

Information from the State 4-H-Youth Office

Volume XXII - Number 3

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Get Concerned Statistical Data
Bike Info
Underage

Donald L. Stormer

Donald L. Stormer
Assistant Director,
Extension State 4-H Leader



Cooperative Extension Work in Agriculture and Home Economics,
A&T and N.C. State Universities,
100 Counties, and U.S. Department of Agriculture, Cooperating.

CITIZENSHIP-WASHINGTON FOCUS SUSPENDED FOR 1983

The Citizenship-Washington Focus delegation at the state level is suspended for 1983. I regret this action, but there were too few requests to warrant a delegation at the state level. Over the past two years, we have paid for numerous bus seats and empty beds at the National 4-H Center because our delegation did not meet the quota. However, I encourage counties, multi-county and district groups to consider the Citizenship-Washington Focus Program as an opportunity for young people. The program is excellent and is unique in character. I hope that some of you will be able to send young people to the National 4-H Center this summer. This program starts in June and runs through August.

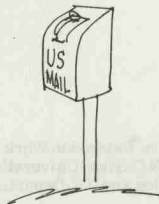
1983 4-H DIGEST

Enclosed please find six copies of National 4-H Council's publication entitled "1983 4-H Digest - Summary of Programs" for your use in our 4-H awards program. If in the event you need extra copies, please let us know. We do not have many copies left, therefore, it will be distributed on a first-come-first-serve basis.

Donald L. Stormer

HELP NEEDED

Sometime in the process of sending out our VIP tapes - "Volunteers in Practice," we have "lost them in the mail." If you know of the whereabouts of this "missing videotape set," please contact my secretary or mail it to me. We have many requests from agents wanting to use this set of videotapes. Your help with this will be greatly appreciated.



VOLUNTEER RECOGNITION FORMS DUE MAY 1

All 4-H coordinators will receive the "State and District Recognition of '4-H Club Leadership Teams' and Outstanding Volunteers" package near the end of this month. Forms for the three nomination groups; (1) District Volunteer Recognition, (2) State Recognition of 4-H Club "Volunteer Leadership Teams," (3) State Recognition of Individual 4-H Volunteers.

Nomination forms in all three categories will be due on May 1. The date listed in the 1983 Awards Handbook was my mistake. Keep an eye on your mail later this month for the packet of materials with nomination forms.

* * * * *

STATE VOLUNTEER RECOGNITION TO BE MOVED TO LEADER CONVENTION

State level recognition for outstanding individual volunteers and Club Leadership Teams; has in past years taken place during the "Leaders' Luncheon" during Congress. Beginning this year, those individuals and groups will be recognized during a banquet at the State Volunteer Leaders' Convention scheduled for October 22-23 at the McKimmon Center.

The district level volunteer recognition, sponsored by the North Carolina 4-H Honor Club, will continue at District 4-H Activity Days. I encourage you to involve your county leaders' association and key volunteers in identifying and nominating volunteers from your county in all three of these recognition categories.

* * * * *

ROCK EAGLE "TRAVEL SCHOLARSHIP" CHANGE

In past years, North Carolina delegates to the Southern Region Volunteer 4-H Leaders' Forum at Rock Eagle Conference Center near Eatonton, Georgia have been provided a "travel scholarship" for the forum in the form of bus transportation to and from the forum. Beginning with the 1983 forum, travel scholarships will be available only to delegates attending the forum for the first time. Returning delegates will have the alternative to ride the bus on a "space available" basis.

We hope this change does not discourage volunteers from returning to the forum, but we feel we must encourage as many different volunteers as possible to "Experience Rock Eagle." Begin to plan your delegation now. The forum is October 3-7, 1983.

* * * * *

NATIONAL VOLUNTEER WEEK APRIL 17-23 "SOME 'RECOGNITION' IDEAS"

April 17-23 is "National Volunteer Week." We hope something special is "in the works" in your county to help volunteers feel that "warm fuzzies" which comes from 4-H volunteering. Find enclosed "100 Ways to Say Very Good," a list of "warm fuzzies" developed by Courtney Schwertz in Virginia.

A Specific "Off the Wall" Idea ---

People like to be involved in action and giving "warm fuzzies." Form a "4-H Hug Squad" to surprise volunteers in their homes or at work and give them a "warm fuzzy" in the form of:

- * a bouquet of 4-H helium balloons
- * a bouquet of anything
- * a hug
- * a kiss and hug
- * a singing 4-H "Thankyougram" (words up to youngsters)

Let the kids be involved through county council, club officers, or other groupings.

Remember --- Well planned recognition is the best form of public relations. The decisions you make about who and where the hugging, bouquet giving, and singing takes place makes a big difference plus adds to the excitement of the doing for the youngsters. Good luck and have a good time.

* * * * *

"CREDIT DUE THANK YOU BREW: WAYS TO RECOGNIZE VOLUNTEERS" ENCLOSED

Find enclosed a collection of materials to assist in planning volunteer recognition entitled, "Credit Due Thank You Brew: Ways to Recognize Volunteers." The materials were pulled from a Volunteer Resource Media Packet developed originally by Illinois and distributed in our state two years ago. For additional materials, locate the packet in your file or call me for a "replacement." All the materials are excellent.

Programming tied to volunteer recognition is one of those fantastically productive areas which we can design system wide motivation, marketing and public relations. Well designed recognition strategies allow us not only to reward and motivate the volunteers, but to involve youngsters, and to profile the 4-H program in the community. I love to discuss recognition, marketing, and promotion strategies. Give me a call now about your ideas for late April and National Volunteer Week. I hope you find "Thank You Brew" valuable to you.

Thearon T. McKinney

TAX EXEMPT STATUS OF 4-H ORGANIZATIONS

The Internal Revenue Service has advised us that beginning with the tax year 1983 (tax form to be filed in April, 1984), the amount of gross receipts needed by 4-H organizations in filing Form 990 has been raised from \$10,000 to \$25,000. (This refers to items 21 and 22 in our publication, "Tax Exempt Status of 4-H Organizations Authorized to Use the 4-H Name and Emblem.")

If you have any questions about this item, please contact the office of Eugene Williams, Deputy Administrator, U.S. Department of Agriculture.

* * * * *

MEMBERSHIP DUES - NATIONAL IFYE ASSOCIATION

Please note that national dues were adjusted to \$12 per year beginning in January 1983 for any IFYE or Friend of IFYE who wishes to have membership in the National Association and to receive the IFYE NEWS. Lifetime dues will not change. The increase of yearly dues reflects greatly increased costs of general overhead and printing/mailing of materials during the past few years.

* * * * *

WISCONSIN EXCHANGE

Marathon County, Wisconsin is looking for a county to exchange with over the next two years. They would prefer to travel in late June or early July the summer of 1983, and host a delegation in the summer of 1984.

Their delegation would contain approximately 20 teens, 14-18 years old, and a minimum of two adult chaperons.

Marathon County is one of the nation's leading dairy centers. Their population is 125,000 and their county seat is Wausau. The 4-H membership is predominately on dairy farms with the urban program increasing annually. There are 1600 4-H members and 500 adult leaders involved in the 50-club program. The county also features excellent and diversified park and recreation facilities.

If you county is interested, contact Sheila Urban before March 15.

Sheila R. Urban
4-H and Youth Agent
Room 3, Courthouse Annex
Wausau, WI 54401
(715)847-5259

* * * * *

PENNSYLVANIA EXCHANGE

One county in Pennsylvania is interested in establishing an exchange with a county in North Carolina. If interested, contact:

Robert J. Kessler
Franklin County Extension Service
191 Franklin Farms Lane
Chambersburg, PA 17201
(717)263-9226

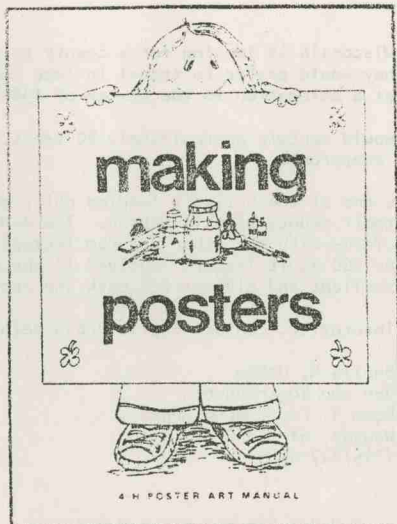
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POSTER ART PROGRAM

We salute Joy Miller and Karen Smiley of Stanly County for having received an Honor Certificate for outstanding achievement in the National 4-H Poster Art Program. Their posters helped provide a colorful display at the 61st National 4-H Congress.

A limited quantity of "Making Posters," a 4-H Poster Art Manual is available from our office.

Pauline E. Moore



4-H DEMONSTRATION PROGRAM

During the past year we have had several recommendations on the 4-H Demonstration Program. Many of these have been acted upon, such as the Junior and Senior divisions. One recommendation that I feel must be monitored at the local and county level concerns the author and preparer of illustrative materials. The 4-H Curriculum Council discussed this recently and would like to recommend that 4-H demonstrations not be repeated by a different 4-H member. Certainly this is not in the best interest of the 4-H member and the best interest of the 4-H program. To receive the maximum benefit from the demonstration program the 4-H member should be involved in writing and preparing support materials for the demonstration.

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GOLD FOIL CERTIFICATES

The gold foil "In Grateful Appreciation" certificates are now available. This certificate is usually presented to donors and groups supporting 4-H in a special way. The certificate has increased in cost -- from 50¢ to \$1.00. One thousand certificates were ordered and we will take orders on a first-come-first-serve basis. Future stock will cost much more, if we re-order. Please send your money with the order.

Dalton R. Proctor

SAFETY PROGRAMS AVAILABLE

Safety programs to save our youth are available at your local automotive dealership.

The following enclosed leaflets and programs are available upon request:

- See Car Care for Safety
- See One Drink Too Many

If these audio-visual presentations are not available at your local dealership, contact John McCawley, Dealer Activities, Highway Users Federation, 1776 Massachusetts Avenue N.W., Washington, D.C. 20036.

* * * * *

GET CONCERNED!

"Drinking Drivers are Everybody's Business" is the North Carolina Governor's Highway Safety Program. The enclosed statistical data can document the need for programming in your counties.

Additional copies and the N.C. Department of Transportation Film Library Index are available upon request from Mr. Floyd Bass, Director, Public Affairs, State of North Carolina Governor's Highway Safety Program, 215 East Lane Street, Raleigh, NC 27601.

TRAFFIC SAFETY EDUCATIONAL SERVICES

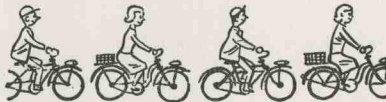
Traffic safety educational programs are available from more than 85 staff persons ready to provide safety programs on bicycles, mini-bikes, motorcycles, motor vehicles, adult and child pedestrian safety, defensive driver courses, and drivers improvement clinics, as well as safety talks to interested groups. Contact M. Worth McDonald, Director (919)733-3089.

STATE BIKE NEWS

The North Carolina Department of Transportation Bicycle Program prepares "Bike Info" quarterly. This issue highlights committee representatives available to expand the county, district and state bicycle programs and activities. If you need additional information related to this bicycle program, contact Curtis Yates, Bicycle Coordinator, (919)733-2804.

Robert McLymore, Engineering Specialist-Safety, will be in charge of the Bicycle Safety 4-H Program. Robert is now available to help you with your bicycle program.

Henry Revell, Jr.



NUTRITION FOR THE NOW GENERATION

Nutrition for the Now Generation (HE-265) is a new series of leader lessons developed primarily for use by 4-H Leaders, 4-H Project Leaders and EFNEP Aides in working with youth in the area of nutrition. It contains ten lessons (below) that may be used in a series or taught individually:

1. Cut the Fat
2. Carbohydrates Count
3. Fiber Facts
4. Sugar: Not Such Sweet Talk
5. Label Talk
6. Are Acne and Diet Related?
7. Is a Vegetarian Diet for You?
8. Feasting on Fast Food
9. Nutrition and the Teenage Athlete
10. The Stress Connection

Each lesson instructs the leader as to what should be done in preparation for the meeting, gives background and/or subject matter information related to the topic and a number of activity suggestions to involve the youth in the learning process.

