

Quarterly

National 4-H Council

Volume 7 Number 4

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We may not be able to read the word — the Russian word pronounced “meer” which means “peace” — but the message in this child’s eyes is clear and universal. He reflects the hope of people everywhere for a future free from strife and built instead on understanding among peoples and mutual respect among nations. Part of the 1989 US-USSR Photo Exhibit (story, page 8), the portrait is a testament to the power of the visual image and its ability to bridge barriers of language and culture. Aspiring photographers who wish to master this communication tool can hone their skills under the guidance of a faculty of professional photographers at the National Photography Institute, to be held at the National 4-H Center in August (story, page 10).

Photo: “The Lesson on Peace,” Tengiz Nabieridze, 11, Tbilisi, Soviet Georgia

National 4-H Congress Celebrates Choices

1990 Private Support
for 4-H Announced

Spotlight on Achievement

4-H Honors Eight
Alumni with
National Awards

Coca-Cola Executive Named to National 4-H Council Board



Ira C. Herbert, executive vice president for marketing, *The Coca-Cola Company*, was named to the board of trustees of National 4-H Council at its December 6 meeting. Herbert also serves as president of the North American Business Sector and president of Coca-Cola USA for The Coca-Cola Company.

A Chicago native, Herbert began his career with MacFarland Aveyard and Company, Edward H. Weiss & Company and McCann-Erickson, Inc. In 1963 he was appointed manager of the Bottler Service Group and Coca-Cola Bottlers. He became Fanta brand manager for The Coca-Cola Company in 1965, president of Coca-Cola Foods in 1975, executive vice president of The Coca-Cola Company in 1976, and chief marketing officer in 1986. He assumed his present position in 1988.

In his position on the board of trustees, Herbert will help guide the programs and policies of National 4-H Council, a not-for-profit educational organization that uses private resources to expand and enhance the 4-H program.

Board of Trustees Meets in Chicago

National 4-H Council's board of trustees met in Chicago on December 6 during National 4-H Congress.

Chairman Lawrie Thomas conducted the meeting with a total of 19 officers and members of the 25-member board present.

The board elected new member Ira C. (Ike) Herbert, executive vice president for marketing, The Coca-Cola Company.

Dr. Leah Hoopfer, new deputy administrator for 4-H and Youth Development in the Extension Service, USDA, was introduced to the board. She shared her vision for the future. Two young 4-H alumni, serving as 4-H Congress advisors, shared thoughts based on their 4-H experiences.

Council president Richard Sauer presented an administrative report, assisted by vice presidents Russ Weathers and Norm Johnson. Highlights of 1989 were shared and both areas of concern and opportunities for the future were identified.

John Rock presented a very encouraging report from the Resource Development Committee. He described fund-raising progress to date and outlined priorities for 1990. He also reported on a stimulating brainstorming meeting of the committee held earlier in the day.

In the News

Lawrie Thomas, chairman of National 4-H Council's board of trustees, was promoted from president, *Amoco Oil Company*, to executive vice president, *Amoco Corporation* on January 1.

Amoco Corporation was selected as Company of the Year by *The National Alliance of Business* for its community-service. *Amoco Foundation* sponsors the National 4-H Petroleum Power Awards Program.

Joe Robbie, owner of the *Miami Dolphins*, a recipient of the national 4-H alumni award, passed away in January.

The new associate administrator for the *Extension Service, USDA*, is **Mitchell Geasler**. Extension, USDA, is the federal partner which conducts the 4-H program.

Volunteer 4-H leader **Carolyn Lantz Jackson** of Wilmington, Delaware recently was named a recipient of President Bush's "Points of Light" award. A 12-year volunteer, Jackson was honored for the therapeutic riding program for the disabled which she inspired and has guided since its inception in 1985. The award, a daily tribute which the President pays to a volunteer, is named for the well-known reference to "a thousand points of light" in his inaugural address.

In a "beginning the 1990s" letter to UNOCAL employees (which was also sent to shareholders), **Richard J. Stegemeier**, chairman, president and CEO, *UNOCAL Corporation*, highlights their 40 years of partnership with 4-H. UNOCAL sponsors the National 4-H Public Speaking Awards Program.

National 4-H Council Quarterly

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National 4-H Council Officers:

Chairman, Lawrie Thomas, Executive Vice President, Amoco Corporation

Vice Chairmen, Robert B. Gill, Vice Chairman of the Board, J.C. Penney Company

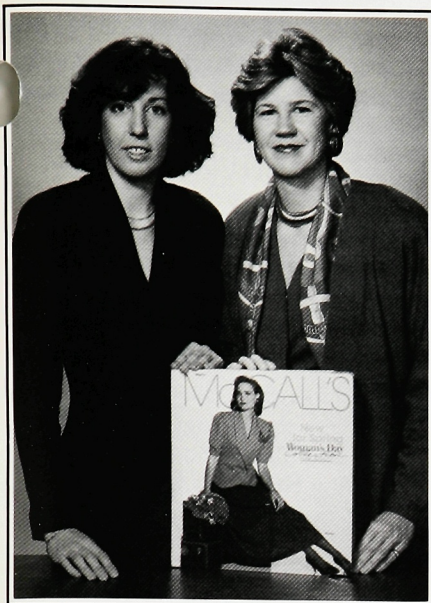
Dr. Anne Rideout, Associate Director, Cooperative Extension Service,
University of Connecticut

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

Richard J. Sauer, President and Chief Executive Officer



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Representatives of The McCall Pattern Company, Karen Kimbel, education manager, and Gail Hamilton, vice president/publisher, represent the newest 4-H donor, co-sponsoring the National 4-H Fashion Revue Awards Program.

New Donor Support

National 4-H Council is pleased to welcome *The McCall Pattern Company* as a new co-sponsor of the National 4-H Fashion Revue Awards Program. In partnership with VWS Inc. (Viking Sewing Machine Company and White Sewing Machine Company), this sponsor provides current year medals at the county level, trips to National 4-H Congress for 35 state winners, state winner pins and certificates, and four national scholarships of \$1,500 each.

Now in its 120th year of business, The McCall Pattern Company is committed to the development and excellence of youth education programs. Currently, McCall's offers the most extensive educational services in the home sewing industry. As part of its sponsorship, The McCall Pattern Company will be exploring ways to enhance 4-H programs at the local and state levels.

Committee Plans for 1990 Resource Development

On December 6, 1989, members of National 4-H Council's resource development committee, chaired by John D. Rock, GMC Truck Division, General Motors Corporation, participated in a creative planning session. Ideas developed from this session will be incorporated into a plan to increase unrestricted gifts from alumni and corporations.

