

National 4-H Council Quarterly

Volume 7 Number 1

Spring 1989

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INVESTING IN AMERICA'S FUTURE
1988 ANNUAL REPORT



Delegates to Citizenship-Washington Focus, a week-long citizenship/leadership training program conducted at the National 4-H Center in suburban Washington, D.C., visit Capitol Hill to meet with members of their states' legislative delegations. Celebrating its 30th anniversary this spring, the National 4-H Center has played a major role in giving hands-on citizenship education experiences to tens of thousands of teens.

**Conference Delegates
Focus on Helping
Peers at Community
Level**

**National 4-H
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**USDA's Yeutter Has
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Background**

**J.C. Penney Executive
Extols 4-H to
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Message from the Board

The year 1988 was significant for both 4-H and National 4-H Council. Undertaking the youth development mission of the Cooperative Extension System, 4-H is giving leadership to the System's newly launched initiative in the area of youth at risk. As the land-grant university system embarks on a new era of outreach to all young people, Extension has moved with renewed vigor to create and test new model programs and strategies in communities and neighborhoods across the nation — programs focusing on substance abuse prevention, teen pregnancy and parenting, child care, school dropouts and literacy, juvenile delinquency, stress and suicide, careers and employability.

National 4-H Council successfully completed a 5-year, \$50 million fund-raising campaign, the largest in the history of 4-H. The largest personal gift ever received by National 4-H Council was announced in June. It will help build a new residential and educational conference wing at the National 4-H Center.

Strengthened partnerships with federal agencies, foundations and corporations led to new state grants addressing social issues.

The reins of leadership at Council changed hands during 1988. A new chairman was elected at the June board meeting, and a new president and chief executive officer was chosen.

The successful completion of The Campaign for 4-H at \$58 million is an unprecedented affirmation of the strength of the public/private partnership that has been so important in the growth of 4-H.

To recognize the completion of The Campaign for 4-H, National 4-H Council donors paid tribute to the ac-



Lawrie Thomas, (right) accepts the gavel as chairman of National 4-H Council's Board of Trustees from outgoing chairman, Harold A. Poling.



Grant Shrum, former president and CEO, National 4-H Council (right) congratulates new president and CEO Dr. Richard Sauer.

complishments and the commitments of the 4-H program. They recognized the success of 4-H in educating and supporting young people, and in preparing them for the leadership responsibilities they must assume in the future. Our donors sponsored and produced a video program, "America's Youth: The Challenge and The Opportunity." This program supports a broadened, strengthened youth outreach mission of the land-grant university system. Extension and 4-H are being called upon to mobilize volunteers; develop and empower teens as leaders; develop new, research-based models of youth and family programming; and build com-

munity coalitions with schools, churches, local businesses, service organizations and other youth agencies.

National 4-H Council's Board of Trustees enthusiastically endorses and supports the Cooperative Extension System's focus on addressing the social issues of youth today. We are making this an integral part of our program planning and fund-raising objectives. We must equip young people with the knowledge and tools they need to make a difference. We must work together to develop a generation of young leaders skilled in decision-making, communications, planning and implementation; a generation of believers who will have the initiative, the commitment, the dedication and the competence to address social and economic challenges greater than those faced by any generation of Americans before them. This is our responsibility to the future.

The annual report segment of this publication, pages 21 to 28 highlights the real-life impact of Council-supported programs for 4-H participants and volunteers. Private sector donor support for these programs is listed on pages 9 to 20.

We take this opportunity to express our appreciation to all those involved — members of the Board of Trustees, The Campaign for 4-H Committee, the Advisory Committee, our National Panel of Extension Directors and their staffs, the corporations, foundations, associations and individuals who support 4-H, and the more than 640,000 volunteer leaders who bring the 4-H experience to 4.9 million youth.

Lawrie Thomas
Chairman
National 4-H Council

Richard J. Sauer
President & Chief Executive Officer
National 4-H Council

National 4-H Conference Draws Outstanding 4-H Teens

More than 350 outstanding teen 4-H'ers, adult volunteers and Extension staff members, joined by a delegation from Canada, convened in April at the National 4-H Center for the 59th National 4-H Conference. During the week-long event, they considered issues facing the 4-H program and formulated recommendations for its future.

Conference delegates met in consulting groups to explore a range of challenges which today face young people and the youth development effort of 4-H. One group addressed the need to help young people help other young people grow in self-esteem, develop a realistic sense of the future and be a source of positive peer pressure. Another focused on the need for knowledge and skills leading to higher achievement in careers and career choices and in life choices. A third group explored the means of encouraging young people in their volunteer efforts. Building coalitions and partnerships with other young people and making the best use of the resources of existing coalitions was the subject of another group's efforts.

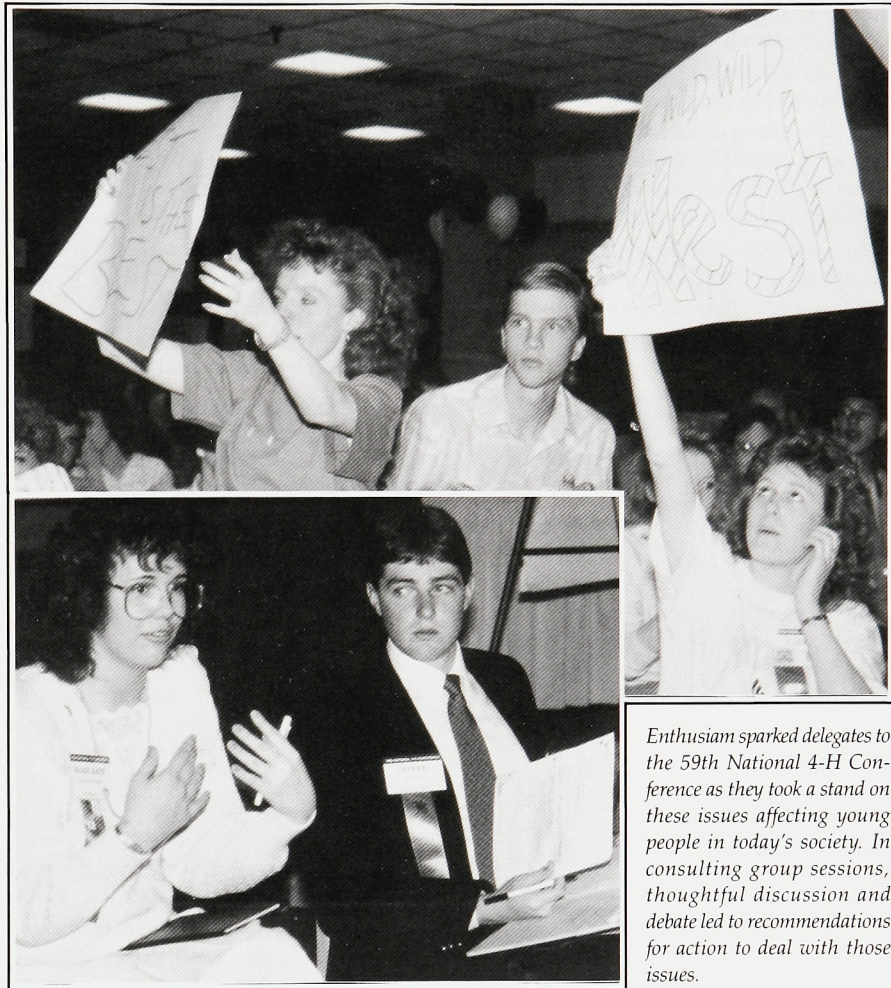
As consulting groups made their reports, it was clear that these young people envision a strong role for 4-H in meeting the challenges of today and tomorrow. Their recommendations included the development of new 4-H curricula in computer literacy, along with an even greater emphasis on programs which help build self-

esteem, and on peer counseling and hot line projects.

One recommendation suggested the establishment of local-level links with other organizations. This coalition would allow the establishment of a mentoring program

through which teens act as positive role models for other young people — those who may be at risk of falling prey to the problems of today's society.

"All these organizations in the community have the same goals and want the same



Enthusiasm sparked delegates to the 59th National 4-H Conference as they took a stand on these issues affecting young people in today's society. In consulting group sessions, thoughtful discussion and debate led to recommendations for action to deal with those issues.

National 4-H Council Quarterly

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things,” commented Massachusetts delegate Carin DeMayo in presenting the recommendation. “We need to work to get beyond competition and to start cooperating to reach those goals.”

Also highlighting the week’s activities were training sessions which equipped delegates to act as “ambassadors for 4-H” and effectively tell the 4-H story to business, civic and public leaders. Delegates visited the Department of Agriculture and spent a day on Capitol Hill, meeting and discussing issues with members of their Congressional delegations. Along with other recreational activities, a Clover Bowl, testing delegates’ knowledge about 4-H, an Ideas Fair and a final farewell banquet offered a break from a heavy schedule of working sessions.

The Chicago Mercantile Exchange.

Yeutter attributes an important portion of his career success to his 4-H experiences while growing up on a farm in Nebraska.

“It was 4-H club work that made the difference,” he stated in a feature story by the *Chicago Tribune* during his tenure as U.S. Trade Representative. “Until I started showing beef cattle, I had no exposure outside of an area of 10 to 12 miles. That was about it. It was 4-H competition in the county and statewide competition that made me realize the broader world.”

In the article, Yeutter tells his “rags-to-riches life story” — how a poor farm boy became President Reagan’s trade representative. He says there were rough days on the farm during the Great Depression, but credits those times with teaching him about

graduate level programs simultaneously — while also managing a 2,500 acre farm — and for ranking first scholastically in both programs. He went from high school through his Ph.D. without ever having a course grade below an “A.” From college, Yeutter went on to teach agriculture at the University of Nebraska. Soon after, he entered politics.

Today, as Secretary of Agriculture, Yeutter is faced with some of America’s most complicated challenges, but he still recalls when he won that trip to Chicago for National 4-H Congress as state health contest winner in 1946. “I’ll never forget it,” he says. “I still feel the nostalgia when I walk into the Hilton Hotel.”

Extension Service, USDA, is the federal partner in administering the 4-H program in cooperation with the Extension Services of the state land-grant universities.