Please limit your order to five (5) as we have limited quantities in stock and order using the Publications Order Number HE-265 (from Agricultural Communications).

Mary Ann Spruill

AMERICAN BUSINESS SYSTEM 4-H DEMONSTRATION WORKSHOPS

The Cooperative Council of North Carolina and the Department of Economics and Business are sponsoring a series of workshops designed to help 4-H'ers, coaches, and volunteers understand the steps involved in developing and presenting an effective American Business System (ABS) 4-H demonstration. The dates and locations of these workshops are as follows:

<u>District</u>	<u>Location</u>	<u>Date</u>	<u>Time</u>
Southeastern	<u>Red Springs</u> Lumbee River Electric Membership Corporation Office	March 15	4 - 7 PM
Northeastern	<u>Williamston</u> Martin Community College	March 16	4 - 7 PM
North Central	<u>Wake Forest</u> Wake Electric Membership Corporation Office	March 22	4 - 7 PM
Southwestern	<u>Newton</u> County Extension Office	March 23	4 - 7 PM

Northwestern	<u>Lexington</u> Davidson Electric Membership Corporation Office	March 29	4 - 7 PM
Western	<u>Waynesville</u> Haywood Electric Membership Corporation Office	March 30	4 - 7 PM
Southwestern	<u>Monroe</u> Union County Library	April 6	4 - 7 PM
Southeastern	<u>Kenansville</u> County Extension Office	April 12	4 - 7 PM

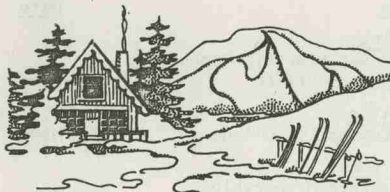
Counties may send any number of individuals. Participants will include interested 4-H'ers, volunteers, demonstration coaches, Youth Coordinators from North Carolina's cooperatives, and Extension 4-H agents. Counties can participate in any workshop regardless of district affiliation.

Extension 4-H agents may obtain additional information by consulting their February 25, 1983 issue of the 4-H ECONeWS or by contacting the Department of Economics and Business-(919)737-2472.

Bob Usry
Robert D. Dahle

DATES TO REMEMBER

March 15	Traffic Safety Poster Contest due	A&T State University
March 14-18	4-H Cumulative Record Judging	Raleigh
April 9-16	National 4-H Conference	Chevy Chase, Maryland
<u>May 1</u>	Leader Recognition Nomination Forms	Raleigh



CREDIT DUE THANK YOU BREW
WAYS TO RECOGNIZE 4-H VOLUNTEERS



A collection of approaches, techniques, and strategies for recognizing 4-H volunteers, marketing the 4-H program, and generating public relations. Materials adapted from original packet developed by Chris Scherer, Illinois Communications Specialist.

Compiled by
Thearon T. McKinney
Extension 4-H Specialist

COMMUNICATIONS STRATEGY PROMOTING VOLUNTEERISM

by Chris Scherer*

You have two goals -- to get more volunteers involved in your 4-H program and to recognize those volunteers already involved. Your audience is present volunteers and future volunteers.

You know quite a bit about your present volunteers. Your job in that area is to tell others what those volunteers are doing. But what about prospective volunteers? What do you know about them, and what do you assume might persuade them to join your program?

You start by knowing that if people are going to volunteer to do such a "community good deed" it's because they have "good hearts." That is, their motivation will be, at least in some significant part, based on a desire to lend a helping hand.

Now ask yourself, of all the media available in your county, what ones are best suited to getting your audience to lend that helping hand? And remember: when looking at media, consider not only the mass media, but also the channels you can create yourself -- direct mail, newsletter, displays and public presentations.

Because 4-H is only one week in October you may plan to lead up to that week and then taper off. But to put all your efforts into one week would be a mistake. Why not tell, throughout the year, about the good work being done by volunteers in your program? On the other hand, don't miss the opportunity to use volunteer week in April and 4-H week for their timeliness and news worthiness.

To make your communications plan work you are going to want to include local people in the planning as well as the execution.

In addition, many activities, such as a poster contest, volunteers reading radio spot announcements, feature newspaper stories and guest appearances on civic club programs or media, take a great deal of lead time.

Following are some ideas your county might want to try:

1. Schedule volunteers to talk at civic clubs about the rewards of being volunteers.
2. Ask program participants, 4-H and EFNEP kids, to nominate their leaders for recognition as volunteers. You could use the kids' nominations in the newspaper or on the radio.
3. Start a VIP Wanted ad in your local newspaper. This Very Important Person Wanted ad could be for a number of volunteer positions in your program. Make each job sound special and ask for specific qualifications.
4. Ask volunteers to write and record public service announcements to play on local radio.
5. Set up television or radio interviews with local volunteers. Be the first group in your community to suggest to the news team that they interview a volunteer and use it on a news program.
6. Submit to the local newspaper photos of local volunteers at their occupation that could be used for a picture story -- attach a short outline to each picture. The outline should tell what the person is doing, but you may also want to include the subject's response to the statement "I became a volunteer because..." If you use "mug shots," head and shoulder pictures, you may want to restrict the picture story to a column.
7. Buy a "Thank You" note in the local newspaper to all 4-H volunteers.

8. Issue checks for a "million thanks and no less" to all active volunteers.
9. Use public libraries for display space, featuring 4-H literature and books on volunteerism.
10. Ask religious groups to contribute space on bulletin boards or in service bulletins. Ministers, rabbis and priest may even be willing to give related sermons or talks about human service.
11. Ask banks, motels and business firms to spell out "Thank you, 4-H volunteers" on their marquees during Volunteer Week, 4-H Week or anytime.
12. Stuff flyers describing local volunteer opportunities and providing telephone numbers into grocery bags if supermarket management agrees.
13. Ask a professional photographer or 4-H photo member to do an exhibit on volunteers at work in the 4-H program. Place exhibit in a bank, shopping mall or art gallery.
14. Thank your volunteers by providing opportunities for their own professional development. Provide workshops, seminars, tours, or other activities they have expressed an interest in.

USING NEWSPAPERS

The word news suggests that it is something new. News is also information. It can be defined as new information about something--information that other people might not have about an event, a program, a person or some other interesting topic or human experience.

What is Newsworthy about Volunteerism?

(1) When a person takes a new job in your community you often read about that person in the paper. Why should you not read about a volunteer who has just taken on the job of working with a group of 15-40 4-H youth, the job of serving as county project leader for 50 other volunteers, the job as newsletter editor for the county program or the job as coordinator of special 4-H activities for handicapped youth? The announcement of a new volunteer starting work is timely.

What special talents, interests and skills does that person bring to the position? What will the person be doing? And how will that person's volunteer effort help the community?

(2) You can't expound every day on all the merits and contributions of all 4-H volunteers in your county. But you should choose one leader a month to honor and recognize in the local media. A picture of the leader at work with 4-H youth or at their regular employment would help to tell the story that volunteers are busy people and come from every walk of life. In addition, it might surprise everyone to know that a Catholic nun or local doctor is leading a group of kids interested in horses or photography. Sometimes a story is newsworthy because of its uniqueness. Other times the contribution a volunteer makes to his/her community is significant.

(3) And to know the sacrifices of the problems of time management that a volunteer goes through to be a volunteer is interesting to others. Most people are interested in other people - their successes, failures, problems and how they do what they do.

Following are some additional story ideas that might make interesting copy for your local newspaper.

1. Parents as volunteers
2. Past 4-H members who are today volunteers
3. Volunteers participating in in-service training or attending conferences
4. Volunteers who got a paying job because of their volunteer work
5. Include parents' names in stories about 4-H members' achievements
6. Personal experiences - "What has happened to me as a Volunteer"

USING PHOTOGRAPHY

Effective use of photography can go a long way in helping you communicate your ideas. Photographs can play a big part in getting wide use of your "Volunteer" story in newspapers -- and to a lesser degree on television. They can also be used for posters, brochures and in displays and exhibits. Good pictures can provide both important, necessary information and convey the right emotional message to your audience. Strong photos can help convince people that being a volunteer is a satisfying and important experience. It's trite and overused, but the old saying that "a picture's worth a thousand words" has a lot of truth to it. And, if you couple the usage of your photos with good written messages, your audience will respond.

You're working with a "people-oriented" program and you're trying to solicit help with "people-type" pictures. They should show the faces and the feelings of the participants. Feelings and moods to focus on are: pride, happiness, fun, active learning and achievement. The photographs should try to show the benefits to both the kids and the volunteers.

That's the intended message your photographs should carry. Now here's a list of places, events and situations where you might take such pictures.

1. Street fairs, day camps, 4-H shows, club meeting, share-the-fun evenings and EFNEP overnight camps. Center on volunteers with kids.
2. A volunteer counseling a single youth.
3. A 4-H'er presenting a gift to a leader as a thank you may have more emotional impact than an award presentation.
4. Whenever possible avoid posed group-type shots. Stick with active, more natural pictures of the program and program participants.
5. Past and Present - A 4-H alumni or former EFNEP youth who is today a volunteer in your program might have pictures which could be used for how things were 10, 25 or 50 years ago and how they are today. Or just the contrast of the person as a benefactor of the program in the past and as a volunteer today. This also could be a 2 or 3 generation picture.

Try to take the pictures in a way that makes the subjects "come alive." Decide what the center of interest in the picture should be then move in close. Taking good pictures is like writing good copy--all the important story-telling elements should be in the picture. All the extra "junk" should be eliminated. And don't forget the foreground and the background. Important story telling elements in the foreground can lead the viewer's eye into the heart of the subject matter. And a good informative background can help your picture tell your story by giving a context in which the main subject is seen. But a junky foreground or background can also distract from the subject. Also, look for a new angle or perspective that you can use to make a shot come out differently than others you have seen of similar subjects.

Because most of your photographic efforts to attract new volunteers will be used in the print media, shoot black and white film. Good black and white shots will meet your needs for newspaper, magazines, posters and brochures. Check with your local newspaper staff to find out if they have any specific format or size requirements for prints.

If you worked with your local television station and know they would welcome pictures, then those should be shot in color. However, if a television station

is interested in your efforts, they can probably be persuaded to send out a film crew to get motion footage of volunteers in action.

Don't forget color slides if you are planning a slide presentation to recruit volunteers. Horizontal slides also can be used on television. But remember to keep the subject near the center of the slide because the television transmission will cut off a part of the picture on all four sides.

USING THE BROADCAST MEDIA

With radio and television you can reach thousands of people quickly, all at one time. But the product is time--air time. And time cannot be expanded. Therefore, it is important you use your air time wisely. Know who your audience is at the time you are on the air. If you seek adult volunteers, perhaps during the day when the children are in school or when adults are going to or coming home from work is a good time.

The major advantage of radio is that it is a sound media. And sound includes the spoken words as well as the sounds around the person doing the speaking. Radio and TV are also capable of projecting the speaker's personality. The added advantage of television is the opportunity to show the audience what the speaker looks like and what it is he or she is talking about.

The major way you may want to use the electronic media is to conduct interviews. Following are some ideas for interviews:

1. A first-year leader on impressions, goals and achievements for the first year.
2. The county 4-H program chairman on long-range goals of the program.
3. Several volunteers on "what it means to me to be a volunteer" or "my greatest satisfaction as a volunteer."
4. A 25-, 40-, and 50-year volunteer on how the program has changed and the benefits from his/her many years of volunteerism.
5. Volunteers in various assignments, such as county project leader, activity leader, newsletter editor, resource leaders, federation sponsor, donor, chaperone, photographer, trainer or coach.
6. Regular interviews with a volunteer working on a specific program or activity to show progress of the program or undertaking.
7. Short 20-60 second interview with a volunteer of the day for local radio.
8. On location at a street fair, day camp, 4-H show, share-the-fun night.
9. Adult volunteer who was a teen leader or youth group member telling how leadership skills, developed through volunteer experience or from observing and interacting with youth group leaders, has affected his/her life.

*Associate Professor and Communications Specialist, University of Illinois,
Cooperative Extension Service, 4-H Volunteer Resource Media Packet, 1980.

