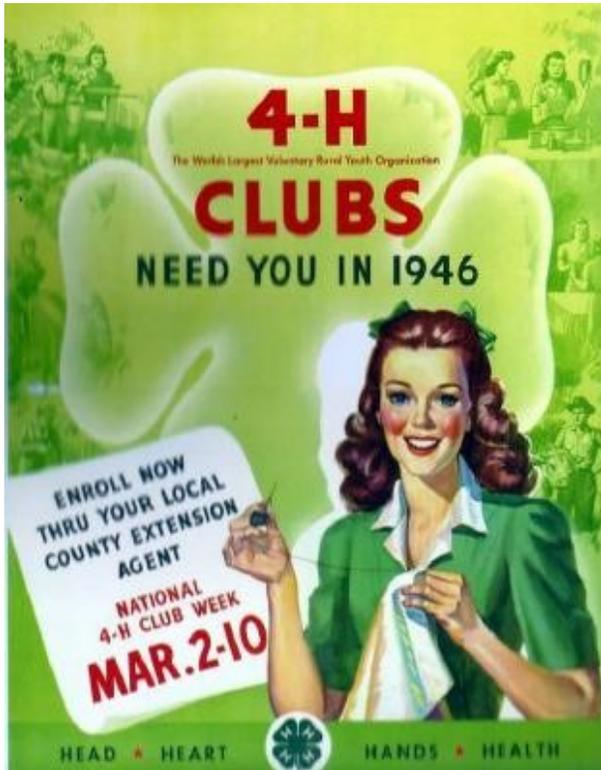




National 4-H History Preservation Program

Celebrating 10 Years of Preserving and Sharing National 4-H History

August/September 2017 Newsletter
Volume VIII Number VI



The oldest known National 4-H Poster available in archives.

The History of National 4-H Week

This year we'll be celebrating National 4-H Week on October 1-7, 2017. Across the country, 4-H members and volunteers will celebrate their achievements and promote 4-H work to families, friends and community leaders. Many will participate in the 10th 4-H National Youth Science Day – "Incredible Wearables." The 2017 class of 16 laureates will be inducted into the National 4-H Hall of Fame.

The first documented mention of a 4-H week was in 1926. Minnesota Governor Theodore Christianson proclaimed "Club Week" in April 18-24 to promote the work of the Boys' and Girls' Clubs as reported in

the April-May, 1926 issue of National Boys' and Girls' Club News.

It wasn't until 1942, in response to the attack on Pearl Harbor and the U.S. entry in WWII, that National 4-H Mobilization Week was first established on April 5-11 to promote club participation and the work of 4-H members to support the country and troops. President Roosevelt encouraged 4-H members nationwide, "Let your head, heart, hands, and health truly be dedicated to your country, which needs them now as never before."

Also established in 1942 was "National 4-H Achievement Week" on Nov. 7-14, when 4-H clubs would celebrate the accomplishments of the year's club work and recruit and plan for the new 4-H club year.

With the end of WWII, the week was renamed in 1945 to "National 4-H Club Week." In 1962, it was changed to the first full week in March as "National 4-H Week." After some study and analyses by the federal 4-H staff, National 4-H Week became a fall event, moving to September 26 to October 3, 1964. For a few years thereafter it was held the week in which October 1 occurred. Finally, National 4-H Week was set in 1968 to the first full week of October, as it remains to this day.

Hands-On History

Because of its national visibility, National 4-H Week and the month of October is a prime time to tell your local 4-H story. Your 4-H group can create fliers to share at schools, libraries and other public places to promote 4-H. You may be able to make an announcement about 4-H to your school. Your group can plan an appropriate social media campaign to spread the word about 4-H and all that members can do. Think of other ways in your community that you can tell others about 4-H and help to get more youth members and adult volunteers involved.