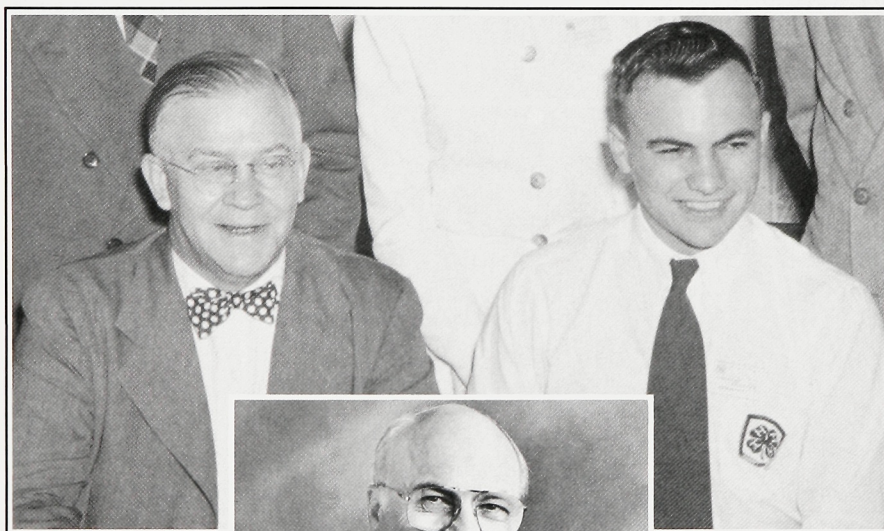
National 4-H Leadership Plans for the Future

In an intensive three-day session in late April at a Frederick, Maryland, retreat, the combined management and leadership staffs of Extension Service/4-H, USDA, and National 4-H Council agreed upon major decisions affecting planning for the future of the 4-H program at the national level. The 23 participants laid groundwork for becoming a cooperative and cohesive national leadership team for the 4-H youth outreach programs of the Cooperative Extension System of the nation’s land-grant universities.

Dr. Myron Johnsrud, Extension Administrator for USDA, challenged the group to take on greater leadership responsibilities as the Cooperative Extension System launches programs addressing issues facing today’s youth. Building on the impressive strengths of 75 years of leadership in the field of youth development, the combined national staffs assessed their current needs and strengths and set cooperative goals, both immediate and long range.

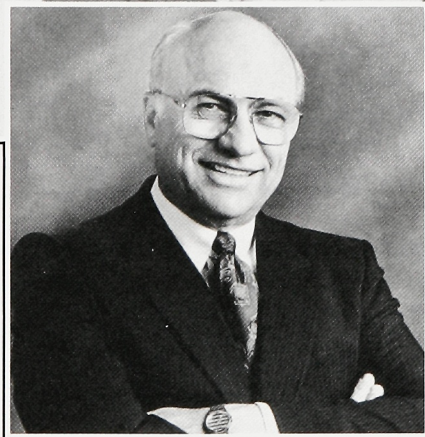
Both national 4-H staffs are undergoing changes in administration in 1989. Dr. Richard Sauer became President and CEO of National 4-H Council, the private sector partner at the national level, on January 9 of this year. In the fall, Dr. Leah Hoopfer, who participated in the retreat, will take over the leadership of 4-H at USDA as Deputy Administrator, 4-H, of Extension.

The changes in leadership challenge the national staffs to re-evaluate their combined mission and to look toward the future with the vision necessary to address the tremendous challenges and opportunities



USDA's Yeutter Has Strong 4-H Background

Shown to the right, Secretary of Agriculture Clayton Yeutter, 1989.



Shown above, Clayton Yeutter, right, Dawson County, Nebraska 4-H'er, as delegate to 1949 National 4-H Club Camp in Washington, D.C. It is believed the other gentleman in the picture is A.L. Miller, Nebraska's 4th District Congressman at that time.

On February 8, Clayton Yeutter became the 23rd Secretary of Agriculture, having been sworn in shortly after his nomination was approved unanimously by the U.S. Senate.

Yeutter, a 4-H alumnus, has an impressive career background including distinguished public and private sector service in agricultural policy development, law, economics, marketing and trade.

From July 1985 until the end of the Reagan administration, Yeutter served as U.S. Trade Representative. He held a number of high ranking positions under the Nixon and Ford administrations and was president and chief executive officer of

hard work. “You talk about work ethic! That was clearly the starting point in the establishment of my work habits.”

Despite the fact that his father tried to discourage him from going to college because he needed help on the farm, Yeutter says a Dawson County Extension agent, Harold Stevens, and a University of Nebraska professor who had judged Yeutter’s livestock in several 4-H shows, influenced him to go to the university. He graduated first in his class in the agriculture college.

Yeutter then earned his doctor’s degree in both agricultural economics and law. He is remembered for having worked on those

facing our youth today and in the decade to come.

Participants developed long-range, broad objectives defining where Extension's youth development program should be by the year 2000. The group outlined general goals for an expanded youth outreach mission, reaching new urban audiences with greater racial/cultural diversity; developing stronger global understanding; using opportunities to build intergenerational relationships; increasing collaborations with more public and private partners; creating new staffing patterns, including an expanded volunteer base and youth development training and retraining for professional staff; strengthening the national research and knowledge base for youth development; and expanding the Cooperative Extension System's funding base from both public and private sectors.

Hoopfer Appointed to National Leadership Post

Myron D. Johnsrud, administrator, Extension Service, USDA, has announced the appointment of Dr. Leah Hoopfer to the position of deputy administrator, 4-H and Youth Development Programs.

Hoopfer is currently a program leader with Michigan 4-H at Michigan State University and directs the SPACES program. SPACES is designed to prepare youth for a high tech and global future. She is recognized nationally for her skills in programs relating to interpersonal skills, stress management, substance abuse prevention, group process skills, self-esteem and career development. Hoopfer has done research in the developmental needs and perceived interests of the early adolescent and research in stress management in an adolescent population.

The new national leader earned her Ph.D. in educational psychology at Michigan State University and has done post-doctoral work in counseling psychology. She has served as an Extension agent and program coordinator in Tennessee and Florida.

Hoopfer is currently a National Kellogg Fellow exploring the visionary process as it relates to futuring. In the fellowship she is producing a video, writing a manuscript and developing a curriculum in visionary leadership.

In addition, she has served on the National Extension Futures Task Force and has been active in development of the National Youth at Risk Initiative which will soon be releasing its report.

Hoopfer will be assuming her respon-



Leah Hoopfer

sibilities at USDA this fall. She was a 4-H member in Traverse City, Michigan, in her youth.

Salute to Excellence Honors Outstanding 4-H Volunteers

"Learning is what happens within us, not to us, and so *Salute to Excellence* was not what happened to us but within us," said Sandra Bidner of Illinois of her participation in this program recognizing outstanding 4-H volunteer leaders from across the nation. "We've had lots of presenters, lots of experts and lots of good ideas available to us. Their job was to give us the equipment; our job is to glean what is pertinent to our needs — and use it."

Bidner has described a unique national program which offers highly specialized training for one volunteer 4-H leader from each state, the District of Columbia and Puerto Rico. In March, the outstanding volunteers selected to participate in *Salute to Excellence* gathered at the National 4-H Center for the week-long event, highlighted by a Congressional reception on Capitol Hill and visits to participants' legislators. The 1989 program marked the seventh year in which the exciting and challenging experience of *Salute* has been provided to volunteers through the support of **RJR Nabisco, Inc.**

A special emphasis of *Salute to Excellence* is the recognition afforded each year's "class" of exceptional volunteers for the impressive contributions they already have made to their state and local 4-H programs. "It was a little intimidating to think of all the talented, trained, skilled people in the group — people who still are eager to become even better. The advisors kept

telling us we are special and to enjoy all that had been planned. I sensed participants felt their reward was in feeling good about the achievements of others," Bidner observed.

"If only we could bottle all this energy," added New Hampshire delegate Maryann Kasprzak. "It is truly great to be able to interact with leaders from everywhere in the country — we are all so much alike and yet so different."

In the News

Walter R. Peirson, executive vice president, *Amoco Corporation* retired on April 25. Peirson was chairman of National 4-H Council's board of trustees from 1979 to 1982.

Council's current board chairman, also an Amoco official, **Lawrie Thomas**, president, *Amoco Oil Company*, was elected to the board of the parent company, *Amoco Corporation* at the April 25 shareholders' annual meeting.

Eleanor L. Wilson, formerly national 4-H program leader, has been appointed as interim assistant deputy administrator for Home Economics and Human Nutrition, Extension Service, USDA.

News From the States

New Nebraska Program Focuses on Water Resources

"*Water Riches*," a newly developed Nebraska 4-H program, addresses issues related to water quality. Designed for school-enrichment use with fourth graders, the program will help youngsters change attitudes and everyday habits as they learn about the nation's water resources. It consists of five videotapes and newspaper-format worksheets, along with teaching guides and other support materials. Through the program, students will develop an understanding of the importance of water and the need to conserve it and of their state's specific water resources. They will learn to understand and explain the water cycle, and they will explore issues such as pollution, conservation and individual responsibility for wise use of water. Because more than 85 percent of the residents of Nebraska depend on ground water for their drinking water, the program includes a special emphasis on both pollution and conservation of groundwater.

"Friends Helping Friends" — Positive Peer Pressure

One highlight of the 1988 Wisconsin 4-H Congress was an intensive two-day training program designed to turn peer pressure into peer support by teaching teens to help their friends deal with the problems they face in today's society. *"Friends Helping Friends"* was selected by about 40 of the congress delegates as an option over the less taxing traditional half-day sessions usually offered at the state meeting.

"We asked a greater level of commitment from these kids than from those taking other sessions," said 4-H youth development specialist Trisha Day. "They agreed before they came that they would take what they learned back to their respective counties. We want them to make presentations in middle high school, junior high school and elementary classrooms. Little kids look up to the older kids. We want the younger kids to learn by the examples of the teenagers."

The training program helps young people develop a more positive approach to life, concentrating on building communication skills as well as focusing on other areas of personal development. *"Friends Helping Friends"* trains teens to work in pairs in their own communities.

"We feel kids can do a lot to support and help each other make informed, sensible decisions and deal with the peer pressure of today," Day added. "We're hoping these kids can help each other solve their problems by preventing some of them in the first place."



Los Angeles County 4-H is one of four recipients of \$5,000 grants recently awarded by ARCO Foundation to enhance the 4-H Expanded Food-Nutrition Education Program (EFNEP) in four major cities. 4-H programs in Dallas, Seattle and Denver received equivalent grants. Russell G. Sakaguchi, program officer, ARCO Foundation (left) presents the grant check to Rachel Kahn, 10-year Los Angeles 4-H EFNEP community worker, while Gary Deverman, director of development, National 4-H Council, looks on.

