

Quarterly



Photo by Michael A. Milkorech

Team leaders from across the country attend the Citizenship Washington Focus program each summer at the National 4-H Center — celebrating its 30th year of operation in 1989.

**Bush Serving
as 4-H Honorary
Chairman**

**4-H Center
Facilities Serve
Many Groups**

**Costa Rican
Program Promotes
Friendship**

**Shrum Honored
for Service
to 4-H**

Bush to Serve as Honorary Chairman; Continues Long Tradition of Presidents' Support of 4-H

President George Bush has informed Lawrie Thomas, chairman, National 4-H Council, of his delight in serving as Council's honorary chairman. This continues a tradition of the President of the United States serving in this role; it started with President Calvin Coolidge and has extended through the past 12 chief executives and into the current administration.



Presidents through the years have been very supportive of 4-H's role in developing and educating the youth of America. In his acceptance in 1923 as the first honorary chairman, President Coolidge stated, "Probably no activity is of more importance to the future standing, prosperity and social position of agriculture, than Boys' and Girls' Farm Clubs (4-H). The boys' and girls' activities warrant the belief that they will greatly aid in the solution of many of the problems of farm life . . . whether they remain in the country or move to the towns and cities, their early training and associations always have a marked influence upon their thought and activities as men and women. It is of the utmost importance, therefore that we all take an active interest . . . and it gives me very great pleasure to accept the honorary chairmanship."

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President William Howard Taft met with Ohio Corn Club champions at the White House in 1912.



National 4-H members on their visit to the White House.



A Texas 4-H dairy judging team met with President Warren G. Harding at the White House in 1921.



President Dwight D. Eisenhower cuts the ribbon at the formal opening of the National 4-H Center, June 16, 1959. Stancel L. Kilda, Jr. of North Carolina and Anita Hollmer of New York represented 4-H members at the ceremony.



In 1940, President Franklin D. Roosevelt met with 4-H Camp delegates on the Mall in Washington.

National 4-H Council Quarterly

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National 4-H Council Officers:

Chairman, Lawrie Thomas, President, Amoco Oil Company

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

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

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

Richard J. Sauer, President and Chief Executive Officer



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Camp delegates met with **President Herbert Hoover** in 1932 during the White House.



At the Spokane Junior Livestock Show in May, 1950, **President Harry S. Truman** presented a ribbon to Margie Siller of Hayden Lake, Idaho, for her grand champion 4-H lamb.



President Calvin Coolidge.



The nation's outstanding 4-H'ers visited **President John F. Kennedy** in 1963 during National 4-H Week to give a report on 4-H in America. Pictured here with President Kennedy are Faye Craig, Mississippi and Larry Pressler, South Dakota (currently U.S. Senator representing that state).



It visited the National to speak with camp



President Ronald Reagan proudly displays a 4-H jacket presented to him by Senator Pete Domenici of New Mexico on behalf of the 1986 New Mexico delegation to National 4-H Conference.



At the 50th National 4-H Congress in Chicago in 1971, **President Richard M. Nixon** personally presented the 4-H Presidential Award to six outstanding 4-H members honored for their accomplishments in 4-H achievement, citizenship and leadership. Here, President Nixon gives the engraved silver tray symbolizing the award to Deborah Bell of Sylvania, Georgia.



During 4-H National Week in 1965, a 4-H Report-to-the-Nation team was invited to the White House to give their report to **President Lyndon B. Johnson**. They also presented him with a 4-H memento, a large dinner bell topped with the 4-H emblem. Pictured with President Johnson are: (left to right) James Sillers, Michigan; Wayne Dabney, Oklahoma; Elizabeth Covington, Minnesota; Betsey Clarke, Maine; and Secretary of Agriculture Orville L. Freeman.



President Gerald Ford visits with 4-H citizenship education program delegates from Michigan and Colorado in the Rose Garden of the White House during a special tour in 1974.



A highlight of the 50th National Conference in 1980 was **President Jimmy Carter's** welcome to delegates during their visit to the White House. There, the delegates gave the President a report on 4-H and gifts commemorating the 50th National Conference. With the President are: (left to right) Robert Sherrod, Jr., North Carolina; Carol Jo Noble, Nebraska; Kenneth Guin, Jr., Alabama; and James H. Williams, Assistant Secretary of Agriculture.

Board of Trustees Meets at National 4-H Center

National 4-H Council's Board of Trustees met at the National 4-H Center in Chevy Chase, Maryland, on May 25 for its semi-annual meeting.

Lawrie Thomas, president, Amoco Oil Company, was re-elected chairman of the Board of Trustees. Other re-elected officers were Dr. Anne H. Rideout, associate director, Cooperative Extension Service, University of Connecticut, vice chairman; Robert B. Gill, vice chairman, J.C. Penney Company, vice chairman; Edward J. Beckwith, attorney, Baker & Hostetler, secretary; and Richard J. Sauer, assistant secretary, president and chief executive officer. David A. Forslund was elected assistant treasurer.

New members elected to the board were Vance E. Huneycutt, president of Consumer Sewing Products Division, Coats & Clark; and Ann E. Thompson, director and

vice president for Extension, Auburn University.

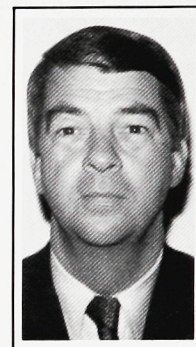
The Board re-elected to three-year terms Roger C. Beach, president, Unocal Refining and Marketing Division, Unocal Corporation; Colby H. Chandler, chairman and chief executive officer, Eastman Kodak Company; Daniel D. Godfrey, administrator, 1890 Extension Programs, North Carolina A&T State University; Leo E. Lucas, director, Cooperative Extension Service, University of Nebraska; Margaret P. MacKimm, senior vice president, Corporate Communications, Kraft, Inc.; and Anne H. Rideout.

Other highlights of the 4-H Council Board meeting included an administrative report on 4-H and Council operations by President Sauer and a report on plans for the new National 4-H Resource Development Committee by John D. Rock, general manager, GMC Truck Division, General Motors Corporation, who is chairing the new committee.

