

National 4-H Council Quarterly

Volume 8 Number 2

Summer 1990



During the June meeting of the Board of Trustees of National 4-H Council, board members and Council staff stroll the Center campus, returning from a visit to observe on-going construction of Ralph W. Ketner Hall, the Center's newest facility. Left to right are Dr. Anne H. Rideout, board vice-chairman and associate director, Cooperative Extension Service, University of Connecticut; Ralph W. Ketner, board member and Chairman, Food Lion, Inc.; Robert C. Lindstrom, director, National 4-H Center; and John D. Rock, board vice-chairman and General Manager, GMC Truck Division, General Motors Corporation. Named for the food industry executive in recognition of his generous support of 4-H, Ketner Hall, which will add accommodations, meeting space and offices to the Center's facilities, will be dedicated in September.

**Gill Elected
Chairman
Board of Trustees**

**Citizenship Program
Teaches Teens the
Government Process**

**4-H Broadens
International Program
Opportunities**

**Youth Safety
and Recycling
Activities Highlighted**

Board of Trustees Meets at National 4-H Center Elects Gill as Chairman

The Board of Trustees of National 4-H Council held its semi-annual meeting June 6 at the National 4-H Center in Chevy

Chase, Maryland. During the session, members elected a new board chairman and vice chairman.

Robert B. Gill, vice chairman and chief operating officer, J.C. Penney Stores and Catalog, was elected chairman. Assuming the vice chairmanship is John D. Rock, general manager, GMC Truck Division,

General Motors Corporation. The new treasurer of the Board is Gene L. Swackhamer, president, Farm Credit Bank of Baltimore.

Officers re-elected during the meeting were: Anne H. Rideout, associate director, Cooperative Extension Service, University of Connecticut, vice chairman; Edward J. Beckwith, attorney, Baker & Hostetler, secretary; Richard J. Sauer, president and chief executive officer, National 4-H Council, assistant secretary; and David A. Forslund, controller, National 4-H Council, assistant treasurer.

The Board re-elected to three-year terms John DiBiaggio, president, Michigan State University; Thomas A. Gildehaus, executive vice president, Deere & Company; Jerome C. Nunn, vice president and general manager, Bridgestone Brand Sales, a division of Bridgestone/Firestone, Inc.; Harold A. Poling, chairman and chief executive officer, Ford Motor Company; and Orrin E. Smith, director, Cooperative Extension Service, Oregon State University.

New board members elected were: Susanne G. Fisher, assistant dean and department chair, 4-H and other youth programs, University of Florida; Gail T. Hamilton, vice president, advertising/promotion & publisher, *McCall's Pattern Magazine*, The McCall Pattern Company; Charles A. Hayes, chairman of the board and chief executive officer, Guilford Mills, Inc.; Gail L. Imig, associate vice president for academic affairs-university Extension and director of Cooperative Extension, University of Missouri; William G. Lowrie, president, Amoco Oil Company; Peter M. Palermo, vice president and general manager, Consumer Imaging Division,



Newly-elected chairman of the Board of Trustees of National 4-H Council Robert B. Gill (left), vice chairman and chief operating officer, J.C. Penney Stores and Catalog, presents a gavel to outgoing chairman Lawrie Thomas, executive vice president, Amoco Corporation. The ceremony took place during the June meeting of the board at the National 4-H Center in Chevy Chase, Maryland.

National 4-H Council Quarterly

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National 4-H Council Officers:

Chairman, Robert B. Gill, Vice Chairman and COO, J.C. Penney Stores and Catalog

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

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

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

Treasurer, Gene L. Swackhamer, President, Farm Credit Bank of Baltimore

Richard J. Sauer, President and Chief Executive Officer



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Photographic Products Group, Eastman Kodak Company; and Thomas Ricke, senior vice president, corporate affairs, Kraft General Foods.

During the meeting, Board members discussed such issues as the future of incentives and recognition in the 4-H program, as well as matters of concern to the operation of Council as an organization.

About the New Board Members

National 4-H Council's Board of Trustees is a group of 25 individuals representing the private sector; Extension Service, USDA; and the land-grant university system. Seven new members were elected at the Board's June 6 meeting.



Susanne G. Fisher

Susanne G. Fisher, assistant dean and department chair, 4-H and other youth programs, *University of Florida*, began her 4-H career at the age of nine as a dairy project member. After earning a bachelor's degree in home economics education and a master's degree

in family science from the University of Minnesota she began her career as an instructor at the University of Montana. She then returned to the University of Minnesota and served for 17 years as an Extension 4-H specialist, completing her doctorate in adult education during that time. She assumed her present position at the University of Florida in 1981, a year after completing her doctoral studies.



Gail T. Hamilton

Gail T. Hamilton, vice president, advertising/promotion and publisher, *McCall's Patterns Magazine*, *The McCall Pattern Company*, is a 4-H alumna and was a national scholarship winner in the home management project. A graduate of Florida State University,

she has spent the past 19 years as a marketing executive developing consumer products in the textile, publishing and home sewing retail markets. Before joining The McCall Pattern Company, Hamilton was marketing consultant for Simplicity Pattern Co., Inc. and a director of marketing for Vogue-Butterick Pattern Company, served in other marketing positions in the industry. She once served as educational supervisor for more than 1,200 sewing schools in the United States and Canada. Hamilton has remained involved in 4-H throughout the years, working with the Florida and New York State 4-H Foundations.



Charles A. Hayes

Charles A. Hayes, chairman of the Board and chief executive officer, *Guilford Mills, Inc.*, joined Guilford in 1961 as executive vice president and became president and CEO in 1968 and chairman of the board in 1976. He was an active 4-H'er and has remained

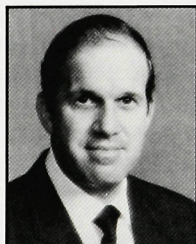
involved in 4-H as chairman of the North Carolina 4-H Development Fund and a member of National 4-H Council's Resource Development Committee. He is an active member of a wide range of business and professional organizations and has served as chairman of the Board of Trustees of the University of North Carolina at Greensboro and director of the Guilford Technical Community College Foundation. This year, he will receive the National 4-H Alumni Award.