John Wysner of The High Performance Group, Inc., a GMC Truck strategic planning consultant, conducted the "storyboard creative planning process." This creative planning technique fosters teamwork and participation by requiring "suspension of judgment" on the value or quality of ideas until the analytical stage is reached.

The questions raised and the responses the group generated all touched on "image" and "message." Using the storyboard, the committee was able to build strategies based on common threads and similar ideas. Following are some strategies and themes they developed:

- develop a strategic business plan to define the 4-H product for the 1990's;
- develop databases to identify alumni and then communicate to them the 4-H product of the 90's and the need for their support;
- form partnerships to communicate the 4-H product efficiently and cost-effectively.

The next step for the resource development committee will be to look at strategic action planning as a means of converting the strategies outlined into management and operating objectives and initiatives.

National 4-H Council Phone/Mail Test Program

National 4-H Council and *Institutional Development Council* (IDC) joined forces this past Fall to test the first National 4-H telecommunications program. The Phone/Mail technique (a registered trademark of IDC) is a simulation of modified face-to-face solicitation, integrating two personalized letters and a follow-up telephone call to secure a gift.

Amoco Oil was very helpful in updating names, addresses and phone numbers of 2,800 4-H alumni. These alumni were contacted between October 1989 and January 1990; each received an introductory letter from Richard J. Sauer. Orville Redenbacher, a successful 4-H alumnus and strong supporter of youth, signed the second letter explaining current 4-H objectives and the need for continued support from former 4-H'ers. Telephone contact was made by one of 12 outstanding college-aged 4-H alumni from the St. Louis IDC Center.

The results of the Phone/Mail program have been positive in several ways. The giving-response rate was 27 percent of actual contacts. The monies generated by this test program will come to Council over the next three years.

Educator & Philosopher Dorothy "Dot" Emerson Dies



Dorothy "Dot" Emerson, 96, died Wednesday, January 24, 1990 in Chevy Chase, Maryland, after a long career of service to 4-H and young people.

Miss Emerson's involvement in 4-H spanned some 70 years. A native of Massachusetts and formerly a public school teacher there and in New Hampshire, she first joined the Cooperative Extension Service as a 4-H club agent in Sussex County, Delaware. She became a member of the Maryland Extension staff in 1923 and rose to the position of associate state 4-H leader during her career there. After her official retirement in 1961, Miss Emerson served more than a quarter of a century as consultant to National 4-H Council. Throughout her career, Miss Emerson's first love was young people and she devoted her life to helping them learn, grow and express themselves.

Her commitment to the right of all individuals to attain their greatest potential inspired thousands of young people attending training programs at the National 4-H Center, and thousands more throughout the nation as well. She called her public speaking presentations "You'll Be Surprised," and her young audiences surely were. Using her special techniques and adopting her "I'll Be Glad To" philosophy of life, they found themselves suddenly able to articulate their feelings before a group.

Contributions in memory of Miss Emerson may be made in accordance with her wishes to: Dorothy Emerson Education Fund, c/o National 4-H Council, 7100 Connecticut Ave., Chevy Chase, MD 20815.

Spotlight on

Achievement

A "Hands-On" Approach to International Health Issues

Dedication to the ideal of volunteerism and commitment to good health for all have taken Alisha Cromer a long way from her Kansas home — all the way to remote villages in South America.

An 8-year 4-H member, Alisha has become more and more deeply involved in 4-H health project activities over the years. She had worked with Alzheimer patients and with residents of her community's nursing home. She also had worked in the community blood bank and as a volunteer in the local hospital. This experience, she says, helped her see "how vital volunteers are to medicine and to a community."

Alisha found all these activities fulfilling, but still, she says, "something seemed to be missing.

"With four years of Spanish studies under my belt, I searched for a way to give to people in a foreign country and, in turn, to see how health issues affected their lives."

When an opportunity came to work in health-related immunization projects in Latin America, Alisha didn't hesitate.

"The work demanded six months of intense training and the nerve to jump into the experience," she recalls. "I spent nine weeks in the villages of Paraguay. We would travel up to 13 hours by bus from the capital city and speak only Spanish or Portuguese. It seemed a world away from the American standards of health care. I would work with two partners to convince village heads that immunizations were needed, then organiz-

ing the clinics and operating them. I gave over 2,000 immunizations," Alisha says.

"This experience showed me what had been missing," she adds. "We had to realize that without us, these people would not have the lifesaving shots — we were helping them remain alive and healthy."

For Alisha, the experience in Paraguay was just a beginning. The next summer, she spent six weeks in Ecuador, working with a group of volunteers on a community sanitation project. She remembers telling friends what she would be doing that summer — "building latrines in the Andes Mountains" — and the astonished response, "You must be crazy," which she got used to hearing. But, she says, the problem addressed by the project is serious.

"Diarrhea and gastrointestinal disease, and the dehydration associated with them, are the major cause of death in children under 5 in the developing world," she says. "The project I worked on initiated three clean water supply systems. At the same time, I taught 26 first- and second-graders. For 10 days, we worked on the disease cycle, English and Spanish and dental care through classroom instruction and games. And at the end of our 6 weeks in the village, we organized a health fair to celebrate the completion of our project. We also taught oral rehydration therapy. For those two summers, I lived the health concerns of Latin America," says Alisha, who plans to pursue a career as a physician.

Taking Action to Save the Bay

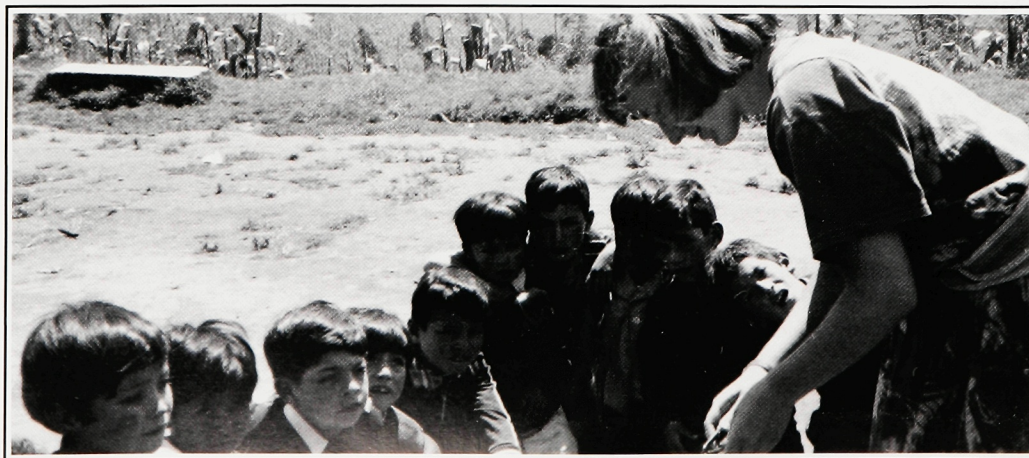
"Save the Bay," the rallying cry for all concerned with the ecological future of the Chesapeake Bay, is no mere slogan for Drew Winn Horman.