About the New Board Members

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

Vance E. Huneycutt, president of the Consumer Sewing Products Division,



Coats & Clark, joined the company in 1986 and is a member of the corporation's Executive Committee. Before joining Coats & Clark, he held various sales and marketing management positions during a 20-year tenure with Collins & Aikman, and served there as president of the Yarn Division. Huneycutt is active in many textile industry and community-related organizations. He is a native of Albemarle, North Carolina, and was graduated from North Carolina State University and the University of North Carolina.

Ann E. Thompson, director and vice president for Extension, Auburn University,



Alabama, has held her position at Auburn since March 1988 and has been director of the Alabama Cooperative Extension Service since 1984. Thompson, who began her career as a county Extension assistant home demonstration agent in Alabama, held positions in Extension in Florida and Virginia before returning to Alabama as Extension director. A 4-H alumna, she holds a B.S. degree from Auburn, an M.A. from the University of Maryland, and the degree of Ed.D. from Oklahoma State University.



Edward J. Beckwith, secretary, National 4-H Council Board of Trustees, on behalf of the board members, presents a framed resolution to Grant A. Shrum honoring his service to Council and to 4-H and signed by all of the board members.

Grant A. Shrum Honored for His Service to 4-H

At a luncheon following National 4-H Council's Board of Trustees' Meeting on May 25 at the National 4-H Center, the Board honored Grant A. Shrum for his service as Council's president and chief executive officer. Shrum retired on June 1 of this year.

The board members presented Shrum

with a gift of a set of custom-made golf clubs in addition to making a donation to Council's fund for professional and volunteer staff development and training in Shrum's name. This gift will be added to additional funds provided by friends in the Extension System in honor of Shrum.

Congratulatory letters to Shrum from both Presidents Ronald Reagan and George Bush were also presented.

Shrum and his wife, Alma, are now residing in Apopka, Florida.

Council Volunteers Carry on Momentum Established by The Campaign for 4-H

The achievements of The Campaign for 4-H served as a springboard for the first meeting of a new National 4-H Resource Development Committee of National 4-H Council's Board of Trustees. The committee met at the National 4-H Center on May 25. The meeting began with personal ac-

counts of urban 4-H programs in Philadelphia, given by junior high age 4-H members Zandra Johnson and Suzette Blake, accompanied by Elmore Hunter, Philadelphia Extension Director.

John Rock, General Manager, *GMC Truck Division, General Motors Corporation*, serves as Committee chair. The committee agreed upon four major objectives for the resource development program: (1) complete the funding needed to construct Ralph W. Ketner Hall, (2) build the endowment of National 4-H Council, (3) develop the base of unrestricted gifts, especially from individual donors, and (4) fund innovative programs addressing today's critical youth issues.

The following are providing their time, energy, and leadership for the National 4-H Resource Development Committee:

Chair:

John D. Rock, General Manager, GMC Truck Division, General Motors Corporation, Pontiac, Michigan

Vice Chair Western Region

Roger C. Beach, Senior Vice President, Unocal Corporation, Los Angeles, California

Vice Chair Eastern Region

David I.J. Wang, Executive Vice President, International Paper, Purchase, New York

Members:

Edward W. Aiton, Venice, Florida

Kenneth H. Anderson, Sun City, Arizona

Marge Bayless, Phoenix, Arizona

Owen Bieber, President, United Auto Workers, Detroit, Michigan

John A. Dillingham, Senior Vice President, Garney Companies, Inc., Kansas City, Missouri

Robert B. Gill, Vice Chairman, J.C. Penney Company, Inc. Dallas, Texas

Charles A. Hayes, Chairman and Chief Executive Officer, Guilford Mills, Inc., Greensboro, North Carolina

V. Milton Boyce, Interim Deputy Administrator, Extension Service/4-H and Youth, U.S.D.A.

Ralph W. Ketner, Chairman, Food Lion, Inc., Salisbury, North Carolina

Robert G. Laidlaw, Chairman, Coats & Clark, Stamford, Connecticut

David L. Litten, Vice President, Midwestern Region, Westinghouse Electric Corporation, Chicago, Illinois

Robert M. LoConte, Director, Program Development, CIGNA Corporation, Philadelphia, Pennsylvania

Don Mac Neil, Consultant, J.C. Penney Company, Inc., Thousand Oaks, California

Elaine R. Pitts, Dalton/Pitts Associates, San Mateo, California

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

Jules Rose, Chairman and Chief Executive Officer, Sloans Supermarkets, New York, New York

Don Schriver, Director of Membership Relations



George Holder, president, *Syntex Agribusiness, Palo Alto, California* (right) presents a contribution to Bob Dean, chairman of the board of the *Elkus 4-H Ranch in California* and Gloria Brown, *San Mateo County Extension Director*. Holder is a member of the *San Francisco Metro Campaign for 4-H Committee*.

and Public Affairs, Milk Marketing, Inc., Strongsville, Ohio

Luke M. Schruben, Rockville, Maryland

Grant A. Shrum, Retired President, National 4-H Council, Apopka, Florida

Hendrik A. Verfaillie, Vice President, Monsanto Agricultural Company, St. Louis, Missouri

Donors Expand Outreach of 4-H

The GTE Foundation, Stamford, Connecticut, significantly increased its annual contribution to 4-H through National 4-H Council this year. The Foundation, which has supported 4-H for 25 years, received a silver anniversary donor citation from National 4-H Council in 1988.

The Acme Boot Company of Clarksville, Tennessee, is a new national 4-H donor, with a two-year grant in support of National 4-H Horse Events. Acme Boot's gift will provide conference support, awards and educational programming for the *Eastern National 4-H Horse Roundup* in Louisville, Kentucky (held in cooperation with the North American Livestock Exposition), and the *Western National 4-H Horse Classic* in Denver, Colorado (held in cooperation with the National Western Fall Classic).

Syntex provided a gift to the building fund of the *Elkus 4-H Ranch*, located in Half Moon Bay, California. The working ranch provides educational experiences for Bay area youth, including programs for the handicapped. *Syntex Corporation*, which has made annual contributions to National 4-H Council for more than 10 years, made this most recent gift as a part of the *Metro Campaign for 4-H*.