Gail L. Imig

Gail L. Imig, associate vice president for academic affairs-university Extension and director of Cooperative Extension, *University of Missouri*, holds a bachelor's degree in home economics and biology education from Michigan State University and also has received

her master's and doctorate in family studies. A 4-H alumna, she began her career as a program leader, district supervisor and Extension specialist at Michigan State. Before assuming her current duties, she was assistant vice president for academic affairs-Extension, associate dean and program director of home economics Extension for the Missouri Cooperative Extension Service, and assistant director of Extension for the Kansas State University quality of living program.



William G. Lowrie

William G. Lowrie, president, *Amoco Oil Company*, assumed his current position in January after serving as executive vice president since April 1989. He joined an Amoco subsidiary, Amoco Production Company, in 1966 and held a variety of positions

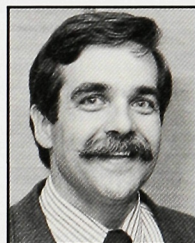
until he was named vice president-production (USA) in 1981. He was appointed vice president-supply and marine transportation for Amoco Corporation in 1983 and became president of Amoco Canada in 1985. He was named Amoco Production senior vice president-production in 1986 and executive vice president-USA in 1987. Lowrie is chairman of the industry advisory committee for the department of chemical engineering at Ohio State University and a member of the advisory board for the School of Earth Sciences at Stanford University.



Peter M. Palermo

Peter M. Palermo, vice president and general manager, Consumer Imaging Division, Photographic Products Group, *Eastman Kodak Company*, began his career at Kodak in 1963 as a business and technical trainee in the advertising department. Over the

years, he has held numerous positions with the corporation and was elected vice president of the company in 1984 and vice president and general manager of the Consumer Products Division, Photographic Products Group, in 1986. He assumed his current position in 1989. Palermo, a native of Rochester, New York, received his bachelor's degree in psychology and English from Bowling Green University and a master's degree in economics from the University of Rochester.



Thomas Ricke

Thomas Ricke, senior vice president, corporate affairs, *Kraft General Foods*, began his career in 1968 as a reporter for the *Detroit Free Press* and became a speech writer for New York Governor Hugh Carey in 1975. He has served as a member of the editorial board of

the *New York Daily News* and became vice president of the City of New York Health and Hospitals Corporation in 1980. Before joining Kraft General Foods in 1989 as vice president, communications, he was director of corporate communications for Philip Morris Companies, Inc. In his current position, Ricke is responsible for all Kraft General Foods internal and external communications, media relations and community affairs programs and activities. He holds a bachelor's degree in journalism from the University of Detroit.



Gene L. Swackhamer

Gene L. Swackhamer president, *Farm Credit Bank of Baltimore*, is the new treasurer of the Board of Trustees of National 4-H Council. As chief executive officer of the bank, Swackhamer is responsible for the lending and service operations in Delaware, Maryland, Pennsylvania, Virginia, West Virginia and Puerto Rico. Prior to joining the Baltimore Farm Credit Banks, he served from 1975-1977 as deputy governor of the Office of Finance and Research for the Farm Credit Administration in Washington, D.C., and as director of research from 1970-1975. Swackhamer, a Navy veteran, received a bachelor's degree in agriculture from Purdue University, a master's degree from Cornell University and a Ph.D. from Purdue.

New 4-H Partners

Metropolitan Life Foundation has made a generous investment in the Youth in Action Community Service program, as a part of the 1990 Citizenship Washington Focus (CWF) program. In partnership with National 4-H Council, Metropolitan's commitment will award 35 grants, including administrative support, to provide 4-H members opportunity to learn the principles of good citizenship and to play an active role in community action.

National 4-H Council is proud to announce a three-year commitment from *Syntex Animal Health, Inc.*, to co-sponsor the National 4-H Beef Awards Program. The National 4-H Beef Awards Program enables Syntex Animal Health, Inc., to assist in developing sound business and leadership skills in today's youth, the future leaders of the agribusiness industry. Syntex Animal Health, Inc., also maintains commitments at the county and state levels to Iowa 4-H.

National 4-H Council offers a special thank you to *Roger Beach*, president, Unocal Refining and Marketing Division, *Unocal Corporation*. Beach, a member of National 4-H Council Board of Trustees and vice chairman, Western Region, Resource Development Committee, contacted 54 companies requesting support for the National 4-H Center. These requests have generated more than \$60,000 in investments in the Center, the largest commitments coming from *McKinsey & Company Inc.*, *Deloitte & Touche*, and *Al-Sal Oil Company, Inc.*

Roger Beach, a Colorado 4-H alumnus, also maintains an active role in the Los Angeles, California metro 4-H program.

Resource Development Committee Inaugurates Business Planning Program

In June, the National 4-H Council Resource Development Committee embarked on a strategic business planning effort. The project is under the direction of committee chairman John D. Rock, general manager, GMC Truck Division, General Motors Corporation. The goal of the endeavor is to create a clear set of objectives for future resource development efforts. The committee has established five teams to carry on the planning and identified specific goals for each team. Teams include:

Vision, Values and Mission: Roger C.

Beach, president, Unocal Refining and Marketing Division, Unocal Corporation team captain; Fielding Walker, vice-president, planning & services, Unocal Refining and Marketing Division, Unocal Corporation, assistant captain; and Leah Cox Hooper, deputy administrator, 4-H/USDA, assistant captain. The team's purpose is to define the 4-H image and product, articulate a broad direction and establish the 4-H message.

Database Development: Vance E. Huneycutt, president, Consumer Sewing Products Division, Coats & Clark, team captain. The team will define a management information system for 4-H resource development and define a strategy for locating, tracking and communicating with 4-H alumni.

Alumni Awareness: Charles A. Hayes, chairman and chief executive officer, Guilford Mills, Inc., team captain; J. Doug Galyon, director of public affairs, Guilford Mills, Inc., assistant captain. The team will define and carry out efforts to organize high-profile alumni to communicate about, promote and assist 4-H.

Partnerships through Promotion: Hendrik A. Verfaillie, vice president, commercial development, Monsanto Agricultural Company, team captain. This team will develop collaborative efforts and ways to initiate cause-related joint marketing.

