald Schaefer gets a close look at a "ducky" 4-H project during a visit to the Maryland state fair at Timonium September 1. (photo: the Washington Post)

News From the States

New Curriculum Addresses Substance Abuse In Kansas

A new curriculum developed by Kansas Extension takes a local-level approach to substance abuse prevention. Designed to serve 7- to 9-year-olds and to make use of older 4-H'ers in presenting the material, the curriculum is a series of ten complete, one-hour local club meetings. It covers recreation as well as program features and is to be used as the club's entire meeting, with the exception of business items.

"This is a prevention program, not a remedial one," says Kansas 4-H and youth specialist Dale Apel, one of the curriculum's developers. "It is designed to build positive self-concept and positive interpersonal relations skills, including the ability to resist peer pressure. It emphasizes the development of decision-making skills, specifically as those skills relate to substance abuse. The older 4-H'ers who are involved in presenting the curriculum materials also serve as positive role models."

The curriculum will be piloted this fall in about 25 clubs in the state. Both pre- and post-tests will be conducted. The tests will be standardized with tests being used in some public schools in the state which have similar prevention programs.

New York Teens Learn and Share Natural Resources Skills

Teens in New York state had an opportunity earlier this summer to enjoy a two-fold learning experience. They participated in the state's Natural Resources Youth Action Program, designed both to educate them in natural resources and environmental issues and to provide them with the skills they need to communicate that knowledge to others.

The intensive four-day experience allowed participants to explore in depth a major course as well as develop insight into a broad range of issues within natural resources. This year, the program offered a special focus on sportfishing and aquatic resources.

One highlight of the 1987 program was a videotape project. County teams of at least two teens agreed to work together after their return home to produce a videotape segment based on a natural resources issue.

These segments were compiled by staff at Cornell University and distributed to counties throughout the state. To help the teen participants meet this obligation successfully, the program included instruction in such video skills as producing a storyboard. For back-home planning and taping, each teen team worked with a volunteer advisor. Advisors, with the assistance of the local county Extension agent, helped the video crews gather resources and maintain schedules for their taping.

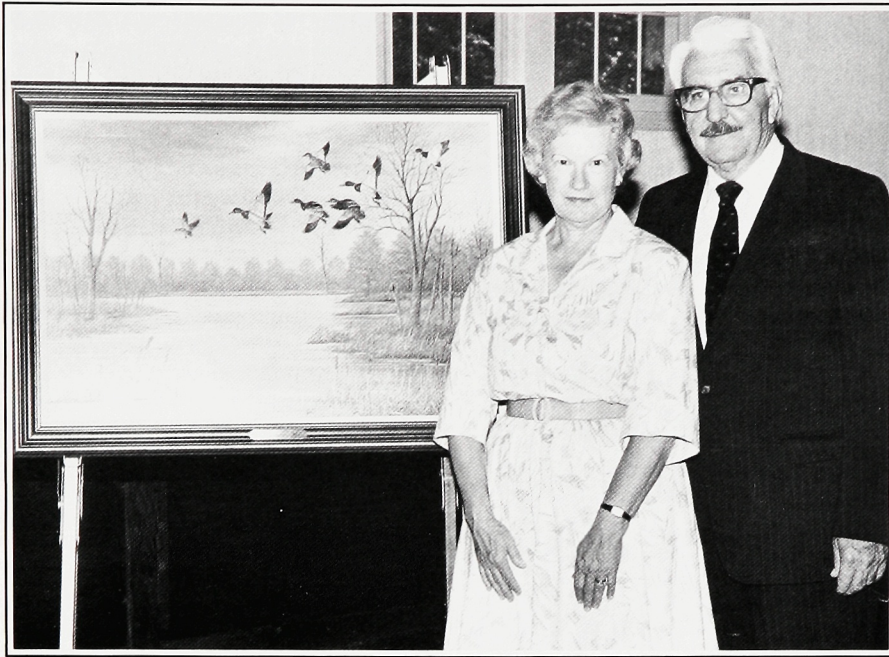
The communication segment of the 1988 program focused on teaching techniques and methods of generating publicity for a program. Choosing one of the two communication courses, participants learned how to publicize their county 4-H natural resources programs or how to plan and teach a natural resources project for younger 4-H'ers.