4-H and Honda Combine Resources in ATV Safety Education Program

American Honda Motor Corporation is providing support for a new National 4-H ATV Safety Education Program that will be launched this year. The program is based on training efforts developed by 4-H in Alaska, which were also supported by Honda. Those efforts resulted in widespread use of protective riding gear, especially helmets; and a declining rate of ATV-related injuries and fatalities. It was featured at the 1988 National Congress on Adolescent Health of the American Medical Association.

The new program will develop a national network of volunteers who will teach youth how to operate safely all-terrain vehicles and other equipment. Honda's program sponsorship provides travel grants and resources for five regional 4-H ATV Safety Leadership Forums in the first year. The forums will train state teams with at least five participants, including volunteers, Extension/4-H staff, and representatives of other cooperating agencies and organizations. Honda will also fund state program development grants and two additional forums in the second year to disseminate information on successful community education models.

The National 4-H ATV Safety Education Program will celebrate its "kick-off" in October 1989, in conjunction with the annual National Safety Congress of the National Safety Council.

News From the States

Central American Peace Scholarship (CAPS) Program Brings Costa Rican Youth to U.S.

Early in June, 142 young people from Costa Rica arrived in the United States for a nine-month experience in living with U.S. host families. The young people are participating in the third year of the *Central American Peace Scholarship (CAPS) Program*, conducted by National 4-H Council in cooperation with the *National 4-S Foundation (FUNAC) of Costa Rica* and the *Cooperative Extension System* of the state land-grant universities and the *U.S. Department of Agriculture*. CAPS is funded by the *United States Agency for International Development (USAID)*.

CAPS exchangees are living with host families and will attend local high schools. Families in 16 states — California, Georgia, Illinois, Iowa, Maine, Michigan, Minnesota, Montana, Nebraska, New York, North Carolina, Ohio, Oregon, South Dakota, Utah and Wisconsin — will open their homes to the young people, offering them the opportunity to learn about everyday life and culture in the United States.

Extending the exchange visits to nine months reflects the expanded scope of the CAPS program over its predecessor programs. Training opportunities for host families, group coordinators and the exchangees themselves have been strengthened. In April, group coordinators from each of the host states traveled to Costa Rica for a weeklong training session during which they focused on such topics as how to interview and recruit host families, how to learn about another country and culture, and how to develop sensitivity to cross-cultural issues. Coordinators assisted with the exchangees' orientation seminar at the National 4-H Center in June and then escorted the young people to their host states.

The CAPS program is intended to promote understanding and friendship between the peoples of Central America and of the United States. Its participants acquire skills and knowledge and form attitudes that help them grow as productive members of an interdependent global community.



The Honorable Danilo Jimenez, Ambassador of Costa Rica, acknowledges his support for the CAPS Program at the opening ceremony for the 142 participants during their training session at the National 4-H Center. Johnny Marin, one of the CAPS participants, addresses the audience.

Minnesota Teen Pregnancy Prevention Project a National Model

Twenty-seven Chicago County, Minnesota, sophomores and juniors carried home a sweatshirt, a large notebook filled with information, and a fresh perspective — all related to sexuality — following an intense three-day training program called Project 4 Teens. These teenagers, along with parents and youth professionals, a coalition of over 500 persons, are part of a one-year pilot program known as the *Minnesota Teen Pregnancy Prevention Project*. The project, co-sponsored by *Minnesota 4-H Youth Development* and the *Junior League of Minneapolis*, is one of five funded nationally by the *U.S. Department of Health and*

Human Services as part of the department's *Teen Pregnancy Prevention Initiative*. National 4-H Council was one of 14 national youth serving organizations on a panel to develop approaches to help communities coalesce around the issue of teen pregnancy prevention.

In the *Minnesota Project* teenagers learned about adolescent development, gender roles and self-esteem, and then worked as role models with approximately 200 middle school students. The *Minnesota Project* has joined forces with county organizations to train more than 120 professionals in healthy sexuality and to facilitate March of Dimes parent communication seminars.

Of five sites in the nation, the *Minnesota Project*, a community-based model, is the only rural program to receive the award.



Minnesota's Project 4 Teens

The National 4-H Center

Outstanding year-round meeting accommodations in the nation's capital for the Extension System, 4-H, and related non-profit organizations from across the nation.



"The ideal location and pleasant facilities are surpassed only by the excellence of the educational programs in leadership, citizenship, history and government offered there."

— Connie Morella

Congresswoman, Maryland
National Honorary Co-Chair, 1988 Citizenship-Washington Focus



At the National 4-H Center, you'll find everything you need for a perfect visit to Washington, DC—a beautiful and serene setting just minutes away from the capital's major attractions, affordable and pleasant accommodations, and dynamic programs that will make your stay both enjoyable *and* educational.

For Extension families and staff, the Center is the perfect “home away from home,” offering reasonably-priced lodging and guidance in exploring the wonders of Washington, DC. Whether you're here on business or a family vacation, you'll enjoy our warm and friendly atmosphere!

And, for groups of Extension volunteers and members, the 4-H Center offers exciting programs in citizenship and leadership, superbly conducted by our experienced staff.

The Center's modern, full-service conference facilities also appeal to other non-profit organizations such as schools, professional associations and churches.



With accommodations for 630 overnight guests, and 30 conference rooms which seat from 25 to 650, the Center is the ideal setting for your next meeting. And we'll be glad to help you with program planning, too.

- Affordable facilities on our quiet campus near Washington, DC serving individuals and groups of youth and adults.
- Accommodations for 650 guests.
- 190 twin rooms and 63 quad dorm-style rooms.
- 30 meeting rooms with capacities from 25 to 650.
- Banquet and reception facilities, and cafeteria dining.
- Parking for more than 200 cars and several buses.
- Convenient to public transportation and Washington attractions.
- Fully equipped for handicapped guests.
- Nationally renowned youth and adult educational programs.





“The design and operation of the facility created an atmosphere in which people could interact comfortably. The staff was friendly and helpful, easing the administration of the Assembly, and encouraging participants to make the most of the opportunity.”

