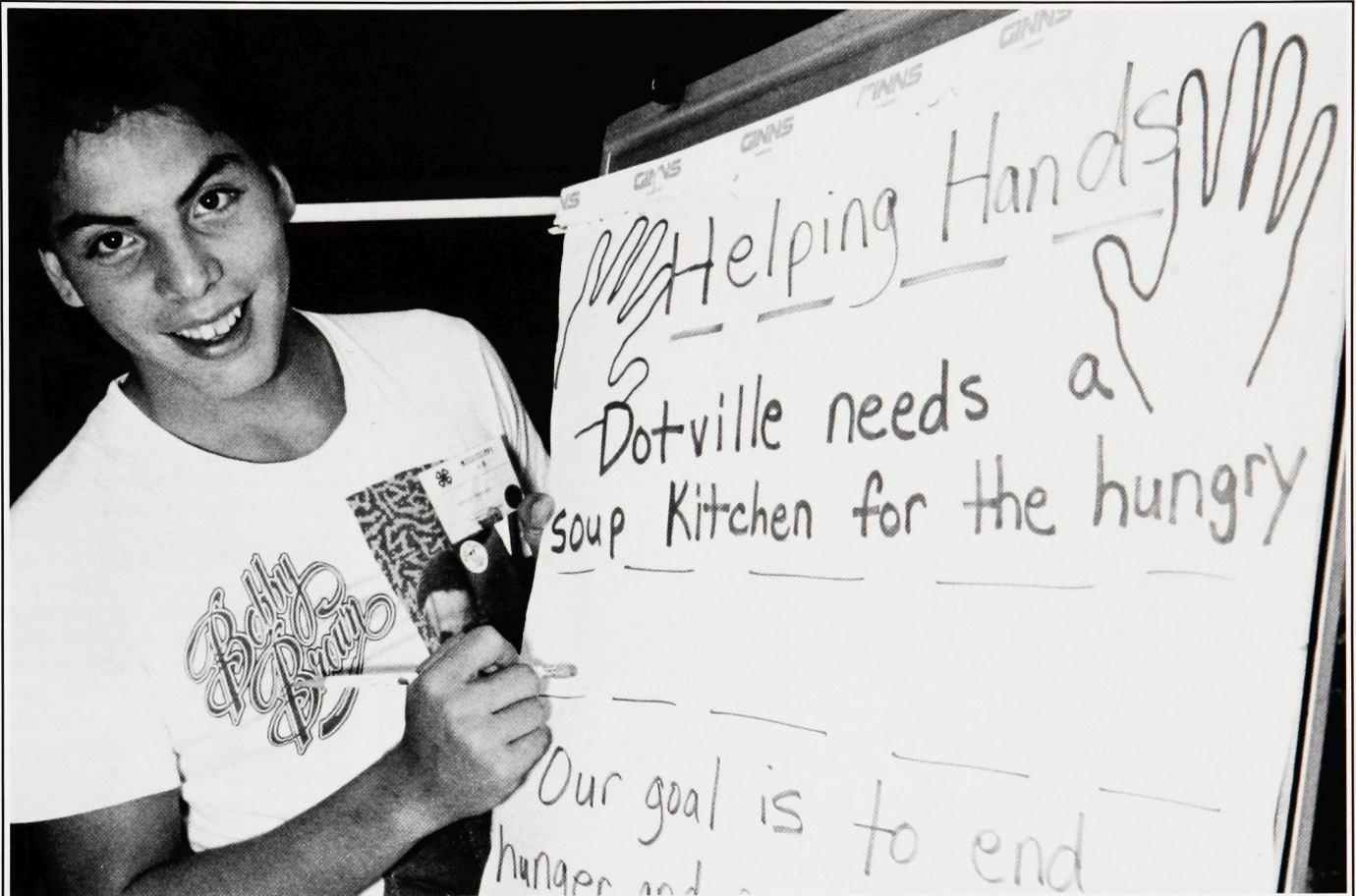


National 4-H Council Quarterly

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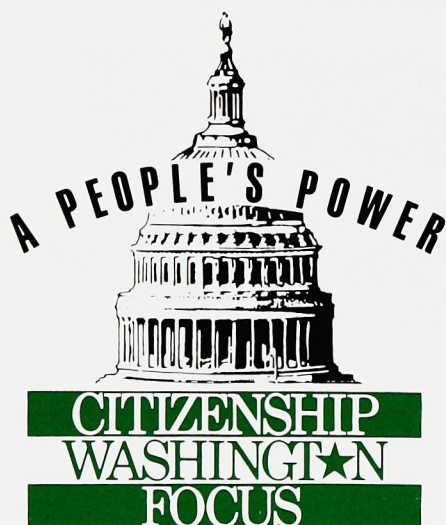
Each summer, Citizenship Washington Focus brings teen 4-H'ers to the nation's capital for a week of hands-on learning in citizenship and leadership skills. Here, Mississippi 4-H'er Sheldon Peoples prepares a proposal for "Dotville," a mock city council hearing.

**Citizenship
Washington Focus:
30 Years of Service**

**Volunteer
Empowerment
Program
Demonstrates
Successful Models**

**GMC Executive
Gives Insight on
Youth in America**

**New Program
Addresses Natural
Resources Issues**



Citizenship Washington Focus: 30 Years of Service to Youth

This past summer, Steven Price, formerly a District of Columbia 4-H member and now working for the Associated Press in that city, made a very special visit to a very special place. Price went back to the National 4-H Center, where as a teenager he had attended the 4-H citizenship education program, to speak to delegates to the 1989 Citizenship Washington Focus (CWF) program.

Why, after many years, was Price drawn back into involvement with CWF?

"I don't know where I would be without 4-H," Price says. "I was one of those urban

'kids at risk' we talk so much about. I didn't have anything constructive to do with my spare time and I might have gotten into a lot of trouble. My counselor at school suggested I join 4-H. I eventually attended the citizenship program at the Center and it made a permanent difference in my life. I wanted to give something back to the program.

"It was through 4-H also that I got a job copy running for the Georgetown University basketball program," Steven adds. "That was my first job in the news business."

The program Price credits so highly as a turning point in his life continues to serve

today's young people. Hands-on citizenship and leadership education in the nation's capital marked its 30th anniversary with the 1989 Citizenship Washington Focus program. Since the first group of 4-H'ers, from Buchanan County, Iowa, arrived in July 1959 for what was then known as Citizenship Short Course, CWF has served more than 150,000 young people from every state, the District of Columbia, and Puerto Rico. They have learned the meaning of citizenship through first-hand study of the federal government, group discussions of issues important to youth, meeting with legislators and government officials, visiting historical sites, sharing



Citizenship Washington Focus (CWF) Fellows, a group of college-age 4-H alumni sponsored by private sector donors, are a driving force behind the CWF program, leading workshops, conducting field trips and agency visits and providing leadership role models for delegates. The 1989 CWF Fellows and their sponsoring organizations are: (front row, left to right) William Leaman, Jr., Maryland, National Safety Council; M. Elizabeth Graw, California, Bethesda-Chevy Chase (Maryland) Rotary Club; Carol A. Ott, Maryland, Ruritan National; Terri-Lynn Wolf, New York, Lutheran Brotherhood; Debra J. Houghtaling, Iowa, Bethesda-Chevy Chase (Maryland) Rotary Club. (Middle row, left to right) David E. Rohlffing, Nebraska, Colgate's Youth for America Program; Marianne W. Malcharek, Illinois, The Auxiliary to the American Optometric Association; Jerry D. Kiefer, Oklahoma, Reader's Digest Foundation; Scott D. Pruitt, Indiana, Farnland Industries, Inc.; Vicki L. Hopper, Tennessee, Tennessee Agricultural Extension Service; Blaine J. Huppert, Wisconsin, Ocean Spray Cranberries, Inc. (Back row, left to right) Timothy J. Taney, Utah, Friends of National 4-H Council; Mark G. Kemmerer, California, The Coca-Cola Company; and Kenneth A. Weinstein, Oregon, Norman C. Mindrum Education Fund.

