

# National 4-H Council Quarterly

Volume 8 Number 3

Fall 1990



*A fisheye view of the September 19 dedication for the new Ralph W. Ketner Hall at the National 4-H Center.*

**Youth At Risk  
Goals Launched  
at National Summit**

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**4-H Emphasizes  
Science and  
Technology**

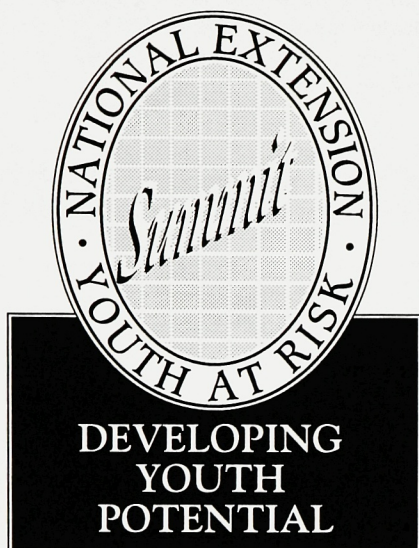
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**Ketner Hall  
Dedicated at  
National 4-H Center**

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**4-H Honors Alumni  
for Outstanding  
Achievement**

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### *Youth At Risk Summit Marks Extension's Commitment to Address Issues*

Key individuals from across the nation — Extension leaders, educators, government and community leaders, representatives of youth-serving and advocacy organizations, and members of the philanthropic community — assembled at the National 4-H Center in September for the *National Extension Youth At Risk Summit*. Their purpose was to launch a major national effort to address the critical issues threatening the

present and future welfare of the nation's young people.

Summit programs and activities gave these individuals and groups involved in youth development the opportunity to assess present programming, to strengthen and expand existing coalitions and to build new ones.

With the theme "Developing Youth Potential," the Summit brought together more than 500 participants representing all segments of the Extension and land-grant system and the U.S. Department of Agriculture. Almost 200 more individuals represented corporate and foundation partners, youth-serving associations and advocacy groups, and other government departments and agencies, including the Departments of Health and Human Services, Labor, Housing and Urban Development, Education, Interior, Commerce,

Defense, Justice and Transportation. Participants represented all 50 states, the District of Columbia and most U.S. territories. The extensive support evidenced by this widespread participation underwrites Extension's commitment to Youth At Risk as one of its national initiatives.

In his keynote address, Dr. Myron Johnsrud, administrator, *Extension Service, USDA*, set the tone for the intensive one and one-half day of Summit events. "There is a renewed effort in youth development, evidenced by the variety of our colleagues joining us at this Summit. It shows a commitment, vision, and desire to achieve a common goal: to develop youth potential."

Participants pursued that common goal in workshops, briefing and networking sessions, and with the guidance of an impressive array of guest speakers, each bringing a message of challenge to the Ex-



*Shown cutting the ribbon to open the newly-dedicated Ralph W. Ketner Hall are, left to right, Robert B. Gill, vice chairman and COO, J.C. Penney Stores and Catalog and chairman, National 4-H Council Board of Trustees; Deputy Secretary of Agriculture Jack C. Parnell; Ralph Ketner, co-founder of Food Lion, Inc.; Anne Ketner, and Council president Richard J. Sauer. The dedication took place on September 19.*

## National 4-H Council Quarterly

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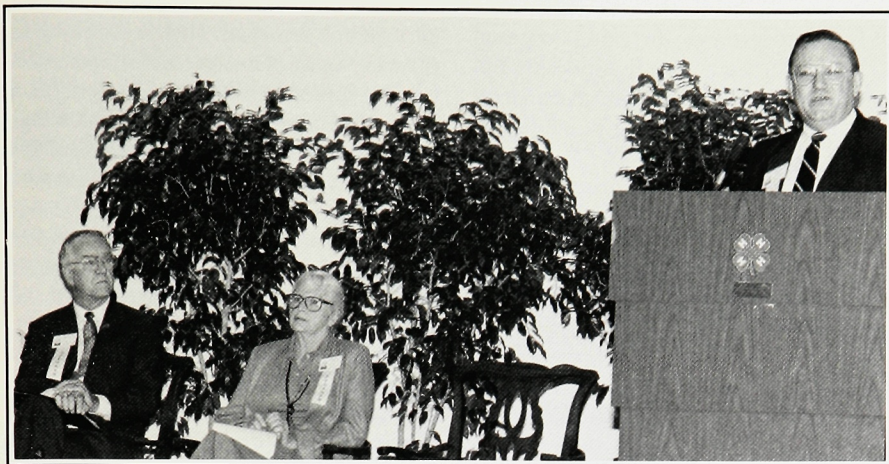
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Dr. Norman A. Brown, president, W.K. Kellogg Foundation, addresses the first general session of the Extension Youth at Risk Summit. Other participants during the first session included: Dr. Myron Johnsrud, administrator, Extension Service, U.S. Department of Agriculture; Joy Dryfoos, author and researcher representing Carnegie Council on Adolescence Task Force on Youth Development and Community Programs; and Dr. Cleveland Dennard, chief operating officer, King Center and consultant, Martin Luther King, Jr. Holiday Commission (not pictured).

tension system and its commitment to youth at risk programming. Speakers included Dr. Norman A. Brown, president, the *W.K. Kellogg Foundation*; Dr. Cleveland Dennard, chief operating officer, *Martin Luther King, Jr. Center*, Atlanta; Joy Dryfoos, *Carnegie Corporation*; C. Gregg Petersmeyer, director, *Office of National Service, The White House*; John D. Rock, general manager, GMC Truck Division, *General Motors Corporation*; and Jack C. Parnell, deputy secretary, *U.S. Department of Agriculture*.

Workshops conducted by Extension faculty covered the "how-to's" of working with new programs and new audiences to support the youth at risk initiative. Participants were given information on planning and conducting site visits, managing for results with "soft" money, and building partnerships with academic departments in the university. Dr. Patrick J. Borich, Minnesota, and Dr. Gail Imig, Missouri, presented a workshop on administering youth at risk programs. Networking sessions gave participants an opportunity to learn about possibilities for partnerships with government agencies and other associations.