Volunteer Recognition Tips and Ideas

Ways to recognize the contributions of your own community's volunteers are as wide-ranging as the imagination. The special events you conjure up may be elaborate or simple. The keys to successful recognition for the help and value of volunteers are, first, to choose an appropriate format, one that suits your community, and, second, to allow enough time to plan and work through the details.

Newsletter

Use your April issue to thank volunteers during National Volunteer Week.

Certificates

Certificates of Appreciation presented to City Council members, members of the school board and other government or agency people who work with your program.

Community Booth

Four-H volunteers person a booth at a local shopping mall, providing information and brochures on volunteer opportunities and showing slide program.

Photo Exhibition

A professional photographic or 4-H photo members do an exhibit on volunteers at work in the 4-H program. Place exhibit in a bank, shopping mall or art gallery.

Radio Talk Show

Several members of the volunteer recognition committee and volunteers appear on talk shows throughout the National Volunteer Week.

Contests

Sponsor a contest in which participants guess something and on the entry blank have a place for participant to volunteer to do something for your program. Be sure to include a place for name, address and phone number so you can build a referral list.

Letters to Media Personnel

Send letters to local media personnel, both electronic and print, asking each person to recognize volunteers by recounting personal experiences in their media work.

Newspaper Coverage

Press coverage during National Volunteer Week could include a feature article, editorial, letters to the editor and pictures.

Book Markers

Distribute book markers through the library system.

Checks

Issue checks for a "million thanks and no less" to all active volunteers in your program.

Library Exhibits

Remember public libraries for display space, featuring 4-H literature and books on volunteerism.

Religious Support

Religious groups might be willing to contribute space on bulletin boards or in service bulletins. Ministers, rabbis and priests may even be willing to give related sermons or talks about human service.

Dry-Tea Party

Thank your volunteers with a dry-tea party. A tea bag and a thank you note are mailed to all volunteers to wish them a happy tea party at home and let them know how much they are appreciated.

"Take a Volunteer to Lunch"

Youth and Council members take a volunteer to lunch.

Feature Stories

Last year the Quincy Herald-Whip in Quincy, Illinois did a feature story on a different volunteer each day for nine days. A sample column begins:

Some people always seem to find time for more activities. When Dan Oliver, 800 S. 23rd, isn't working, making wine, or playing basketball at the Y, he is working with his two "little brothers" or planning campouts for the Boy Scouts.

Marquees

Ask banks, motels and business firms to spell out "Thank you, Volunteers" on their marquees during Volunteer Week.

Flyers and Stuffers

Flyers describing local volunteer opportunities and providing telephone numbers can be stuffed into grocery bags if supermarket management agrees.

Providing Training

Thank your volunteers by providing opportunities for their own professional development. Provide workshops, seminars, tours, activities they have expressed an interest in.

Thank the Business Community

Don't forget local business and industry which have demonstrated support for volunteerism in any way. A public "thank you" is most important, possibly in the form of letters, citations, or plaques. If you have a weekly or monthly column in the local newspaper or appear on a radio or TV talk show during National Volunteer Week, mention those local businesses which have provided special assistance to your program -- whether financial contributions or in kind services.

Notice to Religious Organizations

A camera-ready design and accompanying explanation can be sent to religious organizations to use in their bulletins and newsletters or to post on bulletin boards.

TO: _____ County Religious Organizations
FROM: _____ 4-H Volunteer Coordinator
RE: National Volunteer Week (date)

When one considers how many thousands of religious committees are in session each Sunday, each Sabbath and during the week, the numbers of hours and the amount of work contributed by volunteers to their church is phenomenal. According to a report released by ACTION, the largest number of volunteers in the U.S. in a single given week are those volunteering within the walls of the various religious institutions.

In addition, church and synagogue members respond to the needs of the community and give most generously of themselves as individuals and as groups. Volunteerism truly keeps our community going.

Please join us in celebrating National Volunteer Week in _____ County. We want to make this a time when we thank volunteers for the time they give and praise them for the work they do.

Included is a camera-ready design for use in your bulletin/program or newsletter. We would be delighted if you would use it or other recognition of volunteerism in some way during the week of (date).

Thank you.

NATIONAL VOLUNTEER WEEK 1983

Each year millions of Americans give voluntarily of their time, talents and energy to assist in solving a myriad of local, state and national problems. These volunteers come from all walks of life, represent all ethnic and racial groups, and range from youths to senior citizens. Their contributions are as varied as their backgrounds.

Volunteers work together to improve local government, to raise school standards, to reclaim old neighborhoods and preserve historic landmarks. They fight for clean air and uncontaminated water. Volunteers work with children and old people, bringing concern and new meaning to the lives of these new friends as well as to their own. Volunteers provide traditional services that often go unnoticed - stuffing envelopes, raising funds. Volunteers work with the terminally ill. They guide tours through museums of history and art. They teach dance to inner-city children, counsel teenagers released on probation and work with prisoners before and after their release. There is no area of American life - civic affairs, health care, the environment, education, the arts, the courts, religion - that is not enriched by the efforts of volunteers.

Originally established by a joint resolution of Congress, National Volunteer Week provides an opportunity for the nation as a whole to say "Thanks" to its volunteers and to focus on their contributions. The President issues an annual statement recognizing the week, many governors issue proclamations giving the week official status in their states, and city officials participate in a variety of local recognition events.

Volunteer recognition events are nearly as varied as the contributions made by the volunteers - parades, frog-jumping contests, luncheons, receptions, media recognition. The theme common, however, to all the events is the public recognition of the significant contributions made by citizens acting voluntarily to improve the quality of life in their communities. In addition to serving as a time to recognize the contributions and achievements of volunteers, National Volunteer Week provides the occasion to focus on the opportunities and rewards derived from volunteer service. In this way, the week ties the recognition of volunteers in the community to local recruitment and expansion efforts.

National Volunteer Week also provides a natural opportunity for interagency cooperation and planning. With one agency serving as coordinator, a wide variety of voluntary organizations can cooperate and participate in the celebration. The local Voluntary Action Centers and Volunteer Bureaus or other agencies which serve in a coordinating capacity throughout the year can be instrumental in helping to coordinate National Volunteer Week activities in each community. Joint activities might include interagency tours and recognition events, training and idea development sessions, and mutual efforts to promote community-wide publicity campaigns, displays, awards, or other events.

PROCLAMATIONS

The following proclamations are examples of those received over the past several years from both governors and local officials. These can be used to generate new ideas for your own local use.

PROCLAMATION

WHEREAS volunteering of one's time and resources is an elemental part of the essence and tradition of our country and is essential to its spirit and vitality; and

WHEREAS our nation is experiencing a time when material and technological resources are becoming increasingly limited; and

WHEREAS it is ever more in evidence that our nation's greatest resource is its people; and

WHEREAS volunteers have shown that they truly care and share generously of themselves and their resources; and

WHEREAS volunteerism is increasingly recognized as a central partner with government and industry in doing the work of the nation; and

WHEREAS volunteerism directly reflects the democratic principles upon which this nation was founded in that everyone - regardless of circumstance or station, or factors of race, age, sex, color, or creed can volunteer, and that indeed everyone is at times a "provider," at other times a "needed;" and

WHEREAS we are seeking even more contribution of human resources in volunteerism and better application of these valuable contributions:

THEREFORE, I wish to honor and to thank the dedicated citizens of this state who give so freely of their valuable time, energy, and abilities by proclaiming this week of _____ to be officially designated

VOLUNTEER RECOGNITION WEEK

And in doing so I call on all citizens of this state to help to renew and sustain the spirit and vitality of this great nation by committing a portion of their time - however small - in addressing the needs of their communities through voluntary action.

PROCLAMATION

WHEREAS, volunteer action is a powerful force for the solution of human problems, and the creative use of human resources is essential to a healthy, productive and humane society; and

WHEREAS, our nation's heritage is based on voluntary action and involvement. Citizen participation - volunteerism - cannot be measured in dollars, but it is of enormous benefit in building a better community, a better state, a better sense of one's own well being; and

WHEREAS, many county agencies that use volunteers will be participating in the People Who Care Fair in Searstown Shopping Center, Fort Pierce, Saturday, April 21st opening at 10:00 a.m., by Volunteer Services Center of Florida Department of Health and Rehabilitative Services for St. Lucie, Indian River, Okeechobee and Martin Counties, to show appreciation and recognition to the many volunteers among our citizenry who possess many skills and talents which they generously and enthusiastically apply to a variety of community tasks; and to encourage others to participate in programs of volunteerism; and

NOW, THEREFORE, I, _____, Mayor of the City of _____, do hereby proclaim the period of _____, as

NATIONAL VOLUNTEER WEEK.

* * * * *

PROCLAMATION

WHEREAS, a sense of caring and desire to share have motivated hundreds of men and women to volunteer their time and services to the needs of others in the community; and

WHEREAS, our state's volunteers possess many skills and talents which they generously and enthusiastically apply to a variety of community tasks; and

WHEREAS, the people of our state benefited considerably from the deeds of these selfless and dedicated individuals;

NOW, THEREFORE, I do hereby proclaim _____, as VOLUNTEER WEEK in our state and I call upon all citizens, individually and in their many organizations, to recognize this as a special period during which the goodness of volunteers is appreciated and extolled, and their example followed.

EDITORIALS

Local celebrations of National Volunteer Week are natural times to seek additional press attention for the contributions of the volunteers in your communities. While press coverage of the week's events as news is very important, the week also poses a unique opportunity to receive attention in areas of the print media where volunteerism is rarely mentioned in depth. The sports section might cover a recognition event featuring an athlete; the business section might prepare a special article on local business support for employee volunteers.

Because the week frequently serves two functions - recognizing specific volunteers for their achievements and drawing public attention in general to opportunities available in volunteering - this is also a natural time to focus on volunteers and volunteering on the editorial page of your local newspapers. There are several ways of going about this: you might ask your editor to prepare an editorial on volunteerism for the editorial page, or you might submit an editorial-like article for inclusion on the page opposite the editorial page. This page is frequently reserved for a combination of contributing columnists and "public opinion" articles.

Another place for editorials are your own agency newsletters, the newsletter of your local voluntary association, or special publications issued locally in conjunction with National Volunteer Week.

1983 4-H DIGEST

SUMMARY OF PROGRAMS

SUPPORTED BY



NATIONAL 4-H COUNCIL

This is the first in a series of 4-H DIGESTS providing information about private resource support to help expand and strengthen your 4-H program.

Introduction

With support from the private sector and the involvement of educators, government officials, business leaders, 4-H alumni, volunteer leaders and Extension staff, National 4-H Council brings to 4-H a broad range of opportunities. The support for programs begins in your own community and extends to your state, the nation and the world.

These programs and services, offered to strengthen the 4-H program of the Cooperative Extension Service, are available to every 4-H member and volunteer leader.

This first in a series of 4-H Digests to appear in NATIONAL 4-H NEWS in 1983, summarizes these opportunities and identifies many of the corporations, foundations, businesses and individuals supporting 4-H through specific gifts to National 4-H Council. Many hundreds of other private sector contributors provide general support to 4-H as well.

The programs and services summarized in this issue of 4-H Digest include:

- Incentives and awards, including county medals, savings bonds, seed money for innovative programs, trips to special events and scholarships for continuing education.
- Leadership and citizenship training for 4-H members, leaders and staff, to improve skills, increase knowledge, broaden vision, exchange creative ideas and prepare participants to strengthen 4-H programs in their own communities.

- International programs for youth and adults to increase cross-cultural understanding, add an international dimension to 4-H programs and provide exchanges with many of the 80 countries around the world having youth programs similar to 4-H.

- Creative educational aids for both members and leaders in printed and audio-visual form to support the learning process in projects, activities and events.

- The National 4-H Center, an exceptional educational facility in the national capital area for use by 4-H members, leaders, staff, 4-H and Extension families, Extension homemakers and youth and other groups related to Extension.

- National 4-H Supply Service offering nearly 2,000 items bearing the 4-H clover emblem to help members and leaders give greater visibility to their pride in 4-H.

- Communications activities to increase public awareness and understanding of 4-H through a year-round flow of information to media nationwide.