National 4-H Council Quarterly

Quarterly Staff

Larry L. Krug, Executive Editor
Contributing Writers
Andrew Buhler
Suzanne M. Carney
Andrea Kreischer
Denise Miller
Mary Stewart
Warren Pray, Production Coordinator

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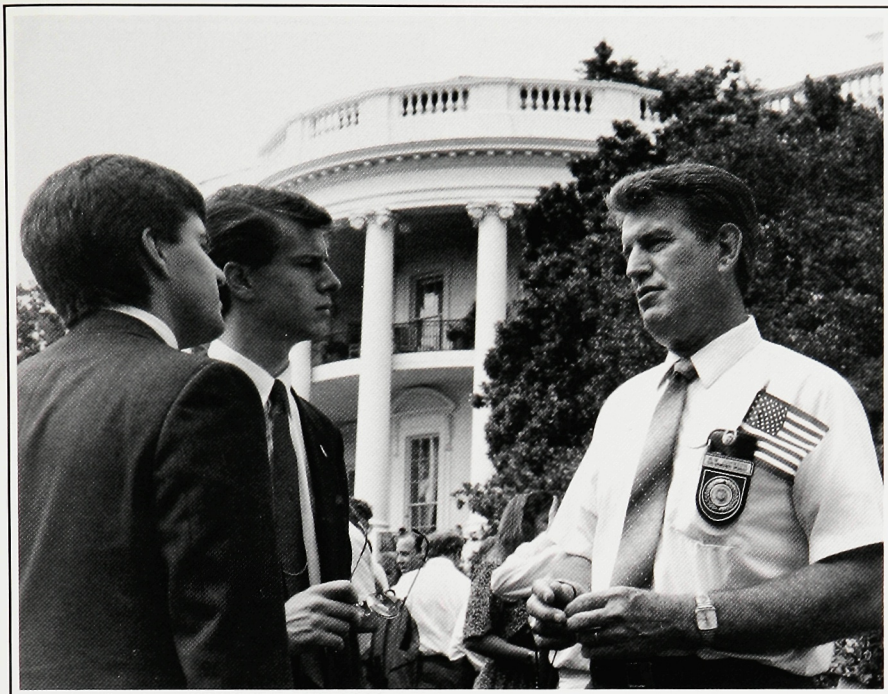
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7100 Connecticut Avenue
Chevy Chase, Maryland 20815
(301) 961-2800



(Left to right) On the grounds of the White House, Citizenship Washington Focus (CWF) fellows Jerry Kiefer (Oklahoma) and Mark Kemmerer (California) chat with W.W. Johnson, advance specialist for Ruritan National, a CWF fellow sponsor. The three accompanied delegates to the citizenship education program had received a special invitation to visit the White House and welcome President Bush home from his July trip to Eastern Europe and the European summit.

ideas and planning back-home citizenship action programs.

For all those 30 years, the backbone of the program has been the opportunity to explore and discuss current issues vital to young people and their responsibilities as citizens. In 1959, for example, delegates confronted the challenges of the Atomic Age. In 1976, they addressed environmental concerns, the wise use of energy resources, the free enterprise system, international interdependence and community development. In 1984, they considered issues in agriculture and the food supply, conservation and economics. Delegates to the 1988 program identified serious issues facing youth and examined their causes and solutions, as well as focusing on the political process as they explored the election-year theme "Pathways to the Presidency." The 1989 program pursued the study of the democratic process through the theme "A People's Power."

From its earliest days, representatives of the White House, the Congress, government agencies and private organizations in the Washington area have lent their personal support to the program. Delegates have had the opportunity to meet with presidents, as well as to make visits to their own Senators and Representatives on Capitol Hill. In recent years, members of Congress, including Reps. Connie Morella (Md.), Neal Smith (Iowa), H. Martin Lancaster (N.C.) and Jim Kolbe (Ariz.), have

served as honorary chairmen of the program.

Over the years, delegates have been challenged to become "action citizens." Each week, delegates develop plans for programs they will initiate in their communities, counties or states when they return home. Pennsylvania delegates to the 1970 program, for example, wrote essays and news reports for their local newspaper to promote Citizenship Week, provided election-day babysitting services to voters, and got some hands-on experience in community service by erecting direction signs to all schools, churches, post offices and public buildings in their county. Another 1970 delegate, Sandi Zigan of Eureka, California, conducted citizenship workshops for other 4-H'ers and at leader forums in her county. "I have a better understanding of my country, my friends and myself," she wrote of the experience. "I see people as individuals and I have learned to look at things with a mature attitude."

In 1986, Mississippi delegate Robin Turner recognized the same need to share new learning with others. "Our responsibilities do not end when we leave," she said. "We should continue on as we share with others the inspiration we have received this week."

Another mid-80s delegate remembers Citizenship Washington Focus as the inspiration for her ambitious projects. "After seeing the real importance of citizenship

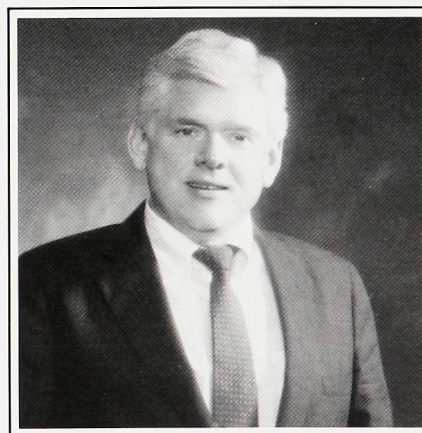
while attending CWF," wrote Heather Easterday of Kansas in her 4-H record book, "I decided that it was time I helped make some changes. I volunteered to serve as my club's citizenship project leader. This past year I have served as the county citizenship leader, also."

Heather went on to be chosen a 1988 National 4-H Citizenship Awards Program winner and to receive the Presidential Award, the highest honor a 4-H'er can attain.

Today, the need for citizenship education is as great — even greater — than it was when a request from Iowa Extension led to the development of the first course at the National 4-H Center 30 years ago. And today's well-rounded program — CWF for older teens, the American Heritage Program designed to serve younger 4-H'ers, and World Focus, applying citizenship studies to international issues — stands ready, strengthened and expanded, to meet that greater need.