Kellogg Grants Support Two State 4-H Programs Focusing on World Food/Agriculture Issues

The University of Florida (UF) is conducting a one-year program designed to help the state's young people learn more about and involve themselves more closely in international agriculture and culture. The project, which is funded by a grant from W.K. Kellogg Foundation of Battle Creek, Michigan, will bring together young people, community volunteers and international students with UF faculty and students. They will explore the interdependence of Florida's and the world's agricultural heritages and economies, examining multicultural world agriculture.

"Through participation in the 4-H Culture and Agriculture project, youth will develop skills and knowledge to interact with people of other cultures and be made aware of the differing histories and needs of agricultural people in various countries," said Kerri Nolan, graduate research student working with the project.

Other subjects to be included in the program are international career options, ethics, values, labor, the role of women, the use of technology, land tenure and cultural change.

Supported by another Kellogg grant, the Georgia Cooperative Extension Service has embarked on a three-year project to help young people understand how public policy regarding environmental issues, food supply and human nutrition is formulated.

Working with other departments of the University of Georgia, with state agencies and with policy study organizations, Extension will train teams of young people and adults in each of the state's 159 counties. The teams will then teach others about the "global food web" and its impact on their communities.

Two 4-H Programs Receive National Substance Abuse Prevention Award

Two 4-H substance abuse prevention programs have been named exemplary prevention programs by the National Association of State Alcohol and Drug Abuse Directors (NASADAD). *"DARE To Be You,"* a program sponsored by Colorado 4-H, and *"4-H Cares"* in Kansas were among 20 programs nationwide honored as "prevention programs that work" by NASADAD and its affiliated National Prevention Network (NPN). The award program was conducted with the support of the federal Office For Substance Abuse Prevention. (OSAP).

Both programs were selected for the honor on the basis of such criteria as sound planning, specific and measurable goals and objectives, strong base for evaluation, sensitivity to community needs, community involvement, long-term commitment to goals, collaboration of social systems within the community and adaptability to orderly duplication in other settings.

"4-H Cares" emphasizes teaching young people that all human life is valuable and that respect and care for self and others is a foundation for all human interaction," said Kansas Extension specialist Kirk A. Astroth, coordinator of the program. "Rather than teaching youth to 'just say no,' 4-H Cares teaches them how to say no, how to affirm their beliefs and values and why they should do so."

In its 10 years as part of the Colorado 4-H curriculum, *"DARE To Be You"* has served rural, suburban and urban communities and reached out to a variety of audiences — white, Hispanic, black and Native American. The *"DARE To Be You"* project trains community-based teams of volunteers to work directly with young people in a variety of settings to prevent problem behavior and build life skills. "4-H Cares" volunteers reach more than 20,000 young people and adults each year," said program coordinator Jan Miller-Heyl, coordinator, Special Health Programs, in Colorado.

Iowa 4-H Foundation Receives Largest-Ever Bequest

When brothers Eldred and Henry and sister Marie Schlapkohl of Walcott, Iowa, decided to leave the vast majority of their estate to 4-H, they were making what became the largest bequest ever received by the *Iowa 4-H Foundation*. The estate, including a 160-acre farm, the farm home, many antiques and cash, is valued at more than \$400,000.

Under the terms of the Schlapkohls' identical wills, the foundation will hold the shares of the farm and use the income from its rental for repairs and maintenance of the Iowa 4-H Camping Center. The Schlapkohls drew their wills in 1974, and assets were transferred to the foundation after Marie Schlapkohl's death last October. Both brothers died in the late 1970s.

Marie Schlapkohl had been an outstanding member of the Blue Grass Sunshine Workers 4-H Club for nine years when she won the coveted trip to National 4-H Congress in Chicago in 1936. After her 4-H career concluded, she remained closely involved with the club as a volunteer leader. The Schlapkohl brothers also were 4-H alumni who served as volunteer 4-H leaders. They wrote in their wills that they intended the bequest to "assist and encourage the growth and development of the young people of the State of Iowa."

4-H Briefs

Agricultural Leaders Meet at National 4-H Center

Many public policy program participants with an interest in contacting legislators, federal agencies or international representatives located in Washington, D.C., find the National 4-H Center a convenient place to meet.

One such group, the *Oklahoma Agricultural Leadership Program* (OALP) has made the Center a base of operation to conduct four leadership development programs, with a fifth scheduled to begin in 1990.

A two-year study program, OALP is open to Oklahoma men and women, 25 to 40 years of age. Many are 4-H alumni, as is the director of the program, Dr. Pete Williams, former deputy administrator, Extension Service, U.S. Department of Agriculture.

While the overall objective of OALP is to develop future leaders for Oklahoma agriculture, approximately 75 percent of



Sheila Alexander, Pete Williams and Wayne Walters discuss Oklahoma agriculture production concerns with Assistant Secretary John Bode (second from left) during their Agricultural Leadership Program held at the National 4-H Center.

program participants are actively engaged in production agriculture and assume leadership roles in business and commerce organizations.

Part of the 60-day training consists of a 10-day program conducted at the National 4-H Center with focus on communication skills and understanding legislative processes. Selection of the Center, located just outside Washington, D.C., allows participants easy access with individuals and groups from both the public and private sectors.

OALP is one example of how non-profit organizations such as schools, professional associations and church groups may benefit from use of the National 4-H Center as a safe, economical meeting site.

Grants Assist Broad Range of Local 4-H Programs

Grants ranging from \$100 to \$3,000 have been awarded to 4-H clubs, counties and states in programs sponsored by donor organizations wishing to encourage 4-H project activity in specific areas. Eight 4-H groups received Conservation of Natural Resources Grants from **Deere & Company** for projects focused on water quality. Seven electric energy grants provided by **Westinghouse Electric Corporation** will be used to help young people become more aware of the role electric energy plays in their daily lives. Grants under the Handicapped Youth Initiatives Grants Program sponsored by **Dr. Scholl Foundation** will allow 10 4-H groups to train both teen and adult volunteers to work more effectively with the handicapped, involve the handicapped as resources for 4-H or stimulate the development of programs for the handicapped.

Three state-level programs designed to stimulate participation in the 4-H petroleum power program received grants from **Amoco Foundation, Inc.** through the National 4-H Petroleum Power Grants Program. Grants from **Bob Evans Farm, Inc./Owens Country Sausage** will enable 16 4-H groups to conduct special pork promotion programs. And another nine 4-H groups will develop programs to promote vision eye care and safety with grant funds from **The American Optometric Association**.

National 4-H grant programs stimulate action at the local, county and state levels. They allow 4-H donor organizations to channel support directly to the grass roots where it affects entire communities. They are seed-grant programs under which grant funds must be matched by local resources and often act as the catalyst for the commitment of those resources.

More information on all national 4-H grant programs is available from Sheila Chaconas, program specialist, National 4-H Council, 7100 Connecticut Ave., Chevy Chase, MD 20815; telephone (301) 961-2856.



Investing in America's Future

Cooperative Extension Marks 75th Anniversary

The **Cooperative Extension System** celebrated its Diamond Jubilee Anniversary with several special events held across the nation on May 8, 1989. A nationwide video



A plate block of commemorative 4-H stamps issued in Canada in 1988 was presented to the National 4-H Center in observance of the 75th anniversary of Extension by two members of the Canadian delegation to National 4-H Conference. Robert Lindstrom, director, National 4-H Center, accepts the gift on behalf of 4-H.

conference took a look at the past and to the future of Extension. A distinguished panel composed of Extension Administration, Myron Johnsrud and several county and state Extension staff members gave presentations about unique ways they are reaching audiences and answered questions from the conference audience. Secretary of Agriculture Clayton Yeutter also made a statement.

Many states observed the actual anniversary date with special activities. Cooperative Extension Services staged local events, such as open houses to commemorate the day.

To honor the anniversary, which marks 75 years of effective application of the *Smith-Lever Act* of May 8, 1914, a paperweight and book have been developed. The commemorative paperweight sells for \$8.50 plus shipping and handling, and can be ordered from **National 4-H Supply Service**, 301/961-2934. The book, *Taking The University To The People*, sells for \$24.95 and is available from **Iowa State University Press**, 515/292-0155.

Executive Development Institute Series Continues with Fourth Seminar

The *National 4-H Executive Development Institute* (EDI) brought selected county and state Extension professionals to New Orleans in late February for the Institute's fourth session. Participants, chosen for the intensive management training by their state Extension directors on the basis of their potential as the future leaders of 4-H,

were challenged with a week-long program of management workshops. A highlight of the event was "Building a Budget," a comprehensive workshop on developing, defending and managing a budget, presented by Clarence Cunningham, retired associate director of the Ohio Cooperative Extension Service. EDI is a two-year program designed to provide its 55 participants with advanced management skills which will enable them to lead 4-H effectively in the 21st century.

New Video Programs Support Youth Mission

Three new video programs produced for 4-H by **J.C. Penney Company, Inc.** have been distributed to the Cooperative Extension System through the state 4-H offices. "America's Youth: The Challenge and The Op-

portunity." The video package depicts the challenges of youth in today's society, how 4-H is addressing the issues through leadership development and community service, and what has to happen to mobilize the Extension network to better meet the needs of our children.

A discussion guide outlining potential uses and discussion topics for each of the programs for a variety of audiences accompanies the videotape.

"America's Youth: The Challenge and The Opportunity" supports a broadened, strengthened youth outreach mission of the land-grant university system. Extension and 4-H are being called on to mobilize volunteers; develop and empower teens as leaders; develop new, research-based models of youth and family programming; and build community coalitions with schools, churches, local businesses, service organizations, and other youth agencies.



DowBrands, ZIPLOC® Freezer Bags has joined the 4-H family and Heinz Vinegar as a co-sponsor of the National 4-H Food Conservation, Preservation and Safety Awards Program. Pictured after approving the agreement are (back row, left to right) DowBrands staff: Gail L. Heeb, national home economist; Rick A. Field, group brand manager, ZIPLOC® Freezer Bags; and Joseph C. Bucci, vice president of marketing. National 4-H Council staff include (front, from left) Jean Cogburn, senior account executive; and Donna Asbury, associate director of development.

Personal contributions to National 4-H Council provide valuable support for program development and enrichment. If you have been a donor, an envelope is enclosed for your convenience in renewing your gift for 1989. If you have not previously contributed, please consider this opportunity to invest in the education and development of our youth.