Drew, 16, an active Frederick County, Maryland 4-H'er and honor student at Frederick High School, last fall received the *Decan Devoe Youth Award* for his extensive Chesapeake Bay conservation efforts. He was honored with 11 other individuals and organizations for demonstrating an outstanding commitment to protect the Bay. The award is co-sponsored by the *Izaak Walton League of America* (IWL) and the *Du Pont Company*.

Drew's interest in Bay issues began when, at age 12, he attended "A Week at the Bay," a 4-H-sponsored marine science camp. There, he learned about marshland ecology and water quality testing.

Over the years since, Drew has designed a series of imaginative conservation kits to be used by nature counselors to provide "hands-on" instruction to young people attending 4-H camp in Frederick County. He also works to recruit more young people for 4-H conservation programs.

Active in many 4-H conservation programs, Drew recycles cans and donates the proceeds to his 4-H club, has helped plant oak tree seedlings in his community and is developing nature trails at a local campsite.



Kansas 4-H'er Alisha Cromer, 19 (far right), has spent two summers working in remote rural areas of Latin America on public health projects. She traveled to Paraguay, where she spent six weeks conducting immunization clinics, and later to Ecuador, where she was part of a team of volunteers building a community sanitation project. Cromer a 1989 winner in the National 4-H Health Awards Program sponsored by Kraft General Foods, is shown here with first- and second-graders for whom she taught a 10-day clinic on the disease cycle and dental care.

4-H'er's Unique Pet Attracts Attention

Nathan Burkholder has a pet named Perky — a pet he takes to state and county fairs, as well as to nursing homes, day care centers and libraries during children's story hours. And everywhere he goes, Perky attracts more than a little attention.

Why? Probably because Perky is not the pet you might expect the 11-year-old Abilene, Kansas, 4-H'er to own. Perky is a llama — that relative of the camel you're more likely to encounter in South America than in Kansas.

"Llamas make ideal pets," says Nathan. "They're really pretty docile animals. They never bite or kick. They will spit like a camel but only if they're really roused.

"But they're also hard workers," he says.

Nathan and his family have been raising llamas for three years and have found it a profitable venture. Nathan says he usually has immediate purchase orders for any animals he has available. Llamas are easy to keep and in demand as pets and for breeding stock, he says. Under those circumstances, Nathan usually nets more than \$900 on each animal he sells.

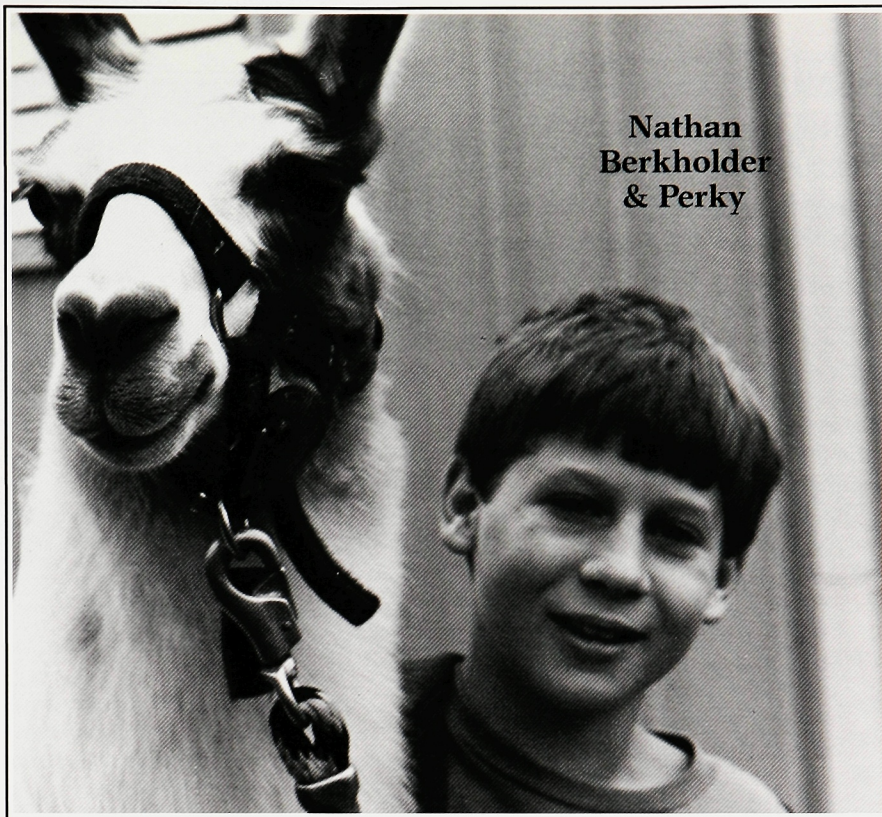
Perky is not for sale, however. Because of his good disposition, Nathan plans to keep Perky and break him to cart.

There is high demand for llama wool, which is prized by weavers. Nathan combs out and bags wool from his animals for other 4-H'ers who spin it and use it in special projects.

Nathan and his mother, along with other members of the *Golden Plains Llama Association*, exhibited Perky at the Kansas State Fair to help build interest in the animals and in including llama classes at future fairs.

Far Away from "Cows & Cookin'"

"Everybody always thinks, 4-H — countryside and cows," says Susan Popper. But when Susan was a 4-H member in Nassau County, New York, she learned public speaking skills, took part in community service projects and attended a career day that introduced her to advertising and ad agency careers. Today, at 30, Susan is vice president/director of business services at *J. Walter Thompson/New York*, one of the nation's leading agencies. She is also the volunteer leader of an active 4-H club in a place about as far removed from countryside and cows as possible — in the heart of New York City.



Nathan
Burkholder
& Perky

Susan got her introduction to 4-H in the City five years ago when, walking down a street, she noticed a 4-H club sign.