Resource Development Committee Member Honored

Charles A. Hayes, chairman and chief executive officer of *Guilford Mills, Inc.*, a member of the National 4-H Council Resource Development Committee, was recently honored by North Carolina with their prestigious 4-H alumni award. His company, Guilford Mills, was also honored for their contributions to the North Carolina 4-H program.



Charles A. Hayes is providing outstanding professional and personal support to 4-H. Guilford Mills sponsored the Southern Regional Textile Symposium this year, and plans to secure funds for the 1990 symposium. Also, Hayes has transferred 1,000 shares of personal stock in Guilford Mills to National 4-H Council to serve as his generous personal commitment to 4-H at the national level.

New Donor Support

The *French Foundation for Alzheimer Research* recently signed a 3-year agreement with National 4-H Council to support the National 4-H Health Awards Program. Youth participating in 4-H health programs learn individual health improvement, work on community health awareness, and explore career opportunities in the health field. There is a growing need for youth to better understand the aging process as our elder population steadily increases, and to encourage more youth to pursue meaningful careers in health care.

The French Foundation is dedicated to the study and research of Alzheimer's Disease. It encourages youth to become involved in health research, especially in gerontology.

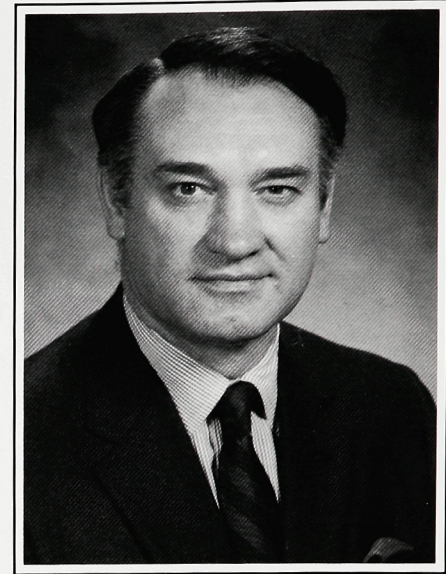
Lutheran Brotherhood joined 4-H as a new donor to the 1989 Citizenship Washington Focus (CWF) Program. Lutheran Brotherhood's generous support provided, in part, CWF Fellow training to Terri-Lynn Wolf of Waterloo, New York, one of 14 4-H alumni giving leadership to teen citizenship programs at the National 4-H Center. Through CWF, youth are challenged to achieve greater levels of personal development and assume greater civic responsibility.

IMC Pitman-Moore has agreed to sponsor exclusively the 1990 National 4-H Veterinary Science Awards Program. This special partnership brings together the world's largest youth organization and the world's largest animal health company in an area of mutual high priority.

Animal health is a key concern of 4-H members: each year nearly 88,000 young people engage in specific veterinary science projects that teach them to understand and care for both large and small animals. IMC Pitman-Moore's sponsorship of the National 4-H Veterinary Science Awards Program will encourage youngsters to excel in their veterinary science projects by providing awards at the local, state, regional and national levels.

Metropolitan Life Foundation has contributed support towards 4-H participation in the National Safety Congress Youth Sessions. 4-H members and leaders comprise over 50 percent of the session participants and benefit from the opportunity to share safety concerns and ideas with youth and adults from other youth organizations. Metropolitan Life's contribution includes support of educational scholarships and program administration for the National Safety Congress Youth Sessions held in conjunction with the National Safety Congress and Exposition, October 28-31, 1989.

JOHN ROCK: An Outlook on Youth and Corporate America



General manager of the *GMC Truck Division*, John Rock is a prominent advocate of 4-H and currently serves as Chairman of the National 4-H Council's Resource Development Committee. Rock gives some insight into individual and corporate relations and responsibilities to youth and the 4-H organization.

Q Leading up to your current post as Chairman of National 4-H Council's Resource Development Committee, what were your previous affiliations and commitments to 4-H? To other non-profit organizations?

A "General Motors has long been a 4-H sponsor, but wanted to play a more active role. Last December Grant Shrum asked that I consider the fund-raising post. I have been an active fund raiser for St. Joseph's Hospital in Pontiac, Michigan; the Flint Institute of Music; United Way; Camp Fire; and Ducks Unlimited.

"I was not a 4-H member as a youth, but was familiar with 4-H programs, having grown up in a farming community in South Dakota."

Q What is your insight on the future of 4-H?

A "The country continues to urbanize, which seems to bring with it the pressures on the family unit as well as the educational system. The 4-H program supplements and strengthens many of the values lost in today's society by poor education and broken homes. The challenge today is to accelerate the urbanization of 4-H.

"The future success of 4-H lies in the inner cities in my opinion; the route to success will be dependent on leadership and money to accelerate the process."

Q Do you have any specific plans and aspirations for the Resource Development Committee?

A "The committee has had a very successful past. We must take what has been developed and build on it. There are many success stories in our past campaigns; what must be done is follow-up and make more large donor development calls."

Q What do you believe are the greatest challenges facing today's youth, locally and around the world? What can/should be done?

A "Drugs and a changing family environment: one-income homes, 'latchkey' children, day care centers, etc. The family unit in America is looked at as an 'economic unit' rather than an educational and cultural unit. Television has become more a shaper of our youth rather than church and school. The values must be restored at all levels — home, church, school and government. 4-H can help in many of the practical and fundamental issues."

Q In your personal opinion, what do you believe is corporate America's responsibility to today's youth?

A "I believe that corporations more than ever before will have to become 'partners' in youth and education programs. The private sector, in the final analysis, is where the leadership and resources are domiciled. However, it becomes more challenging every year to free them up and channel them correctly, on a sustaining basis. Corporations must believe that supporting programs like 4-H is just as essential as research and development or continuing education."

Soup's On!!

Mmmm, Mmmm, good.

That's what the 74 participants at the 11th annual National 4-H Nutrition Volunteer Forum thought about their visit to the headquarters of *Campbell Soup Company* in Camden, New Jersey.

The red carpet was rolled out when volunteer leader participants from 29 states received an "insider's view" of the Campbell Soup Company. They toured the facilities, sampled new food creations from Campbell's test kitchens, discussed careers in the food industry with company officials, took part in a nutrition update and were guests at a luncheon in their honor.

Zoe Coulson, vice president of consumer affairs, personally welcomed each 4-H guest to Campbell Soup.

"As a former 4-H member in Indiana, I understand the important work you do with 4-H members back in your states," she said. "Campbell's is proud to support you in your volunteer efforts."

A favorite part of the tour for many participants was the creative food center and the photo kitchens. In the center, work is primarily focused on recipe development. According to Diane Hottaway, senior prod-

uct specialist, it takes one to two years to develop a new product.

"We prepare the recipes in a typical kitchen using appliances similar to those most consumers have in their homes," Hottaway said.

"In a separate kitchen we can also prepare and test large quantities of food in industrial ovens for colleges, universities and health care organizations."

In the photo kitchens, photographer Bill Houssell demonstrated how the company photographs its products for packaging and display purposes.