- NATIONAL 4-H NEWS, 10 times a year to bring fresh ideas and educational resources directly to adult and teen 4-H leaders.

published

HOW TO USE THESE DIGESTS

We suggest you start a file for your 4-H Digests. Take this one from the magazine and put it in a notebook or file for year-round reference on help available to you through National 4-H Council.

Watch for other Digests for detailed information about specific donor support, program objectives, ideas and educational aids to help you strengthen your leadership skills.

You will find a Digest in the following 1983 issues of NATIONAL 4-H NEWS: March, plant science; April, mechanical science and safety; May, natural resources; June-July, home economics and health; August-September, communications; October, citizenship, leadership and international programs; November, animal science.

A limited number of additional copies of each Digest will be available through your state 4-H office. But to make sure you have your copies, keep them from each issue.



1983 Summary of Private Support for Specific 4-H Programs

NATIONAL 4-H AWARDS PROGRAMS

PROGRAM	DONOR	COUNTY	STATE	SECTIONAL	NATIONAL
ACHIEVEMENT	Ford Motor Company Fund Dearborn, Michigan	4 medals of honor	Trip to National 4-H Congress	None	9 \$1,000 scholarships; two silver trays*
AGRICULTURAL (Tentative)	International Harvester Co. Chicago, Illinois	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
ALUMNI	National awards only assured by Friends of Kenneth H. Anderson	None	None	None	8 trips to National 4-H Congress and Gold Key
AUTOMOTIVE	The Firestone Tire & Rubber Company Akron, Ohio	4 medals of honor; member patches for best club/group	Trip to National 4-H Congress; member patches to 10 clubs; 1 share of stock to best club	None	8 \$1,000 scholarships
BEEF	National awards only assured by American Simmental Association Bozeman, Montana	None	None	None	6 \$1,000 scholarships; 6 trips to National 4-H Congress
BICYCLE	National awards only assured by Friends of National 4-H Council	None	None	None	6 \$1,000 scholarships; 6 trips to National 4-H Congress
BREAD	Nabisco Brands, Inc. New York, New York	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
CITIZENSHIP	The Coca-Cola Company Atlanta, Georgia	4 medals of honor	Trip to National 4-H Congress	None	9 \$1,000 scholarships; two silver trays*
CLOTHING	Coats & Clark Inc. Stamford, Connecticut	4 medals of honor	Certificate and pin	17 trips to National 4-H Congress	6 \$1,000 scholarships
COMMODITY MARKETING	The Chicago Board of Trade Chicago, Illinois	4 medals of honor	Trip to Commodity Marketing Symposium	None	None
CONSERVATION OF NATURAL RESOURCES	John Deere Moline, Illinois	4 medals of honor; 4 club certificates	Trip to National 4-H Congress; 10 club certificates; \$50 to best county	None	6 \$1,000 scholarships
CONSUMER EDUCATION (Tentative)	Montgomery Ward & Co. Chicago, Illinois	4 medals of honor	Certificate and pin	16 Trips to National 4-H Congress	6 \$1,000 scholarships
DAIRY	Insurance Company of North America Philadelphia, Pennsylvania	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
DAIRY FOODS	Carnation Company Los Angeles, California	4 medals of honor	Certificate and pin	18 trips to National 4-H Congress	6 \$1,000 scholarships
DOG CARE AND TRAINING	Purina Dog Foods Group, Ralston Purina Company St. Louis, Missouri	4 medals of honor	Transistor radio	18 trips to National 4-H Congress	6 \$1,000 scholarships
ELECTRIC ENERGY	Westinghouse Electric Corporation Pittsburgh, Pennsylvania	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
ENTOMOLOGY	Mobay Chemical Corporation Agricultural Chemicals Div. Kansas City, Missouri	4 medals of honor	\$75 U.S. Savings Bond	16 trips to National 4-H Congress	6 \$1,000 scholarships
FASHION REVUE	Simplicity Pattern Co. Inc. New York, New York White/Elina Sewing Machine Co. Cleveland, Ohio	Medals to blue award group	Trip to National 4-H Congress	None	6 \$1,000 scholarships
FOOD-NUTRITION	The General Foods Fund, Inc. White Plains, New York	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
FOOD PRESERVATION	Kerr Glass Manufacturing Corporation Sand Springs, Oklahoma	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
FORESTRY	International Paper Company Foundation New York, New York	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
GARDENING	Ortho Consumer Products Division Chevron Chemical Company San Francisco, California	4 medals of honor	\$75 U.S. Savings Bond	18 trips to National 4-H Congress	8 \$1,000 scholarships
HEALTH	Kraft, Inc. Glenview, Illinois	4 medals of honor; 4 club certificates	Trip to National 4-H Congress; 10 club certificates	None	8 \$1,000 scholarships
HOME ENVIRONMENT (Tentative)	National Awards only Friends of National 4-H Council	None	None	None	6 \$1,000 scholarships 6 trips to Congress

PROGRAM	DONOR	COUNTY	STATE	SECTIONAL	NATIONAL
HOME MANAGEMENT	Beatrice Foods Co. Chicago, Illinois	4 medals of honor	Trip to National 4-H Congress	None	8 \$1,000 scholarships
HORSE	American Quarter Horse Association Amarillo, Texas Insurance Company of North America Philadelphia, Pennsylvania	4 medals of honor	Certificate and pin	None	6 \$1,000 scholarships; 6 trips to National 4-H Congress
LEADERSHIP	Reader's Digest Pleasantville, New York	4 medals of honor	Trip to National 4-H Congress	None	9 \$1,000 scholarships; two silver trays*
PETROLEUM POWER	Amoco Foundation, Inc. Chicago, Illinois	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
PHOTOGRAPHY	Eastman Kodak Company Rochester, New York	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
PLANT & SOIL SCIENCE	National awards only assured by The Quaker Oats Company Chicago, Illinois	None	None	None	6 \$1,000 scholarships; 6 trips to National 4-H Congress
PUBLIC SPEAKING	Union Oil Company of California Schaumburg, Illinois	4 medals of honor	Trip to National 4-H Congress	None	6 \$1,000 scholarships
SAFETY	General Motors Foundation, Inc. Detroit, Michigan	4 medals of honor; member patches for best club	Trip to National 4-H Congress; member patches to 10 clubs; one share of stock to best club	None	8 \$1,000 scholarships
SHEEP	National awards only assured by American Hampshire Sheep Association; American Oxford Down Record Association; American Sheep Producers Council, Inc.; Sheep Industry Development Program; National Society of Sheep Records; National Suffolk Sheep Assn.	None	None	None	4 \$1,000 scholarships; 4 trips to National 4-H Congress
SWINE	National awards only assured by Friends of Thomas E. Wilson	None	None	None	6 \$1,000 scholarships; 6 trips to National 4-H Congress
VETERINARY SCIENCE	The Upjohn Company Kalamazoo, Michigan	4 medals of honor	\$75 U.S. Savings Bond	24 trips to National 4-H Congress	6 \$1,000 scholarships
WILDLIFE AND FISHERIES	National awards only assured by Gulf Oil Corporation Pittsburgh, Pennsylvania National Wildlife Federation Vienna, Virginia	None	None	None	6 \$1,000 scholarships 6 trips to National 4-H Congress
WOOD SCIENCE (Tentative)	Weyerhaeuser Company Foundation Tacoma, Washington	2 medals of honor	Certificate and pin	None	6 \$1,000 scholarships 6 trips to National 4-H Congress

NATIONAL COLLEGE SCHOLARSHIP OFFERINGS

AGRICULTURAL SCHOLARSHIP	Educational Foundation of Alpha Gamma Rho Des Plaines, Illinois	None	None	None	1 \$1,000 scholarship
ANIMAL SCIENCE SCHOLARSHIPS	Continental Grain Company Wayne Feed Division Chicago, Illinois	None	None	None	2 \$1,000 scholarships
DAIRY GOAT PROJECT SCHOLARSHIPS	American Dairy Goat Assn. Amarillo, Texas	None	None	None	6 \$1,000 scholarships
GERTRUDE L. WARREN CAREER SCHOLARSHIP	Mary Margaret Warren	None	None	None	1 \$750 scholarship
4-H VETERINARY MEDICINE	Champion Valley Farms, Inc. Camden, New Jersey	None	None	None	2 \$1,000 scholarships

SCHOLARSHIP AND AWARDS PROGRAMS IN SEVERAL STATES

AGRICULTURAL CAREERS SCHOLARSHIP	DeKalb AgResearch, Inc. DeKalb, Illinois	None	None	None	4 \$500 scholarships 4 trips to National 4-H Congress
EDUCATIONAL AWARDS AND SCHOLARSHIPS	The Santa Fe Railway System, Chicago, Ill. and Gulf Central Pipeline Company, A Santa Fe Industries Co. Tulsa, Oklahoma	None	60 educational awards in 13 states; 27 \$750 scholarships in 11 states	None	None
EDUCATIONAL AWARDS	Burlington Northern Inc. St. Paul, Minnesota	None	Educational awards in 15 states	None	None
SCHOLARSHIPS (Tentative)	Chicago and North Western Transportation Company Chicago, Illinois	None	1 \$600 college scholarship in each of 9 states	None	None
COLLEGE SCHOLARSHIPS	Edwin T. Meredith Foundation Des Moines, Iowa	None	Offered in 15 states	None	2 \$1,000 scholarships

*Silver tray awards presented on behalf of the President of the United States.

NATIONAL/REGIONAL COMPETITIVE EVENTS AND CONFERENCES

PROGRAM	DONOR	AREA OF SUPPORT
COMMODITY MARKETING SYMPOSIUM April 23-26 Chicago, Illinois	The Chicago Board of Trade Chicago, Illinois	Trip to Symposium for one 4-H member in each state for learning and recognition experience. Partial support for one adult advisor.
4-H FORESTRY INVITATIONAL Aug. 1-4 Weston, West Virginia	International Paper Company Foundation New York, New York	Support for training and contest plus awards for high team and individuals.
U.S. 4-H ENGINEERING EVENTS Western: Sept. 20-22, Omaha, Nebraska Eastern: Sept. 26-28 Richmond, Virginia	Amoco Foundation, Inc. Chicago, Illinois The Firestone Tire & Rubber Company Akron, Ohio	Trip for two automotive and two petroleum power state competition winners. Special gifts and awards for individuals and teams.
ANNUAL 4-H DAIRY CONFERENCE Oct. 5-7, Madison, Wisconsin	Insurance Company of North America Philadelphia, Pennsylvania	Support for conference program enrichment and special activities.
NATIONAL 4-H DAIRY JUDGING CONTEST Oct. 4-5 Madison, Wisconsin	Insurance Company of North America Philadelphia, Pennsylvania	Awards to members, coach and alternate of high team judging of all breeds.
NATIONAL SAFETY CONGRESS Youth Sessions Oct. 15-18, Chicago, Illinois	General Motors Foundation, Inc. Detroit, Michigan	Trip for 4-H representative on conference advisory committee.
NATIONAL 4-H HORSE ROUNDUP Nov. 4-6, Harrisburg, Pennsylvania	<i>Donor not confirmed</i>	Support for recognition events and awards to high scoring individuals and teams. (Tentative)
NATIONAL LIVESTOCK JUDGING CONTEST Nov. 13-15, Louisville, Kentucky	Elanco Products Company A Division of Eli Lilly and Company Indianapolis, Indiana	Awards to ten 4-H members having the highest collective scores in judging beef, sheep and swine classes.
NATIONAL 4-H POULTRY AND EGG CONFERENCE Nov. 16-17 Louisville, Kentucky	Hubbard Farms Charitable Foundation Walpole, New Hampshire	Support for conference plus awards for high team and individuals.