60 Years Ago in 4-H History: First 4-H Television Series Produced

Michigan State University produced the first 4-H television series called 4-H TV Science Club. It consisted of 10 half-hour black and white programs. It was produced under the direction of Dick Arnold, Extension TV Specialist. The programs covered the science of fire, animal skeletons, astronomy, plants, archeology, physics, behavior, microbiology, meteorology and chemistry.

70 Years Ago in 4-H History: National 4-H Calendar Program Begins

Calendars Helped Build National 4-H Center

The 4-H program enjoys a “national home” and focus of its citizenship education right outside of Washington, DC, the center of our country’s democracy. 4-H’ers themselves contributed money to this proposed center but, also, revenue from the National 4-H Calendar Program helped significantly to bring that dream to fruition.

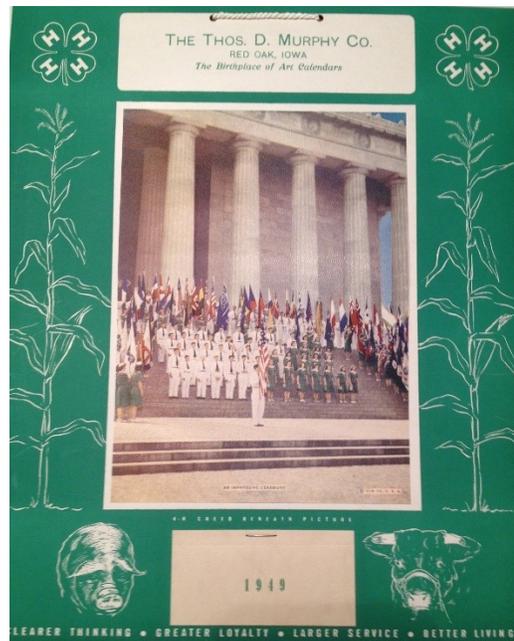


1949 National 4-H Calendar produced by Brown & Bigelow Co.

Long ago, when calendars were first sold to local businesses for advertisement, 4-H was approached by national calendar companies to appear on calendars, and the six-decade National 4-H Calendar Program began. For use of the 4-H name and emblem, companies paid a 10% royalty on sales of 4-H calendars to be used for the development of the National 4-H Center. During the first decade, between 1949 and 1959, \$377,000. was made available for the rebuilding and maintenance of the 4-H Center in Chevy Chase, Maryland.

The program was announced in 1947 with approval of the Committee on Organization and Policy of the Land-Grant Colleges and State directors of Extension (ECOP), to be conducted with the cooperation of the National Committee on Boys’ and Girls’ Club Work of Chicago. In addition to helping purchase and develop the National 4-H Club Center, the production of a calendar would:

- Gain prestige for the 4-H movement;
- Bring 4-H activities to the attention of the general public;
- Increase membership through a widened knowledge of what 4-H Clubs do; and
- Establish a royalty fund to assist in further development of the 4-H program.



1949 National 4-H Calendar by Thos.D. Murphy Co.

The earliest 4-H calendars were actually produced in the late 1930s and early 1940s by the Thos. D. Murphy company of Red Oak, Iowa. However, when calendars became more popular after the war, Brown & Bigelow company of St. Paul, Minnesota, was also approved to produce and sell 4-H calendars. However, the first national 4-H calendars didn’t appear in the public until 1949 because of the production, sales and shipping time required, including:

- Year one - subject chosen and artist paints illustration for calendar;
- Year two - calendar is advertised to local businesses across country, orders taken and requisite numbers of calendars

printed and shipped to each buyer with their name on it; and

- Year three - calendars are presented to local businesses who purchased the calendars as gifts to their customers.

The Brown & Bigelow 4-H calendars had a circulation of nearly a half million the first year and combined calendar sales exceeding a million and a half by the second year. The first year's royalties were over \$25,000.

In addition to Brown & Bigelow and the Murphy Company, other calendar companies joined the National 4-H Calendar Program producing different annual calendars in their respective print shops. Shaw-Barton, Inc., Coshocton, Ohio, was authorized to manufacture 4-H calendars on April 15, 1948; Gerlach-Barklow Co., Joliet, Illinois, authorized on July 23, 1946; Gettier-Montanye, Inc., Glyndon, Maryland, authorized on February 3, 1947; and Custom-Cal Co., Atlanta, Georgia, authorized on December 17, 1954.