4-H Values Set: Dr. Anne H. Rideout, associate director, Cooperative Extension Service, University of Connecticut, team captain. The efforts of this team will focus on expanding and supporting the 4-H presence in schools, fill the values void and continuously evaluate social trends to ensure the effective delivery of the 4-H values set.

John Wysner, president of the High Performance Group, a business management consulting firm for GMC Truck, has adapted this strategic planning technique for 4-H.

The overall goal of the strategic business planning effort is to:

- create a resource development plan that analyzes and defines "funding" as a concept including financial support, support through expertise, and information management;
- develop the mission and goals statement of the Resource Development Committee; and
- prepare a recommended 4-H vision and core message as a business planning procedure that can be used by National 4-H Council and all state and local organizations to develop consistency of direction for 4-H in the 1990's.



Luke M. Schruben, retired assistant administrator, Extension Service, USDA, and Kansas State University alumnus (left), receives the university's Distinguished Service to Agriculture Award from Jon Wefald, president, Kansas State University, in a recent ceremony.

Profile

Luke Schruben

Luke Schruben is a very special friend of National 4-H Council. While Schruben was never a 4-H member in his youth — 4-H only became active in his native Sheridan County, Kansas, five years after he had left there — he is active today as one of Council's leading advocates of youth development and resource development.

Schruben began his life-long career with the Extension Service in 1933. He progressed through the Kansas Extension Service and entered the Federal Extension Service in 1943. He served as assistant administrator for Extension until his retirement in 1968.

Schruben began his distinguished volunteer service with National 4-H Council in 1960 as a member of the Board of Trustees of what was then the National 4-H Foundation. Since 1960, Schruben has been instrumental in funding several dorm rooms, creating the center's flagpole area, remodeling the secretary's conference room, purchasing comfortable chairs for the board room, and even providing a piano in the Tennessee Room and build-

ing the mail sorting boxes still in use in J.C. Penney Hall.

Schruben was an active member of the \$50 million **Campaign for 4-H**, not only in helping to identify potential supporters, but in making his own substantial personal commitment.

All of Schruben's gifts - volunteer and financial - come from his personal devotion to the youth whom 4-H serves. Schruben and his wife Emily are still very involved with Council. Periodic visits to the Center and an active role on the Resource Development Committee keep the Schrubens up-to-date on Council activities.

Schruben's long-range plans include continued participation on the Resource Development Committee and annual financial support. Schruben has made a provision in his estate plan to allow support for his many interests in National 4-H Council to continue. In honor of his long-standing support of Council, the new board room in Ketner Hall has been named the Luke M. Schruben Board Room.

Schruben has never turned down a challenge at Council and has been known to himself issue a few to others. His personal convictions and commitments will help National 4-H Council for many years to come.

For additional information about personal investment opportunities, contact the Office of Development, National 4-H Council, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815; (301) 961-2880.



Colby H. Chandler (left), outgoing chairman and chief executive officer, Eastman Kodak Company and outgoing board member, receives a symbol of his National 4-H Alumni Award from New York state 4-H member Celisa Mettler during the June board meeting.

\$5.9 Million Kellogg Grant Awarded to 4-H

The *W.K. Kellogg Foundation* of Battle Creek, Michigan, has presented the Extension System and its 4-H youth education program a \$5.9 million grant to support the Community CARES, Creating Action for Responsibility, Education and Support, program. The foundation will fund Community CARES over a three-year period.

The program will build and strengthen community support systems for the National Youth At Risk Initiative within the Cooperative Extension System (CES). The goal of the program is to work at the community level with caring people acting with real resources to make a significant difference in the lives of young people and families. The plan of action brings the Extension Service, U.S. Department of Agriculture (ES-USDA); National 4-H Council; Extension Committee on Organization and Policy (ECOP); and the National Association of State Universities and Land-Grant Colleges (NASULGC) together with the W.K. Kellogg Foundation in a partnership of capacity building, caring and action for hundreds of thousands of America's youth.

In making the grant, the Kellogg Foundation's aim is to prevent young people from using drugs and dropping out of school. The foundation is interested in programs for people aged 5 to 20 that work to prevent, rather than treat, such youth problems as illiteracy and low school retention rates. The program will promote confidence in young people and help them develop meaningful relationships with adults, build character and become competent in academic and work-related skills.

Local Programs Receive Support through National 4-H Grant Programs

Several national 4-H grant programs channel the support of 4-H partners to grass-roots projects at local, county and state levels. Recipients of 1990 grants in several of these programs recently have been announced.

The *4-H Vision Education Grant Program*, supported by the *American Optometric Association*, provides funds for innovative 4-H eye care and safety programs. Vision education grants for 1990 were awarded to ten states. The grants will provide for such

projects as Alabama's second annual 4-H Vision Camp, a three-day, statewide event; Maryland's comprehensive project aimed primarily at safety and reducing eye injuries; the establishment of a vision testing center in Mississippi; and the creation of eye care education teams, each made up of high school students and a member of the Auxiliary to the state Optometric Society, in North Carolina. Programs in Michigan, Oklahoma, Oregon, Virginia, Washington and Wisconsin also received grants.

Grants funded by *Bob Evans Farms, Inc./Owens Country Sausage* through the 1990 *Pork Promotion Grant Program*, were awarded to 12 4-H groups in 9 states: California, Delaware, Florida, Iowa, Mississippi, Ohio, Oregon, Texas and West Virginia. The activities these grants will support include the development of a new 4-H curriculum in processing, promoting and marketing pork products, a summer day camp and cooking school program, and a 4-day educational program focused on the pork industry.

The *National 4-H Petroleum Power Grant Program*, funded by *Amoco Foundation, Inc.*, supports projects and activities designed to increase interest and enthusiasm in the petroleum power program. Recipients for 1990 were: The Indiana state 4-H petroleum Power Committee, to design a 4-H tractor safety program and accompanying educational kit; the Licking River Area, Kentucky 4-H Teen Council for an auto safety program which covers driving skills, vehicle safety evaluation and a study on how abuse of chemicals influences driving; 4-H Enterprises, Inc., Pamlico County, North Carolina to teach marketable auto mechanics skills to young people of limited employability; Oklahoma State University 4-H to promote and increase enrollment in the state 4-H small engines program; and Oregon 4-H Summer Week's "Wheels Fair" to encourage vehicle safety, fuel conservation and consumer skills.