— Allen D. Jackson
Deputy Executive Director
The Martin Luther King, Jr. Federal Holiday Commission

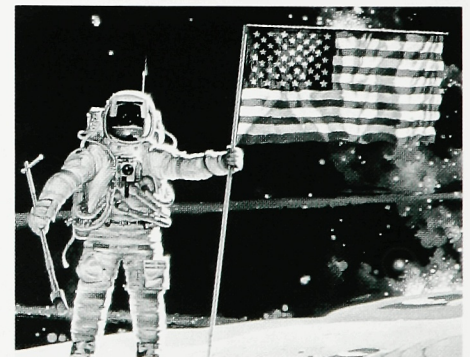
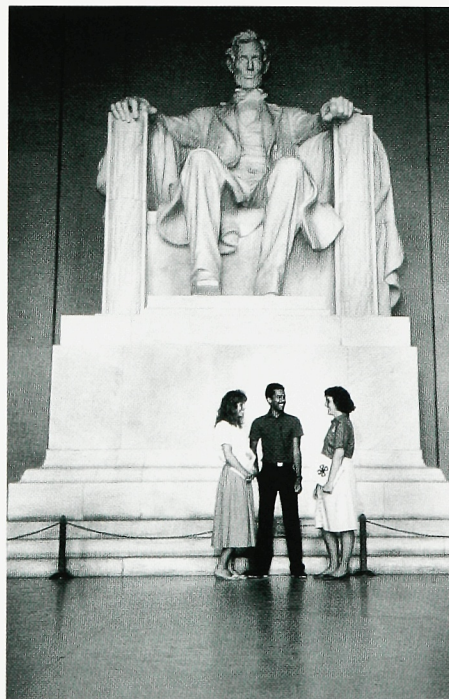
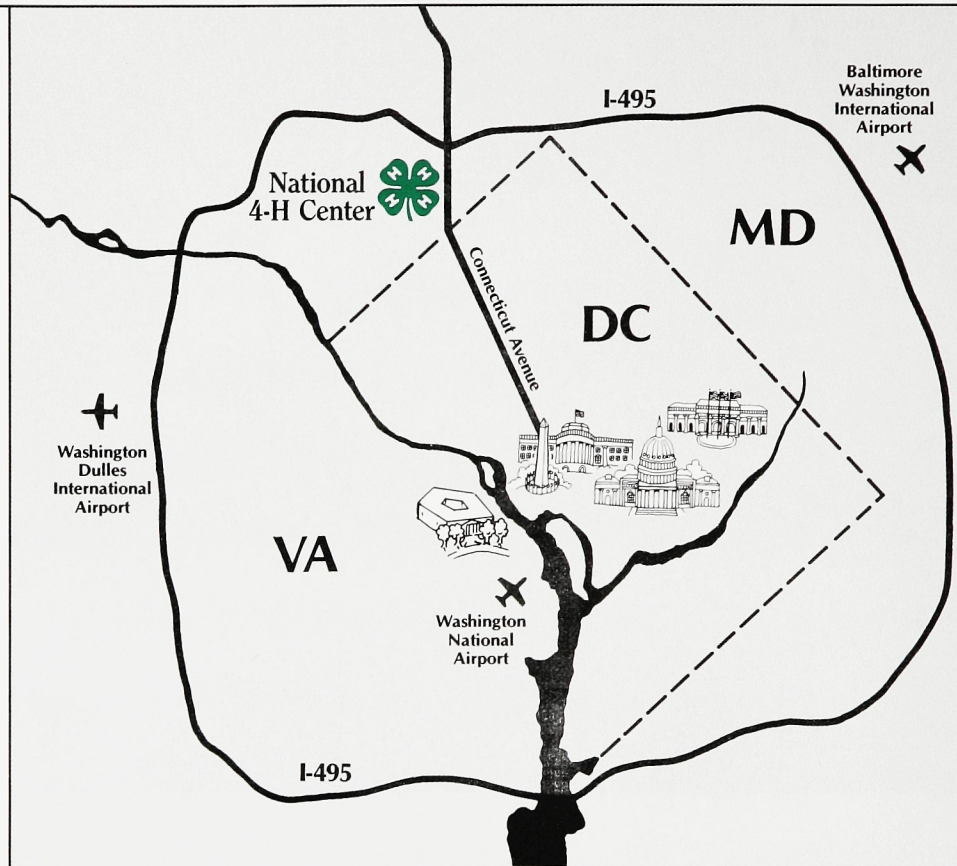
All of Washington Only Minutes Away

The Center's quiet campus lies in Maryland on the outskirts of Washington, DC. The National 4-H Center offers excellent year-round meeting accommodations, complemented by the area's many resources and learning opportunities



Points Of Interest, Just Minutes Away by Convenient Metrorail or Metrobus Service

- National Zoo — 10 minutes
- Washington National Cathedral — 10 minutes
- John F. Kennedy Center for the Performing Arts — 17 minutes
- US Department of Agriculture — 20 minutes
- Capitol Hill, Washington Monument, Lincoln and Vietnam Memorials — 20 minutes
- White House and Smithsonian Museums — 20 minutes
- Beltsville Agricultural Research Center — 20 minutes
- National Institutes of Health — 5 minutes
- Arlington National Cemetery — 27 minutes
- Washington National Airport — 25 minutes
- Dulles International Airport — 45 minutes



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Student's Eggs-periment May Provide Clues to Life in Space

When the space shuttle Discovery lifted off carrying his chick embryo experiment, Purdue University senior and 4-H alumnus John Vellinger got his second chance at finishing a project which began when he was a ninth-grade 4-H member.

Vellinger, who hopes to work in the aerospace industry after graduation, had a student experiment aboard the fatal flight of the shuttle Challenger in 1986. He reconstructed that experiment for the Discovery flight, which carried chick embryos at two different stages of development into the weightlessness of space. Vellinger then studied chicks hatched from the returned embryos against a control group of earth-hatched chicks to explore the effects of zero gravity on the development of bone, muscle and organ tissue in animal embryos.

The experiment consisted of a special incubator designed to cradle the fertile chicken eggs during their journey. Vellinger says his experience in wiring and building circuits as a 4-H electric energy project member was valuable in his work designing and building the incubator.