The volunteer leaders also had the opportunity to meet Chef Werner Schilling, the creator of Prego spaghetti sauce. They observed him and his team hard at work on a new creation that will soon be test marketed in certain areas of the country.

Charlie McCartan, manager for recruitment and staffing, talked to the group about careers in the food industry and stressed the critical role volunteers play in helping today's youth choose a career that truly fits their individual uniqueness.

Dr. Carole Dichter, program manager of nutrition science, gave a nutrition update and explained Campbell's leadership in identifying nutritional information on most of its product labels.

At the end of the day, the 4-H participants met briefly with the president of Campbell Soup Company, Gordon McGovern.

McGovern said, "I appreciate the opportunity to meet with this outstanding group. I commend all the work you do as 4-H volunteers and the number of youth you reach."

In the News

Minnesota 4-H Youth Development has received a grant from the state legislature for a program to promote bicycle commuting. The 1-year program will expand the existing *University of Minnesota Bicycle Promotion Program* to reach business commuters in addition to its present university audience.

Colorado Senator **Tim Wirth** visited the High Country Cactus Kickers 4-H Club in Craig, Colorado, in June to celebrate with them their selection for a national *Take Pride in America* award. The 4-Hers were honored for their "Save Our Sandrocks" project, in which they worked to save the eroded and vandalized Native American rock art etched on sandrocks in their community.

Mr. & Mrs. John Dempsey — he is President of *Ruritan National*, sponsor of a Citizenship Washington Focus fellowship — visited the National 4-H Center and spent a day participating in the citizenship education program. They were hosted by Ruritan's 1989 fellow, **Carol Ott** of Ohio.

Delegates to *Citizenship Washington Focus*, as well as a group of International Four-H Youth Exchange (IFYE) participants, were on hand at the White House when **President Bush** announced his new *Youth Entering Service* (YES) program. The president challenged the young people to get more involved in community service and to become a part of the solution to the world's substance abuse problem.

In Illinois, one volunteer leader with a mission is making the promise of the *Salute to Excellence* program a reality. **Dorothy Stickman**, the state's 1988-89 delegate, has reached more than a thousand volunteers through training workshops and the lessons and resources she developed. Her project, "4-H Meetings Explode with Creativity," focuses on involving both young people and parents more closely in their own club meetings.

Richard Sauer, president, *National 4-H Council*, has been nominated to receive the FFA's Honorary American FFA Degree, the highest degree presented by the FFA.

Illinois promotes 4-H on the road. The *Illinois 4-H Foundation* is selling limited edition 4-H license plates commemorating National 4-H Week, October 1-7.



Ketner Hall Construction Begins at National 4-H Center

A ground-breaking celebration in July marked the beginning of construction of Ralph W. Ketner Hall at the National 4-H Center. The commitment of \$1 million to The Campaign for 4-H made by Anne and Ralph Ketner of Salisbury, North Carolina, will help build the new four-story educational wing. Ketner, the founder of the Food Lion grocery chain, has long been a strong supporter of 4-H. Pictured above (l to r), Norman E. Johnson, Vice President, Business Services, National 4-H Council, joined the Ketners, Dr. V. Milton Boyce, Interim Deputy Administrator, 4-H Youth, Extension Service, USDA, and Dalton R. Proctor, Assistant Director and State Leader, 4-H, North Carolina Cooperative Extension Service for the symbolic first turning of the soil at the construction site.



Volunteers For The Future: A Powerful Force

The United States is about to enter the second decade of the volunteer. Throughout the Reagan years, volunteerism was stressed as a way for Americans to meet social needs and priorities in concert with private and public sector funding. That theme is being stressed just as profoundly by the Bush administration. And, as a result of a grant from the *W.K. Kellogg Foundation*, 4-H finds itself at the forefront of helping to empower the volunteer industry.

The nationwide **Volunteers For The Future** program was funded by the Kellogg Foundation in 1984. The program was divided into three major areas for demonstrating and documenting how volunteers do function and might function more effectively: volunteers serving on committees, boards and councils; volunteers as middle managers; and youth as volunteer resources. Twelve states were selected to pilot programs in these three areas. When results were in, 24 more states were selected to replicate and expand those pilot programs to gather further data on impact and expanded program outreach in a variety of settings.

Boards, Councils and Committees



Volunteers For The Future (VFF) promotes the concept that salaried staff and volunteer staff should share the essential leadership and management functions of the organization. Alaska, Kentucky, Indiana and West Virginia piloted projects which were later replicated in Iowa, Maine, Oregon, South Carolina, Texas, Utah and Washington. The projects focused on developing educational training materials and programs for professional staff and key volunteers to use in training others in how to be effective within the structure of various boards, councils and committees. Emphasis is placed on identifying and developing personal leadership skills and the arts of leadership through persuasion, compromise and keeping a clear grasp of organizational goals as they relate to functions of the boards, councils and/or committees as a whole and individually.

Middle Managers



Montana, Virginia, Wisconsin and a consortium of the six New England states piloted VFF projects in this area. One of the most important discoveries these states made is the way a fully functioning middle management system alters the role of the county Extension agent: agents spend less and less time in activity management and more time in designing and facilitating a complex program for all youth, and training for middle management volunteers as the roles of volunteer middle managers increase. Indiana, Nebraska, Illinois, Missouri, Mississippi, Idaho, Georgia and New York replicated the pilot projects and enhanced the educational training materials developed during the pilot phase.

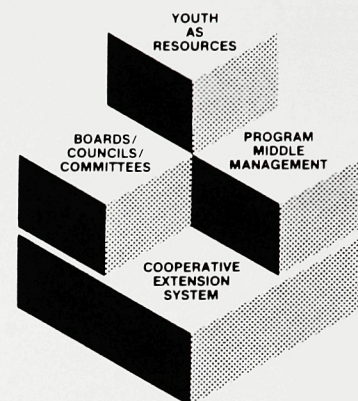
Youth Volunteers as Resources



Adults tend to see young people in volunteer roles as "go-fers" — go for more Coke, go for more materials for the club project, etc. VFF approached this area by stating that young people are substantial resources now. It's proven that youth listen best to other youth; that they react to other youth as positive role models; that often youth are best at teaching other youth. Pilots in Colorado, New York, North Carolina and Nebraska were replicated in Wisconsin, Michigan, Alaska, Delaware, Kentucky, Montana and Oregon. The materials developed stress to adults the importance and potential positive impact of accepting youth volunteers as resources. The training materials and the training programs all proved to be valuable, easily adaptable approaches.

Certainly, volunteers fill more roles than in just these three areas. However, VFF focused on these areas because they are key to developing, delivering and supporting programs now and in the century to come. VFF sought transferability, a generic process which any state or organization might adapt for its own programs.

The \$2.7 million grant from the W.K. Kellogg Foundation was very much grassroots money. The 12 pilot states received an average of \$80,000 each for their projects, accounting for nearly \$1 million of the total. Replicating states received grants totaling nearly \$300,000. That money is obviously what got the programs off the ground. But, as is so often the case in the land-grant university system, the money leveraged other funds and staff time. Involved universities generated equal or greater amounts



of money as well as staff involvement to help the projects come to fruition.