FROM

YOUR
STAMP
WILL
HELP, TOO



National 4-H Council
Development Office
7100 Connecticut Avenue
Chevy Chase, Maryland 20815

Investing in America's Future

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|---|--|
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| <input type="checkbox"/> Volunteer Leadership Development | <input type="checkbox"/> National 4-H Center Improvement |
| <input type="checkbox"/> Youth Education | <input type="checkbox"/> Where the Need is Greatest |

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- Please make checks payable to National 4-H Council.
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NATIONAL 4-H COUNCIL

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Investing in America's Future



National 4-H Council Trustees, John Rock, general manager, GMC Truck Division, General Motors Corporation (left), and Robert B. Gill, vice chairman, J.C. Penney Company, discuss future 4-H resource development opportunities. Rock has been named to chair the National 4-H Council Resource Development Committee, which succeeds the Campaign for 4-H Committee, chaired by Gill in the recently completed \$58 million fund-raising effort.

4-H has just concluded the largest fund-raising effort mounted in its history. The Campaign for 4-H was a five-year program with a goal of \$50 million. The fact that 4-H was successful in meeting, *and surpassing*, that goal with commitments of more than \$58 million clearly signals it has a constituency and support base that is strong and deep across America.

I am proud to have served as chairman of The Campaign for 4-H. All of us on Council's Board of Trustees and the Campaign Committee are grateful to the following donors who share our belief in the quality and effectiveness of 4-H. Thank you for your investment in America's most precious resource: Our Youth!

Bob Gill

GILL CITES NEED FOR DONOR SUPPORT

Addresses Texas Legislators on 4-H

Speaking to Texas state legislators during a special 4-H legislative breakfast in Austin in March, Robert B. Gill, vice chairman, *J.C. Penney Company, Inc.*, outlined the facts and figures that explain why his corporation has supported 4-H for decades. Gill, who is also vice chairman of the Board of Trustees of National 4-H Council, describes 4-H as a "blue chip investment" in his remarks, excerpted here.

"... What makes 4-H so special? Why do companies like J.C. Penney ... Exxon ... Ford ... Kodak ... ARCO ... Westinghouse ... and scores of other giants of American industry support it so strongly? Quite simply, we are investing in our nation's future — our *children*; and when it comes to producing results with America's youth, no organization has a better track record than 4-H. Now I know that's a pretty strong statement, but the facts bear it out.

"Over the years, dozens of organizations have come and gone trying to help tackle the problems of our young people. Over those same years, 4-H has remained and thrived. It has a network in place, capable of reaching every community in America. It is today as it began: a grassroots movement designed by and for local people. Its programs *work* — and I can't think of a better investment than 4-H for those with a genuine interest in preparing our young people for the world they will inherit.

"But what do I mean by 'investment'? Am I using the term philosophically, or do I mean a business-type investment — one based on dollars and cents? In reality, it's both. If we're talking about an 'investment' that can help assure future generations of educated, civic-minded, self-reliant American citizens, then 4-H is an excellent investment.

"There is no question that children who participate in 4-H see a tremendous growth in self-confidence, self-respect, and self-concept. They learn organization skills ... leadership ... a sense of society ... and a host of other attributes that help them grow into more productive adults. As a result, more 4-H children go on with their education than other children — a fact that has never been more important in light of the 30 percent dropout rate we're seeing today in Texas. But it goes beyond that.

4-H kids tend to return to their communities and assume roles of leadership. More of them vote ... more of them volunteer ... more of them hold jobs ... and they contribute positively to the fabric of our society. In short, as a group they tend to be well-rounded, involved, caring citizens — citizens with the 'right stuff'.

"... So 4-H is a good investment when it comes to building responsible, self-reliant citizens. But what about that other kind of 'investment' — the dollars and cents kind? Does 4-H make good financial sense?

"I don't have to tell you that both the state of Texas and our nation have enormous challenges today with respect to our youth. That 30 percent dropout rate I mentioned earlier certainly does not bode well for the future ... the lack of education caused by the dropout rate is anything but temporary ... for those with schooling, good jobs will be available. But for dropouts, the promise of employment will be slim unless they return for additional education and training.

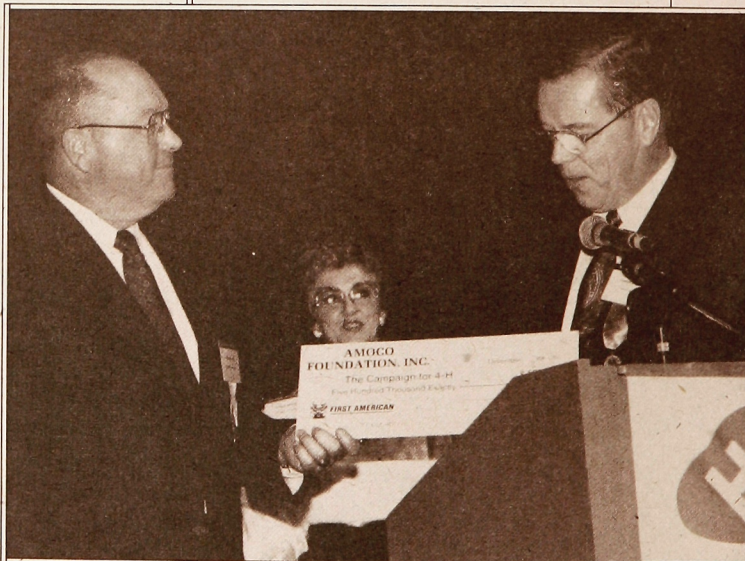
And that, as we all know, can be very expensive. We simply can't afford the prospect of one-third of them dropping out of school somewhere along the way. In our view, 4-H and the other youth agencies represent the best investment for instilling a desire to learn. Group involvement and activities help provide the sense of self-worth and self-confidence children need to see their way through school ...

"What we're really talking about with groups like 4-H is *prevention*. Research has clearly shown that significant progress can be made by preventing problems among children

before they even get started. That takes an investment, but it is a modest investment compared with the future cost if we do nothing. If we do not support preventive programs during the formative years, we will incur much higher costs in the future for older children who experience failure ...

"The picture is crystal clear: *From a dollars and cents perspective, there are few investments we can make today that will pay as large a dividend as an investment in America's youth.* We simply must strengthen our resolve and commitment to the positive growth and development of children.

"We must do all we can to ensure that every child can reach his or her full potential for becoming a strong, healthy, productive, self-sufficient adult. The children of today will become the work force of the 21st century, and they have an enormous task ahead of them. They will be expected to maintain the standard of living, while at the same time bearing our nation's huge debt. They will have to support the growing retired population, while at the same time meeting the increasing challenge of economic competition from abroad. They have their work cut out for them — and we cannot afford to gamble with their future. They must be given the tools they need — the education ... the self-confidence ... the



Lawrie Thomas, president, Amoco Oil Company (right) presents the contribution that put The Campaign for 4-H "over the top" in meeting its \$50 million goal to Robert Gill, vice chairman, J.C. Penney Company, and chairman of The Campaign for 4-H. Looking on is Dr. Anne Rideout, associate director, Cooperative Extension Service, Connecticut, who participated with Gill and Thomas in a ceremony recognizing major Campaign donors during National 4-H Congress.

motivation ... and the desire — to take on these responsibilities.

"4-H has proven it can help instill these traits in our youth — and that's why we look upon it as a blue chip investment. In our view, no organization stands as tall when it comes to standing for America as 4-H."

THE CAMPAIGN HONOR ROLL

Multi-Year Commitments and Contributions
to The Campaign for 4-H

February 1, 1983 to January 31, 1989

4-H is one of our nation's great success stories, forging the best of partnerships between the public and private sectors to stimulate and fulfill the potential of youth.

The following individuals, foundations, corporations and others represent the leadership gift roster for The Campaign for 4-H. Each member of The Campaign Honor Roll pledged to support 4-H over a period of years. The commitments to excellence listed here will help ensure that 4-H remains a strong force for the growth and development of America's youth.

\$5,000,000 +

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- Indiana 4-H
- Kansas 4-H
- Kerr
- The Kresge Foundation
- *Mobay Corporation, Agricultural Chemicals Division
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- PANAJURU — The National Rural Youth Association of Panama (Funds provided by USAID)
- Pennsylvania 4-H
- Purina Mills, Inc.
- Santa Fe Railway
- Simplicity Pattern Co., Inc.
- Singer Sewing Company
- Tennessee 4-H
- Texas 4-H
- Unocal Corporation
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- *Viking White Sewing Machine Company

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- Alabama 4-H
- American Optometric Association
- Arizona 4-H
- Arkansas 4-H
- Chrysler Motors Corporation through its Jeep Division
- CIGNA Corporation

- Colgate-Palmolive Company
- Colorado 4-H
- Connecticut 4-H
- Delaware 4-H
- DowBrands Inc., ZIPLOC® Freezer Bags
- E. I. du Pont de Nemours and Company
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- Heinz Vinegar
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- TSC Stores
- United States Department of Agriculture
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- American Income Life Insurance Company
- AT&T Foundation
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- Beef Industry Council on behalf of The Beef Board
- Coppinger and Affiliates
- DEKALB Genetics Corporation
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- Production Credit Associations
- Banks for Cooperatives
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- Chicago and North Western Transportation Company
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*Commitment includes a special corporate gift to expand the prestige and influence of the 4-H program during the Campaign.