John Vellinger

The idea for the space chicks project began to take shape when Vellinger was a student at Tecumseh Junior High School in Lafayette, Indiana. He entered a contest to propose an idea for a shuttle experiment. Not winning that first contest, Vellinger redesigned the project several times before succeeding in getting it selected on the third try.

Eggs fertilized nine days before the Discovery liftoff all hatched, and the chicks all appeared to be normal. However, the last eight "space chick" embryos, fertilized just two days before the launch, failed to hatch.

Researchers are now asking if some species require gravity for reproduction — a question of great significance in planning for long-duration human space flight. If the death of the newer embryos should prove attributable solely to the absence of gravity, that finding could thwart plans to breed plants and animals in space to support human pioneers on lengthy voyages.

Vellinger constructed his project at the laboratories of *Kentucky Fried Chicken*, his corporate sponsor. The chicks also were hatched there. After hatching, the chicks were taken to Purdue, where Vellinger will continue to study them.

Tennessee Dedicates Dining Room at National 4-H Center

Tennessee's long tradition of support to the National 4-H Center was apparent during the dedication of a dining area in the name of that state. At a June 21 ceremony, about 50 Tennessee Extension administrators and university officials joined 185 Tennessee Citizenship Washington Focus delegates to dedicate the room.

W.H. Hale, state 4-H foundation president, presented an original oil painting by Tennessee landscape artist Joan Derryberry. "Discovery" depicts a volunteer leader and 4-H members discovering natural resources. Several other pieces of art and a lectern handmade from Tennessee cherry will also appoint the room.

A 4-H flag flown into space by the Shuttle Atlantis and a Tennessee state flag were also presented.

The monetary gift to the National 4-H Center will support continued enhancement of dining room facilities, as part of the overall updating of the Center.

A special guest at the dedication was Dr. M. L. Downen, retiring director of the Tennessee Cooperative Extension Service. Dr. Downen was instrumental in providing leadership to the fundraising drive for the realization of the Tennessee Dining Room.

Kellogg Foundation Gives Missouri Extension \$3.6 Million for Youth Program

A record \$3.6 million grant to the Extension program of the *University of Missouri* from the *W.K. Kellogg Foundation* of Battle Creek, Michigan, will finance development

of prevention programs to help communities deal with threats to their young people from poverty, drug or alcohol abuse, teen pregnancy and stress.

The goal of the project, called the Missouri Youth Initiative, is to develop successful preventive youth programs in Missouri. A major effort will be made to coordinate and integrate current youth programs, to develop special activities, and to test the effectiveness of this initiative in six pilot communities.

The grant is the largest ever awarded by the Kellogg Foundation for projects focused solely on youth. Announcement of the four-year grant came on June 22 at a meeting of the University of Missouri System Board of Curators. Governor John Ashcroft took part in the announcement.

"The University has the skills, the research capacity and the delivery system to develop practical programs to help Missouri youths," said C. Peter Magrath, president of the University of Missouri system. "University Extension's everyday role is to focus research findings on people's needs through educational programs in their home communities," added Gail L. Imig, associate vice president for academic affairs-University Extension.

Making the Grade:

A REPORT CARD
ON AMERICAN YOUTH

"Making the Grade: A Report Card on American Youth"

4-H at national, state and local levels is heavily involved in "Making the Grade," an innovative, joint project of the *National Collaboration for Youth* and the *Roosevelt Center for American Policy Studies*.

The purpose of "Making the Grade" is to educate the public about the critical problems affecting a significant number of America's young people and to provide opportunities for citizens to come together at the community level to find collaborative solutions to those problems. The project focuses on six problem areas: functional illiteracy, juvenile crime, school dropouts, substance abuse, teen pregnancy and youth unemployment.

On September 14, *ABC-TV* will air a 90-minute special featuring the National Report Card on these six areas. Later in the evening the network will host a 2-hour

question-and-answer telecast giving individuals an opportunity to call in and respond to the content of the 90-minute special. The National Report Card will also be featured in the newspaper "USA Today".

As a member of the National Collaboration for Youth, which represents most major youth-serving organizations, 4-H is taking the lead in organizing "Making the Grade" town meetings at the community level in 32 states involving over 400 communities.



Missouri 4-H youth specialist Janette Johnson takes a break with one of the stars of the "Puppet Power" program.

"Puppet Power" Helps Teens at Risk Say "No" to Drugs—and Pass the Message Along to Younger Kids

Teens at risk of turning to drug or alcohol abuse are using puppets to communicate the dangers of substance abuse to young children in a program developed by Missouri 4-H. Under a \$16,000 grant from the federal Office For Substance Abuse Prevention (OSAP), "Puppet Power," a program already in place and proven successful, has been expanded to target high-risk teens — those who are high school dropouts, come from low-income families, have parents who abuse drugs or alcohol, have a history of mental health problems, or have attempted suicide — to deliver the "no drugs" message to 5- to 9-year-olds.

"'Puppet Power' is a cross-age education program that promotes a 'no-use' message rather than a 'safe-use' message about drugs and alcohol," said Carol Mertensmeyer, assistant to the director of Missouri's 4-H youth development program. "Older

kids publicly state it is wrong to use alcohol and drugs."

State 4-H youth development specialist Janette Johnson is training teen and adult volunteers in puppetry skills and is writing scripts focusing on basic information about alcohol and drugs as well as such subjects as suicide and stress.

"The youth delivering the message gain recognition in their local communities as leaders, role models and educators. The youth receiving the message gain education from a source they can relate to," Johnson said. "The 'Puppet Power' program creates a true win-win situation."

During the past year, "Puppet Power" has been used in 20 schools and camping programs throughout Missouri, Johnson added. More than 2,500 elementary-age students have participated in Missouri 4-H substance abuse prevention programs.

Baltimore 4-H: The Urban Approach to Youth Issues Programming

Baltimore City's 4-H program is meeting the challenge of developing innovative and relevant programs that help young people build self-esteem and that are targeted to non-traditional and "at-risk" youth audiences through a program called 4-H *Learn & Earn*. Through the program, young people have the opportunity to explore the world of business as they learn how to apply basic business management skills to their 4-H project work. They accomplish that learning by working in an actual youth-operated business.