"I walked in and said, 'How can I help?'" she recalls. Soon enough, Susan was teaching woodworking and helping kids learn to make public presentations — passing along the skills she had learned as a 4-H'er. Today, the 4-H'ers she works with are active in a wide range of projects.

"We have a group of kids who live in a homeless shelter hotel doing community service with the elderly," she says. "There's another group in a housing project, one of people who've been burned out of their homes, and they have an unbelievable garden.

"They learn to make snacks, to be independent, to make presentations in front of groups. They could be learning to be independent in the wrong way, but they're not, because they know someone cares."

Lori Melichar and the "Bread Brigade"

Oklahoma 4-H'er Lori Melichar is not one to give up easily when she encounters problems. Take, for example, her pet project — providing home-baked goods for distribution at a community facility for the homeless. More than a year ago, Lori heard that the *Tulsa Day Center for the Homeless* was serving coffee but had nothing to offer with it. Because her bread project is

among her favorite 4-H activities, Lori decided to provide the center with baked goods.

Her well-intentioned project soon ran afoul of the authorities, however. The local health department, deeming the project a commercial food operation, ordered her to close it down.

But Lori was undeterred. She researched the steps necessary to bring the project into compliance with public health regulations and then proceeded to follow through on them. Lori found the health department objection was based on two points: she was not a commercially licensed food handler and the foods weren't being prepared in an approved kitchen. Lori set to work and soon filled requirements for her food handler's license. She then worked with officials of her church and of the health department to qualify the church kitchen as a preparation site.

Once she had the health department's blessing, Lori set about expanding her project. Today, she has enlisted a "Bread Brigade," a group of volunteers — licensed food handlers all — who work together to keep the center supplied with wholesome baked goods.

For her work in projects like the "Bread Brigade," Lori was named a 1989 national winner in the National 4-H Bread Awards Program, sponsored by *Fleischmann's Yeast Inc.* She subsequently was selected for the Presidential Award, the highest honor a 4-H'er can attain, in the National 4-H Presidential Awards Program, sponsored by *Reader's Digest Foundation*.

ES/HUD/Kraft General Foods, Inc. Form Partnership for Housing Clients

A new public-private sector partnership is seeking to improve the quality of life for public housing residents and help make the public's perception of public housing more positive. *Extension Service/4-H-USDA*, the *Department of Housing and Urban Development (HUD)* and *Kraft General Foods, Inc.* together will sponsor the effort.

The program will be built on this three-way partnership uniting:

- HUD and its facilities, housing authorities, tenant associations and resources in local communities;
- the financial support and public relations expertise of Kraft General Foods, and the human resources the corporation can provide;
- and ES-USDA's land-grant university research base, experience in urban education programs and financial resources.

Representatives of the three partners met at the National 4-H Center in February to consider a range of projects. They include programs in health, nutrition, consumer education and employability, as well as communications, coping skills and leadership development.

Current plans envision the development of model programs in as many as eight selected sites.



Florida 4-H'ers Kimberly Howell (l) and Danette Kosola (r) attended the 48th annual Rural Electric Expo in Orlando, Florida early in February. The event is sponsored by the National Rural Electric Cooperative Association. The two 4-H ambassadors met with staff of the nation's electric cooperatives and staffed a booth promoting the 4-H electric energy program, which is sponsored by Westinghouse Electric Corporation, a supporter of 4-H for more than half a century.

LA Child Care Program Receives HUD Grant

The Los Angeles County, California 4-H program recently received a \$200,000 grant from the U.S. Department of Housing and Urban Development to fund day care programs. The funds will be used to establish quality demonstration programs in school-age day care at each of two housing proj-

ects in the county. Project director Katie Speer says the projects will be based on the concepts included in successful programs in Antelope Valley, another community in Los Angeles County. There, model after-school programs have been underway since 1986; currently the program includes 11 sites.

The HUD grants will fund demonstration projects serving 42 youngsters in the kindergarten through sixth-grade age groups in housing projects in the San Fernando Valley and in San Pedro.

"The projects will include learning centers using 4-H curricula," said Speer. "They will include subjects like gardening and computers — and provide a quality child development program."



Richard Sauer, president, National 4-H Council, and Leah Hoopfer, deputy administrator, 4-H and youth development, Extension Service, USDA, visit a group of 4-H'ers from Lorah Park Elementary School in Miami, Florida, during their recent Southern Region Orientation Tour. Sauer and Hoopfer are making site visits to a number of states.



The 4-H all-terrain vehicle (ATV) Safety Program, sponsored by American Honda Motor Co., Inc, took the spotlight at the American Farm Bureau Farm/Ranch Expo '90 in Orlando, Florida in January.

News from the States

Kansas Courtyard to Enhance National 4-H Center

Kansas 4-H Foundation officials and the Kansas Cooperative Extension Service announced the completion of their 3-year, \$2.6 million 4-H campaign on June 11, 1989. The campaign generated nearly \$3 million, allowing the foundation to establish permanent endowments and fund improvements for 4-H youth programs in the state.

The campaign's success enabled Kansas 4-H to commit generous funds for construction of a Kansas courtyard at the National 4-H Center. The courtyard will be located between McCormick Hall and Firestone Hall, providing a peaceful setting for visitors to the Center.

Pennsylvania Urban Programs Address Real Needs

Efforts to apply the principles of youth education in 4-H to the needs and problems of urban and minority youth are expanding the influence of 4-H among these groups. Innovative projects in Philadelphia, Harrisburg, Pittsburgh and other Pennsylvania cities are showing the way. For the nearly 10,000 young people these programs serve, 4-H is an opportunity to develop their leadership skills and grow in appreciation of their own self-worth.

"Despite the poverty, street gangs and some of the toughest drug activity zones in the city, we are reaching these kids and teaching them leadership skills that can be applied to a successful, clean and straight life," says Philadelphia 4-H agent Donna Frisby.

In a program called "Leadership Skills You Never Outgrow," Frisby and other agents are working with at-risk teens in communities throughout the city as well as in housing projects where they have developed a cooperative relationship with the *Philadelphia Housing Authority*.

The 6- to 8-week project focuses on such public speaking skills as how to make presentations and how to follow parliamentary procedure. Another Philadelphia project teaches teens how to prepare, dress and present themselves for job interviews and how to plan for a career.

"By learning the importance of understanding themselves and how to get along with others, learning how to learn, make decisions, improve managing skills and work with groups, they are becoming responsible leaders among their peers," says Frisby. She uses videos, computers and games to make her workshops more interesting.

In Harrisburg, 4-H agent Helen Riley, a professional dancer, conducts a multi-cultural program in theater arts.