An important aspect of the project was, of course, marketing VFF as a volunteer system. This was approached in three ways. Three major conferences — one for each of the general subject areas — were held at the conclusion of the pilot programs, to report on the results of those programs. Every state and U.S. territory attended at least one of the conferences. A major purpose was to market interest in the replication grants as well as inform the Extension System of the work accomplished.

Secondly, a national meeting was held in Albuquerque, New Mexico, last May to bring state VFF teams together for in-depth training in each of the tracks. Each state, U.S. territory and the District of Columbia received a travel incentive grant to ensure that *teams* were able to participate, thereby giving each state an overall view of the project and the importance of looking at *all* aspects of Volunteers For The Future.

Finally, the print and video materials from each of the three project areas are being developed for distribution in marketing tool form to states and to other interested parties throughout the volunteer industry.

Volunteers For The Future will help transform the ways in which the functions and roles of volunteers are viewed and addressed by the Cooperative Extension System and the greater volunteer industry in this country. Because of VFF, the Extension System is taking a new and hard look at how it involves volunteers, how to do so more effectively, and what it must do to recruit, select and retain youth and adult volunteers as social and economic pressures consume more and more of their free time. A key finding from the program is the knowledge that people need to be involved; they are waiting to be asked to participate; they have good ideas for program implementation and outreach; they want to take responsibility for the future of the country through youth development programs.

YOUTH DEVELOPMENT

VOLUNTEERS
FOR THE *Future*

VFF: Room for Special Programs, Too

While the primary focus of the Volunteers For The Future project was on the pilot and replication programs, there was also room for other kinds of demonstration efforts during the 4½-year period.

4-H Connections

Initiated at Iowa State University, this project demonstrates the effectiveness of a national electronic communications networking system. The computer-based network allows participants to share, to increase collaborative efforts, to reduce duplication of effort, to create and test a model information dissemination system, and to evaluate the potential of electronic communications and conferencing for use at all levels.

4-H Afterschool Program

Unsupervised young people are a growing concern in this nation. In California, Extension addressed the problem with three successful pilot programs. First, Extension staff developed curriculum materials for program staff and helped train them in existing child care programs. Second, Extension staff conducted a study on the school-age child care needs in Placer County, home of the project. Staff then recruited a volunteer board to assist in planning, initiating, administering and running the day-to-day operations of the program. Finally, Extension personnel, through 4-H, assumed responsibility for child care programs in situations where there were no volunteer groups to take the lead.

The program sought to address a high-priority need, expressed by 85 percent of Placer County parents, in an economic way. Parents pay for the service according to their ability. And they enroll their children knowing that they will not just be in a "babysitting" situation. They learn life

skills and receive information in a variety of subject matter areas, with materials and staff approved by the University of California. So, 4-H includes a youth audience it might never have otherwise reached.

Since the programs are conducted in the schools, children don't have to travel under dangerous circumstances, and parents don't have to worry. Program fees support expenses and volunteers are utilized in program support roles.

Is Anyone Listening?

This Wyoming program addresses the problem of teens who feel isolated and alone with their fears and problems. From 1984 through 1986 countywide program reviews by Extension throughout the state showed that young people cited loneliness, teen suicide, substance abuse, lack of life skills and communications (with each other, with parents and with other adults) as issues they worried about and considered important.

The state Extension staff worked with a variety of professionals to develop a core curriculum for training adults and teen leaders to help young people address their concerns. The model focuses on team building, effective communications, identifying local concerns, setting priorities, building community leadership and developing action plans to meet identified concerns.

Up Front With Groups

Communications skills are a "must" to do well in our society. The Wisconsin Extension Service developed a program to teach others how to communicate ideas and information more effectively to groups.

The materials are adaptable for use in teaching adult and youth volunteers, salaried staff, teams, younger children, or in training trainers to teach group communications skills. Each participant makes a personal contract stating his/her goals for the project, and agreeing to attain those goals and be a more effective communicator. Subject matter includes body language, listening skills, techniques for good conversation, coping with nervousness, training a good speaking voice, and types of presentations as just a few of the emphases.

Each of the four VFF special grant programs is operational and can be used by individuals and groups with easy adaptations.

4-H Briefs

Publication of Special 4-H Homecrafts Magazine

4-H members participating in clothing and textiles, home environment and related needlework programs soon will receive an exciting new magazine. An agreement has been signed between *PSC Publications* and *National 4-H Council* for publication of a special magazine, "I Made It Myself," for 4-Hers enrolled in specific home economic programs. The publication will supplement existing project materials with contemporary project ideas. Half a million copies will be drop-shipped to each state for distribution. PSC Publications is the publisher of *Creative Ideas for Living*, *Needle & Craft*, *Games* and *Games-Junior*.

PSC Publications secured sponsors of the magazine for 4-H. Sponsors are *Freudenberg Nonwovens-Pellon Division*; *Brotman Fabrics (American Teen Fabric Club)*; *Coats & Clark - Yarn Division*; *Coats & Clark - Consumer Service Products Division*; and *PSC Publications*.



World Focus: An Adventure in International Education Delegates to World Focus learn about world geography, food production, the population explosion and energy consumption in "Global Village," a hands-on workshop. World Focus is an educational program held annually at the National 4-H Center to serve older 4-H members and adults who have a serious interest in international interdependence and global responsibility. The 1989 program drew approximately 120 4-Hers from some 20 states, as well as from West Germany and Spain, to the week-long program. The World Focus program is planned for July 22-28, 1990 at the National 4-H Center.



Top 4-H Teens Pursue Advanced Leadership Skills

Teen 4-H'ers from 44 states, Guam and Puerto Rico met at the National 4-H Center in October for *PROFILES FOR TOMORROW*, a program which both recognized their proven record of leadership in 4-H and further honed the skills that made that record possible. The intensive 4-day program was sponsored by *Monsanto Fund*, which provided all-expense scholarships for teams of two teens and one adult from each state, and drew a total of 180 participants. They gathered for workshop sessions designed to improve communications skills and such leadership skills as goal-setting, decision-making and team building. Delegates worked out a personal leadership style profile at the beginning of the program, then related workshop activities to their individual profile results. Participants then developed a back home action plan to strengthen teen leadership development in their states.

A highlight of the program was the closing banquet at which delegates were addressed by Representative Constance Morella (R.-Md.) and Helen Thomas, White House bureau chief, United Press International.

"I know I will use what I learned and the workshop activities to inspire our county's youth leaders," said one participant. Added another, "This was a unique opportunity, bringing together people from almost every state, as well as Puerto Rico and Guam, to learn from each other as well as from the program itself."

Sauer Announces Field Consultant Positions

Richard J. Sauer, president, National 4-H Council, has announced that Grant Shrum and Eugene "Pete" Williams have each accepted a continuing role with National 4-H Council as field consultants. In this capacity they will officially represent National 4-H Council in resource development efforts and in targeted state relations roles.