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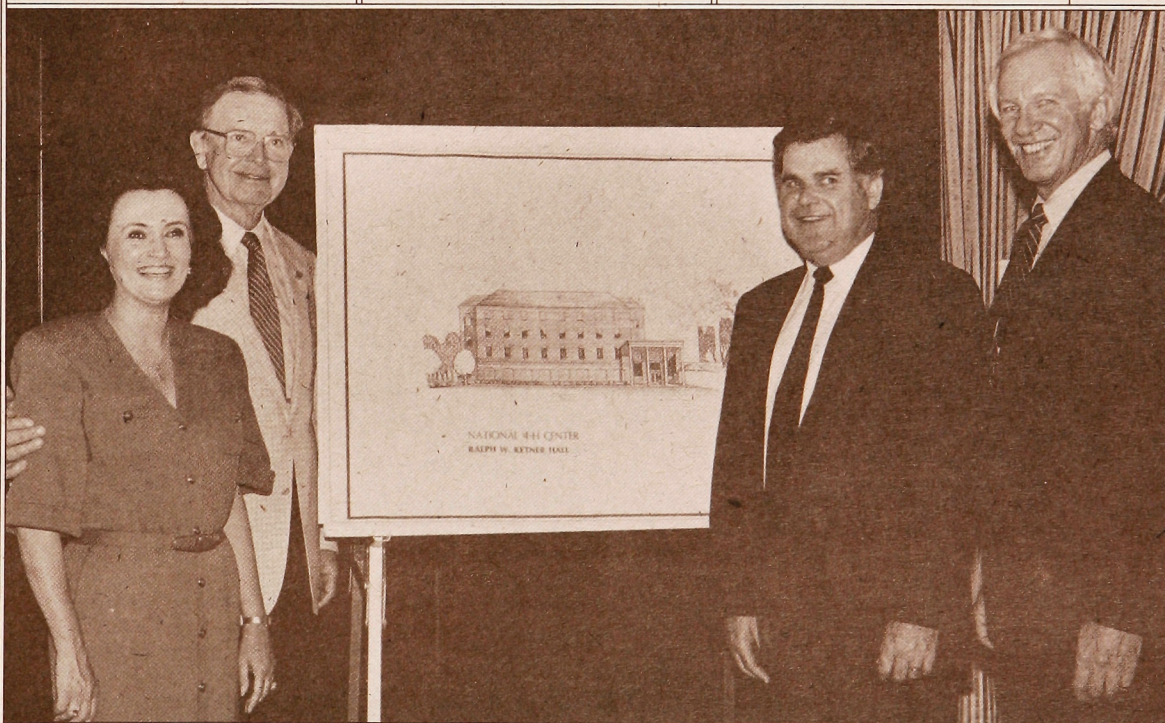
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Anne and Ralph Ketner of Salisbury, North Carolina; Dalton Protor, North Carolina state, 4-H leader; and Grant Shrum, former president, National 4-H Council; get a preview of plans for the new Ralph W. Ketner Hall at the National 4-H Center. The Ketners'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

1988 ANNUAL CAMPAIGN CONTRIBUTORS

Contributions received by National 4-H Council between
February 1, 1988 and January 31, 1989

THE primary goal of 4-H for Youth for America is to provide young people with the highest quality educational experiences. 4-H salutes each of the following donor partners whose annual investment through National 4-H Council continues to affirm the excellence of the 4-H program, its solid history and its exciting future.

\$200,000 +

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- **RJR Nabisco, Inc.

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Banks for Cooperatives

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3M (Minnesota Mining and
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*Includes annual contributions on multi-year Campaign pledges.

ENDOWED AND SPECIAL 4-H FUNDS

The continuation of the 4-H legacy — developing strong, effective and self-directed citizens — can be guaranteed only by building an endowment that will help ensure against fluctuations in funding and the ability of friends to provide current support. National 4-H Council is committed to expanding the endowment fund and thereby sustaining programs and supporting new ventures in 4-H work to meet the needs of future generations.

National 4-H Council currently has the following named funds which are part of the endowment and help perpetuate specific 4-H programs:

Kenneth H. Anderson Fund

Established and added to by many friends in honor of this long time staff member of the National 4-H Service Committee who continues to provide volunteer leadership to 4-H youth programs in Arizona and throughout the United States. Income from the fund goes to citizenship and leadership training programs.

Donald and Toni Daley Fund

Established through a gift from the Daley family, this fund represents the personal commitment of Mrs. Daley as a 4-H volunteer. It will expand and strengthen leadership development programs for teens who serve as youth leaders and role models for younger 4-Hers.

Raymond C. Firestone 4-H Leadership Fund

The Raymond C. Firestone 4-H Leadership Fund will provide support to develop leadership capabilities in 4-H youth who serve in volunteer roles at the local level.

The Mary Nell Greenwood Fund for Extension Administrative and Management Development

Dr. Mary Nell Greenwood devoted her entire career to building and strengthening the institution of Extension as our nation's foremost practical educational effort. In recognition of her commitment to professional excellence and her concern for ensuring strong leadership for Extension in the years to come, the fund, established in 1986, will support degree and non-degree programs, including in-service development plans. Gifts from Extension staff and friends throughout the country established this fund.

Becky and Jay Kaiserman Scholarship Fund

Established in 1984 by Mr. and Mrs. Kaiserman to honor more than 33 years of involvement in 4-H, the income from this fund will be awarded as college scholarships to assist 4-Hers in pursuing their educational and career goals.

The Mary Ann Krug Scholarship and Recognition Fund

The Mary Ann Krug Scholarship and Recognition Fund was established in 1986 as the result of the many friends, associates and family of Mary Ann Krug who have made and will make contributions to National 4-H Council in her memory. It will be used to honor outstanding 4-H young men and women for their voluntary leadership as national delegate advisors to National 4-H Congress. In addition, it will provide scholarships to 4-H youth for college education. The use of the Fund will be based upon policy and programmatic needs consistent with the policies of the Cooperative Extension Service.

Norman C. Mindrum 4-H Education Fund

Established by friends on the occasion of his retirement in 1981 in honor of the first president of National 4-H Council who continues to provide outstanding service and significant leadership to 4-H. Income from this fund is used to strengthen 4-H programs and to recognize and honor outstanding qualities of leadership and citizenship in 4-Hers.

Onizuka 4-H Fund for Excellence

Established in 1986, the Onizuka 4-H Fund for Excellence will provide assistance to 4-H youth in developing the pioneering characteristics and personal qualities epitomized by the life of Colonel Ellison S. Onizuka, former 4-H member and a crew member of the space shuttle, Challenger, by making science and technology scholarships available to young people and by supporting 4-H leadership development initiatives at the state level. The use of the fund will be based upon policy and programmatic needs consistent with the policies of the Cooperative Extension Service.

Elaine R. and Paul E. Pitts Fund

Established with charitable contributions from Elaine R. Pitts and family, and designated to receive the disbursement from a charitable trust created by Mrs. Pitts in 1984. This fund honors Mrs. Pitts' many years of 4-H involvement beginning as a Sperry and Hutchinson Company donor representative, as well as her and her late husband's commitment to youth development. Future income from the fund will support teen and adult volunteer leadership development programs.

Luke and Gladys Schruben Fund

The Luke and Gladys Schruben Fund is established in recognition of the generosity of Luke and Gladys Schruben. All gifts made to National 4-H Council by them or with respect to them shall be held in the fund and the income principal thereof shall be used for building expansion at the National 4-H Center. Any balance of the fund not so expended shall be used to continue the 4-H tradition of helping America's youth develop into responsible and involved citizens.

Edward R. Tinker Charitable Trust

Established by Mr. Tinker, late member of the Board of Trustees of Wilson & Company, one-half of the fund income goes to the Thomas E. Wilson Fund and one-half to promote Americanism through 4-H programs.

The Trustees Fund of the 4-H Futures Program

Members of National 4-H Council's Board of Trustees established this lead fund of The 4-H Futures Program with their personal gifts. The 4-H Futures Endowment Program offers the opportunity for individuals to help assure continuing development of young leaders for tomorrow through 4-H.

Gertrude Warren Memorial Scholarship Fund

Established in 1979 to honor the late pioneer in the 4-H movement and augmented by a gift from her sister, Mary Margaret Warren, this fund provides income for advancing the education of 4-H members.

Thomas E. Wilson Fund

Established in 1948 to honor the late chairman of the National Committee on Boys and Girls Club work, this fund provides income for annual scholarships to 4-H members who achieve good citizenship.

Friends of 4-H are encouraged to make additional contributions in continued recognition of individuals who have provided significant leadership to the 4-H movement. Individuals also are encouraged to consider establishing new named endowment funds. Opportunities for named endowments are available in the following areas of 4-H service:

- Addressing critical issues facing today's youth and families
- Reaching more youngsters in need, particularly minorities and economically disadvantaged youth
- Using new technologies to educate youth
- Providing more scholarships and career guidance
- Reinforcing values of goal setting, work ethic and expanding skills
- Providing national and global citizenship experiences for 4-H teens
- Strengthening volunteer and staff training
- Improving the National 4-H Center as a key training site

Information on how new funds may be established can be received by contacting the DEVELOPMENT OFFICE at National 4-H Council.

IN-KIND SUPPORT

NATIONAL 4-H expresses appreciation to those individuals and organizations who have provided items and services to enhance the educational programs supported by Council.

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NATIONAL 4-H COUNCIL CAMPAIGN COMMITTEE

THIRTY key volunteers provided leadership to *The Campaign for 4-H*. They gave personal gifts, selected specific assignments, developed solicitation strategies, made personal contacts, hosted and/or participated in Campaign events and gave generously of their time and talent to expand private support to 4-H.

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 Extension Service/4-H Youth
 U.S. Department of Agriculture

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 Sales and Service Operations
 The Firestone Tire & Rubber
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Lawrie Thomas
 President
 Amoco Oil Company

Robert K. Wilmouth
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 National Futures Association

NATIONAL 4-H COUNCIL ADVISORY COMMITTEE

PROMINENT individuals who have demonstrated interest in and commitment to the 4-H program serve on the Advisory Committee for National 4-H Council. They provide a two-way channel of information about 4-H between Council and the private sector, and give advice and counsel on programs, promotion, resource development and recruitment of leadership.

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Dr. Dale E. Wolf
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Delaware Development Office

Mr. Blaine J. Yarrington
Arlington Heights, Illinois



Former Chief Justice of the U.S. Supreme Court Warren Burger addresses delegates to the 58th National 4-H Conference at the National 4-H Center.

NATIONAL PANEL

THE National Panel of Extension Directors and Administrators, 1890 Colleges is an advisory group to the Board of Trustees of National 4-H Council established for the purpose of reviewing progress, program emphasis and directions of Council. It meets annually during the convention of the National Association of State Universities and Land-Grant Colleges.

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Dr. Walter Hill
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Shore

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Extension Service
U.S. Department of Agriculture

Dr. Robert L. Crom
Executive Director
National Association of State
Universities and Land-Grant
Colleges

*Acting/Interim



New York representative Esther Hardman describes plans for the New York Hospitality Room at The National 4-H Center before she and New York delegates present a check for the project to Richard Sauer, president, National 4-H Council, during the 1989 National 4-H Conference.

The benefits of your contributions return to us tenfold as today's youth become the capable adults of tomorrow.

Many companies will match employee charitable gifts. Contact your personnel office to determine if a matching gift program is offered through your company. By applying for a match, your gift to 4-H can have double the impact!