Westinghouse Electric Corporation supports the *National 4-H Electric Energy Grant Program*. Under this program, 1990 grants were awarded to 10 4-H groups in 8 states. Funded programs will provide electric energy education programs to diverse audiences. The ABC 4-H Club in an economically depressed neighborhood of Wilmington, Delaware, as well as that state's 4-H camp; sixth- to eighth-graders in rural North Carolina; and an Indiana program reaching general audiences at state and county fairs are among the audiences of funded programs. Programs in Louisiana, Michigan, New York, Oklahoma and Oregon also received grants.

Teens Learn How Government Works in Citizenship Washington Focus Program

Throughout the summer, thousands of young people from around the country traveled to the National 4-H Center near Washington, D.C. for a week of exciting and educational experiences. With a strong issue-oriented program around the theme, "Learning Today, Leading Tomorrow," Citizenship Washington Focus helped these young people better understand how government functions at all levels and learn how to effectively use local government processes to address issues. In the week of hands-on learning activities, the teen 4-H'ers visited with their representatives on Capitol Hill, got first-hand experience in using the legislative process, and participated in hands-on workshops on subjects ranging from traffic safety to the enhancement of self-esteem. They had the opportunity to learn the opinions of experts on such issues as freedom of speech, the environment and social issues affecting young people, to debate solutions in issues forums, and to visit the historic and cultural attractions of the national capital area.

Delegates drew on their new knowledge to prepare back-home action plans to address real issues in their home communities. This year for the first time, two grant programs were available to encourage their efforts by underwriting their action plans.



Citizenship Washington Focus Fellows, known to delegates and staff alike as program assistants or "PAs," are critical to the success of the CWF program. They conduct workshops, provide resources to delegates as they discuss issues, work with delegate committees and lead the many educational agency visits and field trips included in the program. Most important, they provide positive role models for delegates. The 1990 Fellows, and the organizations which support their fellowships, are (front row, left to right): Jana L. Elmore, Illinois, Friends of National 4-H Council; Steve S. Mack, Nebraska, American Honda Motor Company, Inc.; Lina M. Lentini, Florida, Colgate's Youth for America Program; (2nd row, left to right): Stephanie L. Jackson, South Carolina, Norman C. Mindrum Educational Fund; Nai-Wen Chang, Hawaii, American Foundation for Vision Awareness; Erin Kendra Good, West Virginia, Friends of National 4-H Council; Shari B. Coleman, Arkansas, Reader's Digest Foundation; Lorie Ann Evans, Utah, National Safety Council; Bryan K. Jernigan, Oklahoma, Friends of National 4-H Council; (back row, left to right): Mark Esfeld, Kansas, Farmland Industries, Inc.; Chris S. Eichhorn, Iowa, Iowa 4-H Foundation; Ronald G. Forsythe, Jr., Maryland, Bethesda-Chevy Chase Rotary Club; Ben P. Marks, Tennessee, Tennessee Agricultural Extension Service; Charles R. Miller, Alabama, The Coca-Cola Foundation; and Lanette M. Shaffer, Minnesota, American Coalition for Traffic Safety.



Citizenship Washington Focus delegates chat with Kathleen Kennedy Townsend, director of the Maryland Student Service Alliance, shortly before she spoke at an evening assembly of program participants. Pictured here are (left to right): Regina Huntley, Texarkana, Arkansas; Jeff Durt, Cascade, Iowa; T.J. Carrothers, Coggon, Iowa; Townsend; Karen Draper, Malvern, Arkansas; and Christine Goldsberry, West Helena, Arkansas.

The Metropolitan Life Foundation Youth in Action Community Service Grant Program will provide funds to CWF participants presenting proposals to increase community service among their peers. Delegates who develop and submit plans for community-based seat belt safety or impaired driving awareness programs will be eligible for grants from the American Coalition for Traffic Safety (ACTS).

Outstanding 4-H'ers Become National 4-H Ambassadors

"Be not afraid, the isle is full of noises," read Brandi Linhart of Montana at 1990 National 4-H Ambassador training, held in June at the National 4-H Center in suburban Washington, D.C. Participating in a public speaking workshop, Brandi was charged with delivering a speech from Shakespeare's *The Tempest* after less than a minute of preparation time. Workshops like this challenged the participants, 1989

Presidential Award recipients and 1990 National 4-H Congress advisors, to open their minds to new ideas, discover resources from the past to help them prepare presentations in the future, and look for new ways to keep youth involved in 4-H. The outstanding 4-H members benefited from leadership, public speaking and interpersonal communications workshops as well as from the example of national 4-H leaders such as Dr. Leah Cox Hoopfer and Dr. Richard Sauer.

Barbara Griswold, director of meetings and special events for *Reader's Digest*, spoke to the Ambassador trainees about visits to corporations and organizations. "Don't be afraid," she said. "We're just as concerned with making a good impression with you as you are with us." She gave them hints on research using annual reports and on preparing presentations before the visits, and discussed subjects of concern to both young people and to businesses.

The 14 4-H'ers also brainstormed ideas that will help 4-H make a successful transition to the 1990's. Johanna Nesseth of Minnesota summed up the group's thoughts by stating, "4-H must be concerned with Youth at Risk and today's social problems as well as continuing to build self-esteem by offering traditional programs."

The Ambassadors finished their training with a trip to Capitol Hill and a chance to meet the Marshal of the U.S. Supreme Court, Alfred Wong.

Reader's Digest Foundation sponsors the National 4-H Presidential Awards Program and, along with *The Chicago Hilton and Towers*, provides support for outstanding 4-H members to attend National 4-H Ambassador Training and spread the 4-H story across the country.

Colgate's Youth for America Campaign Honors 4-H Community Service Projects

Three local 4-H groups have earned national awards in *Colgate's Youth for America Campaign*, an annual search for the country's best community service projects conducted by young people.