Special events and learning opportunities rounded out the schedule. Extension delivered its National Report Card. Twelve individual reports focusing on issues ranging from teen sexuality to children in self-care and from parenting to substance abuse prevention illustrated how well current state and local Extension programs are making the grade. More than 400 programs from across the nation were highlighted in the reports. An Ideas Fair featured more than 70 exhibits focusing on youth at risk pro-

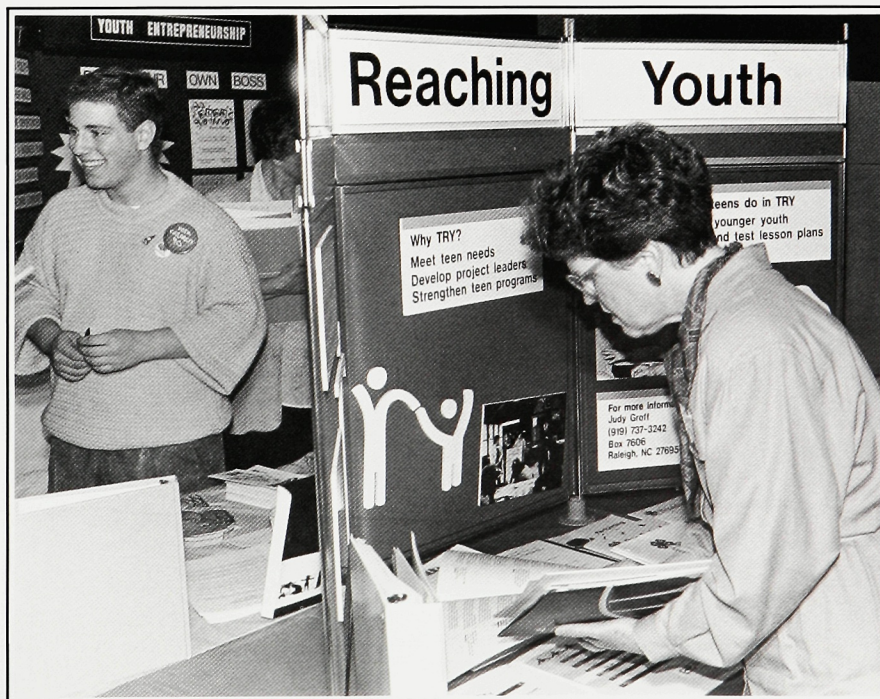
grams conducted both by Extension and by cooperating agencies and associations. A University of Wisconsin research team presented a lively session on the research base, at risk youth and characteristics of effective prevention programs, and a review of where we've been in prevention education and where we're going. Participants reviewed curricula and program development in three areas of youth at risk programming to which the Cooperative Extension System has given priority: after school child care and education, innovative col-

laborations, and reading and technological literacy. And an opportunity to "Meet the Authors" drew a crowd as participants shook hands and shared ideas with authors of books on family living and youth development.

General sessions for the Summit inaugurated a new auditorium at the National 4-H Center, a facility which is part of a four-story addition to the conference facility. The new building, Ralph W. Ketner Hall, was dedicated on the final day of the Summit.

The Summit, despite its intensity and the commitment of its participants — or perhaps because of that intensity and commitment — is merely a beginning. Funding from the W.K. Kellogg Foundation and from the federal budget, grants from other foundations, corporations and individuals will supplement Extension's efforts at the state and local levels through special grants and funding of model projects.

Over the next year, a major national plan of action will support the three priority areas and offer staff development and training for state, district and county staff members. National 4-H Council and the Extension Service, USDA, will have an integrated plan of action for youth at risk programming. It will address fund development, staff development and training, developing partnerships and coalitions at the national level, providing media and public relations support, and research and data collection.



The Ideas Fair was a major attraction during the Youth at Risk Summit. Displays from a variety of organizations and programs gave participants ideas on how to program to youth, and how to enlist a wide selection of resource materials.

## Edwin T. Meredith Commemorated in Dedication of Center's Iowa Conference Room

The Iowa Conference Room, a facility of the new Ralph W. Ketner Hall at the National 4-H Center, was dedicated in memory of Edwin T. Meredith on September 5. The beautiful, glass-enclosed room, located on the administrative level of Ketner Hall, was made possible by the matching support of the *Iowa 4-H Foundation* and *Edwin T. Meredith Foundation*.

In 1916, Edwin T. Meredith, then publisher of *Successful Farming* magazine and later U.S. Secretary of Agriculture, first became involved in boys' and girls' club work, forming a department of his corporation to support such efforts. Meredith was a founder of the National Committee on Boys' and Girls' Club Work, a predecessor organization of National 4-H Council. In 1921, he became the committee's first president. Since that time, Edwin T. Meredith himself, the Edwin T. Meredith Foundation, and the Meredith family have been active supporters of the 4-H program, nationally and at the state and local levels.

Highlighting the dedication and ribbon-cutting ceremony were remarks by Bill Reed, publisher, *Better Homes & Gardens*, *WOOD Magazine*; Melissa Christie, 1989 Edwin T. Meredith scholarship winner; K. Russell Weathers, vice president, National 4-H Council; J. Charles Morris, interim state leader, Iowa 4-H and Youth Programs; Florine Swanson, executive director, Iowa 4-H Foundation; Corene Schwartz, state

4-H council member, Iowa 4-H Program; and Edwin T. Meredith, III, president, Edwin T. Meredith Foundation, chairman of the Executive Committee of Meredith Corporation.

Also taking part in the program were Elizabeth Serig, 1990 Maryland state winner in the National 4-H Wood Science Awards Program; Jared Miller, 1989 state-sponsored wood science award winner, also from Maryland; and Matthew Ryan, a Maryland carpenter who was a state winner in wood science in 1985.

The Edwin T. Meredith Foundation was established in 1946 to provide grants for youth agencies, higher education, cultural programs and historic preservation. It has supported scholarships for 4-H'ers since 1961 and provided support for the development of the conference room. *WOOD Magazine*, a Meredith publication, sponsors the National 4-H Wood Science Awards Program.

## Private Sector Partners Meet at National 4-H Center

More than 20 representatives of business and industry met at the National 4-H Center on September 17 for the National 4-H Conference of Private Sector Partners. Representatives of *The McCall Pattern Company*, *WOOD Magazine*, and *The French Foundation for Alzheimer Research*, new members of the 4-H family, joined long-time partners such as *Eastman Kodak Company* and *Coats & Clark* for the day-long meeting.