CITIZENSHIP AND LEADERSHIP EDUCATION

CITIZENSHIP—WASHINGTON FOCUS Six day sessions weekly from June 5-Aug. 13 National 4-H Center	The Auxiliary to The American Optometric Association, St. Louis, Missouri Conoco, Inc., Stamford, Connecticut Dresser Foundation, Inc., Dallas, Texas Educational Communications, Inc., Northbrook, Illinois Dorothy Emerson Commemorative Fund Farmland Industries, Inc., Kansas City, Missouri Getty Oil Company, Los Angeles, California Hallmark Cards, Inc., Kansas City, Missouri Illinois 4-H Foundation Sterling Drug, Inc., New York, New York	Fellowships for special staff of 4-H college-age alumni to facilitate citizenship education program and give emphasis to contemporary issues.
CITIZENSHIP—WORLD FOCUS March 13-19 August 14-20 National 4-H Center		
NATIONAL 4-H LEADER FORUMS National 4-H Center		
National Forums April 18-23 Oct. 17-22	Woman's National Farm and Garden Association, Inc., Troy, Michigan	Travel Scholarships for selected states
Nutrition—Sept. 12-17 Involving Disabled Oct. 17-22	Campbell Soup Company, Camden, N.J. Dr. Scholl Foundation Chicago, Illinois E. Matilda Ziegler Foundation Stamford, Connecticut	Travel Scholarships/Program Support (Tentative) Travel Scholarships/Program Support
Salute to Excellence	R.J. Reynolds Industries, Inc. Winston-Salem, North Carolina	Program Support
Photography— Sept. 26-Oct. 1	Eastman Kodak Company, Rochester, N.Y.	Travel Scholarships/Program Support
REGIONAL LEADER FORUMS Western: Feb. 23-27 Arizona; Southern: Oct. 3-7 Georgia; Eastern: Oct. 20-23 Connecticut North Central: Nov. 10-14 Minnesota	J.C. Penney Company New York, New York	Travel Scholarships/Program Support

INTERNATIONAL PROGRAMS

PROGRAM	DONOR	AREA OF SUPPORT
INTERNATIONAL EXCHANGE AND TRAINING PROGRAMS	Exxon Corporation New York, New York	Staff development and training in the Caribbean.
	Ford Motor Company Fund Dearborn, Michigan	International Four H Youth Exchange (IFYE) with Australia, Germany, Greece, Japan, New Zealand.
	Gerber Baby Foods Fund Fremont, Michigan	IFYE with Greece
	Kellogg Company Battle Creek, Michigan	General Support
	Ralston Purina Trust Fund St. Louis, Missouri	General Support

EDUCATIONAL AIDS

AUTOMOTIVE	The Firestone Tire & Rubber Company Akron, Ohio	Lessons and worksheets
DAIRY	Insurance Company of North America Philadelphia, Pennsylvania	Slide/tape series
DAIRY FOODS	Carnation Company Los Angeles, California	Member manual
ECONOMICS	Stanley Home Products Westfield, Massachusetts	Fund raising guide for 4-H clubs and groups
ELECTRIC ENERGY	Westinghouse Electric Corporation Pittsburgh, Pennsylvania	New advanced units
FOOD-NUTRITION	General Foods Corporation White Plains, New York	Member and leader guides
HORSE	Purina Horse Chows Ralston Purina Company St. Louis, Missouri	Comprehensive program of visuals, lessons and worksheets
LEARN TO EARN	The Toro Company Minneapolis, Minnesota	Member and leader guides on lawn care business skills
PLANT AND SOIL SCIENCE	Pioneer Hi-Bred International, Inc. Des Moines, Iowa	Revision of science literature
TRACTOR	Amoco Foundation, Inc. Chicago, Illinois	Revision of literature
VISION EDUCATION	The American Optometric Association and its Auxiliary. St. Louis, Missouri	Activity guides series

SPECIAL GRANTS AND PROGRAMS

BICYCLE (Tentative)	Schwinn Bicycle Co. Chicago, Illinois	Pilot bicycle contest at the U.S. 4-H Engineering Events
CITIZENSHIP-IN-ACTION	Reader's Digest Foundation Pleasantville, New York	Seed-money grants to local 4-H groups for community development and service projects.
HELP YOUNG AMERICA	Colgate-Palmolive Company New York, New York	Support to local 4-H groups for special projects; general support.
VISION EDUCATION	The American Optometric Association and its Auxiliary St. Louis, Missouri	Support for a vision education at regional leader forums.
NATIONAL 4-H PHOTO EXHIBITION	Eastman Kodak Company Rochester, New York	Showcase for 4-H members' photographic accomplishments. Up to four entries from each state exhibited at National 4-H Congress and throughout nation, upon request.
SHOOTING SPORTS WORKSHOP April 25-29 Des Moines, Iowa	American Archery Council; Dixie Gun Works, Inc.; Federal Cartridge Corporation; Goex, Inc.; Hodgdon Powder Company; Hornady Manufacturing Co.; National Rifle Association; National Skeet Shooting Assn.; Ox-Yoke Originals, Inc.; Ruffed Grouse Society; Smith & Wesson; U.S. Repeating Arms Company	Travel Scholarship/Program Support
REPORT TO THE NATION	The Conrad Hilton Hotel Chicago, Illinois	Expenses for selected outstanding 4-H members to tell the story of 4-H to national groups.

PUBLIC SUPPORT

INTERNATIONAL PROGRAMS	U.S. Information Agency U.S. Agency for International Development	Exchange program Youth program development/Thailand
WILDLIFE AND FISHERIES	Fish and Wildlife Service U.S. Department of Interior	Certificate to 1 leader in each state; trips to North American Wildlife Conference for 6 adult leaders.

National 4-H

Awards Programs

Awards and recognition programs provide inspiration and motivation to the 4-H "learn by doing" process. Private sector donors provide support to

recognize individual 4-H achievement at local, state and national levels. Additionally, some of the programs provide recognition for club or group activities.



1982 Presidential Award Winners Display Silver Tray.

Basic Requirements

Awards At All Levels

4-H members must be enrolled during the 1983 4-H year in the project or activity for which they seek recognition. The county Extension agent designates dates for submitting records, arranges for the selection of county winners and sends appropriate forms and records to the state 4-H office by a designated date.

Requirements for All State, Sectional And National Winners

Each state winner must have passed his/her 14th birthday and not have passed his/her 19th birthday on January 1, 1983. Each winner must have completed a minimum of one year in 4-H including the 1983 4-H year.

Attendance at National 4-H Congress

Only state, sectional and national winners are eligible to attend National 4-H Congress and may attend only one time. If consistent with state policy, previous state winners in programs offering bonds or merchandise as state awards may enter their records for sectional and national consideration in the same program if they (1) are a 1983 state winner in the program, (2) have not previously received sectional or national awards in the program, and (3) have not previously attended National 4-H Congress.

Winners' Records

Records of state winners must be approved by a parent or guardian, local 4-H leader, county Extension agent and state 4-H leader or their designee on The National 4-H Report Form. Records must be sent by the State 4-H Office to reach National 4-H Council by October 1, 1983.

Selection of Winners

Selection of sectional and national winners is made by a judging committee of state and federal Extension personnel in mid-October, 1983. State 4-H leaders are notified of winners selected with public announcement to be made during National 4-H Congress.

National 4-H Congress

More than 1,700 youth delegates participate in National 4-H Congress each year. The 62nd Annual Congress will be held at the Conrad Hilton Hotel in Chicago, November 27-December 1, 1983. Congress delegates are selected by Extension leaders within their respective states. Sectional and national winners of more than \$250,000 in scholarships are selected on the basis of their accomplishments, leadership, citizenship and community service in 35 project areas by a committee representing each region of Extension. Attendance at Congress provides not only recognition of excellence, but also opportunity for broad educational experiences with peers through field trips and seminars. Ideas are shared also through interaction with corporate executives and Extension leaders.

Records, Report Forms

The 16-page National 4-H Report Form, the participant's 4-H story, program photographs, current year's record book or record sheets in the specific program, and two head and shoulders photos of the 4-H'er must be submitted.

This report form and accompanying materials, in a binder, make up the applicant's record. These materials are the only ones used by the national judging committee in selecting sectional and national award winners. State selection processes vary and information can be obtained from county Extension agents.

Suggestions for assembling a 4-H record are given in The National 4-H Report Form. A set of slides, tape and script, "A Matter of Record," may be available for use in your state to assist in filling out the report form.



National 4-H Center

The National 4-H Center, made possible through the generous contributions of 4-H members, leaders and staff plus literally

thousands of individuals, corporations, foundations and businesses, is available for any 4-H and Extension program or event.

Housing 650 persons, the Center offers comfortable rooms, delicious meals, well-equipped conference rooms and a spacious campus within easy access to Washington, D.C. area resources—all at reasonable cost.

Open 365 days per year, this remarkable educational facility is an ideal site for exciting and lasting learning experiences for both youth and adults.

Specific programs in citizenship and leadership training are offered throughout the year for 4-H members and leaders. These will be detailed in the October issue of *NEWS*. The Center is the site for National 4-H Conference, April 9-15, 1983, as well as for staff development and training sessions and for international exchange participant orientation and consultation during the year.

However, use of the Center is not limited to programs arranged by Council. It can be used by 4-H and Extension families, Extension homemakers and any others related to Extension—youth organizations, schools, colleges, government, agriculture, senior citizens and associations.

Bring the Family

4-H and Extension families may use the Center as their home away from home to explore the vast historical, cultural and governmental resources of the national capital area. Council provides maps and other program materials to make your visit more meaningful. You can choose dormitories or twin bedrooms at special rates any time during the year when space is available.

Know America

In cooperation with the National Extension Homemakers Council, Extension homemakers are offered a unique study experience at the National 4-H Center. Programs, including field trips and discussions, are designed to meet group interests in citizenship, international understanding, family life and the cultural arts. This program also can be adapted for other adults such as church, senior citizen, farm or civic groups.

Extension and Related Groups

Did you know that any group with programs related to the educational objectives of Extension can use the unique and reasonably priced facilities of the National 4-H Center? Other youth groups, schools, colleges, governmental, agricultural, community and other groups are welcome to apply for use of the Center for their educational conferences in the nation's capital.

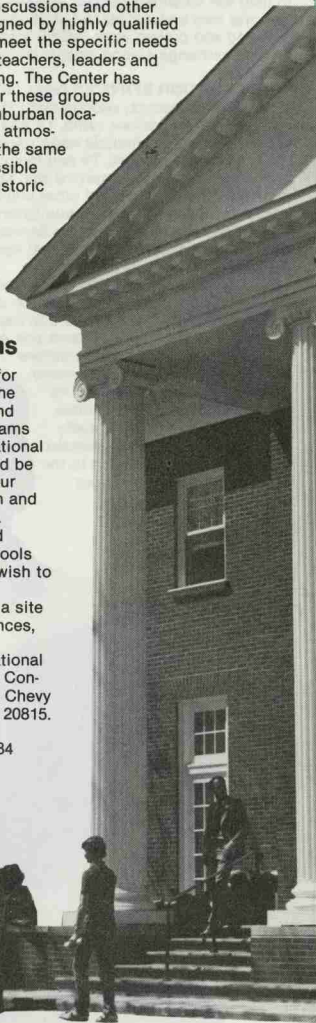
School Groups

Of special interest to school teachers and youth group leaders is the Washington Focus program, offered from August through May. The three or five day programs are patterned after

Citizenship-Washington Focus and use the nation's capital as a classroom. The field trips, discussions and other aspects are designed by highly qualified Council staff to meet the specific needs and interests of teachers, leaders and youth participating. The Center has special appeal for these groups because of its suburban location and campus atmosphere—while at the same time being accessible to Capitol Hill, historic monuments and museums.

How to Make Reservations

Arrangement for participation in the 4-H leadership and citizenship programs offered at the National 4-H Center should be made through your county Extension and state 4-H offices. Extension related groups, high schools and others who wish to take advantage of the Center as a site for their conferences, should contact Reservations, National 4-H Center, 7100 Connecticut Avenue, Chevy Chase, Maryland 20815. Telephone: 301/656-2183, 2184 or 2185.



Communications and Visibility

National 4-H Council is a not-for-profit educational organization that utilizes private resources to help expand the 4-H program. 4-H is the youth educational program of the Cooperative Extension Service of the State Land-Grant Universities and the U.S. Department of Agriculture.

Programs and educational materials of National 4-H Council are available to all persons regardless of race, color, sex, age, religion, national origin or handicap. Council is an equal opportunity employer.

7100 Connecticut Avenue, Chevy Chase, Maryland 20815
301/656-9000

NATIONAL 4-H NEWS, published 10 times a year, is the only national magazine serving 4-H. Every issue brings fresh ideas and educational resources to help 4-H volunteer leaders broaden their reach and discover new and successful methods for program planning and project work. NEWS also functions as an idea exchange among leaders throughout the nation.