The Du Bois, Illinois, Pioneers 4-H Club took top honors and an award of \$1,000 for a project aimed at preserving the heritage of their community. As club members traced their family histories for a 4-H citizenship program, historic photos and other relics surfaced. The young people were inspired to compile a written history of the community, including taped inter-

views of residents along with the rediscovered photos. Their project has been recognized each year since 1987 by the Colgate program, this year taking its first top award.

A second-place award of \$500 went to the Hamblen County, Tennessee Senior 4-H Club. The 4-H'ers, who traditionally have decorated a tree next to their community's "Holiday Hope Fund" sign, took direct action when contributions to the fund fell. They placed "Scrooge Jars," decorated with ugly faces, throughout the community and urged residents to fine themselves and their friends for all complaints during the holiday season. The "fines" went into the jars. The club was able to purchase and plant a living tree for decorating during future holiday fund campaigns, as well as to make a substantial contribution to the fund.

The Angel Valley Rosebuds and Ramblers 4-H Club of Stone Creek, Ohio, took a \$300 third-place award with their community beautification program. Club members planted flower beds in several highly-visible areas of their community, cleared trash, and maintained an extensive recycling program.

Colgate's Youth for America Campaign is an annual program which was established by *Colgate-Palmolive Company* in 1972 to encourage community responsibility in young people.



IFYEs Around the World

Several 4-H'ers are participating in the 1990 IFYE Representative and IFYE Ambassador Programs. Forty-three IFYE representatives are spending six months in one of 20 countries, living with host families and working with youth programs, improving language skills and pursuing special project interests. During June and July, 84 IFYE ambassadors spent five weeks in one of eight countries living and working with host families. During a one-week study tour, participants learned about horsemanship, leadership, citizenship, the food and hotel industry, expressive arts, or entrepreneurship skills, along with the language of the host country. Support for 4-H international programs is provided by *Exxon Corporation*, *Kellogg Company*, *The Gerber Companies Foundation* and *Ford Motor Company Fund*.



Central American Peace Scholarship (CAPS) program participants Alejandro Morales, 19, and Jessica Villafuerte, 16, learn about their host families in Nebraska from Jeri Lynn Anderson, CAPS volunteer coordinator, during CAPS coordinator training in San Jose, Costa Rica last spring. The 122 Costa Rican teenagers are living with host families across the country as part of the CAPS Program, funded by the U.S. Agency for International Development. In June, the CAPS delegates participated in an orientation program at the National 4-H Center before departing for their host states.



On a recent trip to the Soviet Union, members of the U.S. 4-H Design Team visit Moscow's Red Square, named for the color of the bricks on the outside wall. The group met large numbers of children belonging to the Young Pioneers. The children were on their way to the Tomb of the Unknown Soldier, where they were to be initiated and receive their red scarves as Young Pioneers. The design team explored opportunities for 4-H to develop a partnership with the Committee on Youth Organizations of the USSR.

4-H in Red Square

At the invitation of the Committee on Youth Organizations of the USSR, a USA 4-H Design Team had the opportunity to tour the Soviet Union and to explore the establishment of an official USA/4-H contact and partnership for the purposes of technical, cross-cultural and issue programming, interactions and exchanges.

Team members included K. Russell Weathers, vice president, National 4-H Council; Mary Lou Brewer, assistant director, Cornell Cooperative Extension Service, New York; Richard Byrne, assistant director of Extension, Minnesota Extension Service; David Pace, 4-H youth development educator, University of Minnesota; and Linda Erickson, president, National Association of Extension 4-H Agents, Clackamas County, Oregon.

In the coming months the design team will prepare a recommendation for how 4-H might work with the Committee on Youth Organizations for future development of common youth agendas.

"The design team was encouraged by the opportunities to work with officials in the fields of education and youth development in the USSR," Weathers said. "We are excited about our future relationship in expanding our common goals."

Seal of Approval

The Council on Standards for International Educational Training (CSIET) has granted provisional listing to National 4-H Council in the CSIET 1991 *Advisory List*. This certification entitles National 4-H Council to state that its international exchange programs are conducted in accordance with CSIET-published standards.

"This gives our international programs at National 4-H Council solid academic approval," said Russ Weathers, vice president, National 4-H Council.

The *Advisory List* provides a resource from which prospective exchange students and/or parents and school leaders can learn of the scope, background and operating character of programs that have been included in the publication.

New Exchange Program with Poland Focuses on Agriculture, Trade and Marketing

Day after day, the news is filled with expressions of the hopes and dreams of people around the world for more democratic political systems and higher standards of living as a result of political and economic changes. With these changes, there is a need for knowledge and understanding about the basic foundation of any economic nation-state — that of agricultural production and trade.

To help meet this need, National 4-H Council has developed an exchange program, partially funded by the United States Information Agency, between youth from the United States and Poland.

The agricultural exchanges provide an international learning and living experience for 20 young agricultural leaders: 10 Americans and 10 Poles. Ten U.S. participants traveled to Warsaw, Poland, for a joint session on agriculture, trade and marketing with Polish participants, July 22-27. Polish delegates departed the next day for the United States to begin their exchange program, while U.S. delegates proceeded to their home stays in Poland. A joint seminar and evaluation program will

be held at the National 4-H Center August 20-24 for the returning U.S. participants and the Polish exchange students. Each program involves home stays in the host country phase of the program plus orientation and educational experiences. Youth from California, Connecticut, Indiana, Oklahoma, Michigan and Nebraska recruited participants and host families.

According to Gwen El Sawi, Council's coordinator of international programs, "The overall purpose of the Polish exchange program is to provide American and Polish youth with an opportunity to study agriculture, trade and marketing in each other's country."

Going on Safari?