Participants joined National 4-H Coun-

cil staff for seminars and presentations covering topics of interest to the private sector. The conference began with a luncheon at which Howard County, Maryland 4-H'er April Jackson showed 4-H in action at the club level with her demonstration on safe babysitting practices. Volunteer 4-H leader Dalton Nixon of Virginia then reminded listeners of the level of involvement and energy needed to be an effective leader of young people.

In afternoon workshop sessions, participants concentrated on partnership with 4-H at the national level. Dr. Leah Cox Hoopfer, deputy administrator, 4-H & Youth Development, *Extension Service*, *USDA* joined Joseph Fay, product manager, *Heinz Vinegar*, Eileen Sullivan, promotion/research manager, *WOOD Magazine*, and Jean Cogburn, assistant director, corporate relations, National 4-H Council, in a panel discussion. Their topic was corporate use of the 4-H name and emblem in accordance with government guidelines. A presentation concerning corporate representative experience in working with national 4-H awards programs wound up the session.

Partners conference ended as the National Extension Youth At Risk Summit began, allowing participants to meet with representatives of Extension and other youth-serving agencies from across the nation.

## Symposium Explores Land-Grant System's Role in Scientific and Technological Education

Reflecting a growing need for an emphasis on education in science and technology, Science and Technology in 4-H — A National Symposium, was held at the National 4-H Center in September. State teams met to explore ways to strengthen the function of the land-grant university system as a resource and expand learning opportunities in science and technology for young people.

Scientific and technical disciplines are changing rapidly today. Trained professionals in scientific fields are in short supply and college enrollments do not appear sufficient to meet future demand. In the future, workers in almost any field will require a much greater familiarity with science and technology. Even political decision-making will require a stronger understanding of the relationships between human beings and the natural and scien-



The Iowa Conference Room was dedicated at the National 4-H Center on September 5. Shown cutting the ribbon are, left to right, Chuck Morris, interim Iowa 4-H youth program leader; Iowa 4-H'er Corene Schwartz; Edwin T. Meredith III; and K. Russell Weathers, vice president of National 4-H Council.

tific worlds. Increasingly, daily life will be affected by technology. Despite these facts, today's young people are not aware of the opportunities available in scientific and technological careers. It seems they have been "turned off" by typical school approaches to these subjects and are not attracted to course work in the sciences and math.

More than 140 symposium participants, representing 35 states, American Samoa and Guam, sought to explore the role of 4-H in meeting these needs. Their objectives were to become familiar with the need for a scientifically and technologically literate work force; to explore alternatives for creating, introducing and maintaining sci/tech projects in states and regions, and on the national level; and to explore ways to include sci/tech content in existing 4-H projects.

## Ed Aiton — A Commitment to 4-H

At 80, Dr. Edward W. Aiton has a record of 72 years of almost continuous association with 4-H and Cooperative Extension. It began with his membership in the Boys' and Girls' Agriculture Club in Itasca County, Minnesota, which he joined in 1918. Aiton moved progressively through the 4-H system, becoming a vocational agricultural instructor, a county Extension agent and a member of the Minnesota state 4-H staff. He then moved on to a position with the Federal Extension Service in 1944. The pioneer in youth development programs is remembered for promoting within 4-H the concept of "self plus others" and for his commitment to broadening and enriching the traditional 4-H emphasis beyond farm and home technology.

Aiton's long career gave him a role in many significant events in the history of 4-H, Extension and National 4-H Council. He played a key role in the establishment of the National 4-H Foundation by the National Association of State Universities and Land-Grant Colleges. At the same time, he had a leading role in the search for a site at which to establish the National 4-H Center.

When the committee charged with that task chose the campus of the Chevy Chase Junior College in suburban Washington, D.C., it became Aiton's assignment to raise the money to buy it, pay for it and underwrite his own salary. Aiton took a leave of absence from his Extension position to become the first executive director of the National 4-H Foundation and guided a na-



Edward W. Aiton

tionwide "Share and Care" campaign to raise funds and generate support for the Foundation and its programs.

During this early period, Extension staff training in the "self plus others" concept was strengthened and the International Farm Youth Exchange program was born. From this seed, international programming in 4-H has blossomed into a global education effort, including cross-cultural communications and training, development of educational curriculum, and comprehensive exchange programs.

After his return to the Extension Service, Aiton created a new 4-H and Youth Division. During this period, he also served in many capacities related to youth development work, sitting on the federal interdepartmental committee on children and youth and represented USDA on President Eisenhower's new National Council on Youth Fitness.

Today, though long retired from his professional duties, Aiton remains committed to young people and to family life. His concern for their future is deep and growing. Recently, when the Cooperative Extension System and National 4-H Council co-sponsored the National Extension Youth At Risk Summit — Developing Youth Potential, he saw the extent to which the System is addressing that same concern.

Aiton believes that many current problems among youth, such as substance abuse, teen pregnancy, stress and suicide are generating a national crisis. He urges that the Cooperative Extension System, National 4-H Council, and other volunteer organizations continue the move toward innovative programming such as that highlighted by the Summit. He believes they must divert or generate resources for helping young people and families cope with and reverse the devastating forces we are witnessing in today's society.

Dr. Aiton, and his wife Janet E. King Aiton, have for five years sponsored grants

to support at-risk programming by financing local efforts to initiate "Heart-to-Heart" human development education. This caring couple thus demonstrate their commitment to "the Heart H" of the 4-H program which for decades has been at the heart of their lives.

## PROFILES FOR TOMORROW Recognizes Key Teen 4-H Leaders



The sixth annual PROFILES FOR TOMORROW program brought 188 outstanding teen 4-H'ers from 45 states, Guam and Puerto Rico to the National 4-H Center in suburban Washington, D.C. in October. In the two-and-one-half-day program, these young leaders, key teen 4-H members serving in leadership roles through state 4-H teen councils or other advisory groups, received both recognition for their achievements and further training to strengthen their leadership skills.

Sponsored by the *Monsanto Fund*, PROFILES aims both to provide the reinforcement of recognition and to expand the visibility of 4-H teen leadership throughout the nation and to provide the states an opportunity to exchange ideas on the roles of teens in 4-H. The young people took part in workshops focusing on goal setting, decision making, communications skills and team building. Seminars and other learning experiences challenged them to even greater growth in citizenship and leadership skills. In the workshop "Making a Dent in Your Community," for example, they explored ways in which they can play a significant role in determining the real needs of their own communities and securing the resources to meet those needs.