You can learn more about the program and view all of the images that we have found in the updated website section at: http://4-hhistorypreservation.com/History/Calendars/Calendar_Art_Catalog.pdf We are always looking for more images of these historic calendars, so if you have one or know someone who has one, please let us know at: info@4hHistoryPreservation.com .

Next time you visit the National 4-H Conference Center, check the Heritage Hallway to see the original pieces of art; truly pieces of Americana. As you walk that Hallway, recall that those national 4-H calendars helped build the "national home" of 4-H.

Cherished Charters

They stand among the most cherished, if not THE most cherished, possessions of many a 4-H Club. In fact, 4-H Clubs have been known to request new ones if their original became damaged or lost. Many 4-H Clubs feel that, yes, charters are THAT important. After all, we are talking about the 4-H Club's very own "USDA 4-H National Headquarters-issued" 4-H Club Charter signed by the Secretary of Agriculture! If your 4-H Club has one, you know what I'm talking about!

If the one your 4-H club has is one of the first charters issued back in the day, you probably have it framed and hanging on the wall looking sort of like this:



This Charter dates to 1919.

Now today, each state approaches the idea of "the 4-H Club" slightly differently from each other state. There are in-school clubs, after-school clubs, community clubs, general clubs, SPIN clubs, pen-pal clubs, project clubs, and so forth. We find this to be a strength today. It was that way in the beginning, too, but when it all started, such diversity in club work models was seen then as a problem.

It works today only because of the lessons we learned "back then." Back then, everyone was doing "their own thing" and such a lack of standardization had widely varying results. Extension leaders wanted to standardize the club work format to increase the educational impact nationally.

To that end, national 4-H Club Standards were developed in 1918. Under these standards, four requirements were suggested to define groups as "official" youth work clubs: 1. A minimum of five members working on a similar project, 2. The presence of an adult local leader, 3. Democratically elected appropriate officers, and 4. The existence of a plan, or program of work, for the year.

Shortly thereafter, probably early 1919, the Extension Service, USDA, started issuing charters to groups that met the four requirements. These charters, although not dated, were signed by the State Club Leader, the State Extension Director, and the Secretary of Agriculture. Then, if the club continued to meet these standards, and met the following additional accomplishments, the club would receive a National Seal of Achievement to be affixed to their charter annually.

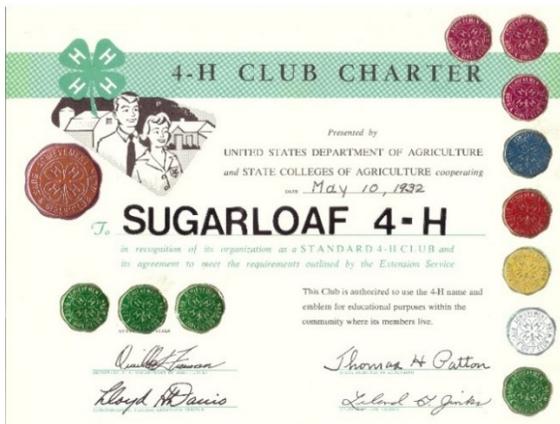
- Hold at least six meetings during the year;

- Present an annual exhibit;
- Have a team that performs at least one public demonstration program in the community;
- Attain a 60% project completion rate; and
- Hold an achievement day program.

Some clubs received their initial Seal with their first charter.