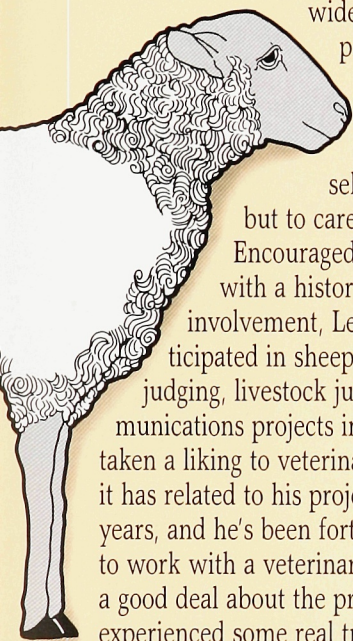
"In 1986, I dropped out of 4-H because it wasn't 'cool'. I started to drink, experiment with drugs, and did poorly in school. Luckily my 4-H leader had faith in me and helped me to realize that I didn't need to do those things to be accepted. Now, I'm back in 4-H and doing better than ever."

— Kim



YOUTH DEVELOPMENT — that's what the 4-H program is all about. And National 4-H Council played an active role in ensuring that process in 1988. We're investing in America's future: from 17-year-old Lee Thurber who lives in rural Nebraska to Ana Olivares, a 4-H'er in Tucson, Arizona — our programs and services reached out across America.

LEE THURBER, like so many 4-H'ers across the country, benefited from a wide variety of project involvements which led not only to positive self-development, but to career selection. Encouraged by a family with a history of 4-H involvement, Lee has participated in sheep, swine, meat judging, livestock judging and communications projects in 4-H. He has taken a liking to veterinary science as it has related to his projects over the years, and he's been fortunate enough to work with a veterinarian and learn a good deal about the profession. He experienced some real traumas, particularly with lamb crops. But, by last year, he and his brother were raising some of the finest lambs in the area with an impressive 200 percent lamb weaning rate — attributed to parasite control, a strong disease prevention program, and detailed genetic selection in breeding. Lee wants to become a veterinarian now. And Lee, as a national scholarship winner, has a special appreciation for how veterinary science program sponsor Upjohn Company uses their corporate dollars to support the 4-H educational project structure.



ANNUAL REPORT 1988



THE truly special thing about 4-H is that 21-year-old Ana Olivares is also a typical member of the 4-H family. As the daughter of Mexican immigrants, she was raised in a trailer park in Tucson as part of a large, close-knit family. Her mother, speaking no English, became involved in the Extension Service's Expanded Food and Nutrition Education Program to learn how to budget and cook American foods in her new home. Ana picked up those skills too, and learned so much that she decided to form her own 4-H club and teach her neighbors' children facts about diet, nutrition and health. Ana took it upon herself to learn English and to pursue her education. Because of her involvement in 4-H, her mother's involvement in Extension programs and the self-esteem and confidence they learned, Ana is a junior engineering student in college, speaks three languages and is a 4-H volunteer.

A major Cooperative Extension System goal is teaching young people citizenship and leadership skills. Those priorities can be seen in almost every 4-H youth development program. And, as issues affecting youth take a more prominent level of visibility in our society, citizenship education and the instilling of confidence and ability unite with private sector support to produce some positive outcomes!

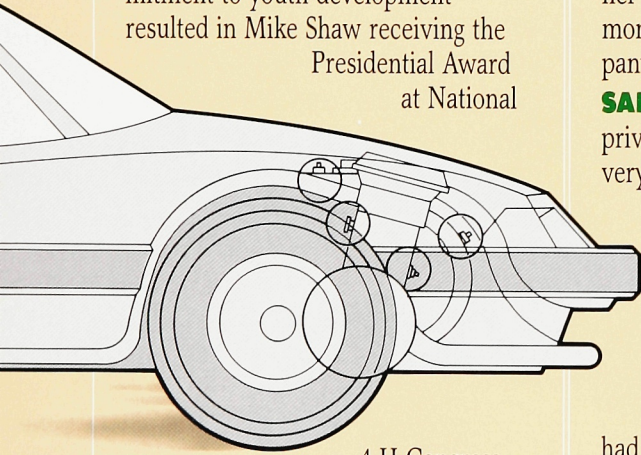
Here's one example:

MIKE SHAW is a very special young man. The Florida youth was raised by his grandparents after his parents' divorce. Challenged with a learning disability and surrounded by the temptations that face all young people

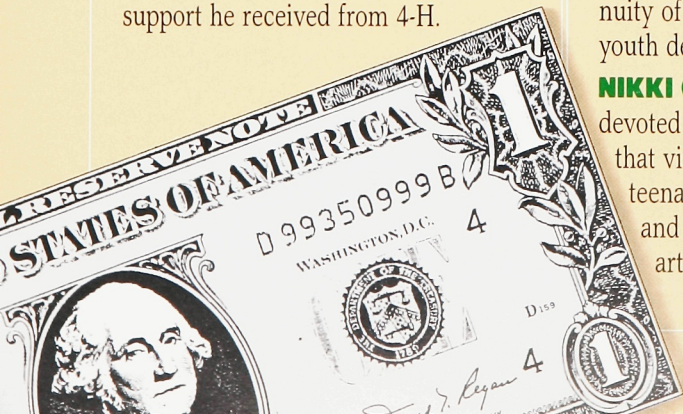


today, Mike turned to 4-H. He worked in a community 4-H club framework and found his niche in the petroleum power project — building hot rods, customizing trucks and cars — and ultimately, passing on his skills to younger club members. Mike's fine work led to a 1988 national petroleum power awards program scholarship provided by Amoco Foundation, Inc. And that was only the beginning!

There's more to Mike than his fighting spirit, his commitment to younger children, and his love of automotive mechanics. Mike cares about his community. He found a group of young people living in tents behind a local fast food hang-out. They were run-aways; victims of bad home lives, emotional problems, too much stress in their lives. Mike reached out to help them by forming a 4-H club for them! He wanted them to have someone to talk to; some form of social structure; some hope for their lives and their futures. His caring, sharing and commitment to youth development resulted in Mike Shaw receiving the Presidential Award at National



4-H Congress in 1988, the highest award in 4-H. That award, sponsored by Reader's Digest Foundation, allows Mike to receive scholarship money in addition to that provided for his work in petroleum power. Now, Mike, a young man who might have lost hope had he not been surrounded with a caring environment, has plans to finish high school and continue on to trade school with the goal of having his own automotive repair shop! And Mike will keep giving of himself to his community, thanks to the confidence and support he received from 4-H.

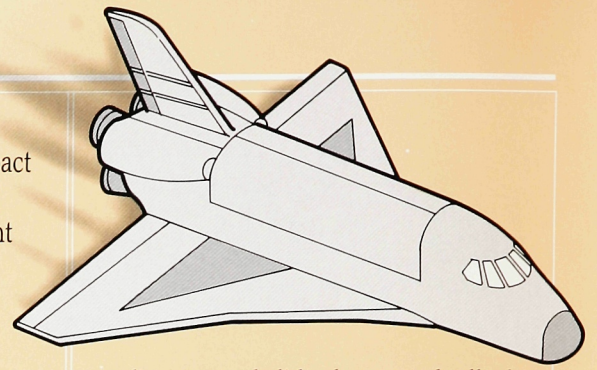


SABRINA OSTLE also felt the impact of private sector support to the 4-H program. The 1987 4-H achievement award winner returned to National 4-H Congress in 1988 as a national delegate advisor — one of the select young people who carry out the Congress program for delegates by hosting, advising, emceeing, and just being there. Sabrina's scholarship actually made the difference in whether or not she could attend the college of her choice. Her father's illness made money tight, and although she managed to save some of her tuition money, the scholarship money provided by Ford Motor Company Fund made the difference.

SABRINA cared enough about that private sector support to do something very special in 1988. She personally called on executives at Ford Motor Company Fund, along with a team of 4-H professionals, to tell them how important their support is to the young people involved in 4-H youth development. Her presence, her story, had an impact. Sabrina, and other 4-H'ers, called on several national 4-H donors in 1988 to help ensure the continuation of private sector funding to 4-H at all levels.

VISIBILITY — be it with a donor, in the media, with a 4-H club or in a school — is important to the strength and continuity of 4-H youth development.

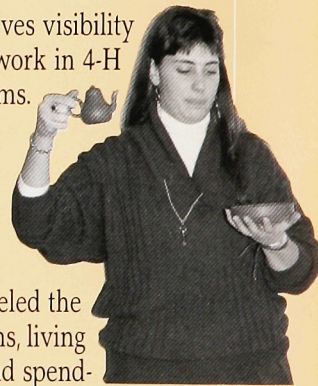
NIKKI CLIFTON knows that and has devoted her 4-H career to providing that visibility. The Athens, Georgia teenager is a member of Clovers and Co., the state performing arts troupe. She has been on



radio, narrated slide shows, and talked about 4-H all over the state. Nikki's a big promoter of 4-H; but she's just as talented in communicating about today's issues. She was on the radio following the Space Shuttle Challenger disaster in 1986, discussing the tragedy and the space program. Nikki also has benefited from her traditional 4-H participation; she's a national 4-H public speaking winner and a Presidential Award winner as well. Her public speaking scholarship was funded by Unocal Corporation.

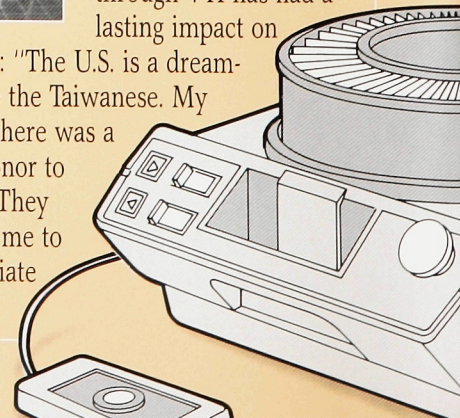
MEGAN BROOK gives visibility to 4-H through her work in 4-H international programs.

The Vermont native spent six months in Taiwan in 1988 and now is home reporting on her experience. She traveled the state for three months, living with host families and spending one week in each of the 14 counties in Vermont. She



gave as many as four slide presentations each weekday, talking to school children, Extension homemakers, Grange members, 4-H clubs and service organizations. Her international experience through 4-H has had a lasting impact on

Megan: "The U.S. is a dreamland to the Taiwanese. My being there was a real honor to them. They taught me to appreciate



each moment; in the U.S. we're always so tense and always in a hurry. Now, I drive down the road and appreciate the world around me; I've learned what's really important in life. And I

them through their full four-year college studies with generous financial support. Does it make a difference? Ask Texan John Smith: "The Agricultural Career Awareness Scholarship has

4-H youth development programs to reach some special audiences. In Danville, Virginia, county agent Doris Pritchett used the Heinz Vinegar grant to teach 7- to 8-year-old children in a detention center about food and nutrition. The youngsters established a garden, grew their own vegetables, prepared and preserved food using their produce, and even sold their produce at the local farmers' market! These children learned to take responsibility, to succeed, and to treat themselves well. The skills they obtained through participation in this program will last them all life long, and the fun of succeeding in an educational environment will help them develop positive habits for the future.