One unique activity had delegates involved in a "leadership scavenger hunt." Divided into groups of eight, they visited landmarks in the nation's capital, gathering information on specific leaders associated with the sites and on their leadership styles. Participants were unaware that the adult volunteer leader accompanying each scavenger group was observing and assessing the leadership dynamics taking place in the group. At the end of the day, teens and adults gathered to discuss and analyze the observations.

Delegates also designed back home community action plans for putting their newly-strengthened leadership skills to work and share the benefits of PROFILES' learning experiences with other 4-H teens in their home states and communities.

## ***W.K. Kellogg Foundation Grant Will Support U.S.-Mexico Exchange***

National 4-H Council will expand a model program of youth exchanges between the United States and Mexico under a grant from the *W.K. Kellogg Foundation*.

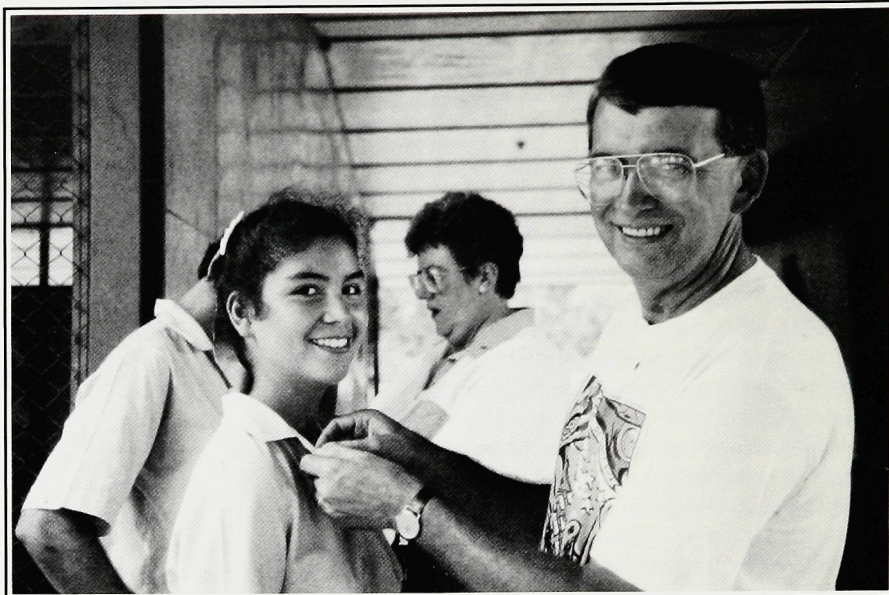
The program will create links between institutions of higher learning in Mexico and the United States. By establishing a collaboration of educators, private-sector supporters and government agencies in both countries, these links will encourage youth development and intercultural understanding. An educational program, designed to serve young people from 12 to 25 years old, will be created, taking as its model a *West Virginia University-University of Guanajuato* program currently underway.

Four other universities in the United States, one from each region of the country, will receive grants to join one of four Mexican university partners. Those U.S. land-grant universities which already have a working relationship with a Mexican institution will be invited to submit proposals.

After partnerships have been established, youth educational exchanges will be conducted. During the first year of the program, a summer exchange of 10-15 West Virginia teens, accompanied by a 4-H Extension agent and 4-H volunteer leaders, will travel to Mexico. A Mexican delegation of 10-15 teens will visit West Virginia. The exchange program will consist of a week-long camping program followed by an opportunity to live with a host family. Participants will be involved in leadership development programs and be exposed to the culture and lifestyles of their peers.

Objectives of the three-year program include furthering cross-cultural understanding and international development through the study and exchange of human and technical resources; evolving a model for a national youth development program in Mexico; and promoting understanding and friendship between the two peoples.

"Young people in Mexico share many of the same concerns young people in the United States have: employment, sexuality, substance abuse problems, and relationships with parents and peers," said Richard J. Sauer, president, National 4-H Council. "By providing an international forum through community-based participation, young people can share ideas and concerns, develop more positive self-esteem, and learn the necessary skills to become leaders in their communities and countries."



While visiting a school in Guacimo, Costa Rica, Dr. Richard Sauer (r), president and chief executive officer, National 4-H Council, presents a pin to 1989 Central American Peace Scholarship (CAPS) student Guadalupe Fuentes. A needs assessment team traveled with Dr. Sauer to San Jose last September to meet with 20 representatives of 4-S, the Costa Rican sister organization to 4-H, and to evaluate the CAPS program. Team members included Don Kerchis, CAPS coordinator and international program specialist, National 4-H Council; Dr. Arlen Etling, Extension education specialist, Pennsylvania State University; Wanda Johnson, North Carolina A&T State University; and volunteer leader and former Arizona state 4-H leader Beryl Burt.

Central American Peace Scholarship (CAPS) program is funded by the U.S. Agency for International Development.

## ***USAID Grant to Council Will Support Adult Program with Costa Rica***

The U.S. Agency for International Development (USAID) has awarded a grant to National 4-H Council to conduct a training program in youth leadership and development for a group of 20 adult teaching professionals from Costa Rica.

Historically, National 4-H Council and the *Fundacion Nacional de Clubes 4-S* have collaborated successfully to promote peace and understanding between the peoples of Costa Rica and the United States through the 4-H/4-S high school Central American Peace Scholarship (CAPS) program. The CAPS program is entirely funded by USAID. CAPS brings groups of Costa Rican youth to the United States to spend nine months living with U.S. host families and attending U.S. high schools. While in the U.S., the young people participate in 4-H and other community activities to enhance their leadership capability.

The newly-funded program will equip 4-S professors with the knowledge, skills, attitudes and aspirations necessary to collaborate effectively with the returning CAPS participants.

"This experience will empower the 4-S professionals to serve as role models and

a resource base for other youth leadership development initiatives in Costa Rica," said Richard J. Sauer, president of National 4-H Council. "In addition 4-S professionals will have the opportunity to form a variety of other linkages with their U.S. counterparts."