"Life Skills" Important in Animal Science Projects, Oregon Study Says

Learning such "life skills" as the ability to accept responsibility and the improvement of communications skills is as important to 4-H animal science project members as learning to mix feed rations or keep cost records. That's one thought-provoking finding of a survey conducted recently by Oregon Extension among a cross-section of the state's animal science 4-H'ers. The survey included 4-H'ers with beef, sheep and swine projects, and in junior, intermediate and senior age groups as well, who are currently using the state's animal sciences curriculum materials. The 4-H'ers were asked to rate both the quantity of learning and its importance, and were polled on both project-related skills and on the following "life skills": accepting responsibility; getting along with others; making decisions; communicating effectively; and developing leadership.

What did these 4-H'ers think they had learned about life skills? Members reported learning the most about accepting responsibility, with nearly 75 percent characterizing their learning level as "a lot" and fewer than five percent saying they had learned "little" or "nothing". Next in rank came the ability to get along with others; 66 percent reported learning "a lot" in this area. Decision making followed close behind, with 60 percent reporting "a lot" of learning. Scores were lowest for communicating effectively and leading or influencing a group, with fewer than half saying they had learned "a lot" in either category.

Differences in age groups were significant



Well-known wildlife artist Leland D. Schraperkotter and his wife Margaret donated this original painting depicting waterfowl in flight to the National 4-H Center. The Missouri artist's work will hang in the Missouri Room, a meeting and reception room used by many groups during their stay at the Center.

in all areas except accepting responsibility, where high ratings were recorded by all three groups. In ranking their learning in getting along with others and making decisions, intermediate and senior responses were identical, and juniors reported lower levels of learning. The greatest differences among age groups occurred in communicating effectively and developing leadership. Ratings in both areas increased consistently with age, indicating that growth in these areas comes with long-term participation in the program.

Survey analysts have drawn three major conclusions from the study: these members

report substantial learning in both animal science and life skills; members place as high value on learning life skills as they do on learning skills related directly to animal science; and members generally continue to learn as they progress through the project. These 4-H members are clearly saying that, along with their project skills, they're also learning a lot about life — and how to get the most out of it and to give the most to it.

Among the recommendations arising from analysis of the survey are: offering more challenges to senior 4-H'ers, including providing leadership opportunities in plan-

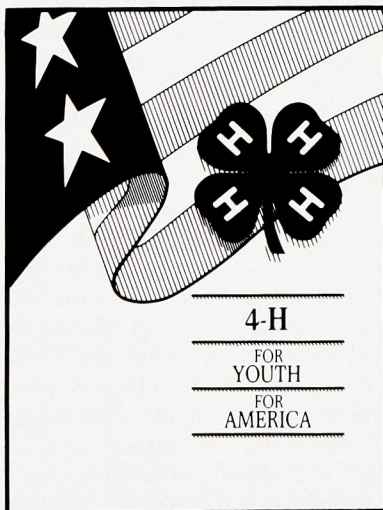
ning, organizing and conducting programs; and studying individual segments of the animal science program to determine any need for changes.

Handicap Camp a New Jersey Networking Success

In Mercer County, New Jersey, five different organizations, which in other circumstances might be competitors, cooperate for the benefit of children — very special children, all retarded and most with some physical handicap as well. These five organizations each contribute unique capabilities to conduct a six-day camp program for the youngsters.

The Mercer County 4-H agent serves as program director, and 4-H teens, along with Red Cross youth program participants, serve as companions to individual campers. The American Red Cross, Trenton Area Chapter, supplies the waterfront supervision and the nursing staff. Trenton State College provides the campsite and staffs the kitchen. And the camp project is funded by Kiwanas Clubs Region 4 and Delaware Valley United Way.

Camp counselors, teachers, nurses, and teen companions all are volunteers. Their aim is to give the children as normal a camping experience as possible, and the week's program is a round of the usual camp activities. As they achieve that goal, they achieve others as well — parents of special children get some much-needed "time off;" teen companions grow in compassion and ability to accept differences among people; and the special campers have lots of fun as they learn new skills.



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