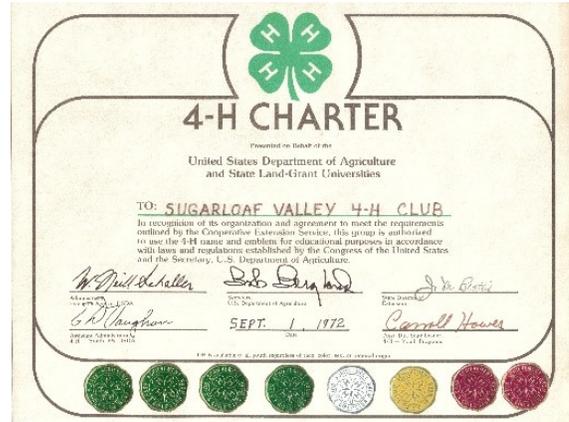
“Hold on a second,” you may be saying, “We have a 4-H Club Charter and it even has Achievement Seals but it sure doesn’t look like THAT!” Not to worry, the style of the charters changed over time. The first charters were issued probably in 1919. If you have one of these, the Secretary of Agriculture who signed it was David F Houston. Now if yours is anything like the “Houston Charter” shown above, you can barely read the signature. Houston was Agriculture Secretary 1913 – 1920. If it is signed by Edwin T. Meredith, it dates to 1920-21, when he served. Next came Henry Cantwell Wallace who was Secretary of Agriculture from 1921 to 1923. Now be sure the middle initial is a “C”. If it is an “A” it is his son, Henry Agard Wallace. He served as Secretary 1933-1940.

The first style changes weren’t big. In fact, the charters grew smaller, about 20% smaller! It seems that happened around 1925. Another change seems to have happened after WWII when charters started looking like this:



This particular charter is an example of a “replacement charter”. It is dated 1932 but sure doesn’t look like a charter from 1932! In fact, this club’s original charter was lost when their meeting place, the local fire hall, was remodeled. So, upon the club’s request, this one was issued as a replacement around 1957.

Then the “happening” 1960’s decade happened and the “look” of the charters changed again around 1970. The one pictured here was issued in 1972. Seems each time the “look” changed, they added a signature! The ‘50s version is signed by the Federal Extension Service Administrator in addition to the three others. The 1970s version added the Assistant Federal Administrator for 4-H making FIVE signatures.



Charters are still issued to 4-H Clubs today. The 4-H National Headquarters provides a digital charter template that state 4-H program leaders download to complete and issue.

Tell us about YOUR 4-H Club’s charter. It’ll make good reading and might even help us fill in the timeline a bit more. We’re approaching the 100th birthday of National 4-H Charters and would like every state to help us tell this history correctly. Write to: info@National4-HHistoryPreservation.com

To make a contribution to the National 4-H History Preservation Program; please go to <http://4-HHistoryPreservation.com> to see your options, or mail a check payable to

National 4-H Council to:
 National 4-H History Preservation Program
 National 4-H Council
 PO Box 37560
 Baltimore, MD 21275-5375

Please write **4-H History Preservation** on your check.



4-H'ers Can Earn and Serve in WWI Poppy Project



This year marks the 100th anniversary on the entry of the United States in WWI. The National Junior Master Gardener 4-H program has partnered with the WW1 Memorial Commission on a national service project for 4-H youth to be involved with building the WW1 Memorial. The Junior Master Gardener program is proud to promote the program because it ties to gardening.

Groups can make a donation of \$64.99 and receive 60 packets of poppy seeds from the WW1 Memorial Commission. They can then sell the seeds to support their program. The recommended selling price is \$2 per seed packet which would generate \$120. Basically, the first dollar goes to fund the National WW1 memorial and the second dollar stays local for the 4-H club, school group, etc. to support their activities/programs.

4-H is promoting through all of Junior Master Gardener groups and state partners, but this is open for any and all 4-H groups. It is a great opportunity for youth to learn more about WW1, while also being a part of a national service project. Many resources, learning experiences and details on how to participate in the poppy project can be found at the website below:

Groups can start now, the race is on until October 20th. Representatives from four winning groups who have sold the most packets (50 minimum) will be invited to experience an expense-paid trip to the groundbreaking of the National WW1 Memorial in Washington DC in November.