New Program Addresses Issues in Natural Resources

The National 4-H Waste Management/Recycling/Composting Education Program, supported by a 5-year commitment by *Waste Management, Inc.*, will be at the forefront of a new, comprehensive approach to natural resources and environmental education in 4-H. One goal of the new program is to use the efforts of young people participating in it to encourage adults and community institutions to initiate similar efforts. A National 4-H Natural Resources and Environment Program Steering Committee guides the growth and development of the new program.

In the fall of 1988, the grant helped fund, with the co-sponsorship of *Amoco Foundation, Inc.*, the first of a series of National 4-H Natural Resources Regional Leader Forums. Participants from more than 40 states learned to teach young people how to confront effectively sensitive natural resources issues. All state teams participating in the forum received grants to provide for the conduct of similar programs in their states. In the future, the Waste Management grant will support two similar forum programs in 1991 and two more in 1992. Grants will be made to teams participating in those forums to stimulate innovation in recycling and composting programs and encourage state- and county-level projects. A national-level forum also is planned.

Waste Management, Inc. has enlisted its regional recycling managers to assist the efforts of 4-H'ers. Regional representatives act as resources to provide speakers, educa-

tional materials and on-site visits for program participants.

Seminar Focuses on Economic Education in 4-H

"*Economic Education: Why and How*" was the focus for teams from two states from each region who met at the National 4-H Center last spring to share ideas and successful local programs in economic education. Each team was made up of one adult — state or county Extension staff or volunteer leader — actively involved in economic education, and two 4-H'ers. The 4-H'ers, from ages 11 to 17, all had been involved actively in economic education or entrepreneurship activities in their communities.

The conference was sponsored by *The Toro Company*; the *United States Department of Commerce, Economic Development Administration*; and *E.I. du Pont de Nemours & Company*.

Participants explored the international interdependence of the world economy and the way in which events throughout the world affect individuals in a workshop called "Global Village." They learned about the issues facing our economy today and the role of young people in that economy. They explored possibilities for developing a framework for economic education in 4-H and shared details of local programs already being carried out.

State teams used all this information to develop back-home action plans for establishing or expanding economic education programs in their communities. Each team received a grant to support implementation of its back-home plan.



Hoard's Dairyman received the prestigious National Partner-in-4-H Award recently during the annual 4-H dairy conference held in conjunction with the World Dairy Expo in Madison. *Hoard's Dairyman* magazine has been a sponsor of 4-H for 35 years. The recognition is the highest award given by 4-H to individuals, businesses or governing bodies. Pictured above are, left to right: John Kruse, staff associate, development, National 4-H Council; Patrick G. Boyle, chancellor, University of Wisconsin-Extension; William Knox, editor and general manager of *Hoard's Dairyman*; and Warren Gilson, Extension dairy specialist, University of Georgia, and chairman of the 4-H dairy conference.

National 4-H Council Supports the 1990 Census

National 4-H Council will be working with the *Census Bureau, U.S. Department of Commerce*, in connection with the 1990 Census.

To conduct the upcoming census, the Census Bureau will hire about 480,000 persons during the period October 1989 to September 1990, (Census Day is April 1, 1990.) This includes staff for the 13 regional census centers, 450 district offices and seven processing centers nationwide. Most positions will be in the district offices. More than 100 offices already are open, with the rest scheduled to open this fall.

CENSUS '90



4-H encourages its adult volunteers and older teens involved in the leadership/citizenship training program to apply for census jobs. Applicants should be 18 years old or older. However, persons may be hired at age 16 if they meet conditions of employment set by state and local laws and are high school graduates, or have equivalent education/work experience. This will provide older 4-H'ers the opportunity to assist in an important national citizenship undertaking while they earn extra money.

Interested persons should contact their state employment office or the census office in their area.

Forestry Invitational Draws Competitors from 17 States

More than 60 teen 4-H'ers from 17 states tested their skills at tree measurement, forest evaluation and other events during the 10th National 4-H Forestry Invitational, a 4-day event sponsored by the *International Paper Company Foundation*.

During the early-August event, held at Jackson's Mill State 4-H Camp in West Virginia, boys and girls competed for overall team and individual awards in tree identification, insect and disease identification, compass orienteering, forest evaluation and tree measurement. Participants also took a written test in forestry and competed in the "Forestry Bowl," an academic contest of forestry knowledge. Participants learned first-hand the importance of managing and conserving woodlands as a source of products and for recreation.

"We're trying to develop an appreciation of forestry, its economic effects and how decisions affect what happens in the woods," said Kurt Ray, a forester with International Paper who helped plan and manage the event. "We're making an impact," Ray added. "We're affecting these kids and we hope we're affecting the future of forestry in a very positive way."

New Wildlife Invitational Event Held

Another 50 4-H members from 12 states joined forestry event participants at Jackson's Mill for the first National 4-H Wildlife Invitational. The new program offered a range of learning experiences focusing on the concept that management for wildlife means management of wildlife habitat. In the competitive portion of the program, individual team members demonstrated their knowledge of management practices. Teams also worked together to develop a comprehensive wildlife management plan. A field trip to a national forest in the region, a variety of field activities and a quiz bowl rounded out the 5-day event. *The International Association of Fish and Wildlife Agencies* provided financial support for the event.

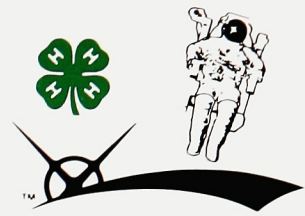
News From the States

Former Council President Named Interim Coordinator of New Youth Program

Grant A. Shrum, former president of National 4-H Council, is serving as interim coordinator of a new South Carolina program, Visions for Youth, funded in part by a grant from the *W.K. Kellogg Foundation*. Development of the Visions for Youth program is based on the premise that the most effective way to combat such adolescent problems as drug abuse, early pregnancy and academic failure is to start early, working with 5- to 10-year-olds. The 4-year program, led by Clemson University and South Carolina State College, will use both institutions' specialists in all disciplines as resources in developing a youth-help program, testing it in pilot counties, and eventually expanding it statewide.

Shrum, recently retired from National 4-H Council, will act as interim coordinator of the project until a full-time director is named. He will oversee the selection of a 22-member statewide council to guide the project.

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California Uses Blue Sky Materials in Camp and Afterschool Programs

Blue Sky Below My Feet, a curriculum jointly developed by the **National Aeronautics and Space Administration (NASA)**, **4-H** and **Arthur Young International**, is giving a boost to California's camp and afterschool education programs. *Blue Sky* shows youngsters how space technology benefits them in the areas of food and nutrition, science and clothing. It has been adapted by *California Extension* to teach 9- to 11-year-olds enrolled in the two programs. Along with *Eating Right Is Basic*, a pair of programs for 6- to 8-year-olds and 9- to 11-year-olds available in both English and Spanish, it aims to encourage youngsters to include fruits, vegetables and other high-fiber, low-fat foods in their diets and to learn the principles of safe food preparation.

The Robbie Challenge

Joe Robbie, general manager and CEO of the *Miami Dolphins*, has issued a \$50,000 challenge gift to the South Dakota 4-H family. Mr. Robbie will match contributions dollar for dollar if South Dakota raises \$50,000 by December 31, 1989.