Funded by a grant from *Associated Black Charities*, the program depends on a revolving loan fund for the 4-H youth business development. With loans from that fund, for example, the city's 4-H'ers have turned a dish garden project into a profit-making venture by selling the gardens.

In another aspect of the program, participants learn business skills in an eight-week summer course offered by the *Baltimore City Youth Business Cooperative*, a city-wide youth entrepreneur development 4-H club. Teens develop both business and leadership skills through the course and go on to serve as junior leaders for the *Learn & Earn* program.

Learn & Earn, although open to all 4-H'ers, is designed to serve young people from 12 to 18 years old. Concerted effort is being made to reach young people in minority neighborhoods, those living in single-parent homes, those residing in public housing or receiving public

assistance, and those who are unemployed.

Learn & Earn teaches young people useful entrepreneurial skills through hands-on experience. It builds self-esteem as 4-H'ers learn the mechanics of how to earn money responsibly and brings them into contact with local and minority business persons acting as project consultants, advisors and role models. And it directly addresses a critical problem facing the young people it serves — lack of money.

WOW! A Passport to Adventure

Wonders of Washington (WOW!) attracts youth groups from inner-cities to the islands of Hawaii. WOW! is designed primarily for school groups interested in expanding their study of history, civics and government using Washington, D.C. as the classroom and the National 4-H Center as a safe, economical base of operation. Center facilities can accommodate 650 guests, with 30 meeting rooms and banquet and reception service available in addition to cafeteria dining.

Three- to six-day programs are offered from mid-August through early June. School coordinators have the flexibility of designing a program appropriate to their educational goals. National 4-H Council staff are available to help in the planning and coordination.

Many 4-H groups also participate in WOW! A newly-formed 4-H club of inner-city teens from Chicago adopted the theme "4-H Passport to Adventure," and exploring the Wonders of Washington was a first step



Hawaiian delegates to WOW! pause during their tour of Washington, D.C. to record their visit on film.

in building the self-esteem of 15 youth-at-risk members. A day on Capitol Hill allowed them to see government in action. Visits to the Air and Space Museum and African Museum — two of 13 museums comprising the Smithsonian Institution, the world's largest museum complex — gave them a view of the impressive history of mankind.

Attending WOW! prior to participation in National 4-H Congress in Chicago has become a tradition for the Hawaii delegation. Since travel distance is great and expensive, they combine two educational experiences. While attending WOW! this winter they were able to tour the U.S. Capitol, including lunch with Senator Matsunaga, and take a VIP tour of the White House.

Washington Teen Pregnancy Program Brings 4-H and Other Agencies Together

An innovative Washington State project addressing the issues of adolescent pregnancy and parenting has Extension in that state cooperating with concerned state agencies and private organizations to mobilize community action.

A statewide committee is striving to put together a network of locally-based "teams" composed of people who represent the cultures and values of the individual communities in which they will function. Teams, each of which will include at least one teen along with representatives of the business, health, education, social and religious segments of the community, will actively address teen pregnancy problems in their own communities — "community" in this context meaning social communities as well as geographical ones. More than 25 such teams are at work throughout the state.

California Hosts 4-H Childcare Conference

Extension and 4-H staff from more than 20 states, from Connecticut to Hawaii, participated in the 1989 School Age Childcare Program Training Conference sponsored by *University of California Cooperative Extension*, April 11-13, in Sacramento. The conference featured three school age child care models currently supported by 4-H in California: 4-H administered programs, community cooperative ventures, and educational enrichment for existing providers. With a grant from the *W.K. Kellogg Foundation*-funded "Volunteers for the Future" program, the California 4-H

Afterschool Program also developed three training manuals to help others start similar programs. These include a management manual, a curriculum manual, and a facilitator's guide.

Utah Satellite Seminar Focuses on Families

A satellite seminar, "Forecasting the Future of America's Families," was conducted in May by Utah Extension's Department of Family & Human Development. Two leading futurists, Dr. Joseph F. Coates, president of *J.F. Coates, Inc.*, and Dr. George W. Wilkerson, vice president, Strategic Planning and Markets, *United Way of America*, discussed methods of preparing strategic plans for America's families.

The National 4-H Center Marks 30 Years

At noon on June 16, 1959, President Dwight D. Eisenhower snipped a green satin ribbon and dedicated the nation's newest youth education facility.



Anita Hollmer, a 19-year-old 4-H member, stood with the President and marked the important event in 4-H history. "I remember that the dedication was a whirlwind," says the New York native, now Dr. Anita Hollmer Hodson, an emergency room physician in Delaware. "I didn't realize how important it really was until I got back home."

Hodson was at the Center to take part in National 4-H Conference, held in 1959 during the summer. Previous conferences had been held in tents on the Mall in Washington, D.C.

In 1959, delegates were sent specific instructions about the uniforms to wear during the week. "I made two uniforms — white and green pin-stripe shirt dresses with a 4-H chevron on the pocket. And we all had the same type of shoes and white hats," Hodson recalls.

Since the opening of the Center, over two and one-quarter million training days have been conducted at the facility, which has undergone continuing renovation and expansion over the years. Today, the National 4-H Center is widely known as a vital training facility for teen leadership, adult and volunteer training, and professional staff improvement.

In the News

Missouri Governor **John Ashcroft** has become the honorary chairman of *Missouri 4-H Foundation*.

The *American Quarter Horse Association*, donor of the National 4-H Horse Awards Program, is making big plans to celebrate their 50th anniversary throughout 1990.

National 4-H Council President **Dick Sauer** has joined the board of directors of the *Associates of the National Agricultural Library*. NAL has the largest collection of agricultural literature in the free world.

Congratulations to 4-H alum **Randy Travis**, chosen 1989 entertainer of the year at the 23rd annual *Music City News Country Awards* in Nashville.

Secretary of Agriculture **Clayton Yeutter**, a Nebraska 4-H alumnus, has now completed filling the major staffing positions in the *USDA* administrative posts. Among the appointees are several additional 4-H alums — **Franklin E. Bailey**, assistant secretary for Congressional Affairs; **Richard T. Crowder**, under secretary of agriculture; **Jack Parnell**, deputy secretary of agriculture; **Kelley Winkler Shipp**, *USDA* press secretary; and **Jo Ann Smith**, assistant secretary for Marketing and Inspection Services. Smith, an active 4-H supporter, serves on the Florida State 4-H Foundation board of trustees.