The 4-S professionals will spend five of the eight weeks of training touring the country learning about the 4-H program. They will travel to North Carolina A&T State University to become familiar with a community-based 4-H program and work with university professionals responsible for supporting 4-H activities. 4-S professionals will study the structure of 4-H programming in comparison to the delivery of 4-S programming in Costa Rica. They will learn about community-based youth collaboration at Clemson University, study curriculum development in Tennessee, and have a home stay in Georgia. Next, they will travel to West Virginia to interact with 4-H professionals at the National Association of Extension 4-H Agents (NAE4-HA) annual conference and visit Ohio where they will examine community-based 4-H programs. They will attend a three-day seminar on community development at Pennsylvania State University and then travel to historic Gettysburg before their return trip to Washington, D.C. for a consultation and debriefing program.

## World Focus on the Environment

"Our most basic link is that we all inhabit this planet. We all breathe the same air. We all cherish our children's future . . ." These words of President John F. Kennedy set the stage of the 1990 World Focus program, held in July at the National 4-H Center.

Sixty-seven young people from around the country examined global environmental issues and gained a better understanding of other cultures during World Focus. The program provides participants with information on a variety of critical issues so they can add an international dimension to educational programs in their communities. This year, 4-H members examined the state of our global environment and identified activities related to environmental concerns in which they could become involved.

Through seminars, presentations,

workshops, group discussions and educational field trips, participants examined topics such as global interdependence; cross-cultural communication and conflict resolution; environmental policy; biodiversity; world population growth; terrestrial and marine pollution; the production and distribution of agricultural commodities; and the greenhouse effect. Participants received a comprehensive introduction to the current status of world affairs relating to the environment. In addition, they took educational tours to the *National Geographic Society, Organization of American States, Smithsonian Institution, Embassy of Poland, U.S. Department of Agriculture*, and an experimental farm where they witnessed alternative agricultural methods at work.

Support for 4-H international programs is provided by *Exxon Corporation, Kellogg Company, The Gerber Companies Foundation* and *Ford Motor Company*.

## Jeep/Eagle Ad Spotlights 4-H Environmental Activities

*Jeep/Eagle Division, Chrysler Motors Corporation*, recently developed an environmentally-focused 4-color print ad featuring a 4-H member releasing fish into a stream. The ad ran as a two-page spread in *Fortune* magazine and later in *USA Today*, in the issue of that publication which marked Earth Day 1990. Jeep/Eagle sponsors the National 4-H Wildlife & Fisheries Scholarship Program.

## Extension's Youth Programs in President's Report to Governors

President Bush's 1990 report on educational goals to the Governors highlights three Cooperative Extension System youth programs. Following are the program descriptions as stated in the report:

"The Department of Agriculture is working with a consortium of 1890 land-grant institutions in 16 states to address the needs of families at risk with young children. This partnership is focusing on helping parents become more effective as first teachers and strengthening the capacity of community agencies and organizations in providing support to needy families of preschool children.

"The Department of Agriculture's Youth at Risk Initiative will target 60 high-risk communities nationwide to help address the education-related needs of youth at risk and encourage school completion by building coalitions of public and private support and coordinated strategies that replicate successful model programs. The initiative will be conducted in cooperation with several foundations and corporations and with other federal departments and agencies.

"The Department of Agriculture's 4-H program, the nation's largest organization and nonformal education program for youth, with 5.1 million youth and adult volunteers, is developing new international curriculum materials as part of 4-H's International Youth Exchange that will help acquaint students across the nation with knowledge of America's cultural heritage and world community."



These Colorado 4-Hers were in Washington, D.C. in September to accept a national "Take Pride in America" award for their tree-planting project in the effort to establish the Eisenhower National Forest in their home state. They took advantage of their presence in the city at the time of the dedication of Ralph W. Ketcher Hall at the National 4-H Center to have a part in the occasion by planting this Colorado blue spruce adjacent to the new facility. The tree, donated by the Colorado Nurserymen's Association, was flown to Washington by United Airlines, which waived its usual transportation fee. Arapahoe County 4-H agent Dan Einarson, who accompanied the 4-Hers, said the tree was the 4-Hers' way of "saying 'thanks' to National 4-H Council on behalf of youth nationwide."

Here, the 4-Hers are joined in planting the tree by John Rock, general manager, GMC Truck Division, General Motors Corporation, who, with other representatives of private sector supporters of 4-H, was at the Center for the dedication ceremonies. As vice chairman of National 4-H Council's board of trustees, Rock accepted the gift on behalf of Council. From left to right, pictured are: Aimee Kehr, 13; Bryant Kehr, 16; Sarah Scarlett, 13; Rock (behind Sarah); Allison Brandsma, 15; Jay Scarlett, 16; and Dean Prudhomme, 16.

## 4-H Alumni Honored for Outstanding Achievement

Eight former 4-H members will be honored during National 4-H Congress in Chicago in December. The eight, winners in the National 4-H Alumni Recognition Program, receive the coveted Gold Key award. The program, sponsored by *Beatrice/Hunt Wesson Orville Redenbacher's Gourmet Popping Corn*, honors former 4-H'ers whose adult achievements exemplify the ideals of 4-H.

1990 honored alumni include: **Harold A. Poling**, chairman and chief executive officer, *Ford Motor Company*; **Dale Wolf**, lieutenant governor of Delaware; **U.S. Congressman Larry E. Craig** of Idaho; **U.S. Senator Paul Simon** of Illinois; **Dr. Charlotte F. Beason**, director, Associated Health Professions Education Programs, Office of Academic Affairs, Veterans Health Services & Research Administration, *Department of Veterans Affairs*; **Clayton Yeutter**, Secretary of Agriculture; **Charles A. Hayes**, chairman of the board and chief executive officer, *Guilford Mills, Inc.*; and **Pat Head Summitt**, head coach of the women's basketball program, *University of Tennessee*.



**Harold A. "Red" Poling**

An active 4-H member in Prince William County, Virginia, Poling worked in a variety of agricultural projects, but found dairy his favorite. In 1940, he and a teammate were members of the first-place demonstration team at the National 4-H Dairy Show, winning with their presentation on making American cheese on the farm. Poling has sustained life-long interest and involvement in 4-H. He has served on the National 4-H Council Board of Trustees since 1979 and was its chairman from 1984 to 1988. He believes that 4-H experience has a positive and lasting effect on young people.

"The 4-H experience has many ramifications that relate to career life," he said. "It forces you to make decisions — from which project you are going to tackle to how you are going to accomplish it. The research and skill development plus the time and study and rehearsal required to make a presentation or demonstration all have application to the world of work. From concept to implementation, 4-H builds your confidence and ability to tackle the larger problems of real life."