A dedicated supporter of youth, Joe Robbie is a former Roberts County, South Dakota 4-H'er. He was active in 4-H gardening and agriculture projects, winning second place with his demonstration at the state fair at age 12. More recently, Robbie was named a national winner in the 4-H alumni recognition program. He received the coveted Gold Key Award during the 65th National 4-H Congress in December 1986. Mr. Robbie is a recognized community, business and political leader; an inspiration for youth all across the country.

Upon receipt, Joe Robbie's gift will be placed in the new 4-H endowment with the interest earnings to be used for 4-H leadership training, innovative 4-H programs, community grants, camp improvements and staff development.



In Harlan and Pike Counties, Kentucky, senior citizens and 4-Hers are working together on community gardening projects. Their efforts are part of a comprehensive pilot program designed to build intergenerational communications. The program is funded by a grant from the J.C. Penney Foundation.

Kentucky 4-H Bridges Generation Gap in Pilot Program Funded by J.C. Penney

In the Appalachian communities of Harlan and Pike Counties, Kentucky, hands are reaching out across the generation gap, thanks to an intergenerational pilot program funded by the *J.C. Penney Foundation*. Retired teachers put their skills to work to teach young people Appalachian heritage — story telling, folk dancing, and drying apples, for example. Seniors and school children worked together in community beautification programs. Young people explored future careers by working in a profession for a day, guided by an adult mentor. And whole families got on the track to better fitness by participating together in a “basic four-miler” fun run and nutrition program.

All projects were designed to promote the growth of healthy intergenerational relationships and to help families cope with the effects of such influences as mobility, divorce and family restructuring, and two-career families. Local planning committees on which all generations were represented, identified program needs, located resources and conducted the programs. A slide and tape program was developed for workshops in which the planning and implementation techniques found successful in the pilot programs were shared with 4-H leaders and Extension agents at several national meetings.

North Carolina: Campaign for 4-H

North Carolina 4-H officials have initiated the organization's largest fund-raising drive in 10 years. The *Campaign for 4-H*, which was kicked off at the North Carolina State Congress, began July 19 and is targeted for 1989 through 1992. A \$3 million donor goal has been set, with \$905,000 already pledged from the counties in North Carolina.

North Carolina is the first state to initiate a campaign similar to the recently com-

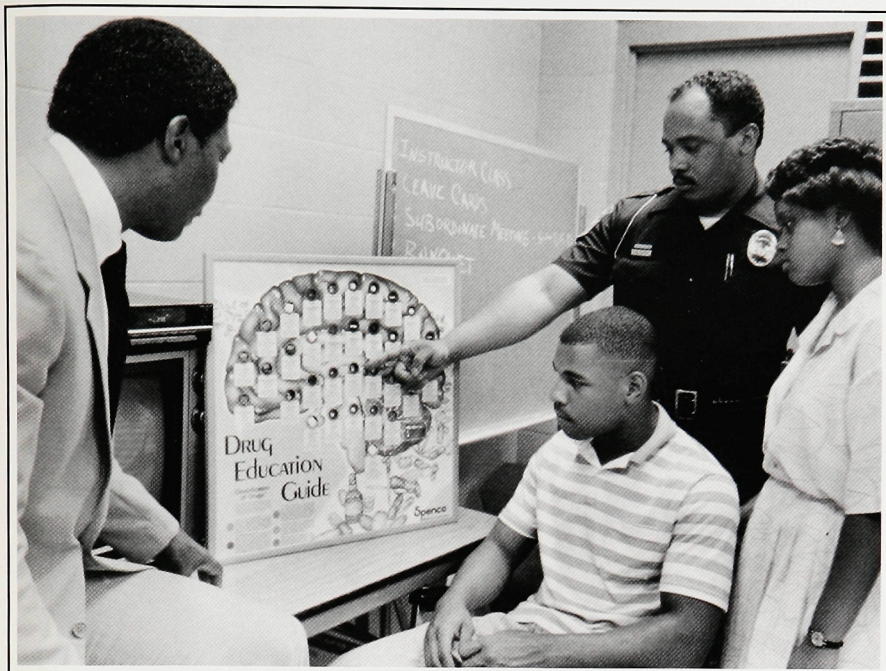
pleted National 4-H Council's *Campaign for 4-H*. The North Carolina Campaign will be supervised by the executive board of the *North Carolina Development Fund, Inc.* The board will appoint a steering team to coordinate and supervise the three overlapping phases of the Campaign: the County Pacesetter Campaign; the Major Gift Campaign; and the Public Campaign. According to Dr. T.C. Blalock, President of 4-H Development Fund, Inc., the Campaign will emphasize all fund-raising sources, from businesses and corporations to groups and individuals.

The North Carolina Campaign for 4-H seeks resources to expand 4-H programs which address the social and economic pressures facing youth, families, and communities today. Dr. Dalton R. Proctor, Assistant Director North Carolina 4-H, surmises, “To provide quality education programs for the youth of North Carolina through 4-H requires funding from the public and private sectors.” The Campaign has four main goals: to emphasize the permanent endowments to ensure the future growth of North Carolina 4-H and youth development programs; to bring 4-H to the attention of North Carolina corporate and civic leadership; to remind everyone involved that North Carolina 4-H does, indeed, have a history, but its future is important too; and to ensure that 4-H will continue a legacy of excellence for the youth, families, and communities of North Carolina.

North Carolina has already pledged \$200,000 from the Campaign to the National 4-H Center. The main lobby of the new Ketter Hall will, befittingly, bear the North Carolina name.



This group represents more than 50 years of leadership for Extension in West Virginia 4-H (left to right): Ernest J. Nesius, director, 1963-68; Bill Coffindaffer, director, 1968-73; Rachel B. Tompkins, director, 1985-present; Gladys Knapp, wife of J.O. Knapp director, 1938-61; Ronald L. Stump, director, 1973-82. J.O. Knapp was an incorporating officer of the National 4-H Foundation and very instrumental in the creation of the National 4-H Center. The directors reunited in September to celebrate 75 years of Extension Service.



Durham County, North Carolina 4-H agent James Miller (left) and a Durham city police officer provide some straight talk about drugs for two Durham 4-H members. The 4-Hers are participants in "Project CARE (Children At Risk Excel)," a program Miller conceived and conducts. Miller's project gives young people in the city's most troubled communities an opportunity to excel in the public speaking and leadership skills that have always been a part of the 4-H tradition. He said he hopes "to give at-risk children a head start, a chance to succeed." Photo: Sheila Whitley, audiovisual communications specialist, North Carolina A&T State University.

Project CARE: Support for At-Risk Youth

James Miller, Durham County, North Carolina 4-H agent, was well aware of the disadvantages that keep many young people from participating in traditional 4-H activities. He had been thinking about helping children from disadvantaged communities in the county develop the public speaking skills that always have been an important aspect of a youngster's growth in the 4-H program. Such youngsters often are insecure and unsure of themselves, since they don't always get the attention and encouragement more privileged young people receive.