"We realize that a program in theater and dance is not a panacea for the problems of urban youth, but for some this will provide a sense of confidence that comes with a commitment," she says. "To be done well, dance and theater require a tremendous amount of self-discipline."

Pittsburgh 4-H'ers between 8 and 13 years old can take advantage of a program called "On My Own and OK." The 6-week project touches on issues of importance to self-care children, such as coping with being home alone, preparing nutritious snacks, taking care of siblings and responding to an emergency.

"We're also training teens for a hot line for these and other self-care children," says 4-H agent Loretta Adderson. "The phone line will be available weekdays from 4 to 7 p.m. Children who are home alone can call if they have a problem or even if they just want someone to talk to."

Teens Earn and Learn in Detroit

Michigan 4-H is working with a variety of community organizations in Detroit to teach pre-employment skills to more than 1,500 of the city's teens.

The young people are involved in neighborhood maintenance and beautification, leadership and assistance with recreational programs for younger children and involvement in the performing arts. The community-based activities are funded through a grant to the Michigan 4-H Foundation from the *W.K. Kellogg Foundation*.

"This project is based on the belief that young people must be given the mechanisms to improve their skills and develop positive attitudes about work," says William Mills, project director and Extension 4-H youth agent in Wayne County, which encompasses the city. According to Mills, the communities as well as the individual young people will benefit, as the teens provide building upkeep and such improvements as flower gardens, organize recreation programs and present performances in playgrounds.

Twenty teens who have been trained to take specific responsibilities in tutoring younger children, either on a one-to-one basis or as group activity leaders, will be paid year-round for their work.

Project participants are using a variety of innovative curricula developed by Michigan 4-H, including videotapes on early adolescent needs. *Careers Unlimited*, an intensive program that helps teens explore career interests while learning first-hand about the world of work, is a cornerstone of the program.



Kansas 4-H Promotes Independent Sector's "Give Five" Program in Recruiting Older Volunteers

Five Kansans in the over-50 age group are the advance troops in that state's new effort to take advantage of the vast experience of older volunteers. They are the stars of a video in which they describe the solid and positive volunteer relationship with a young person each has enjoyed. Intended to encourage older citizens to volunteer, the tape is reinforced by a teaching packet prominently featuring the logo of the "Give Five" campaign. "Give Five" is sponsored by *Independent Sector*, a non-profit coalition of corporations, foundations and voluntary organizations concerned with fostering voluntary action in our society. The "Give Five" campaign encourages Americans to adopt this standard for giving and volunteering: 5 hours a week and 5 percent of our annual income to the causes we care about.

The Kansas program, called "Prime Time" because it encourages "people in their prime" to share their time, energy and experience with young people, includes such information as how to implement a "Give Five" program and how to work with local agencies on aging. The program has been especially successful in one county where it was used to recruit minority adults to work with 4-H'ers, according to state 4-H and youth development specialist Kirk Astroth.



Students at the Anne Carlsen School in Stutsman County, North Dakota, spent a lot of time last spring and summer in their 4-H garden, working side-by-side with a group of able-bodied local 4-H'ers. The program was designed to help both able-bodied and handicapped kids grow through their developing relationships as they learned gardening skills. "Some of the kids seemed a little shy about the wheelchairs at first," said county Extension 4-H volunteer coordinator Deb Ova. But, Ova added, "The exchange between the kids has been great." The project was funded by a grant from a national gardening organization, as well as by donations of supplies and equipment from local businesses.

Project Quest: Alternatives for At-Risk Youth

In a rural community in Oregon, a group of youngsters whose home and family situations put them in an at-risk category spent part of last summer exploring the mysteries of the space age in a 4-H camp program, rather than spending their time in idleness — or worse, in negative or destructive activity. Their experience was part of a pilot program funded by a grant from *Pioneer Hi-Bred International, Inc.*, under its *Project: Youth for America, Helping Rural Youth and Families* program.

In geographically-isolated Curry County, Oregon, Extension and 4-H are working with other youth-serving agencies in the community in an effort to provide a positive atmosphere for elementary-age at-risk youth. *Project Quest* aims to provide these young people with social, recreational and vocational opportunities and to create a support system which encourages their participation in 4-H, youth sports and other appropriate programs. The project coordinator also establishes a one-to-one relationship with each child, visiting with each at least once a month. The one-to-one

aspect of the program currently is being strengthened as adults are recruited to establish mentor relationships with the youngsters.

Through referrals from the community's juvenile justice service, children's services, school district and other agencies, *Project Quest* has become a part of the lives of some 40 Curry County children.

Another facet of *Project Quest* is *Lightspeed*. Geared for middle school children, *Lightspeed* clubs seek to provide youngsters with the opportunity to form friendships and have fun without turning to substance abuse. *Lightspeed* is offered to all students in fifth and sixth grades, but *Project Quest* youngsters are especially encouraged to become involved in it.

Project Quest is well-integrated into the county's juvenile services program. "Project Quest is a program with an emphasis on diverting at-risk youth from the 'system,'" said Douglas B. Mares, branch manager, children's services division of the state's department of human resources. "My staff has been quite pleased with the intensive services provided, and with the youths' involvement in positive 4-H activities. I believe it has become an integral part of our service system in Curry County."

Lightspeed Clubs have been duplicated throughout the state. In Douglas County, for example, *Lightspeed* involved almost 650 boys and girls. Materials developed to help those involved in *Project Quest* have been made available throughout Oregon, as well as to the Extension systems in several other states. Information and training materials will be shared further at two regional 4-H leader forums in the spring of 1990.

US-USSR Photo Exhibit Builds International Relationships

"*The Lesson on Peace*," featured on the cover of this issue, is part of the US-USSR Photo Exchange, currently touring both the United States and the Union of Soviet Socialist Republics. The portrait is the work of 11-year-old Tengiz Nabieridze of Tbilisi in Soviet Georgia.

Initiated and coordinated by *National 4-H Council* and *CONNECT/US-USSR*, an organization formed to create beneficial partnerships between the two nations, the Exchange is sponsored by *Eastman Kodak Company*. The current project grew out of a model project initiated by *CONNECT/US-USSR*, Minnesota 4-H and the Central Pioneer Palace in Moscow. Identical exhibits of 100 photos taken by members of 4-H and of the Soviet youth organization *Pioneers* tour this country and the Soviet Union at the same time.

The joint exhibit is available for display at national, regional and county 4-H events. For more information or to arrange for a display, contact: Resource Center, National 4-H Council, 7100 Connecticut Avenue, Chevy Chase, MD 20815.