Private Sector Support . . . An American Success Story	
Donor	Program
American Cyanamid	Dairy
American Income Life Insurance	National 4-H Congress
American Optometric Association	Vision Education
American Quarter Horse Association	Horse
American Petroleum Producers	Petroleum Producers

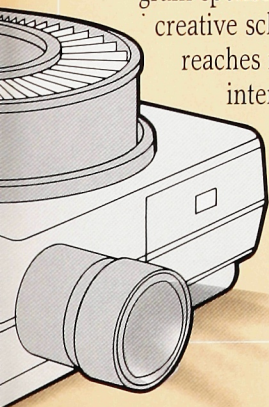
love giving talks about my 4-H international experience. Kids, especially, always leave the room after my talks wanting to visit Taiwan. Now I want to change my major in school to communications; 4-H helped me decide what I want to do with the rest of my life."

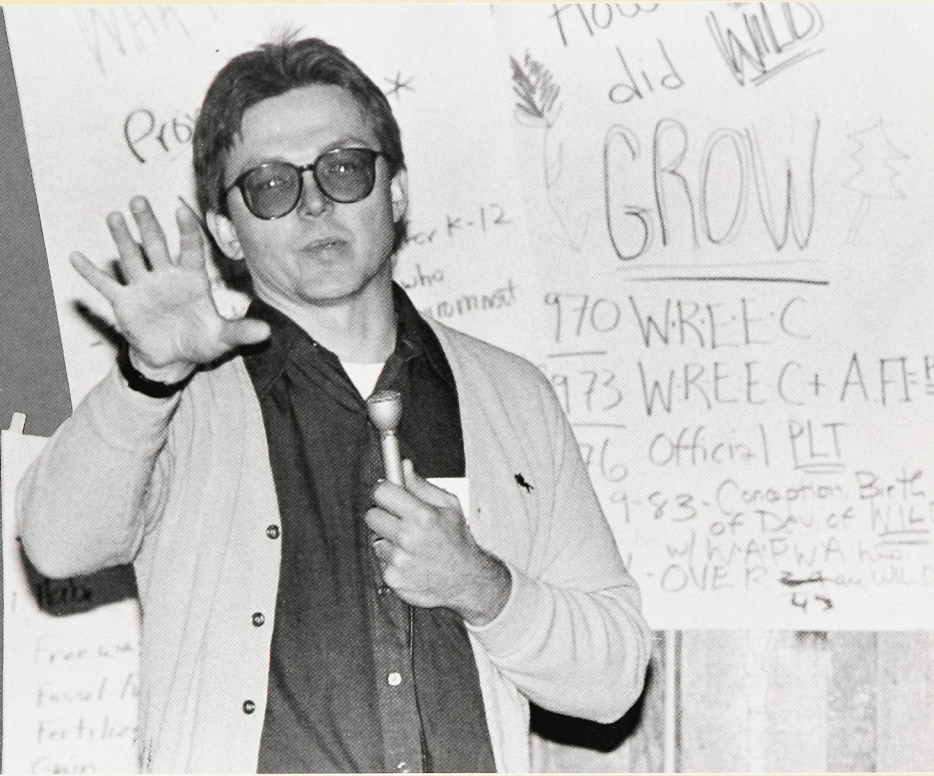
4-H visibility takes many forms. Certainly, the most effective form is the members and volunteers who make up the program — whether they are doing radio broadcasts and performing arts like Nikki Clifton, or hitting the lecture circuit like Megan Brook. Council reaches out to spread the good word about 4-H through programs like the popular *fair banner project*. Counties and states order large canvas banners to display at fairs and demonstration events. The banners list national 4-H donors and show the real impact private sector support has on youth development programs.

INVOLVEMENT in 4-H youth development means working to reach non-traditional audiences with innovative opportunities for youth. Such a program is the Agricultural Careers Program sponsored by DuPont. This creative scholarship program reaches minority students interested in agricultural study areas. The program provides scholarship funding to ten young people each year and sees

influenced my career choice and I will one day be an asset to the development of agriculture. In reality, the scholarship has enabled me to keep the pride of going to school and obtaining my B.S. degree in agricultural economics."

ANOTHER special way youth development programs reach out to new audiences through 4-H support comes through innovative grant programs. Heinz Vinegar sponsored a food conservation, preservation and safety grants program in 1988 that allowed





allows them to return home and begin a trickle-down training program for natural resources volunteers throughout their states. The forum is unique in its track approach to training trainers, following a five-year plan for implementing training and recognition at the local and state levels. Philadelphia Extension agent Rudy Rudowski explains the forum's impact on his 4-H program: "Just being able to share with other urban natural resources leaders — talking and sharing ideas that worked — or didn't work — was great. Thanks to Waste Management, Inc. and Amoco Foundation, we heard about some great urban 4-H natural resources programs, and gave our urban volunteer leader her first airplane flight and her first trip to the Rockies. We'll be using some of the ideas we heard about as our program evolves."

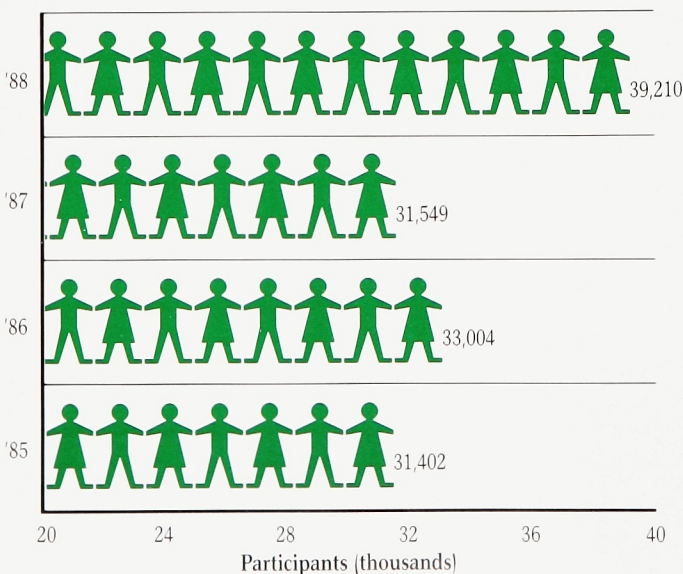


SUPPORT for the 4-H program extends beyond the members themselves. Training volunteers, recruiting, and recognition are important parts of support to 4-H. 1988 saw the first national 4-H volunteer leader forum for natural resources in Estes Park, Colorado. A unique training program was

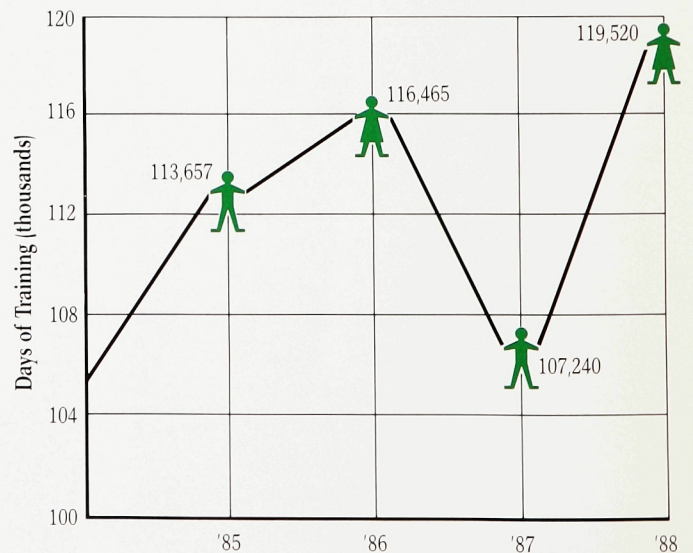
thus continued: teams of volunteers and 4-H professionals from each state followed five tracks of learning for the length of the forum. Their involvement in learning to teach wildlife and fisheries, land management, outdoor recreation, forestry and forest products, and soil conservation/water quality

NATIONAL 4-H CENTER

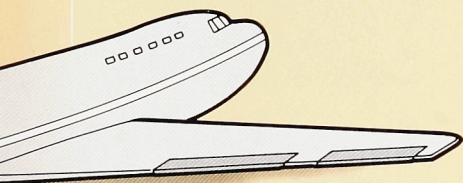
PARTICIPANTS



PARTICIPANT DAYS OF TRAINING

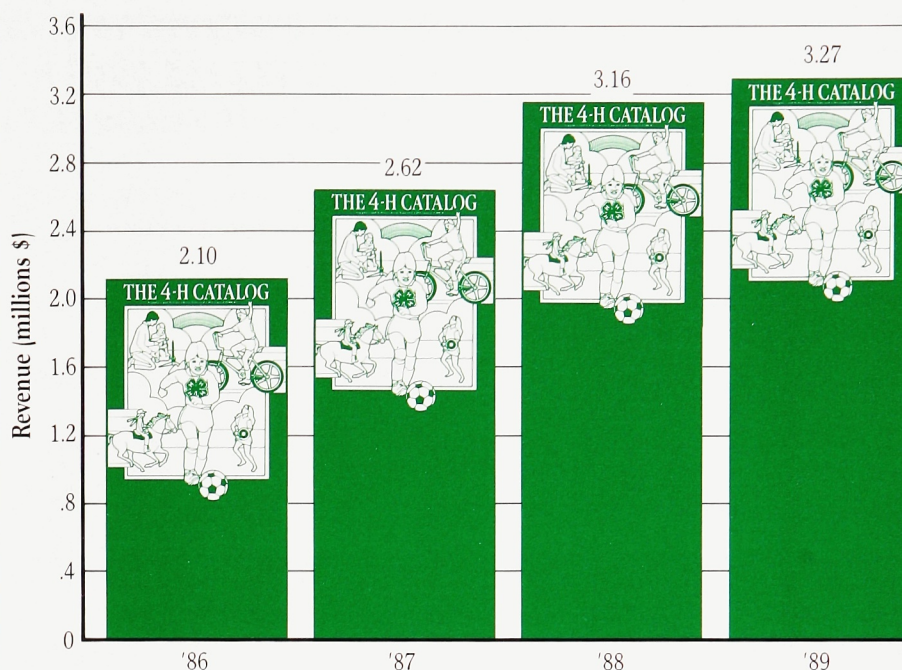


THE Beatrice Foundation has made a substantial commitment to this concept of training trainers to teach. The Foundation's support allows for development of curriculum for training. After a 15-state pilot, training has extended to six regional leader forums and eight national leader forums. Training recipient Levetta Comstock says, "The set of materials and the manner in which it was presented made everything click into place for me. I could see everything connected for once, instead of disconnected bits and pieces of information." Her experience mirrors the pre- and post-test results showing a 20% increase in confidence and competence of 4-H volunteer leaders to teach others after training with the Beatrice-supported program materials.