INFORMATION SERVICES helps tell the 4-H story to millions of readers, viewers and listeners through newspapers, magazines, radio, TV and publications. Materials produced include news releases, photos, feature stories, art work, TV and radio public service announcements, public service ads, taped and filmed interviews, newsletters and other publications. Council works closely with your state Extension Information offices and with Extension Service, USDA to develop promotional materials that keep 4-H in the public eye throughout the year.

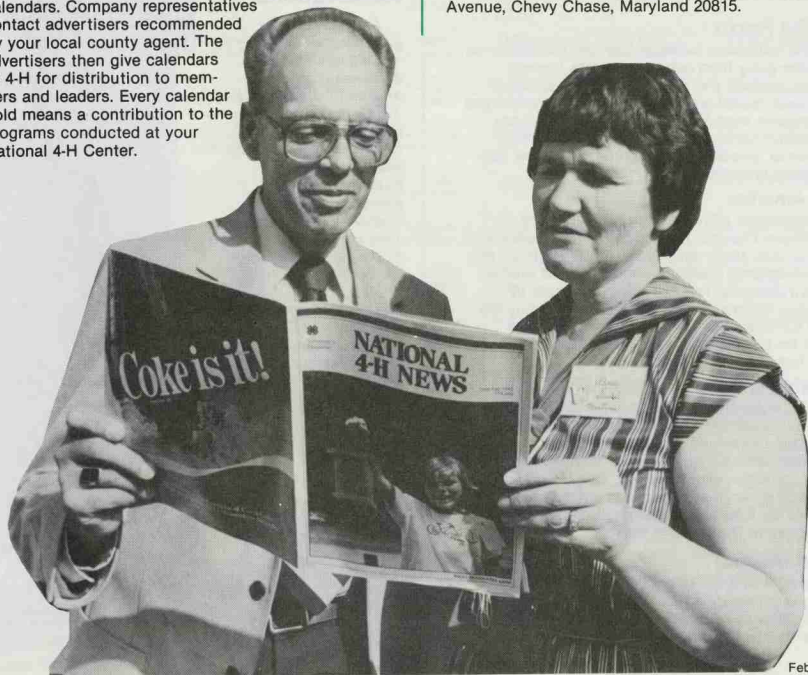
NATIONAL 4-H CALENDARS give added visibility to 4-H. Two companies, Shaw-Barton and Thos. D. Murphy, are authorized by the U.S. Department of Agriculture to use the 4-H name and emblem on calendars. Company representatives contact advertisers recommended by your local county agent. The advertisers then give calendars to 4-H for distribution to members and leaders. Every calendar sold means a contribution to the programs conducted at your National 4-H Center.

NATIONAL 4-H SUPPLY SERVICE offers a broad range of nearly 2,000 items bearing the 4-H emblem. Use of these emblazoned supplies brings 4-H to the attention of the public and builds enthusiasm and support for the youth program. The Supply Service publishes a full color catalog each fall. You can see a copy at your county Extension office.

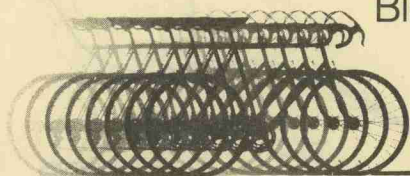
How You Can Help

NATIONAL 4-H NEWS and media services at Council actively seek contributions of your ideas and good photographs. We are especially interested in good stories that will help let the rest of the 4-H family and others throughout the nation learn of the exciting and outstanding results of the work volunteers are doing for young people.

We suggest you send a letter outlining what you have to contribute to NEWS or for other possible magazines or publication outlets, including photos for the 4-H calendars. For NEWS, send your correspondence to the Editor, NATIONAL 4-H NEWS. For other materials and suggestions, address Communications. Council's address is 7100 Connecticut Avenue, Chevy Chase, Maryland 20815.



The North Carolina Department of Transportation
Bicycle Program



bike info

P.O. Box 25201 Raleigh, N.C. 27611 Phone: (919) 733-2804 Volume 9, Number 1, January 1983

Happy New Year!

Curt, Mary, Betty, Debra, & Ellen

Your Bicycle Program

Even though 1983 held serious problems for many people throughout North Carolina and the nation, bicycling, itself, has seen one of its best years. There are increases in the number of bicyclists; but these increases are not as impressive as the growth in the amount and type of bicycle use. In the early 1970's, the trend was "back to the bicycle", but the reasons were more for health and exercise or just symbolic in the face of the oil embargo and gas lines. Today, people are truly using the bicycle. Growing numbers of all segments of North Carolina's public are realizing what they can do with a bicycle and how very simple bicycling can be for them.

The Bicycle Program this year has also seen change and a growth in interest at different levels of government. Due to the steady increases of bicycles on our streets and highways and due to the problems which many bicyclists are confronting, we had more contact with the states' cyclists for information and guidance and more requests from local governments for assistance than ever before in the program's history. The local government requests included both assistance with specific items, such as drainage grates or classroom safety exercises, as well as assistance in planning and programming from places which have never before been involved. More of the state's local government officials, planners and engineers want to know how the bicycling population impacts their area and why the problems associated with bicycling exist. Seldom do we see the nonchalant attitude of these people as we once did. Bicycling has reached, in most instances, a higher level of seriousness among those providing public services. So, even though resources at all governmental levels are at an all-time low, concern and interest in improving the traffic environment for bicycling is steadily increasing.

Of course, this "want and need to do something with nothing to do it with" is a real dilemma facing all of us. Our best effort is to promote simple, low cost improvements in all

aspects of bicycle programming, whether it be facility development, education, or awareness. The Bicycle Program is doing this wherever possible. We are initiating local analysis plans throughout the state to assist cities and towns in understanding their particular bicycle situations and to provide guidelines and recommendations for reasonable responses to their bicycle needs. We are also providing assistance to localities in the development of specific bicycle items where they have become a local priority, i.e., local and regional mapping projects, bridge design, routing analysis, facility alternatives, etc. Local input is often being generated through volunteer fund raising efforts.

In addition, North Carolina continues to be recognized as a leading state for bicycle racing and bicycle touring. Both the number and quality of bicycle races are increasing. More premiere racing events are being planned. Foreign racing teams are choosing the state as their home base for much of the racing season. With bicycle touring, the simple increase in numbers of touring bicyclists each year indicates the growing interest in the state as a good place to bicycle and vacation. As the word spreads, more and more vacationers plan their visits here. One result of this interest is the development of new touring organizations and the growth of the more well-established outdoor activity centers which are increasing their bicycle programs.

In summation, 1982 was a good year. Bicycling was faced with serious problems and came through with a strength of numbers showing real needs from a real segment of our traveling public. The Bicycle Program is having, and will have, difficulty responding to everyone with all that is needed. Nevertheless, our plans are to continue to provide sound, efficient and effective assistance wherever possible. We enjoy our work and our contact with each of you. We hope 1983 results in significant increases in safety and improvements for the bicyclist in the way 1982 did in the amount of bicycling. "North Carolina is for Bicycling".

FHWA ADOPTS BIKE CRITERIA - The Federal Highway Administration has formally adopted the AASHTO recommended criteria for the design and construction of new bicycle facilities. These criteria are contained in the *Guide for Development of New Bicycle Facilities* (reported in *Bike Info*, Volume 8, Number 1), published by the American Association of State Highway and Transportation Officials in December, 1981. FHWA gave final notice of this rule in the November 8th edition of the Federal Register. The ruling became effective December 8, 1982.

In effect, FHWA's action deletes the references contained in their current regulations to the 1974 AASHTO Guide and replaces it with references to the 1981 AASHTO Guide. Changes were also made in the Definitions section to promote greater clarity.

The effect of this action on bicycle facilities remains to be seen. The FHWA is required by Section 141(B) of the 1978 Surface Transportation Act to issue up-to-date criteria for the design and construction of bikeway projects. The criteria are not mandatory. Therefore, states and communities are encouraged to use these criteria when they design bicycle projects to be Federally funded, but they are not required to do so. It is likely, however, that a FHWA Division office will question a bikeway plan that deviates substantially from the accepted criteria, and the State will be asked to justify the variance.

Perhaps most significant is how these criteria can be used by bicycle advocates. Now that these criteria have been adopted by AASHTO and FHWA, they clearly are established as standard recommended practices for the design and construction of bike facilities. When a state or local agency proposes a bikeway design that does not conform to standard recommended practice, bicycle advocates can point out the liability risk that threatens that agency. To construct a facility that varies substantially from standard engineering practices could subject the city to costly suits if an accident occurred on that facility. It is much easier to follow the criteria from the beginning.

For more information on the FHWA rule, contact Jack Wasley, HNG-24, Highway Design Division, Office of Engineering, FHWA, Washington, D.C. 20590, or call (202) 426-0306. Copies of the AASHTO Guide are available from David Lee at AASHTO, Suite 225, 444 N. Capitol Street, N.W., Washington, D.C. 20001. The cost is \$2.50 plus \$1.25 postage and handling. (This article is reported from *Pro Bike News*, Volume 2, Number 12.)

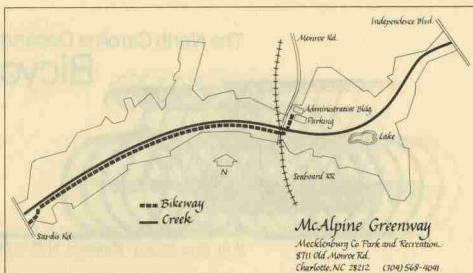
BICYCLE COORDINATOR WINS STATE RACING AWARD - On Sunday, January 23, the North Carolina Cycling Association, the amateur racing body for the State, held their annual racing awards program in Greensboro. Awards were presented in three categories.

John Patterson of Salisbury, who was chosen "Rider of the Year", is a former national champion and is now a new professional rider in the 1983 European circuit.

Curtis Yates, Bicycle Coordinator for the North Carolina Department of Transportation has been presented the 1982 "Individual Contributing to the Sport" award. Yates has become a leading expert in national bicycle matters including the safe operation of bicycle racing events on the public roadways. Noted was Yates' effective work with public and private interests resulting in North Carolina's progressive promotion of safe bicycling events.

The Biltmore Estates, Inc., of Asheville, received the 1982 "Organization Contributing to the Sport" award for their vigorous and successful promotion of the 1982 Biltmore/McDonalds Bicycle Race - a multi-day event which attracted national media attention and was widely acclaimed as one of the most important sporting events in the southeast.

For more information, contact Dale Brown, Cycles de Oro, 1835 Spring Garden Street, Greensboro, North Carolina 27403. (919) 272-0664.



MECKLENBURG COUNTY PARK AND RECREATION DEPARTMENT WINS NATIONAL BICYCLE AWARD - Mecklenburg County's McAlpine Greenway Bikeway has been recognized by a national "Good Works 1982 Award" from *Bicycle Forum Magazine*. The award highlights the bikeway as an outstanding example of a well-engineered and well-executed recreational facility.

Construction in 1978 of the bikeway marked the first step in the implementation of the County's Greenway Master Plan. The plan features continued greenway development in flood plain corridors to eventually link most residential areas with commercial, school and other park areas.

A successful element in the development of the McAlpine bikeway has been the carefully coordinated work of the County Park and Recreation Department, the County Engineering Department, and a private consulting firm in the planning, design, construction and maintenance decisions affecting the facility. For example, faced with the issue of adequate maintenance for a separate bikeway, the County Engineering Department devised a method by which, after the creek's periodic flooding, the staff can wash the bikeway using a water pump (the nearby creek is the water source), hoses, brooms, and a scrape blade mounted on a small trailer. The McAlpine bikeway has an asphalt surface, is eight feet wide, and parallels McAlpine Creek with several bridges providing access across the creek.

To provide facilities such as this, in 1978, Mecklenburg County citizens passed a bond referendum to set aside funds for a greenway network. In addition, the County applied for and received a 50/50 matching grant from the U.S. Department of Housing and Urban Development.

For further information on the McAlpine Bikeway, contact C. Blaine Gregory, Mecklenburg County Park and Recreation Department, 8711 Old Monroe Road, Charlotte, North Carolina 28212, (704) 568-4041.