New contacts with the USSR also are reflected in an upcoming visit by officials of the Extension Service, USDA and National 4-H Council to Moscow. A five-person team will travel to the USSR in May for a ten-day visit with officials of the Committee of Youth Organizations of the USSR. They will discuss possible future exchange programs. Members of the U.S. delegation are: Dr. Leah Hoopfer, deputy administrator, 4-H and Youth Development, Extension Service, USDA; K. Russell Weathers, vice-president, National 4-H Council; Richard Byrne, associate director, 4-H Youth Development, and David Pa... 4-H Youth Development, Minnesota Cooperative Extension Service; and Linda Erickson, president, National Association of Extension 4-H Agents.

68th National 4-H Congress: "Celebration of Choices"

Some 1,600 outstanding 4-H members from across the nation gathered in Chicago in December for the 68th National 4-H Congress. Delegates from 49 states and Puerto Rico, selected for outstanding achievements in their 4-H project work, enjoyed five days of educational and recognition activities. During the event, 239 national and regional scholarships, totaling more than \$295,000 in educational grants and supported by corporations and other private-sector organizations, were awarded in some 40 project areas.

Among highlights of the event were the National 4-H Fashion Revue, featuring participants in the National 4-H Fashion Revue Awards Program, sponsored by Simplicity Pattern Co. Inc., VWS, Inc. and *Sew News*; educational visits to a variety of organizations in the Chicago area; and a series of workshops exploring the Congress theme, "Celebration of Choices."

Congress provided the opportunity to recognize organizations and individuals who give their support to 4-H. Eight outstanding alumni were honored as recipients of the National 4-H Alumni Recognition Program award (see story).



J. Edward Hall (left), president, Reader's Digest Foundation, accepts the Partner-in-4-H Award from Dr. Leah Hoopfer, deputy administrator, 4-H and youth development, Extension Service, U.S. Department of Agriculture. Hall, who was recognized for his long-time personal support for 4-H'ers and the 4-H program, received the award during the 68th National 4-H Congress in Chicago last December. Others receiving the Partner-in-4-H Award during the Chicago event were: Pamela May, education manager, Simplicity Pattern Co. Inc.; Fleischmann's Yeast Inc.; and Mobay Corporation. Other individuals and organizations named in 1989 as Partners-in-4-H are: Rep. Constance A. Morella (R-Md.); John Mann, Kentucky Fried Chicken; Ralph and Anne Ketner; Elsie Carper; Margaret Emerson; and Browning, a major firearms manufacturer and long-time supporter of the 4-H shooting sports program. National Partner-in-4-H Awards are presented annually to those individuals and organizations who have made contributions of national significance to 4-H.

Several individuals and organizations were recognized as Partners-in-4-H (see photo this page) and many were cited for continuing support for the 4-H program over periods ranging from 5 to 70 years. Long-term donor organizations receiving citations in 1989 included: Case IH, 70 years; Amoco Foundation, Inc. and GMC Truck Division, General Motors Corporation, both 45 years; Unocal, 40 years; CF Industries, Inc. and E.I. du Pont de Nemours & Company, both 30 years; and Farm Credit System, 20 years.

Alumni Honorees Represent Broad Spectrum of Society

Eight former 4-H members have been honored as winners in the National 4-H Alumni Recognition Program. During the 68th National 4-H Congress in Chicago last December, the eight received the coveted Gold Key award, representing their selection for the honor sponsored by Beatrice/Hunt-Wesson, Orville Redenbacher's Gourmet Popping Corn.

Representing a broad cross-section of American society, the 1989 alumni award



Each year during National 4-H Congress, 12 4-H members are selected for their exceptional achievements to receive the Presidential Award, the highest honor to which a 4-H'er can aspire. The award, given in the name of the President of the United States and sponsored by Reader's Digest Foundation, includes a \$1,000 scholarship and an engraved silver tray. Recipients are selected from among winners in national 4-H awards programs. 1989 Presidential Award winners, pictured with representatives of the donor and the Cooperative Extension system, are: (front row, left to right) - Chantel Marable, Georgia; Laura Underwood, Alabama; Joy Moore, Georgia; Joy Park, Utah; Michael Howell, Maryland; Betsy Johnson, Illinois; and Johanna Nesseth, Minnesota. (Back row, left to right) - Dr. Richard Sauer, president, National 4-H Council; Brandi Linhart, Montana; Lori Melichar, Oklahoma; Ron Mayberry, Tennessee; Alan Winfree, Tennessee; Ann Hanson, Wisconsin; Dr. Leah Hoopfer, deputy administrator, 4-H and youth development, U.S. Department of Agriculture; and J. Edward Hall, president, Reader's Digest Foundation.



winners include: Utah state legislator **Beverly Evans**; **Max Lennon**, president of Clemson University, Clemson, SC; **Bette J. Packer**, environmental health specialist with the Minneapolis Health Department; **Gene L. Swackhamer**, president and chief executive officer of the Farm Credit Banks of Baltimore; **Colby H. Chandler**, chairman and chief executive officer of Eastman Kodak Company; **Martha Wreath Streeter**, co-founder of a successful restaurant chain; and two dedicated volunteer 4-H leaders, **Virgie B. Foreman** of Louisiana and Mississippian **Margie T. Johnson**.

Evans was an active 4-H'er in Idaho and has a 12-year record of volunteer leadership in Utah. She credits her participation in Salute to Excellence, a national 4-H volunteer recognition and training program, with giving her the confidence and motivation to make her bid for a seat in the state legislature. Lennon, a 9-year 4-H'er in North Carolina, also cites 4-H involvement through which he "developed self-confidence and leadership skills."

Packer says her 10-year involvement in 4-H food and nutrition projects led directly to her college studies and eventual career choice. Swackhamer, active in state 4-H programs and activities and a 10-year 4-H member, assumed his present position after long experience in agribusiness. Through 4-H, he says, "I gained exposure to a world beyond the farm — to agribusiness, to colleges, to cities and to an agricultural-related career."

For Chandler, 4-H was an introduction to the study of engineering upon which he built his career. Chandler began his career with Kodak as a quality control engineer and assumed his position as CEO in 1983. The influence of 4-H on career choice was a critical experience also for Streeter, a long-time home economics teacher. She says her home economics knowledge, based on her 4-H project work, has played an important part in the success of her restaurant business.