VOLUNTEERS for the Future — a special project funded by the W. K. Kellogg Foundation — continued to expand its national influence in 1988. The project focuses on model volunteer program development, demonstration and training programs for: adults and youth serving on boards, councils and committees; adults and youth serving in program middle management; and youth participating in significant volunteer roles as resources and partners with adults. Replication grants of \$12,000 were awarded to 24 states for use in establishing programs based on the original models in the three focus areas. Thirty more states have been involved in piloting or replicating portions of the project and all states have participated in program conferences.

NATIONAL 4-H SUPPLY SERVICE REVENUE



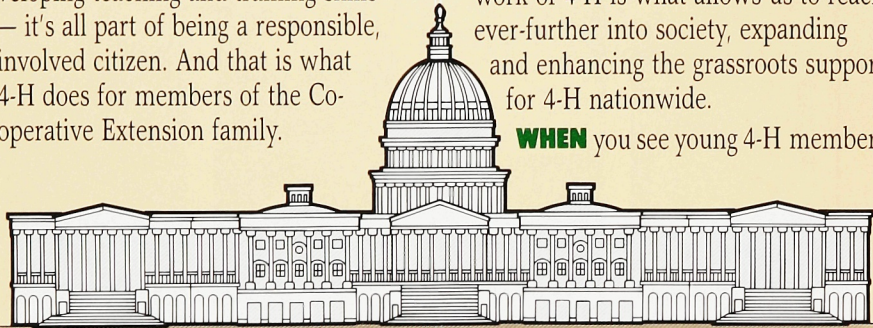
THE National 4-H Executive Development Institute (EDI) is a very special series of workshops and projects developed to enhance Extension leadership for the future. The project includes those county and state Extension professionals who have been identified by their state directors as the leadership of the future for 4-H. Ranging over a two-year period, the project



encompasses intensive management training, exploring the key attributes of successful managers and leaders. Workshops focus on managing human resources; strategic planning; politics, policy and Extension; developing and managing financial resources; and moving 4-H into the 21st century.

EDI has already made a difference. Cuyahoga County, Ohio 4-H agent Deborah Jones says of her EDI experience, "It's an enriching program that opens up new vistas of what Extension can and should be doing for clients. It's had great benefits for me and my staff: from what I learned about strategic planning, we've been able to get a 13% increase in budget from the county commissioners, and also have a county chair appointment increased from 50% to 85% — allowing that person to spend more time obtaining outside resources and working the political structure."

THE success of 4-H in 1988 is the success of citizenship and leadership education for young people and adults alike. Learning to be the best they can be, learning to use their government and social agencies, becoming experts at networking and persuasion, developing teaching and training skills — it's all part of being a responsible, involved citizen. And that is what 4-H does for members of the Cooperative Extension family.



IN the summer of '88 more than 4,000 young people attended Citizenship-Washington Focus, 4-H's week-long educational experience in citizenship training, at the National 4-H Center. Maryland Congresswoman Connie Morella and Iowa Congressman Neal Smith felt strongly enough about the importance of this major national 4-H program to lend their support as honorary co-chairs of the program. Morella challenged the young people

in attendance each week: "Citizenship-Washington Focus may be a turning point in your life . . . I hope that you will be inspired to step forward and accept your personal challenge to lead us into the 21st century."

THAT kind of support and belief in the work of 4-H is what allows us to reach ever-further into society, expanding and enhancing the grassroots support for 4-H nationwide.

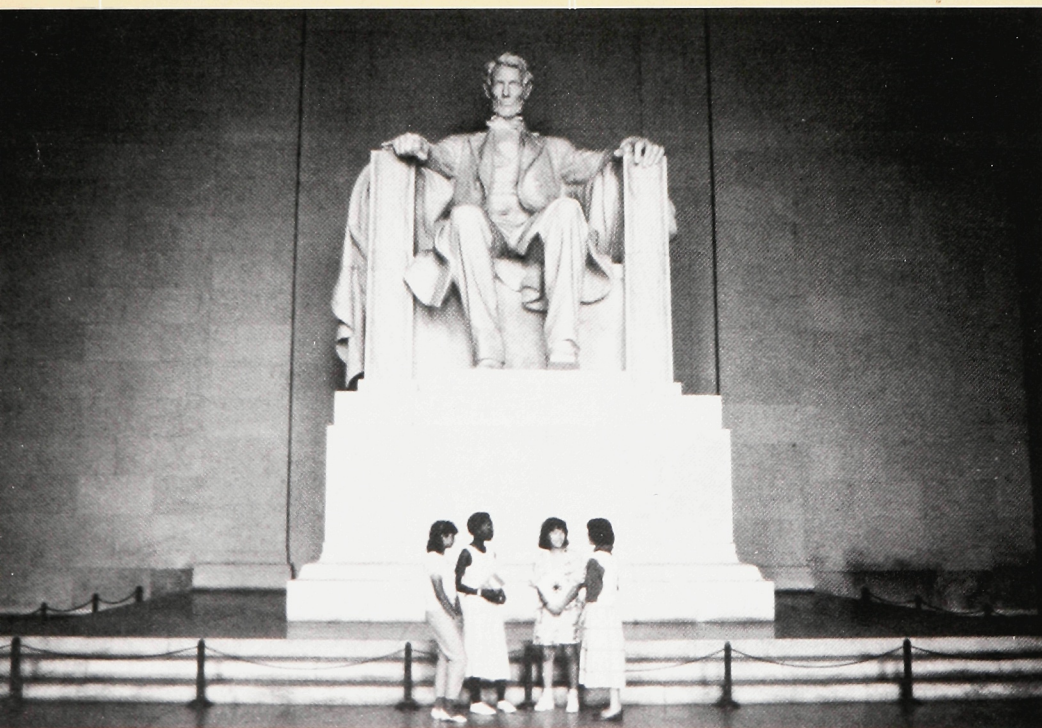
WHEN you see young 4-H members

coming up through the program, it's easy to understand why the programs and services offered by National 4-H Council are so universally felt, so necessary to 4-H success. Twelve-year-old Christina Howard represents the future of 4-H. The Oklahoma 4-H'er is deeply interested in eye care. She researches peripheral vision in sheep and watches eye development in animals. She collects used eyeglasses to distribute to senior citizens and to



be distributed also to poor people in Mexico and Central America. Christina expands her outreach each year: she plans to start an eyeglass collection contest in her county. And she is learning to speak Spanish so that she can accompany a local eye doctor to Mexico in 1990 to help distribute her eyeglasses, give eye exams and distribute information on eye care. Christina has found an interest and given it a broad spectrum: from animals to international citizenship. She has grown through her 4-H involvement in eye care; she will continue to grow and expand her outreach; she will become the leadership of the 4-H program. And, as she grows through 4-H she will rely more and more on 4-H programs and services to give her the support and experiences she needs. Christina, we're looking forward to continuing our involvement with you.

YOU MAKE US PROUD.



NATIONAL 4-H COUNCIL
STATEMENTS OF REVENUES, EXPENSES AND
CHANGES IN FUND BALANCES FOR THE YEARS
ENDED JANUARY 31, 1989 AND 1988

NATIONAL 4-H COUNCIL is a not-for-profit educational organization that uses private resources to help expand and strengthen the 4-H program. 4-H is the youth education program of the Cooperative Extension Service of the State Land-Grant Universities and the U.S. Department of Agriculture.

	Rounded to the nearest \$1,000	
	1989	1988
REVENUES:		
Contributions and Grants	\$4,861,000	\$4,227,000
Educational Programs	2,117,000	2,040,000
National 4-H Center	3,545,000	3,161,000
National 4-H Supply Service	3,266,000	3,163,000
Information Services	97,000	464,000
Investment Income	418,000	587,000
Other Income	8,000	10,000
Total Revenues	14,312,000	13,652,000
EXPENSES:		
Educational Programs	5,882,000	5,324,000
National 4-H Center	2,955,000	2,798,000
National 4-H Supply Service	3,113,000	3,119,000
Information Services	124,000	377,000
Special Projects	185,000	192,000
Management and General	971,000	979,000
Fundraising	852,000	697,000
Total Expenses	14,082,000	13,486,000
Excess of Revenues Over Expenses	230,000	166,000
Fund Balances, Beginning of Year	12,558,000	12,392,000
Fund Balances, End of Year	\$12,788,000	\$12,558,000

The above statement is based on information contained in the audited financial statements of National 4-H Council. Copies of such statements are available on request at Council's offices located at 7100 Connecticut Avenue, Chevy Chase, Maryland 20815.

NATIONAL 4-H COUNCIL BOARD OF TRUSTEES

NATIONAL 4-H Council is governed by a 25-member Board of Trustees that includes leaders of business, the Land-Grant University System and Extension Service of the United States Department of Agriculture. In addition to attending regular meetings, members of the board give leadership through service on board committees, consultation and active involvement in The Campaign for 4-H.

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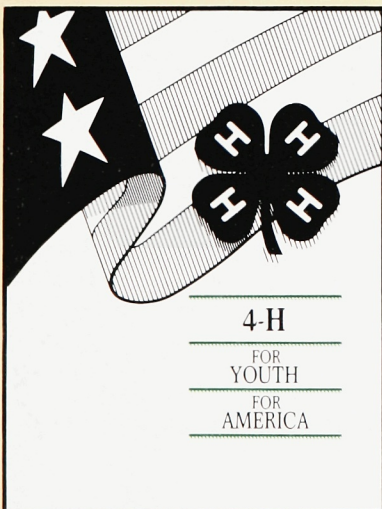
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National 4-H Council
7100 Connecticut Avenue
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