More information at:

https://shop.worldwar1centennial.org/merchandise-gifts-awards?product_id=183

Contemporary 4-H History 4-H Members Present Health Project at Esri International GIS Conference

(Esri is a “global market leader in geographic information systems)



4-Hers demonstrating how they are using spatial data to help solve health problems in their communities at International GIS conference.

Three Tennessee 4-H members representing the National 4-H GIS/GPS Leadership Team presented the group's health study mapping project at the Esri International Users' Conference in San Diego on July 10. Geographic Information Systems, or GIS, is the use of location-based data to study relationships, make informed decisions and create maps. The 4-H group used GIS to examine the relationships between several possible contributing health factors and adult obesity rates in the United States.

Esri, the largest producer of GIS software, selected the project to showcase youth-led GIS projects during the plenary session of the conference of more than 16,000 professionals from over 150 countries. The 2016-2017 National 4-H GIS/GPS Leadership Team included 10 youth from California, New York, North Carolina and Tennessee that partnered with GIS professionals to learn how to use GIS and better understand their communities, explore careers involving GIS, and encourage other youth to use GIS.

The 2017-2018 team of 10 youth from Louisiana, New York, North Carolina, and Tennessee will continue using GIS and online maps to examine health issues in their communities.

Using ArcGIS Pro software live onstage, Tennessee 4-H'ers Austin Ramsey (Sullivan County) and Amanda Huggins and Elizabeth Sutphin (Unicoi County) created maps and charts showing obesity hotspots and how strongly four possible contributing health factors correlate to obesity in every county of the Lower 48 states. You can view their presentation video at <http://www.esri.com/videos/watch?videoid=-cr686Wh-is&title=esri-uc-2017:-4-h-tennessee-gis> .

Miriam's Dream and a 4-H Peace Corps Story – Part One

This is the first part of a serialized story; more chapters will be published in the coming months. In the early 1960s, the National 4-H Club Foundation, now National 4-H Council, was asked to recruit US 4-H and Extension professionals to strengthen the agricultural extension service of Brazil and create 4-S clubs there, the beginnings of Peace Corps in Brazil. Francis Pressly, later National 4-H Council Director of International Programs, coordinated the program of those 4-H Extension workers in Brazil. This is the story of one Returned Peace Corps Volunteer, a 4-H alum who went back to Brazil after 50 years to find his family and see whether his work with 4-S clubs had survived.

A 50-year reunion of friendship and memories

By Joe Thigpen, Brazil VI, 1963-1965

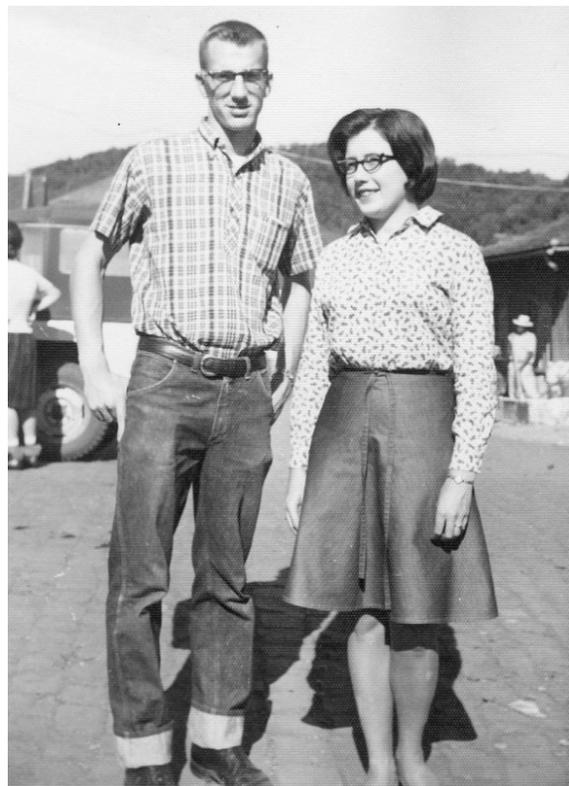
When I was a young Peace Corps Volunteer in Capinzal, Santa Catarina, Brazil, I lived with Guilherme and Miriam Doin, along with their four children, Zezo, Jota, Tânia, and Jane. I was 21, young and idealistic. I was committed to do my job in rural community development in this small community of about 1,000 people.