Volunteer leaders Foreman and Johnson were honored for their commitment to the 4-H programs in their respective communities. Foreman serves as chairman of her county 4-H foundation and homemakers council, conducts a variety of county-level programs and activities and is a guiding light for two local scholarship funds. Johnson has been heavily involved in organizing and conducting county-level programs and in raising funds for 4-H.

Donors Recognized for Support Anniversaries

National 4-H Congress annually offers the opportunity to pay special tribute to long-term 4-H donors. Corporate, foundation, association and other organizational donors who contribute \$1,000 or more annually to National 4-H Council are recognized on their fifth year of support and at each succeeding 5-year anniversary. Donors marking such anniversaries in 1989 include:

Donor	Years of Support
<i>American Income Life Insurance Company</i>	20
<i>American Optometric Association</i>	15
<i>Amoco Foundation</i>	45
<i>Case IH</i>	70
<i>CF Industries</i>	30
<i>Ciba-Geigy</i>	20
<i>Deere & Company</i>	30
<i>Diebold Incorporated</i>	10
<i>E.I. du Pont de Nemours & Co.</i>	30
<i>Farm Credit System</i>	20
<i>FMC Corporation</i>	20
<i>GMC Truck Division,</i> <i>General Motors Corporation</i>	45
<i>Harness Horse Youth Foundation, Inc.</i>	5
<i>Geo. A. Hormel & Co.</i>	20
<i>International Paper Co. Foundation</i>	15
<i>National Food and Energy Council</i>	15
<i>Ocean Spray Cranberries, Inc.</i>	20
<i>Tandy Corporation</i>	5
<i>Unocal</i>	40
<i>Woman's National Farm & Garden Association</i>	10

State 4-H Foundation Trustees Workshop

Seventy-four state 4-H foundation trustees joined the state and national 4-H staffs December 2-4 in Chicago for the annual trustees workshop.

The Saturday, December 2 session opened with Niki Whitcomb, **Niki B. Whitcomb and Associates**, and Brock Lutz, consultant, **Purina Mills**, focusing on 4-H image and public relations. Frank S. Pisch, Jr., campaign supervisor, **Ketchum, Inc.**, led Sunday's session with a focus on "Are You Ready for a Campaign" and "Asking for the Gift." These sessions helped participants analyze key components of fund-raising

programs and test readiness to expand development efforts. Robert G. Wells, vice president, **Geo. A. Hormel**, wrapped Monday's session with a review of today's corporate giving environment.

The annual state 4-H foundation trustees workshop provides motivational and educational experiences for the participants. It also provides trustees the opportunity to participate in Congress events and meet Congress delegates.

Hot Shots: New National Photography Institute Scheduled



"Hands-on" photography experience, using the nation's capital as a subject, will be on the schedule for participants in **Hot Shots, the National Photography**

Institute. The institute, to be held at the National 4-H Center in Chevy Chase, Maryland, in August, is supported by **Eastman Kodak Company**.

Participants will sharpen their photographic skills by working shoulder-to-shoulder with top notch professional photographers. Arthur Meyerson, internationally-known photographer and teacher; Robert Llewellyn, specialist in location photography; and Tom Kennedy, director of photography for **National Geographic Magazine** will share their knowledge and experience with participants as members of the institute faculty. Personal instruction by faculty mentors, learn-by-doing seminars and educational field trips will challenge institute students to develop stronger abilities in self-expression as they hone their technical skills. In a special session at the offices of the **National Geographic Society**, they will explore with Tom Kennedy career opportunities for photographers and enjoy a program focusing on the lives and work of three **National Geographic** photographers.

Participation in Hot Shots is open to young people 14 to 19 years old who have a serious interest in improving their photography skills and who already have a working knowledge of single or twin lens reflex cameras and of the principles of composition. More information is available from: **Hot Shots, National 4-H Council**, 7100 Connecticut Ave., Chevy Chase, MD 20815; telephone (301) 961-2858.

1990 Private Support for 4-H Programs

The following companies, foundations, associations and friends of 4-H have committed support for specific 4-H programs through National 4-H Council for 1990. This listing of private support for 4-H is summarized from the *Summary of Programs and Services of National 4-H Council*. The more detailed listing of private support may be obtained by requesting a copy of the *Summary of Programs and Services* from Donor Relations, National 4-H Council, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815, (301) 961-2800.

Special Publications

"I Made It Myself" Magazine
PSC Publications

International Programs

Exxon Corporation
Ford Motor Company Fund
4-S Foundation of Costa Rica
The Gerber Companies Foundation
Kellogg Company
U.S. Agency for International Development
U.S. IFYE Association
U.S. Information Agency

National 4-H Awards Program

Achievement
Ford Motor Company Fund

Agricultural
Case IH
Purina Mills, Inc.

Beef
Friends of 4-H

Bread
Fleischmann's Yeast Inc.

Citizenship
The Coca-Cola Foundation

Clothing and Textiles
Coats & Clark
Singer Sewing Company

Conservation of Natural Resources
Deere & Company

Consumer Education
Nabisco Biscuit Company

Dairy
American Cyanamid Company
Land O'Lakes, Inc.

Dairy Foods
Carnation Company

Dog Care and Training
Ralston Purina Company
Purina Dog Foods Group

Electric Energy
Westinghouse Electric Corporation

Entomology
Mobay Corporation
Agricultural Chemicals Division

Fashion Revue
The McCall Pattern Company
VWS, Inc.
Viking White Sewing Machine Company
White Sewing Machine Company

Food Conservation, Preservation and Safety
Heinz Vinegar
DowBrands Inc. ZIPLOC® Freezer Bags

Food-Nutrition
Kraft General Foods, Inc.

Forestry
International Paper Company Foundation

Gardening and Horticulture
Chevron Chemical Company
Ortho Consumer Products Division

Health
The French Foundation for Alzheimer Research

Horse
American Quarter Horse Association

Leadership
Bridgestone/Firestone Trust Fund,
a charitable trust of
Bridgestone/Firestone, Inc.

Petroleum Power
Amoco Foundation, Inc.

Photography
Eastman Kodak Company

Presidential Award
Reader's Digest Foundation

Public Speaking
Unocal Corporation

Safety
GMC Truck Division,
General Motors Corporation

Sheep
American Sheep Industry Association
National Breed Associations

Swine
Pfizer U.S. Animal Health Operations
National Pork Producers Council

Veterinary Science
Pitman-Moore, Inc.

Wood Science
WOOD Magazine
DEFT, Inc.
The Wood Finish People
Society of Wood Science & Technology

Special 4-H Grants and Programs

Conservation of Natural Resources
Deere & Company

Electric Energy
Westinghouse Electric Corporation

Extension Foresters Recognition
International Paper Company Foundation

4-H and Handicapped Youth Initiatives
Dr. Scholl Foundation

Petroleum Power
Amoco Foundation, Inc.