Miller's answer to this dilemma is *Project CARE — Children At Risk Excel*. A model program begun in July, Project CARE gives disadvantaged young people the advantage of working with tutors. Project CARE also encourages the young people to work on topics of special relevance for them. They are researching issues such as drug and alcohol abuse, teen pregnancy, truancy and the problems of school dropouts.

Miller's efforts have won the support of the North Carolina Governor's Crime Commission, which provided a grant for the first year of the project. The grant enabled Miller to get the project underway in eight targeted neighborhoods during the past summer.

Award-Winning Oklahoma 4-H Project Featured on "Today" Show

"S.W.A.T." — *Staging War against Trash*, an ambitious statewide 4-H clean-up campaign, was one of five 4-H projects to take a national award in the *Take Pride in America* (TPIA) program, a national public awareness campaign launched by former President Reagan and sponsored by nine departments of the federal government. Several private sector partners and more than 40 state governors participate in the campaign. The campaign's goal is to encourage all Americans to care for our public and private natural and cultural resources.

Jerry Kiefer, a 1987 National 4-H Achievement Awards Program winner and recipient of the Presidential Award, was the moving force behind the project, during which nearly 700 Oklahoma 4-H'ers cleaned more than 400 miles of roadside. The 4-H'ers collected 27,000 pounds of trash and recycled 22,000 pounds of it, selling it to provide funds for the Oklahoma 4-H program. Jerry accepted the Take Pride in America award in July in a ceremony at the White House. The President and Mrs. Bush, as well as Vice President Quayle, attended the ceremony to recognize the achievements of the award winners. Jerry then was flown by NBC to New York where



Jerry Kiefer (right), representing Oklahoma 4-Hers, poses with the "Today" show's Bryant Gumbel.

he appeared on the "Today" show with Bryant Gumbel. During his appearance, Jerry emphasized that the winning project was a youth-planned and youth-conducted 4-H effort.

Other 4-H programs taking national awards in the TPIA program were: the Brazos County 4-H Club of Bryan, Texas; the High County Cactus Kickers 4-H Club of Craig, Colorado; the Knotty Pines 4-H Club of Upton, Wyoming; and the Maryland 4-H Clubs of Montgomery County, Maryland.

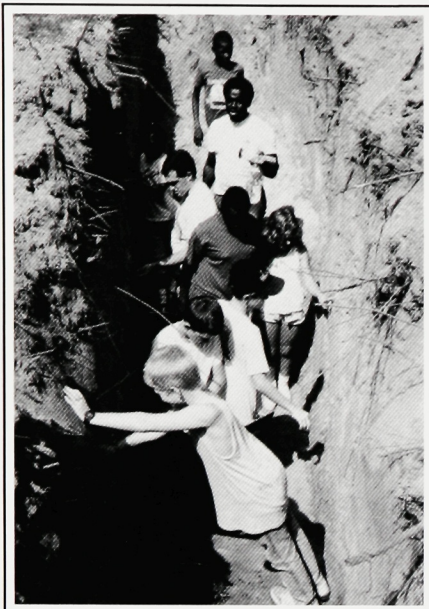
Ecology Camp Program Serves At-Risk Youth

A group of 30 fourth- and fifth-grade youngsters in Leon County, Florida, had a week of hands-on learning in natural resources during a special program funded through a national 4-H natural resources grant provided by the *Amoco Foundation, Inc.* and *Waste Management, Inc.*, as well as a grant from the *Florida Department of Education*. Campers were chosen from among children enrolled in county programs for at-risk youth — alternative education, the learning disability program and a special program, *G.A.M.E.S.*, aimed at drug abuse prevention.

The program was planned to help youngsters increase their awareness of, appreciation for, and knowledge and skills in natural sciences and to encourage improved self-image. The curriculum covers four major areas: water quality and aquatic science; soil and plant science; living in the outdoors; and wildlife.

County 4-H alumnus Daryl Gamble, now a college student, was a key figure in the program. His extensive background in natural resources and his two years' experience as a camp staffer let him make the learning experience fun as a teacher in the program.

"These kids came into a completely new environment," Gamble said. "They didn't have the negative reputation following



Leon County, Florida, youngsters get some hands-on instruction in the basic principles of geology during a week-long ecology camp program. The program was designed especially to serve at-risk youth in the county and was funded by a national 4-H natural resources grant provided by the Amoco Foundation, Inc. and Waste Management, Inc.

them that they might have in school. They got a chance to start over for a week.

"These kids were more enthusiastic than the usual summer campers," Gamble added. "They were really enjoying what they were doing. One in particular, who was studying ant lions, got so wrapped up in the project that he skipped all the 'fun' activities — like free swim — to concentrate on his project.

"They found out science isn't dull, they learned some basic ecological principles that will stay with them, and they found out they can succeed in following through on a hands-on activity," said Gamble.

Colorado 4-H'ers Help Plant New Eisenhower Memorial Forest

More than 250 4-H members, volunteer leaders and supporters from throughout Colorado were among the 1,000 volunteers who joined forces last spring to establish the *Eisenhower Memorial Forest*. The volunteers planted 1,500 seedlings in the initial phase of the project, which will be completed in another volunteer effort next year.

Located on several acres on the grounds of *Lowry Air Force Base*, the new forest is a cooperative effort of a range of volunteer organizations, the state Forest Service which donated the seedlings, and the base itself, which will provide long-term maintenance once the forest is established.

"This project involved families working

together, teen leadership and a rare instance of military/civilian grass-roots community service," said Arapahoe County Extension agent Dan Einarsen. "It brought together youth from various organizations, addressed crucial environmental issues and helped revive everyone's love for nature.

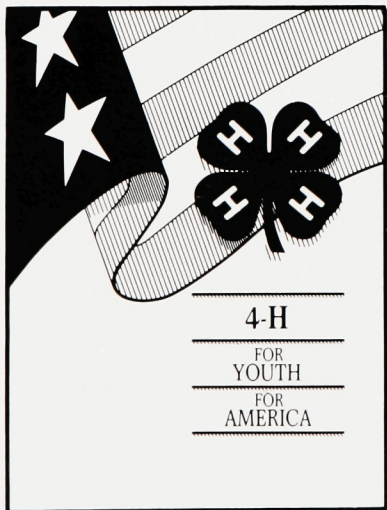
"The project will continue to pay future dividends in goodwill, clean air, beauty and wonderful memories. It will be a lasting symbol of what people can do to enhance our environment," Einarsen added.

Each 4-H tree planter received a T-shirt and other mementos of the project, all donated by private-sector supporters.

Attending ceremonies marking the event were General Dale Tabor, representing Lowry; Ron Mondt of the Colorado 4-H Youth Fund; Al Meier, representing the state 4-H staff; and John Eisenhower, son of the late President.



Arapahoe County, Colorado, 4-H'er Carlos Morena (left) and members of other youth organizations were among volunteers who last spring planted thousands of seedlings establishing the Eisenhower Memorial Forest on the grounds of Lowry Air Force Base. The county's junior 4-H leaders recruited 250 volunteers to aid in the effort.



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