Poling joined Ford Motor Company in 1950, beginning as a college trainee in the Steel Division while he was earning a master's degree from Indiana University. He held a variety of positions before being named chairman of Ford of Europe.

After guiding that subsidiary to record earnings, he became executive vice president of Ford's North American Automotive Operations and he was responsible for turning around that division's losses and bringing it back to profitability. Later, as Ford's chief operating officer, as president and then as vice chairman, Poling was instrumental in the management decisions which led to Ford's highly successful Taurus and Sable programs. Poling became chairman and chief executive officer of Ford in 1990.

Besides his involvement with National 4-H Council, Poling holds many other volunteer posts in the civic and academic communities. He is a director of the Monmouth College Senate, a member of the Dean's Advisory Council for the Indiana University School of Business and chairman of the University's annual giving program. He sits on the board of visitors of both the School of Economics and Management at Oakland University and the Graduate School of Business at the University of Pittsburgh.

Poling received the Automotive Hall of Fame's 1986 Distinguished Service Citation and was named "Man of the Year" by *Automotive Industries* magazine.



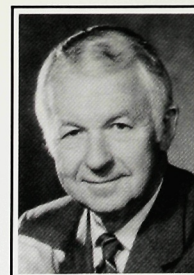
**Dr. Charlotte F. Beason**

While a 4-H member in Hardin County, Kentucky, Beason participated in foods, money management and sewing projects. She also was active in public speaking and demonstration contests and held a variety of offices in the 4-H program, including county teen council officer. She was chosen outstanding teen 4-H member in her county, district and state. Beason also later served as a volunteer 4-H leader.

"Through participation in 4-H activities, I developed self-confidence, a sense of civic responsibility and a commitment to seeing a job well done," Beason said. "These beliefs and the skills they generated have guided my goals and accomplishments through the years. My 4-H activities taught the importance of establishing goals and creating a plan of action that would lead to their accomplishment. These are skills that have proven a sound foundation for all my subsequent endeavors."

A graduate of Berea College, Kentucky, Beason earned her master's degree in psychiatric nursing from Boston University and her doctorate in clinical psychology and public practice from Harvard University. In her position at the Department of Veterans Affairs, Beason administers a \$32 million budget. In addition, she is director of the health professional scholarship program of the Veterans Administration Office of Academic Affairs, where she manages a \$7 million budget. She also is a clinical instructor at the University of Virginia School of Nursing in Charlottesville, and holds the rank of major in the U.S. Army Reserves Nurse Corps.

Beason serves on the advisory boards of four community colleges, the American Association of University Women and the National Association of Negro Business and Professional Women.



**Dale Wolf**

As a five-year 4-H member in Nebraska, Wolf participated in the sheep project. He took several ribbons at fairs for his fat lambs and won a 4-H essay contest. He has remained actively involved with 4-H and currently serves on National

4-H Council's Advisory Committee and is a member of the board of directors of the Delaware 4-H Foundation.

"4-H influenced me greatly by teaching me the value of team work and the necessity of maintaining high standards if my project was to be successful," Wolf said. "Support for the county fair 4-H winner was provided by the private sector. This contact encouraged me greatly and gave me insight into the economic free enterprise system and the advantage of public/private cooperation in the success of a community."

Wolf has served as Delaware's lieutenant governor since 1989. Before he entered public service, he was director of the Delaware Development office and group vice president, Agricultural Products, at Du Pont Company. He also was an associate professor at Rutgers University. He has been elected or appointed to a number of leadership positions in industry and community organizations. He has served as chairman of the National Agricultural Chemicals Association and a member of the U.S. Secretary of Agriculture's Council for Attracting Brightest and Best Students to Agriculture. Wolf also has served as a member of the advisory board of Brandywine College, as general chairman of the Delaware United Way and as a fund raiser for the Girls Clubs of Delaware.



**Clayton Yeutter**

Yeutter had an active, eight-year career in the Dawson County, Nebraska 4-H program. He participated in beef and livestock projects, winning the grand champion beef showman award at the state fair and the AkSarBen stock show in

1948. He also was a member of the state champion 4-H demonstration team and of the state's livestock judging team.

"4-H really gave me my start in life," Yeutter said. "The heart of 4-H is values — especially people values. Until I started showing beef cattle, I had no exposure outside an area of 10 or 12 miles. County and statewide 4-H competition made me realize the broader world."

Appointed to his present post in 1989 by President Bush, Yeutter had previously served as U.S. trade representative under the previous administration. Before accepting that public service appointment, he served from 1978 to 1985 as president and chief executive officer of the Chicago Mercantile Exchange.

A graduate of the University of Nebraska-Lincoln, Yeutter served five years in the U.S. Air



Force and, from 1957 to 1975, operated a farming-ranching-cattle feeding operation in his home state. During that period, he also served as a faculty member in the department of agricultural economics at his alma mater, where he received his law degree in 1963 and completed his doctorate in agricultural economics in 1966.

Yeutter also has served as executive assistant to then-governor of Nebraska Norbert Tiemann; director of a University of Nebraska mission to Colombia, South America; senior partner in a Lincoln law firm; and twice as Assistant Secretary of Agriculture.



**Pat Head Summitt**

In her nine years of 4-H involvement in Montgomery and Cheatham counties, Tennessee, Summitt participated in the beef project, showing beef cattle at the 4-H Better Beef Show. She participated in a 4-H bread baking contest for two

years, winning the local contest and competing at the district level. She also served as the speaker for the state June Dairy Month observation and auctioned the grand champion at the state 4-H/FFA Livestock Expo.

"I credit my 4-H experience with teaching me skills, such as responsibility, that have had a positive influence on me as an adult," Summitt said.

During her 16 years with the University of Tennessee's Lady Vols, Summitt has amassed a 412-113 coaching record that includes trips to the Final Four of women's basketball 10 times in 13 years and 2 national championships in the past 3 years. She coached the U.S. women's Olympic basketball team to a gold medal in 1984 and has twice been recognized as the top women's basketball coach in the country.

Summitt is active in many professional organizations and was selected as an Outstanding Young Woman of America for three consecutive years. She has served as a council member of the Amateur Basketball Association of the United States, and on the U.S. Olympic Committee and the Athletes Advisory Council to the U.S. Olympic Committee.