DO YOU KNOW OF A NEW BICYCLE CLUB OR BICYCLE SHOP? - Just when we think we know about all the bicycle clubs and bicycle shops in the State, a new one springs up somewhere. We are in the process of putting together a brochure of clubs and a listing of shops and need your help to be sure our listings are complete. If you are involved in a bicycle club and want to be sure to be included, send us the name of the club, a contact person (the president or some long-standing member), and a mailing address that is not going to change next week. A roster of members would also be a useful item for us to have on hand. If you own/manage a bicycle shop and would like to be placed on our shop list, please send us the name, address, and phone number of the shop.

We need this information by February 28. The brochures will be available for distribution in late March. Please let us know if you would like to receive copies of either brochure.

THE NORTH CAROLINA BICYCLE COMMITTEE - In 1977, the General Assembly amended the 1974 Bicycle and Bikeway Act to create the North Carolina Bicycle Committee. This group consists of seven appointed members, from different parts of the State, representing various types of bicycle users and interests. The Committee has the following duties:

- 1) To represent the interests of bicycles in advising the Secretary (of the North Carolina Department of Transportation) on all matters directly or indirectly pertaining to bicycles and bikeways; their use, extent, location; and the other objectives and purposes of this Article;
- 2) To adopt bylaws for guiding its operation, as well as an outline for pursuing a safer environment for bicycling in North Carolina;
- 3) To assist the bicycle and bikeway program in the exercise of its duties within the Department (of Transportation); and
- 4) To promote the best interest of the bicycling public, within the context of the total transportation system, to governing officials and the citizenry at large.

The Committee meets, usually, on the third Friday of every odd-numbered month. Annually, they sponsor the State Bicycle Week with its complementary poster contest and outstanding awards recognition. In addition, they regularly advise the Secretary on legislative, administrative and policy matters. They also work closely with DOT staff, both in the Bicycle Program and Division of Highways. However, they do not deal solely with major issues. They frequently work with individuals (bicyclists and motorists) and local governments on specific bicycle matters, i.e. street and highway problems, bicycle program development, accidents, education and safety.

Do you know your Bicycle Committee representative? If not, perhaps the following profiles of each member will serve as introductions. The map on the next page shows their areas of representative and contact addresses. Your Committee member is your liaison with State Government. Let us hear from you.

Judi Wallace



Judi Wallace, a teacher and active environmentalist from Winston-Salem, is a firm believer in the utility of the bicycle. "I never had a bicycle until after I was married," she recalls. "We were living in Arizona and decided to buy bicycles just to ride around on weekends. We got two single-speed bikes for \$25 - you can imagine what they were like. I had so much fun riding, that I started commuting to work. The next August, when I moved to Alaska, I sold my car and just rode my bike and walked everywhere I had to go. As a result of those experiences, I got hooked on bicycling. It was great to be able to do without a car!"

When Judi moved back to North Carolina in 1973, she continued her pattern of commuting by bicycle. However, she found the bicycling environment in Winston-Salem very different from the other places she had lived. "I became aware of a lot of things which needed to be changed. I first got involved with the Sierra Club and later contacted the Bicycle Program, hoping to find a way to have an impact." Eventually, her efforts and interest led to her appointment to the Bicycle Committee.

Judi's belief in the bicycle permeates all aspects of her life. While she was teaching French at a private school in Winston-Salem, she was able to convince the administration to let her develop and implement a bicycle safety curriculum. This innovative course has been extremely popular, and in the four years during which the class has been offered, Judi has trained over 500 students in the finer points of bicycle safety and maintenance.

As current Committee Chairperson, Judi maintains an interest in all aspects of bicycling. "I'm interested in racing, even though I don't race", she says. "I push education and commuting and I consider myself a touring cyclist also, since joining the Committee. As Chairperson, I've tried to take a broader view, looking at the benefits that can be gained by a wide range of activities." Judi would like to see the members of the Committee increase their effectiveness by making themselves known to bicyclists and interested citizens throughout the State.

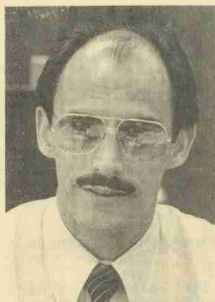
Ed Turnley

As Recreation Director for Rocky Mount, Ed Turnley likes to keep abreast of the innovative Bicycle programs which have been undertaken in other localities. Due to his knowledge of such efforts, he was called upon to assist the City Planning Department in the development of Rocky Mount's bikeway system and to help implement other local Bicycle Program elements.

While his experience is primarily related to recreational bicycle programs, as a Committee member, Ed is "concerned with all aspects of bicycling, from racing to bike inspections." Nor is his interest merely work-oriented. Like most people, Ed had an old single-speed bike when he was a kid and he remembers going on a "22-mile bike-hike when that sort of thing wasn't even popular." His whole family has bikes, including a tandem, and they frequently get out together for rides in the neighborhood. He admits to a preference for the old-style single-speed bike, however, saying, "I still like them - I like to ride straight up."

Ed believes that "bicycling is here to stay. It is something that people will always enjoy whether they need it for transportation or not. And if gasoline prices soar as they did in 1974, you can be sure that bicycles will be big."





Bill Flournoy

Bill Flournoy of Raleigh, is the only person on the Bicycle Committee who has been a member since its inception in 1974. During that time he has witnessed much progress.

Bill, who is the Chief of the Environmental Assessment Section of the State Department of Natural Resources and Community Development, has had a longstanding professional interest in bicycling. As early as 1973, he attended the First National Bicycle Symposium in Boston, where he met Curtis Yates, who shortly thereafter, became head of the Bicycle Program. This chance meeting eventually led to Bill's appointment to the Committee.

Bill's primary area of interest is policy and legislation, what he terms the "invisible estate." In a complex bureaucracy, changes must be effected at this level in order to see consistent improvements in the bicycling environment. Over the years, Bill has been able to witness the positive results of his efforts through the passage of several bicycle related bills in the General Assembly in 1977, the adoption of a formal Bicycle Policy by the Board of Transportation in 1978, and the endorsement of the "State Government Initiatives to Encourage the Use of Bicycles", by Governor Jim Hunt in 1979.

The realm of legislation and policy is far removed from the everyday life of a kid riding his "Shelby Bomber." Bill has fond memories of that time, admitting that, "it's a miracle I survived all the things I did on that bike." After he got his license, he pursued the "usual love affair with the car", and didn't get another bike until he was thirty years old. As an occasional bicycle tourist, Bill also has an interest in promoting the development of a hostel system in the State and works closely with the North Carolina Trails Association to this end.

If an issue requires any form of bicycle advocacy, you can bet Bill will be involved.

Pat Campbell

Pat Campbell, a salesman for the Dupont Company, got reacquainted with the bicycle during the 1973-74 gasoline embargo. Soon after having moved to Charlotte, Pat bought two of his children new 10-speed bicycles to use for their paper routes. "Everybody knows that you can't use a 10-speed to deliver papers," Pat says, "but that's what the kids wanted. Being mechanically minded, I got interested in the efficiency of the bicycles and started riding a little. As gasoline prices rose, I began looking for a cheaper way to get to work. I can remember sitting at the breakfast table negotiating with the kids for the use of a bike for my two-mile commute to work - a real switch on the usual scene of the kids trying to borrow the family car."

"As I began to ride more, my interest in bicycling evolved. First, I joined the local bike club. Later, I went on a cross-state tour. Finally, I wound up on the Committee." Pat feels that he brings a unique viewpoint to the Committee. As an avid cyclist, he has much on-the-road experience on which to draw. He feels, however, that his most valuable input comes as a result of his involvement in industry and business.

Pat notes, "before undertaking a project, I want to know, is it effective? Can you sell it? Is it worth doing? I don't want to waste time on any unnecessary or unrealistic efforts. I look for a balance between what should be done and what can be done."



Sam Thomas

Sam Thomas, of Forest City, is an engineer, retired from industry. His involvement with bicycling began in 1942, when he bought his first bicycle after someone had stolen the tires and wheels off his car. During that time when both rubber and gasoline were rationed, the bicycle was a logical and efficient choice as a replacement for his car. Sam and a friend commuted by bike for the next year before they entered the service. Sam recalls, "That was the most beautiful year I remember. I saw every flower that bloomed that spring."

After returning from the service, Sam continued to ride his bicycle, using it mainly for recreational purposes. This aspect of his interest in bicycling culminated last summer when he set off on a 1,500-mile bicycle trip from Oregon to Yellowstone Park, across some of the most rugged terrain in the country. He is convinced that, "the bicycle is the way to go" and plans to do even more exploring by bicycle.

Sam's main interests as a Bicycle Committee member are in increasing the safety of the bicyclist on the road and promoting the bicycle as a viable form of transportation. Sam believes that the bicycle is the most efficient machine ever invented and would like to see it recognized as such by an ever-increasing segment of the population. He is pleased that, in the past few years, the bicycle has received more attention and better acceptance within local and state government agencies which are responsible for improving the bicycling environment. Certain problems which were ignored in the past are now routinely handled. "This is very encouraging," he says.

Donald Murphy

Donald Murphy, who is a partner in the law firm of Moses and Murphy in Greensboro, is a relatively new bicyclist. He was asked to become a member of the Committee because of his legal background, which is invaluable in researching questions concerning the rights of bicyclists, determining the implications of certain laws, policies, etc., evaluating or reviewing proposed legislation, and keeping abreast of current bicycle-related legal issues.

"As a kid", Don says, "I almost got killed on my bike. I was riding behind my brother on my new three-speed and hit his back wheel. I went over the handlebars and had to have 30 stitches in my head. Shortly after that, my bike was stolen and it wasn't replaced until I joined the Committee." Don laughingly admits that, "that year I decided to ask Santa for a new bike."

As a new rider, Don brings an interesting perspective to the Committee. "I had to learn as a neophyte would about riding in the street", he says, "which has helped me understand the problems facing the average rider and allows me to better represent their needs."

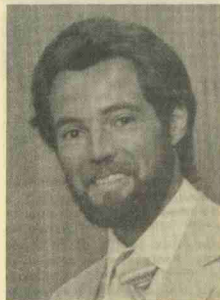


John Poole

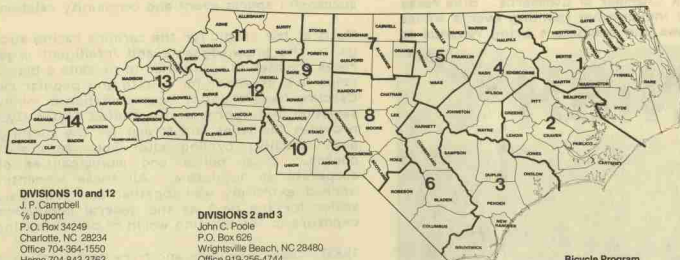
John Poole has always had an interest in bicycling. His personal interest grew into a professional interest when he became Director of the Wrightsville Beach Parks and Recreation Department in 1978. He quickly realized that the Town needed to develop and implement a bicycle plan to increase the safety of bicycle users. John had observed more and more bicycle use by year-round Wrightsville Beach residents as well as by large numbers of summer vacationers.

Since all the streets leading into town were state-maintained roads, John quickly realized that in order to improve the environment for bicyclists, he would have to make a formal request for assistance through the state Transportation Improvement Program. Through this process, John became familiar with the work of the Bicycle Committee and when the Committee position for Southeastern North Carolina was vacated he was asked to represent that area's bicycling interest.

John admits that when he accepted the position on the Committee a year ago, he was very locally-oriented and concerned mainly with facilitating the plan for Wrightsville Beach. He has since shifted his focus to a broader interest in promoting bicycle safety, especially for elementary school children, who he feels, "are so inexperienced and unconcerned for their own safety."