Joe with Tânia, Jane, Zezo and Jota Doin - 1965

I did not pay much attention to living in the small town, although I did play with the local soccer team, and eventually helped start a local basketball team. Many afternoons, after a day in the nearby rural communities, I would return to play backyard soccer with the boys and their dad, who was somewhat of a local star on the town's number one team.

For my Peace Corps project, I was very fortunate to be part of the National 4-H Club Foundation's partnership with the Peace Corps and ACARESC, the local Brazilian government department offering services to the farmers and rural areas of Santa Catarina, a state in southern Brazil. Working with local leaders and our Brazilian counterparts, my Peace Corps partner, Bonnie Reeser, and I helped develop active and vibrant 4-S clubs in the surrounding areas of Capinzal and Ouro, Santa Catarina. The 4-S Clubs in Brazil are counterparts to 4-H Clubs in the US. It was encouraging to witness so many able and dedicated local leaders pick up the responsibility to nurture and grow their local clubs and communities.



Joe and Bonnie, 4-H Peace Corps volunteers with 4-S clubs.

Like many Peace Corps Volunteers, I left Brazil in 1965 feeling I did okay, but sensing I could have done more. I was not sure how much difference I really made. Over the next four to five years, my

ability to speak and write Portuguese dissipated and I lost contact with my family in Brazil. It was also during the period of my service in the US Army and the Vietnam conflict.

Over the next 30 years, I enjoyed working as a business consultant and executive coach. I married, raised a family and divorced. In 2004, I married Becky De Marie, and in 2010, we moved from the Los Angeles area of California to Alachua, a small town in Northcentral Florida.

In 2012, I received an email which asked, "Are you the Joe Thigpen that lived with us when you were in the Peace Corps?" Zezo Doin, the oldest son, with help from his more internet savvy nephew, Fabrício, had found a way to contact me and start our reconnection.

I learned that Zezo's mother, Miriam, was turning 80 soon and it was her dream to have her family find me if possible and invite me to visit them in Brazil. She had an agenda and a program all worked out. With the help of Facetime and Skype, we enjoyed a few stilted conversations, and reminded ourselves of how special it was to have been a family for those few years. I was amazed at how moving our conversations were and how much emotion was shared as we rebuilt our friendships.

With the substantial help of Google Translate, we eventually scheduled a trip for Becky and me to visit the Doins in Santa Catarina in April 2014. In the meantime, we shared our life stories and caught up on where our lives had taken us. I was impressed to learn that Zezo was an engineer and owned a construction and development company; Jota was a

veterinarian, Jane was a biology teacher, and Tânia was an artist. All of them still lived in Santa Catarina, although in different parts of the state. I was quite surprised to hear how much credit they gave to me for setting an example of what an education means, although, I feel confident that the real heroes of this story were their parents, Guilherme and Miriam, who were astute in asking a young American Peace Corps Volunteer to share their home for those meaningful two years.



Miriam – 2013

A few months before our visit, Zezo called to inform me that Miriam had passed away. It was sudden and unexpected, and they were all at peace with the full and vibrant life that she had lived, but he and his siblings were determined to fulfill her dream and execute her plan for our visit.

*Next month, we pick up Chapter Two, **The "Dream" Visit**; Don't miss it!*

Contact the 4-H History Preservation Team:

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Larry L. Krug, Vice Chair; National 4-H Council, retired
Eleanor L. Wilson; 4-H National Headquarters, USDA, retired
Jim Kahler; 4-H National Headquarters, NIFA, USDA
Kendra Wells; University of Maryland 4-H, retired
Tom Tate; Extension Service, USDA, retired
Chad Proudfoot; University of West Virginia 4-H
Melvin J. Thompson; National 4-H Council, retired
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