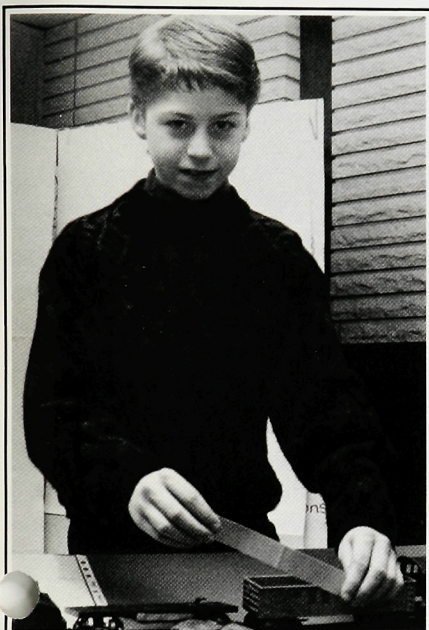
During an *African Study Tour*, January 7-29, 1991, Extension agents and volunteer leaders will examine 4-H-type programs in Botswana, study the role of women in economic development in Malawi, and compare and contrast Extension systems in Kenya. The program will be coordinated by National 4-H Council and Mary Crave, associate professor of family development and Extension home economist at the University of Wisconsin. Participants will spend about one week in each of the three countries and have the opportunity to visit game parks and other attractions.

Homeward Bound

The *LABO High School Consultation and Evaluation Program* was conducted June 26-30 for 12 state LABO coordinators and 19 U.S. host brothers and sisters, along with the 52 Japanese high school students participating in the exchange. The program, a joint effort of the LABO International Exchange Foundation and National 4-H Council in cooperation with state Cooperative Extension Services, annually brings Japanese youth to the United States for one academic year.

Spotlight on

Achievement



Kyle Carrico shows how broad reflective stripes would give railroad cars much greater visibility. Kyle, who was born deaf, has won public speaking awards for demonstrations on this and other safety topics.

Despite Deafness, He Makes His Voice Count . . .

At 13, Beloit, Kansas 4-H'er Kyle Carrico already has taken home three purple ribbons from the state fair for his public speaking presentations — an impressive record for any 4-H'er, but even more so because Kyle was born deaf.

Kyle's latest presentation is a plea for increased safety measures at highway railroad crossings. Kyle has done some very thorough research since a friend was killed in a car-train accident. And he believes that one common type of car-train collision is directly attributable to impaired visibility. Motorists approaching crossings at night or under other conditions limiting visibility never see trains hurtling across their path, he thinks. The train doesn't hit the car, Kyle says. The car hits the train.

Kyle, of course, knows firsthand the problems impairment of the senses can present, and his lifelong experience at coping helped him come up with a simple solution to the problem.

He recommends a state law which would require railways to paint foot-wide reflective stripes at eye level on both sides of their trains. The increased visibility provided by the stripes would cut the incidence of train-car collisions in the state.

Elaborating on his idea, Kyle reveals a pragmatic bent in his nature. "They might even use the stripe for an advertising message," he says.

Kyle's earlier public speaking projects focused on seat belt safety, fire safety and hearing safety — the last a real attention-grabber. He began each presentation of that talk with a tape recording of a badly muffled voice to demonstrate how speech sounds to those with severe hearing impairment. He then demonstrated how hearing problems are detected and described hazards to hearing health and how to avoid them. Kyle wound up the talk by showing his audiences how to communicate properly with the hearing impaired.

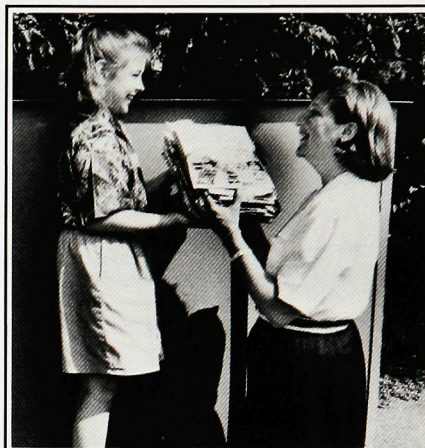
Kyle's success in licking the special challenges he faced is due to his own determination and hard work, as well as that of his family. His parents and older brother worked with Kyle for over two years before he said his first word. But that breakthrough convinced the family that he could learn to speak. And although Kyle has never heard the sound of his own voice, plenty of other Kansans hear his safety messages loud and clear.

The National 4-H Safety Program is supported by *GMC Truck Division, General Motors Corporation*.

"Once Is Not Enough — Recycle" Says 10-Year-Old Who's Making a Difference

She's only 10 years old, but that hasn't stopped Emily Overbey from becoming one of Clarksville, Tennessee's leading citizen-activists. Concerned about the environment and the community's growing waste-disposal problems, Emily launched an ambitious recycling program for the residents of the apartment complex where she lives.

"I was concerned about all I had been hearing on the news about the environ-



Clarksville, Tennessee 4-H'er Emily Overbey, 10, has sparked an ambitious recycling program involving the residents of the apartment complex where she lives. Here, at the recycling bin she arranged to have installed, Emily accepts a bundle of newspapers from county 4-H agent Beth Atkins. Photo: Greg Williamson, Clarksville Leaf-Chronicle.

ment, so I made this recycling program a part of my 4-H citizenship project," says Emily.

"This is my first project," she adds. "I just got to the age where I can do things like this. I've read a lot about pollution and it's really scary. I want to do something now so that my children and grandchildren will not have to suffer with a polluted environment."

Emily's "something" started when she was able to enlist the help of a neighbor in the salvage and recycling business who provided a recycling trailer and brochures explaining the how-to's of recycling. She also works with older residents of the complex, helping them get involved by transporting their recyclables to the trailer.

Emily developed a newsletter, "Once Is Not Enough — Recycle," which encouraged neighbors to bring to the trailer, located right on the apartment grounds, aluminum cans, bundled cardboard, newspaper, computer paper, and even auto batteries, radiators and all types of lead and brass.

Emily is pleased with the cooperation of the community's residents. She believes they are motivated by the realization that they can make a real difference.

"I'm glad the residents are going through with the recycling and helping. It's nice to make a difference," she says.

National-level recognition programs in conservation and natural resources supported by *Deere & Company* are available to all 4-H'ers. In addition, *Waste Management, Inc.* supports natural resources grant programs available to states and counties, as well as natural resources volunteer leader forums at the regional level.