**Paul Simon**

When Simon was a 4-H member in Oregon, his favorite 4-H project was writing. He turned that interest into a career in journalism and teaching before entering public service.

"I think I held my very first office in 4-H," Simon

says. "4-H provides excellent leadership and training for young people. It's made a positive impact on countless lives, including my own. More than ever, we need organizations like 4-H to give young people ideals and skills to help them become responsible and productive citizens."



Simon, who was elected to the U.S. Senate in 1984, sits on the Judiciary, Labor and Human Resources, Foreign Relations and Budget Committees. He is chairman of the subcommittees on the Constitution, Employment and Productivity, and African Affairs. He served for ten years in the House of Representatives before his election to the Senate.

The author of 12 books and a well-known weekly newspaper column, Simon began his career in journalism at the age of 19 when he left Dana College in Nebraska to purchase a small weekly newspaper in Illinois. He thus became the youngest editor-publisher in the nation. His work as editor subsequently exposed syndicate gambling connections with government officials in Madison County, Illinois.

Simon eventually built a chain of 14 weeklies, selling them in 1966 to devote full time to public service.

After two years in the U.S. Army, Simon first ran for the Illinois House in 1953, serving there and then in the state Senate until 1968, when he was elected lieutenant governor. He served in the state government until he undertook his first campaign for national office.

Simon was a founder of the Public Affairs Reporting program at Sangamon State University, a program designed for journalists interested in covering government. He also taught history and government there.



**Larry E. Craig**

An eight-year 4-H member in Washington County, Idaho, Craig participated in beef, sheep, swine, electric energy and junior leadership projects. Among his 4-H successes was showing the grand champion and reserve champion steer.

He later served for five years as a volunteer 4-H leader. Since his election to Congress, he has always welcomed to his office 4-H'ers attending the Citizenship Washington Focus program at the National 4-H Center. He frequently speaks to 4-H groups in his home state and addressed the state 4-H program's "Know Your Government" conference in 1988.

"My first public presentation was a 4-H demonstration before a group of people at the county fair," said Craig. "This helped develop my ability to speak in public."

A graduate in political science of the University of Idaho, Craig also did graduate work at the George Washington University, Washington, D.C., before returning to the family ranching business. He maintained leadership posts in state and local Republican Party organizations, and served three terms as a member of the state Senate. In 1980, he was elected to the U.S. House of Representatives where he has served until the present.

Craig is a member of the House Interior and Insular Affairs Committee and ranking minority member of its Mining and Natural Resources Subcommittee. He also sits on the National Parks and Public Lands, Water, Power and Offshore Energy Resources, and Energy and Environment Subcommittees. He also serves on the Committee on Public Works and Transportation, and on that committee's Surface Transportation, Water Resources, and Economic Development Subcommittees. Craig also is a member of the Committee on Standards of Official Conduct — the "Ethics Committee."

Craig is a strategy whip in the Republican Whip organization, and policy chairman of the Republican Study Committee. He also is a member of the National Rifle Association's board of directors and the National Republican Congressional Campaign Committee.



**Charles A. Hayes**

Hayes joined Guilford Mills in 1961 as executive vice president. He became president and CEO in 1968 and chairman of the board in 1976. He is active in various business and professional organizations. He serves as vice president of the North

Carolina Textile Manufacturers Association; director of the Knitted Textile Association; director of Piedmont Associated Industries; director and member of the executive committee of the North Carolina Citizens for Business and Industry; director of the North Carolina Textile Foundation; and director of the Greater Greensboro Merchants Association.

Hayes is a member of the board of trustees of the University of North Carolina at Greensboro, and formerly served as chairman of that body. He sits on the board of the Duke Comprehensive Cancer Center and the Guilford College Board of Visitors. He also is a trustee of the North Carolina Shakespeare Festival, a director of the Greensboro Foundation, a director of Wesley Long Community Hospital, and a member of the executive committee of the North Carolina State University Development Board. He also is a member of the National 4-H Council Resource Development Committee. He has been honored by community organizations for his commitment to service and was named the Distinguished Citizen of the Year by the Greensboro Chamber of Commerce in 1985.



U.S. Senate Minority Leader Robert Dole (R-Kansas, left) gets an introduction to exchange student Ewa Slisz (right) of Poland, courtesy of Nebraska state 4-H leader Bill Caldwell (center), during a tour of the U.S. Capitol. The 10 Polish students and 10 U.S. students participating in a joint technical and educational exchange between the two countries were in Washington, D.C. in late August, at the conclusion of the program. During the preceding summer months, the 10 U.S. participants lived with host families throughout Poland, while their Polish counterparts spent the time with host families in Nebraska and Michigan. The exchange, sponsored in part by the United States Information Agency (USIA), gave the young people the opportunity to study agriculture, trade and marketing in each other's countries. K. Russell Weathers, vice president of National 4-H Council, which coordinated the program, commented: "We are proud to be part of this investment in the youth of Central and Eastern Europe. We are enthusiastic about the opportunities this type of program holds for American youth. Not only does it provide Polish and American youth the opportunity to experience firsthand the technology and methods behind each other's agriculture; it also allows these young leaders to discover the unique cultural and social values of another country."

## Justice Grant Supports Community Drug Programs for Teens

National 4-H Council has been awarded a grant by the *Office of Juvenile Justice and Delinquency Prevention* (OSAP), *U.S. Department of Justice*, in partnership with the *National Highway Traffic Safety Administration*, *U.S. Department of Transportation*.

The grant will support projects addressing drug, alcohol and impaired driving problems among young people in the nation's communities. The grant, nearly \$200,000, is based upon the use of the curriculum, *Systemwide Response Planning Process* (SRPP), developed and tested by the *Pacific Institute for Research and Evaluation* (PIRE) of Bethesda, Maryland, through a cooperative agreement with OSAP. The curriculum is accompanied by a drug and alcohol handbook which provides current and accurate information to the communities.

Through a series of meetings, duly appointed or elected community officials responsible for the policies, procedures, practices, programs and resources of key agencies of the juvenile justice system conduct a community needs assessment, identify resources and implement strategies to meet community needs. National 4-H Council, working in partnership with *Extension Service*, *U.S. Department of Agriculture*, will implement the grant through a training program to 10 selected state teams. Each team will include a state Extension specialist, four county Extension agents and four 4-H volunteers. The agents and volunteers will represent four different counties in each state and they will return home to implement the process. Technical assistance will be provided to the counties by local and state justice and transportation departments. Following an initial evaluation of the project, additional counties will be added to the Systemwide Response Planning Process network.