Congratulations are also appropriate for another 4-H alumnus, **Steve Cauthen**, who in July became the first jockey to complete a sweep of the world's four major thoroughbred derbies when he rode Old Vic to victory in the Irish Derby. Cauthen has previously won the Kentucky Derby, the French Derby and the English Derby.

Dale E. Wolf, a member of National 4-H Council's Advisory Committee and a former 4-H contact at *Du Pont*, is now Lieutenant Governor of Delaware.

4-H Briefs

Kraft Wins National AMA Award for 4-H Support

At the *American Medical Association's National Congress on Adolescent Health* held in Rosemont, Illinois, in May, **Kraft, Inc.** was honored as a national winner for outstanding efforts by a business to support adolescent health. Their honor was a result

of Kraft's support of the National 4-H Health Awards Program since 1978. Each year more than 350,000 young people participate in the health awards program . . . more than 3½ million during the 11 years of Kraft's sponsorship.

The program helps young people accept responsibility for maintaining and improving their own physical, intellectual, emotional, and social health as well as supporting good health for their families and communities.

In addition to the awards program, Kraft, Inc., underwrote the production of the film, "Get The Message?". The film is targeted at 8- to 12-year-olds and discusses the many "messages" they receive every day about alcohol and other drugs.



Dr. Patricia A. Kreutler, manager, Nutrition and Health Information, Kraft USA accepts the American Medical Association's national award recognizing distinguished service on behalf of America's youth by the business sector for Kraft's sponsorship of the National 4-H Health Awards Program. Ernie Lewis, manager, Professional Affairs, Procter & Gamble (sponsor of the AMA Awards Program) made the presentation during the second annual National Congress On Adolescent Health.

Another AMA award winner at the Congress was the entry submitted by the Montana State 4-H Office on the "Parents and Adolescents Can Talk" (PACT) program on human sexuality. The *Montana State University Extension Service* program has generated excellent results, indicating great educational potential with youth and families. Dr. Joyce Kohl, special grant project director for the PACT program, accepted the award.

National 4-H Council is a member of the AMA's National Adolescent Health Forum and was represented at the Adolescent Health Congress by Larry L. Krug, director of public affairs.

Teen Consumers are Big Business

According to the latest survey from *Teenage Research Unlimited (TRU)* the average teenager takes in more than \$60 a week and has no bills to pay. The youngest teens (12- to 15-year-olds) get about \$100 a month by baby-sitting, mowing lawns, receiving an allowance or asking their parents for money.

According to the survey, teens spend their own money on essentials like cassettes, compact discs, lip gloss, breath mints, bubble gum, cards and fast food. They influence their parents' purchases of VCRs, recreation equipment, CD players, television sets, microwaves and answering machines — large-ticket items that teens use daily.

In 1987 the value of purchases made by U.S. teens ages 12-19 years totaled \$78 billion; over \$33 billion was the teens' own money.

The growing number of two-income families and single-parent households has required more teens to assume expanded responsibilities because of parents' limited time. With these young people shopping and making family decisions, companies are targeting the teen audience in advertising promotions. With sales attention focused on teens, 4-H consumer education projects become increasingly important, teaching youth to be wise consumers.

4-H Supports National Celebration of the Outdoors

National 4-H Council's President Dick Sauer is serving on the leadership committee for the *National Celebration of the Outdoors*. The project, an outgrowth of the *President's Commission on Americans Outdoors*, chaired by Lamar Alexander, is planning a weeklong event centered around

Earth Day, April 22, 1990. The activities will stress the importance of parks, open space and recreation to the health and well-being of the American people.

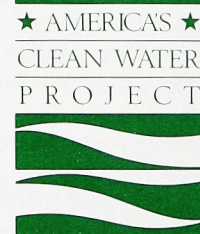
Susan Shewchuk, account executive, Donor Relations, National 4-H Council, serves on the national planning group for the event, helping to orchestrate grassroots activities with the participating organizations.

The National Celebration of the Outdoors can relate closely to 4-H's conservation of natural resources and community service activities.

4-H Provides Leadership in Water Quality

Much has taken place to improve our nation's water quality since the passage of the Clean Water Act in 1972. Yet, much more needs to be done, particularly relating to public education and responsibility.

In order to continue to progress, it is essential that we rekindle public interest and concern for our most precious natural resource. For these reasons, the *Association of State and Interstate Water Pollution Control Administrators* established *America's Clean Water Foundation* to sponsor a national campaign called "America's Clean Water: The Commemoration of the 20th Anniversary of the Clean Water Act."



Celebration of Commitment

4-H is represented on the national steering committee by Dr. Kemp Swiney, 4-H program leader, Extension Service, USDA, and Larry Krug, director of public affairs, National 4-H Council. Krug also co-chairs the Youth Education Division with George Tressel, National Science Foundation.

Water quality is a major social issue, not only in America, but worldwide. Educating today's youth on the issue of water quality is, indeed, a key. It will be their generation that will be most affected by the tough decisions being made regarding our water. They need to be involved now to be part of the decision-making process.

Water quality is already a priority area in 4-H in many states and is designated as one of the nine national initiatives by the Extension Service, USDA.



David L. Litten, vice president, Midwestern Region, Westinghouse Electric Corporation, a member of National 4-H Council's Board of Trustees (left), presents a signed, original Norman Rockwell print of 'The County Agent' to 4-H Council President Dick Sauer. The valuable print, a personal gift from Litten and his wife, Ann, will be hung at the National 4-H Center.

Rockwell Signed Print Donated to National 4-H Center

Norman Rockwell's 1948 painting depicts Extension agent Herald Rippey (kneeling) as he explains to 4-H member Jama Fuller (left, wearing saddle shoes) how he is checking a calf, while other members of the Fuller family of Redkey, Indiana look on. Former 4-H'er Fuller still lives in Redkey, while former Extension agent Rippey, age 95, lives in Muncie, Indiana.