News From the States

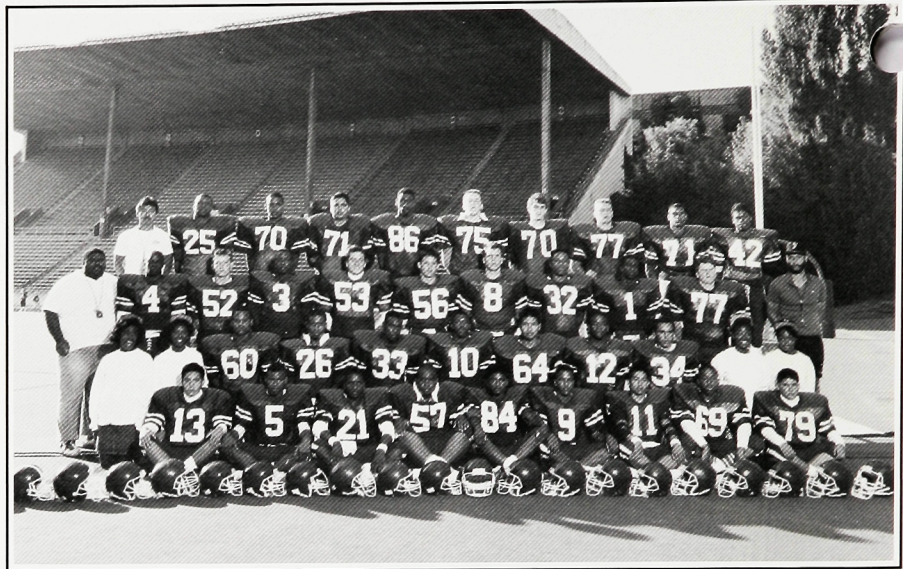
Northwest Kidney Foundation Benefits from 4-H/Japan Exchange Relationships

The Northwest Kidney Foundation has a brand-new portable dialysis machine that allows dialysis patients freedom to travel away from their home-based units. The equipment is the direct result of the cooperative efforts of 4-H, the International Committee for 4-H Japanese Exchanges, the LABO International Exchange Foundation, and Kawaguchi Group & Incentives (KGI) of Mutual Travel, Seattle, Washington.

The gift came about when Barney Levenspiel, a LABO staff member, suffered kidney failure and became severely restricted in his ability to travel. Levenspiel, a key individual in the program that exchanges some 1,600 Japanese and 400 American youth each year, inspired an initial gift from Mutual Travel, whose KGI division has supported the U.S.-Japan exchange for 17 years. Additional gifts from the LABO International Exchange Foundation in Tokyo and from 4-H organizations and individuals in 20 states soon made the equipment purchase possible.



An international group representing providers of the gift observes the presentation of a check to the Northwest Kidney Foundation for the purchase of a portable dialysis machine. (Left to right): Dr. Christopher Blagg, executive director, Northwest Kidney Center; Barney Levenspiel, representative, LABO International Exchange Foundation; Wendy Hatch, director, Northwest Kidney Foundation; Dr. Byron Schneider, chair, National 4-H/Japanese Exchange Committee; Takio Yamada, director, LABO International Exchange Foundation, Tokyo, Japan; and Duane Johnson, member and chair-elect, National 4-H/Japanese Exchange Committee.



Franklin High School

Washington Youth at Risk Program Offers Kids Challenge

When Seattle, Washington, 4-H program staff began working with the football team at Franklin High School, Franklin hadn't won a championship in more than 30 years. Today, four years later, they've taken two championships in a row. The secret to their new-found success? 4-H CHALLENGE, a unique program that helps build self-confidence and self-esteem.

The CHALLENGE program combines overnight camping, bicycling trips and a special ropes course. Each participant must set a goal and work toward achieving it. The group provides encouragement and support in the effort.

Before they take to the outdoors, participants spend some classroom time learning ground rules based on mutual respect, maturity, teamwork, discipline and support. They then test their classroom learning in human interdependence on a seven-element ropes course, physically-challenging tasks designed to reinforce the new concepts.

In addition to helping turn out a winning football team, CHALLENGE has been successful in reducing dropout rates, helping students raise their grades and improving relations among different ethnic groups.

North Dakota Media Camp Focuses on Video Production Skills

For some of the young people attending North Dakota State 4-H Conference in June the biggest challenge of the week's events was getting them on tape. They were participants in the state's fifth annual 4-H Media Camp, which for the third year specialized in video productions.

By the end of conference week, campers had assembled a complete video on the week's activities. In the process, they learned such skills as operating a video camera, script writing, interviewing techniques, editing and sound, and on-air presentation. The result of their work, a lively overview of conference happenings, is being sold throughout the state.

Oregon 4-H'er Chosen for National Youth Environmental Action Forum

Marion County, Oregon 4-H'er Chad Mellott was selected by Governor Neil Goldschmidt as one of the state's two representatives to the *Youth Environmental Action Forum*, held in Washington, D.C., in May.

Chad has worked extensively with the state's 4-H Conference and Education Center's Wildlife Habitat Improvement Project and currently leads the natural resources 4-H club in his county. In 1989, he was honored by the *U.S. Environmental Protection Agency* (EPA) for his conservation work and received a Presidential Environmental Youth Award. The youth forum was sponsored by the EPA and the *National Governors Association* and designed to rejuvenate America's environmental ethics through the nation's young people.

4-H Horsewoman Featured at Belmont HorseFair '90

4-H alumna Lori Jo Orman was one of the *American Trick Riders* who appeared at the *Belmont HorseFair '90*, held in concurrence with the running of the Belmont Stakes in June.

After joining 4-H at the age of 9, Lori Jo competed in western pleasure, equitation, barrel racing and pole bending and began trick riding as a high school senior. She currently is involved in the Iowa 4-H program and teaches basic horsemanship there.

Kansas 4-H Program Singled Out for Presidential "Point of Light" Honors

President Bush recently named the Kansas 4-H CARES program as an honoree in his "Daily Point of Light" recognition program.

4-H CARES (*Chemical Abuse Resistance Education Series*) is a health and wellness program designed to teach youngsters, ages 7 to 9, about the dangers of drug abuse. The ten-lesson program, taught by both teen and adult volunteers, covers such subjects as destructive behavior, basic information about chemicals, skill development, and

providing a supportive social environment. The "Daily Point of Light" recognition is intended to honor those who take action to combat society's problems, and to urge all Americans to take responsibility for service to others.