Pork Promotion
Bob Evans Farms, Inc.
Owens Country Sausage

4-H Child Care Initiative
UPS Foundation

4-H Vision Education
American Optometric Association
and its Auxiliary

Composting and Recycling
Waste Management, Inc.

Colgate's Youth for America
Colgate-Palmolive Company

National 4-H Ambassadors
Reader's Digest Foundation
Chicago Hilton and Towers
Extension Service,
U.S. Department of Agriculture

National 4-H Photo Exhibition
Eastman Kodak Company

Project: Youth for America
Helping Rural Youth and Families
Pioneer Hi-Bred International, Inc.

Shooting Sports Workshops
National Shooting Sports Foundation, Inc.;
American Archery Council; Browning;
Daisy Manufacturing Company, Inc.;
Federal Cartridge Company; The Marlin
Firearms Co.; Crosman Airgun Company;
Trapshooting Hall of Fame; Boone and
Crockett Club; Goex, Inc.; Hercules Inc.;
J.W. Hornady Memorial Trust Fund;
Remington Arms Company, Inc.; National
Wild Turkey Federation, Inc.

Wildlife and Fisheries Volunteer Recognition
Fish and Wildlife Service
U.S. Department of Interior

4-H "Youth at Risk" Grants
Ed & Janet Aiton

Urban 4-H/EFNEP Expansion Grants
ARCO Foundation

4-H World Understanding Mini-Grants
IFYE Association of the U.S.A.

4-H All Terrain Vehicle (ATV) Safety Education Program
American Honda Motor Company, Inc.

National/Regional Conferences and Events

National 4-H Conference
U.S. Department of Agriculture

National 4-H Forestry Invitational
International Paper Company Foundation

Southern Regional Textile Symposium
Guilford Mills, Inc.

National 4-H Wildlife Invitational
Champion International

National 4-H Engineering Events
Amoco Foundation, Inc.
Bridgestone/Firestone Trust Fund, a charitable trust of Bridgestone/Firestone, Inc.

Annual 4-H Dairy Conference
Sponsorship arrangements to be confirmed

National Safety Congress Youth Sessions
General Motors Foundation, Inc.
Metropolitan Life Foundation
3M

National 4-H Horse Events
Acme Boot Company; American Hackney Horse Society; American Horse Shows Association, Inc.; American Paint Horse Association; American Quarter Horse Association; The Half Saddlebred Registry of America; Harness Horse Youth Foundation, Inc.; International Andalusian Horse Association; International Arabian Horse Association; MSD AGVET Division of Merck & Co., Inc.; Reeves International, Inc.; Tennessee Walking Horse Breeders' & Exhibitors' Association; United Professional Horsemen's Association, Inc.; Universal Cooperatives, Inc.

North American Invitational 4-H Dairy Quiz Bowl Contest
Elanco Products Company, A Division of Eli Lilly and Company

National 4-H Livestock Judging Contest
Elanco Products Company, A Division of Eli Lilly and Company

National 4-H Poultry and Egg Conference
Hubbard Farms Charitable Foundation

National 4-H Congress Events
DONORS: American Income Life In-

surance Company; Canned Fruit Promotion Service; Carnation Company; Chicago Hilton and Towers; The Coca-Cola Foundation; The Colson Company; Eastman Kodak Company; The Farm Credit System; Bridgestone/Firestone Trust Fund; Ford Motor Company Fund; GMC Truck Division, General Motors Corporation; International Paper Company Foundation; The McCall Pattern Company; National Food and Energy Council; Nationwide Insurance Company; J.C. Penney Company, Inc.; Ralston Purina Company, Purina Dog Foods Group; Sears Roebuck and Co., Inc.; Sew News; Singer Sewing Company; Sony Video Communications; Sunkist Growers, Inc.; Swiss Valley Farms; VWS, Inc.; White Sewing Machine Company, Viking Sewing Machine Company; Walgreen.

National/Regional Scholarship Offerings

Agricultural Career Scholarships
DEKALB Genetics Corporation

Animal Science Scholarships
Continental Grain Company

College Scholarships
Edwin T. Meredith Foundation

CWF Scholarships
Ruritan National

Dairy Goat Scholarships
American Dairy Goat Association

Educational Awards and Scholarships
Santa Fe Railway

Food Careers Scholarships
Kerr

Gertrude L. Warren Career Scholarships
Gertrude L. Warren Scholarship Fund

Guide Dog Raising/Training Scholarships
Guide Dogs for the Blind, Inc.

Poultry Scholarships
Poultry Industry Associates

Wildlife and Fisheries Scholarships
Jeep Division/Chrysler Motors Corporation

Teen Leadership, Citizenship and International Education

Citizenship Washington Focus; American Heritage Conference; World Focus; Wonders of Washington

Citizenship and Leadership Education
American Honda Motor Company, Inc.
The Auxiliary to the American Optometric Association
Bethesda-Chevy Chase Rotary Club
Colgate's Youth for America Program
Farmland Industries, Inc.
Illinois State 4-H Foundation, Inc.
Iowa State 4-H Foundation
Lutheran Brotherhood
National Safety Council
Norman C. Mindrum Education Fund
Ocean Spray Cranberries, Inc.
Reader's Digest Foundation
Ruritan National
Tennessee Agricultural Extension Service

Profiles for Tomorrow
Monsanto Fund

Volunteer Leadership Development

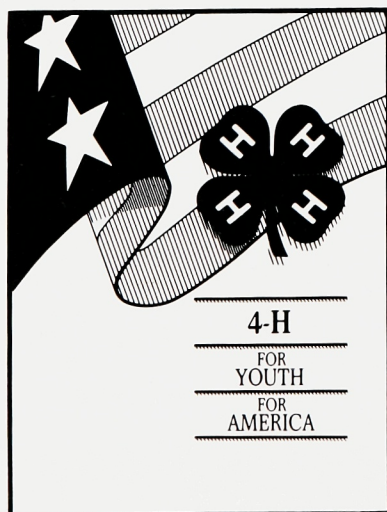
National 4-H Volunteer Leader Forums
Woman's National Farm and Garden Association

Clothing and Textiles
Craft Yarn Council of America

Regional Leader Forums
J.C. Penney Company, Inc.

Natural Resources Regional Leader Forums
Waste Management, Inc.

Training Trainers to Teach
Beatrice Foundation, Inc.



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