The original painting today is housed in the Kellogg Conference Center at the University of Nebraska in Lincoln. The painting, a sentimental favorite of 4-H enthusiasts everywhere, has been transferred onto a pair of limited edition collector plates offered through the National 4-H Supply Service. Both 8½" plates are crafted of fine white porcelain, are banded in 18K gold, and are individually numbered on the back. For additional information on the plates contact the Supply Service at 7100 Connecticut Avenue, Chevy Chase, MD 20815 — (301) 961-2934.



Charitable Donations Top \$100 Billion

American donations to charitable and other philanthropic causes in 1988 reached an estimated \$104 billion, an increase of 6.7 percent over the 1987 total, according to preliminary estimates prepared by the AAFRC Trust for Philanthropy, an arm of the American Association of Fund-Raising Counsel. This is the first time contributions broke the hundred-billion dollar landmark.

When adjusted for inflation, the increase in total giving amounted to 1.82 percent, while inflation in the service sector of the economy ran about 4.78 percent. As in the past, individuals were overwhelmingly responsible for the bulk of the giving. According to the estimates, the money came from the following sources:

- Individuals 83.1%
- Bequests 6.5%
- Foundations 5.9%
- Business and Corporate Foundations 4.5%

Houses of worship and other religious institutions and activities received, as usual, the largest share of donations: an estimated \$48.21 billion, or nearly half of total contributions. The category of human services, in which 4-H is most often considered, received \$10.49 million, or 10.1 percent of the total.

4-H Clubs Take National Honors in "Youth for America" Program

The Edgewood Community Development School, a Goldsboro, North Carolina facility for handicapped students, boasts an elaborate and carefully planned therapeutic playground, thanks to the efforts of the Grantham Tigers 4-H Club of Mt. Olive. And Grantham 4-H'ers boast top honors and a \$1,000 prize as winners in the 1989 "Colgate Youth for America" campaign.

Describing the ambitious project, club leader Cathy Jernigan said, "Our members met with physical therapists to develop blueprints for the playground project. They then actually helped construct and paint the equipment."

The "Youth for America" campaign annually honors exemplary community service projects conducted by young people. First, second and third place winners are chosen from among entries submitted by 4-H and each of five other youth organizations. Additional awards are given to 40 fourth-place winners.

Taking second-place honors and a \$500 award was a Madison, West Virginia Peer Pressure Workshop program designed to encourage young people to understand the importance of making sound decisions. There, Boone County 4-H'ers created workshops to help their peers learn how to build confidence in themselves and hone decision-making skills.

The third place award and its \$300 prize honored the DuBois Pioneers 4-H Club of Tamora, Illinois. The Pioneers organized a disaster relief program for the victims of a tornado in a neighboring community. They collected canned food, personal items, bedding and appliances, and mounted an appeal for public donations.

Reuben Mark, president, chairman and chief executive officer of *Colgate-Palmolive Company*, corporate sponsor of the campaign, points to these winning 4-H clubs and other young people honored in the program as the positive side of American youth today. "They are among the thousands of young people who have improved the quality of life in their home towns," Mark said.

Craft Yarn Council of America Sponsors New National Leader Forum

Training volunteers to train other volunteers is vital to the success of 4-H and its ability to educate and develop youth. The *Craft Yarn Council of America* is making a direct contribution to developing the 4-H volunteer force through sponsorship of the first national forum for volunteers who work with the clothing and textiles pro-



Craft Yarn Council Of America

gram. The forum will take place October 15-20 at the National 4-H Center.

The forum will reach not only 70 volunteers from throughout the country but also 4-H professional staff in a weeklong training experience. These volunteer/professional teams will become part of and strengthen middle management volunteer training programs in their home states. They will return home to develop programs to train other volunteers, thus imparting the clothing and textiles program skills and teaching tools presented during the national forum. Craft Yarn Council is providing state incentive grants to facilitate this process as part of its commitment to the program.

The Craft Yarn Council is based in Gastonia, North Carolina. It represents eight major yarn and fiber manufacturers.

National 4-H Supply Expands Services

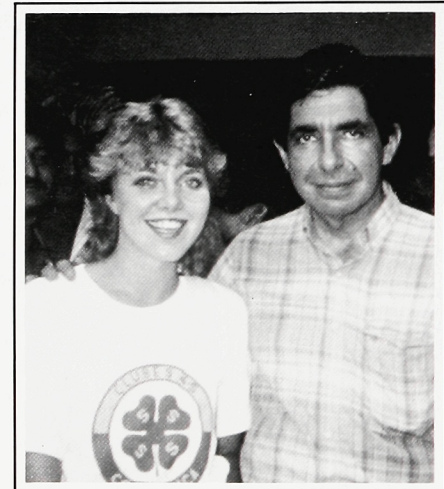
The National 4-H Council Supply Service has announced its agreement with the *National Association of Extension Home Economists* and *National Association of County Agricultural Agents* to become the exclusive supplier of their associations'

merchandise. The Supply Service already handles the merchandise for the *National Association of Extension 4-H Agents*, the third national Extension agent association.

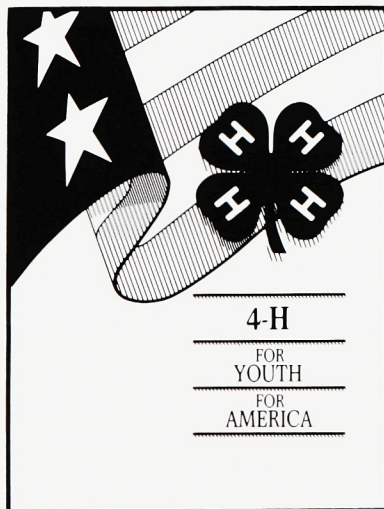
The expanded program will take effect with the distribution of the 1989-90 edition of the 4-H Catalog, to be distributed in mid-August 1989.

The new catalog will include an "Association Page" where each of the association's supplies will be displayed. Items may be ordered directly from the catalog and will also be for sale at each of the three association conventions.

4-H International Programs Build Bridges



4-H International cultural exchange programs with more than 20 countries give young people opportunities to learn about their world neighbors through first-hand experiences. Melinda Parcinski, Connecticut, had an opportunity to meet with Costa Rica's Presidente Oscar Arias Sanchez, winner of the Nobel Peace Prize.



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