## Georgia 4-H'er Receives Yoshiyama Award Recognizing Outstanding Community Service

Fort Valley, Georgia 4-H'er Daphne Walker, 18, is among eight recipients of the 1990 Yoshiyama Award which honors "dedication, leadership and creativity" in young people. Walker was cited for her work with underprivileged and at-risk children, a cause to which she has devoted herself since the age of 10.

The award, presented annually by *The Hitachi Foundation*, consists of a \$5,000 gift to be used at the discretion of each recipient. The eight recipients also were honored at a luncheon hosted by The Hitachi Foundation in Washington, D.C. in November.

Walker has been involved for eight years in a program that provides underprivileged children and families with toys, food and clothing at Christmas. She has broadened her outreach by working with the Girl Scouts, the Reading is Fundamental program, and the 4-H "Sprouts" program in her county. She was able to secure USDA-funded lunches and books for the vacation Bible school program she works with, successfully convincing officials that the program is a summer camp rather than a church school. She persevered through bureaucratic entanglements until her goal was achieved.

The other recipients of the award were teens involved in projects ranging from a "safe streets" community mobilization campaign to save the city's streets from drugs and violence, to an "I Have a Dream" program which brings teens together with a community's most needy kids for weekend field trips, and an activist movement addressing community environmental issues.

Hitachi Foundation president, Delwin A. Roy, described the recipients as representative of "the best of America's future."

"The courage, tenacity, initiative and commitment they have applied to helping others and to improving the quality of life in their communities should stand as an example, not only to their peers, but also to all of us," he added.

The foundation's vice president, Felicia B. Lynch, said: "This year's recipients of the Yoshiyama Award are representative of thousands of unheralded teenagers who care deeply about making their communities — and our society — better places for all of our citizens."

## Awards Available to 4-H Programs through Partnership with J.C. Penney/National Organization on Disability

*The National Organization on Disability (N.O.D.) - J.C. Penney Company* Joint Awards are presented to selected national non-disability organizations having outstanding programs that increase acceptance and participation of persons with disabilities.

J.C. Penney Company, Inc. provides funds for the Joint Awards Competition. From these funds, N.O.D. makes cash awards to selected national organizations. The awards recognize those organizations' affiliates which have effectively expanded participation of disabled persons.

National 4-H Council has been selected by N.O.D. to administer an annual grant under this program. In 1990, the award was presented to the state of Delaware. 4-H programs designed to involve the disabled with the non-disabled community are eligible for future awards.

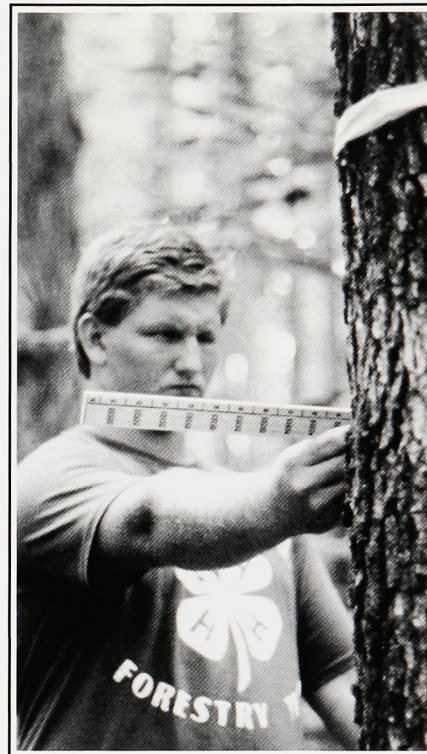
## Bush Cites Tennessee 4-H'er as "Daily Point of Light"

President Bush recently named 4-H'er Jerry Martin of Bell Buckle, Tennessee, a recipient of his "Daily Point of Light" citation. Martin, 16, is an active guardian of the environment.

Martin has been involved in 4-H wildlife and forestry projects since he was 11 years old. He has taken the leadership in conservation projects aimed at improving and safeguarding the environment for people, wildlife and farm animals. Martin organized a campaign to create a bluebird habitat in his community, building and placing nesting boxes to encourage the threatened species. He also monitors water quality in the streams in his area. Martin has enlisted others in the cause of the environment by creating exhibits on environmental issues for fairs, schools and businesses in his community.

The "Daily Point of Light" recognition honors those who take action to combat society's problems and to urge all Americans to take responsibility for service to others.

## Forestry Invitational Attracts Competitors from 15 States



More than 60 teen 4-H'ers from 15 states competed at the 11th annual National 4-H Forestry Invitational, a four-day event sponsored by the International Paper Company Foundation. Participants tried their hands at a variety of forestry skills at Jackson's Mill State 4-H Camp in Weston, West Virginia. They competed for overall team and individual awards in tree identification, insect and disease identification, compass orienteering, forest evaluation and tree measurement. They also took a written test in forestry and competed in the "Forestry Bowl," an academic competition in forestry knowledge. Pictured here, Will Mason, Waynesboro, Mississippi, uses a specialized measuring tool called a Biltmore stick to measure a tree. Photo: Kaye Dickie, International Paper.

## New 4-H Publication from Heinz Vinegar

Using food conservation, preservation and safety as the focus of its educational message, "Public Relations and Visibility for 4-H Food Conservation, Preservation and Safety," is a new guidebook for older 4-H'ers and volunteer leaders. Its purpose is to help build communication, public relations and leadership.

Produced by *Heinz Vinegar*, sponsor of the National 4-H Food Conservation, Preservation and Safety Awards Program, in cooperation with National 4-H Council, the 12-page publication was distributed free to all counties and states in the Southern region on a pilot basis last summer.



Deere & Co. territorial manager Ed Lebro presents the keys to a new Deere tractor to Larry Virts, senior groundskeeper, and Bob Lindstrom, director of the National 4-H Center. Deere & Co. supports the national 4-H awards and grants program in Conservation of Natural Resources. Lebro also supplied the Center with two push mowers. Deere & Co. has supported 4-H since 1964.

**National 4-H Council**  
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