1990 4-H Community All-Terrain Vehicle Safety Grant Program Awards Made

Community programs designed to promote safety in the use of all-terrain vehicles have been awarded grants under the *4-H Community All-Terrain Vehicle (ATV) Safety Grant Program*, funded by *American Honda Motor Co. Inc.* Grants ranging from \$3,000 to \$5,000 went to programs in 37 states. Each program is the result of the efforts of a state planning team trained at earlier regional training workshops. These workshops prepared team members to develop programs to reduce injuries due to careless, inappropriate or risky use of ATVs.

Grant funds will be used to support such projects as Alaska's in-school and after-school education programs for young people, supplemented by parent education workshops focusing on the training and supervision of young ATV riders. In Idaho, grant funds will be used to develop an educational video, safety brochures and school enrichment materials and to conduct a rider safety workshop for youth leaders. New Mexico project planners will work with the state Public Health Division to develop a safety campaign focused on appropriate gear and rider safety equipment, as well as on maintaining public awareness of ATV safety and encouraging dealers to provide free safety equipment. The Oklahoma team will follow through on their educational effort by developing a packet of information, including tapes and videos. They also will provide safety pledge cards with the packet. The Wisconsin effort will focus on safety awareness for

parents and other adults who influence young people who own or ride ATVs. A wealth of other educational efforts will be undertaken in the remaining 37 states.

New Meat Science Materials Available

A series of meat science educational materials, developed with the support of the *National Live Stock and Meat Board*, is now being distributed by National 4-H Council Supply Service. The Meat Board's leadership was critical in the development of the series, consisting of six projects, covering subjects from carcass evaluation and meat identification to cookery. Each project includes member's and leader's guides and evaluation forms.

Photography Hot Shots

Fifty-seven young people from across the country gathered at the National 4-H Center for HOT SHOTS, the first National Photography Institute, August 6-12, sponsored by *National Geographic Magazine*, *Eastman Kodak Company* and *National 4-H Council*.

HOT SHOTS participants worked shoulder to shoulder with professional photographers while gaining an insider's view of photography and career opportunities in the field. The faculty for the institute worked with the young people in small groups, sharing their ideas on composition, seeing and capturing that special photograph, and expanding the pictorial expertise and creativity of each participant.

(continued)



4-H Textile Fellows at the 1990 Southern Region 4-H Textile Symposium held in August participated in lab experiences designed by faculty of the North Carolina State University College of Textiles. Here, fellows are gaining hands-on experience with dyes during a session on dyeing and printing. Other lab sessions dealt with robotics, computer-aided design, kawabata, and chemical analysis. These sessions gave Textile Fellows exposure to the concepts and processes they would see later as they toured state of the art textile companies. *Guilford Mills, Inc.* is the sponsor of this careers-oriented symposium.

Hot Shots *(continued from page 11)*

The faculty for HOT SHOTS, which had the theme "It's All In How You Aim and Shoot," included Arthur Meyerson, one of the foremost advertising photographers in the country; Tom Kennedy, director of photography for *National Geographic Magazine*; and Bob Llewellyn, photo essayist. Additional faculty members for the photography institute were professional photographers Jon Golden, whose images have appeared in foreign newspapers and magazines like *Bante* in Germany and *Panorama* in Italy; Dan Grogan, whose work has been featured in *Time*, *The New York Times* and *Ebony*; *U.S. News & World Report* magazine photographer Linda Creighton; Carole Guzy, *Washington Post* and first woman photographer to be selected "Photographer of the Year" by the National Association of Press Photographers; *Washington Post* photographer Darcy

Padilla; Barbara Ries, freelance editorial and commercial photographer whose work has been published in *Washingtonian*; Paul Fetters, photographer *U.S. News & World Report*; Skip Brown, whose work has been published in *Washingtonian*, *Sail* and *Fortune* magazines; freelance photographer Roy Karten, a former photography editor for *U.S. News & World Report* and *Washingtonian*; sports photographer Mitchell Layton whose sports photos have been published in *Sports Illustrated*, *USA Today* and *Newsweek*; and Mike Milkovich, who has more than 400 concert shoots to his credit, including Bruce Springsteen, Paul McCartney and Elton John.

Faculty members donated their time and talents to this new national program. According to nationally recognized sports photographer Mitchell Layton, "Part of our obligation in this profession is to pass on

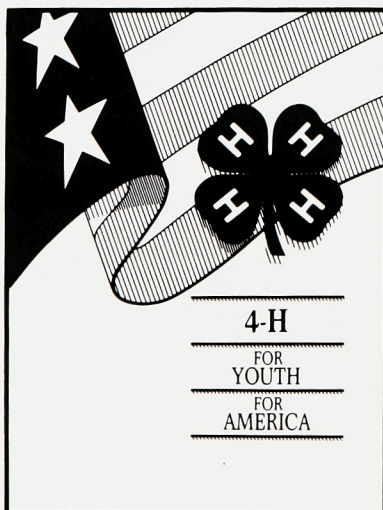
our knowledge and skills. This is the basic tenet of the 4-H program and we're glad to apply that to HOT SHOTS."

Eastman Kodak Company, as a HOT SHOTS partner, provided each youth participant with 20 rolls of film. Educational field trips took participants to the National Geographic Society and the offices of *U.S. News & World Report*. In addition, National Geographic Society processed the participants' film.

During his presentation, "See The Light," Robert P. Fordyce, coordinator, youth services, consumer markets division at Eastman Kodak, told participants, "While you must know techniques, there are no rules in photography. You make the difference. How you view your subject, what framing you choose, what light does to a subject are choices you make as an artist. You must 'see the light.'"



HOT SHOTS take aim and shoot at the first National Photography Institute sponsored by *National Geographic Magazine*, Eastman Kodak Company and National 4-H Council, August 6-12. A veritable "who's who" in photography served as faculty for HOT SHOTS including advertising photographer Arthur Meyerson and photo essayist Bob Llewellyn. (Photo by Mike Milkovich)



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