North Carolina Bicycle Committee Areas of Representation



DIVISIONS 10 and 12

J.P. Campbell
% Dupont
P.O. Box 34249
Charlotte, NC 28234
Office 704-364-1550
Home 704-843-3763

DIVISIONS 5 and 6

William L. Flournoy, Jr.
520 Pk St.
Raleigh, NC 27604
Office 919-733-6376
Home 919-828-8322

DIVISIONS 7 and 8

Donald L. Murphy
P.O. Box 6286
Greensboro, NC 27405
Office 919-373-1108
Home 919-299-7819

DIVISIONS 2 and 3

John C. Poole
P.O. Box 628
Wrightsville Beach, NC 28480
Office 919-256-4744
Home 919-256-4384

DIVISIONS 13 and 14

Sam R. Thomas
P.O. Box 847
Forest City, NC 28043
Home 704-245-4705

DIVISIONS 1 and 4

Ed Turnley
720 Piedmont Avenue
Rocky Mount, NC 27801
Office 919-972-1154
Home 919-442-5885

DIVISION 9 and 11

Jud Wallace
765 Hartford Road
Winston Salem, NC 27104
Office 919-768-3339
Home 919-768-3339

Bicycle Program

Curis B. Yates
Bicycle Coordinator
Mary Melethou
Assistant Bicycle Coordinator
Betsy Twigg
Bicycle Facility Specialist

Address:
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N.C. Dept. of Transportation
P.O. Box 25201
Raleigh, NC 27611
Phone: 919-733-2804



THE STATE OF BICYCLE RACING - North Carolina has, by virtue of a series of fortunate happenstances, become the leader of the southeastern USA in the sport of bicycle racing. While there is a ho-hum familiarity with the listing of California, Colorado and a few familiar others, as the national leaders in this particular sport (as with many other sports), doggone if North Carolina hasn't carved itself out a real reputation in this particular sporting spectacle - almost like the parallel reputation in basketball!

Bicycle racing is a curiously European flavored sport that has ridden the fitness popularity freight train to rediscovered heights. 'Rediscovered' because in two other eras - the 1890's and the 1930's - USA bicycle racers were the top dogs in the world. Now, again, some of the most popular professional riders in Europe (still the sports' "home") are young North Americans. Reno, Nevada-bred Greg LeMond is touted as being potentially the best cyclist of the 80's!

In 1982, North Carolina hosted 19 separate race meets; these are formal, sanctioned events, attended by riders from many other states and even from other countries. Other training rides and touring events in which racers participate rounded out a very full calendar for bike enthusiasts. All classes and ages are provided for, from rank beginner to professionals, from toddlers to the very competitive "Masters" category (age 45 year+). Neighboring states, for example, have relatively few events - in 1982, Virginia - 4 races, South Carolina - 1 race, and Tennessee - 3 races!

It is hard to guess just why North Carolina has so much activity, except obviously luck has allowed a large number of enthusiastic athletes, bike race promoters and sponsors to mutually reinforce one another and develop these race events to a high level of sport. Each year, the reputation of N.C. races attract entrants from all over the country. A prime example of the flavor of Carolina racing is the "Tour de Moore". Starting in downtown Southern Pines, this 100 mile road race circles the perimeter of Moore County, as North Carolina Highway Patrolmen and various local police enforce a community accepted "rolling closure" of the public byways. Notable is the open accommodation by Moore County of a fringe sport, and the hospitality of Southern Pines residents who house and feed cyclists from all around the country. Promoter Bruce Cunningham and co-workers volunteer long hours to provide an event that now attracts, among others, the Canadian National team for at least a week long visit of Carolina Spring Sun.

Indeed tourism of a sort may be another aspect of cycle racing. A new and very successful race was presented this year by the Blowing Rock Chamber of Commerce. Bike races can be seen as relatively inexpensive sporting events whose participants, support crews and spectators bring revenue to



the host area. The 1982 leader in North Carolina must be seen as Biltmore Estates in Asheville, who presented a nationally acclaimed stage race (a meet with many events which has individual and overall winners). Asheville provided an idyllic background for this tough sport made tougher by the mountainous terrain. Professionals as well as amateurs competed, while press (including ESPN Cable sports) covered such athletes as Eric Heiden and the eventual winner, Canadian Steve Bauer. The 1983 Biltmore event promises to be one of the most important races in North America.

North Carolina bicycle racing also embraces the beginner and new enthusiast. "Novice" races for the inexperienced are a feature of most race meets and in Greensboro the Warnersville Bicycle Festival included a bike tour, a dirt bike race and wheelie contest as well as a full slate of sanctioned bike races. This event is hosted by a progressive black community and is heading toward its third year as a successful sports event and community relations focal point.

Much of the credit for the carolina racing success story must go to the knowledgeable and intelligent organization of the races themselves. In order to promote a bicycle race, certain steps are essential for a safe and popular meet - the North Carolina Department of Transportation is involved with course selection and approval, the United States Cycling Federation provides the rules and format for the running of the events, and, usually, cycling club volunteers share the logistic chores. Local police and municipalities of course must cooperate as applicable. All these elements however have worked extremely well together and each good race makes it easier for the next as the general population receives more exposure to the exciting world of bicycle racing.

1983? Looks like more and more participation in the sport will virtually make inevitable the increase in races themselves. Hopefully many areas will add themselves to the race calendar and North Carolina will sustain its super reputation as the state of bicycle racing.

For referral to the USCF district representative, or your local racing club call the Bicycle Program Office.

(Many thanks to Dale Brown of Greensboro, co-sponsor of the Cycle de Oro/Mickey Truck Body Bicycle Racing Team, for submitting this article.)



BICYCLISTS: TAKE A PHOTO OF YOUR LOCAL STREET PROBLEM - The old adage that "a picture is worth a thousand words" is a useful concept to remember when a bicyclist seeks to remedy a specific road hazard such as a pothole, a dangerous drainage grate or roadway debris. Take a photo of the hazard, a polaroid-type photo will do. The photo should be sent, (accompanied by information on date, time, location, and description of potential danger), to your local street department and/or your local State Highway Division office. This photo will better exhibit the problem to the agencies which can correct it.

CHARGED WITH IMPEDING TRAFFIC? - Harold and Linda Rudicil were grateful to survive the accident which only slightly injured them but demolished their bikes. Their gratitude did not extend to the patrolman who investigated the accident and warned them that, had the car that hit them from behind had not also been hit from behind by another car, the Rudicils could have been charged with impeding traffic! Needless to say, the Rudicils were upset and more than a little concerned about their legal status as cyclists on the highway.

The accident had occurred on August 23, 1982 at about 12:20 p.m. as the Rudicils were cycling west on Highway 74 about two miles west of Shelby. After passing through an intersection, Harold was in front in the right portion of the right lane of a four-lane section of Highway 74, followed by Linda. A check in his rearview mirror revealed to Harold that three cars were following them, one in the left lane and two in the right. To avoid being crowded off the road, the Rudicils moved over to the center of the right hand lane. When Linda checked her rearview mirror a few seconds later, she saw that both cars in the right lane were still there and approaching rapidly. She turned back to check her position on the road and was hit by the car behind her. She then hit Harold and both slid across the surface of the highway. They learned later that the car which hit Linda had slowed down too late and too rapidly and was hit from behind by a second car, forcing the first car to collide with Linda. Both of the Rudicils were taken to the hospital. Harold was treated and released; Linda was kept overnight for observation of a possible ruptured spleen.

Could the Rudicils have been charged with impeding traffic? Are the legal rights of cyclists in jeopardy?

The Rudicils called on Judi Wallace, Chairperson of the North Carolina Bicycle Committee, asking her to consult the appropriate legal experts in the State government. In turn, Wallace brought the matter to the attention of the six other Committee members and referred the matter to Blackwell Brodgen, Jr., an Assistant Attorney General for the North Carolina Department of Transportation, who is himself an active cyclist.

Brodgen consulted the North Carolina Vehicle Code and the Department of Crime Control and Public Safety section which advises the North Carolina Highway Patrol. When the investigating trooper was contacted he stated that he had, in fact told the cyclists that they could be charged with impeding traffic but tried to contact them after he learned that he was in error. In fact, a cyclist who is traveling on a highway which is not a fully-controlled access highway or Interstate cannot be charged with traveling at such a slow speed as to impede the normal and reasonable movement of traffic.

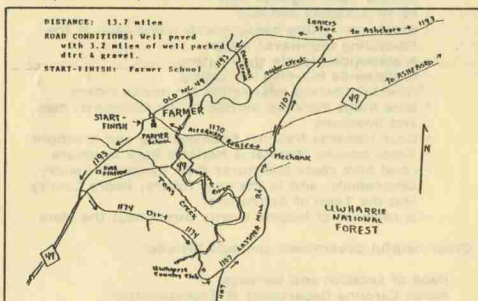
However, Brodgen, the Crime Control and Public Safety section, and the North Carolina Bicycle Committee are concerned that cyclists in North Carolina continue to exercise extra caution in order to protect themselves from the kind of accident which occurred to the Rudicils. Inattentive, careless, belligerent, and drunk motorists are a reality and cyclists must be prepared to deal with them. North Carolina cyclists do have the "right" to the road but should not be "dead right."

The Rudicils are reassured now and have recovered the cost of their bicycles. Lingering pains serve as a reminder of their misfortune on Highway 74. But thanks to their persistence, the North Carolina Highway Patrol has been reminded that cyclists are vehicle operators who cannot be pushed aside. (This article provided by Judi Wallace, Chairperson of the North Carolina Bicycle Committee.)

BICYCLE PROGRAM ESTABLISHING FILE OF SUGGESTED BICYCLE ROUTES - Requests for bicycle touring information increase each year. Although the network of North Carolina's "Bicycling Highways" continues to grow, the Bicycle Program cannot always answer a specific request for a good, safe bicycle route from point A to point B. In an effort to expand our knowledge of suitable bicycle routes, we are beginning to collect information from avid bicycle tourists throughout North Carolina. We will create a file for each of these routes, which will then be available as a reference for interested bicyclists. The more popular routes will be featured in future "Bike Info" articles.

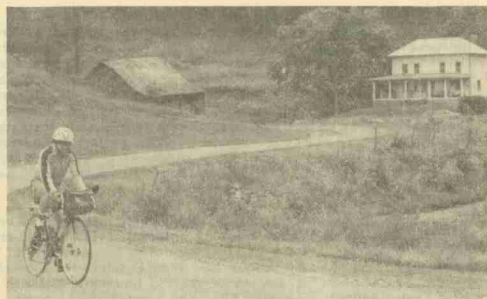
If you have a regular loop ride of 15-100 miles in your area or a good route to a major point of interest (state park or historic site, recreation area, the mountain, the coast, etc.) we would like to know about it. Please send us a brief general description of the route stating location, distance, type of terrain, availability of services, (stores, campgrounds, etc.) roadway condition, and points of interest. Please include a map of the route or written directions (turn right at SR 1150, left and NC 268, etc.) While this might seem like a lot to ask, the project won't work unless you participate. The information collected will become a tremendous resource for all touring bicyclists. And, just think, someone else might submit the very route you need to get to the beach, and we'll have it on file for you!

Below is a sample of the type of information which we are seeking. This map is taken from the publication "Randolph County Bike Trail of the Month", which was sponsored by the Randolph County 4-H and the Asheboro Parks and Recreation Department. Copies of this publication can be obtained from Dick Peterson, Randolph County 4-H, 2222 S. Fayetteville Street, Asheboro, North Carolina 27203.



OLD 49 - UWHARRIE RIVER TRAIL

GENERAL DESCRIPTION: The trail winds through a very beautiful part of Randolph Co. & the rider will enjoy a wide variety of scenery from the magnolias & flower beds at Tom's Creek to the bridge over the Uwharrie River near Uwharrie Country Club. The entire trail covers 13.7 Mi. but can be cut to 6.8 mi. by taking an alternate route. Begin at Farmer School and proceed on Old NC 49 & cross New NC 49 & continue on SR 1174. This road is unpaved & consists of a hard dirt & gravel surface. From here to the deep-water bridge, which crosses the Uwharrie River, which is one of the most scenic spots in the area. The hard dirt surface is 3.2 miles & than paved surface resumes. Spots of interest include the Uwharrie Golf Club, the Uwharrie National Forest, Mechanic Community & the Science Hill Friends Meeting. There are several steep hills which should provide a challenge for the biker. The alternate route, SR 1170, cuts the total distance to only 6.8 miles.



IT'S TIME TO START PLANNING YOUR SUMMER BICYCLE TOURS

- As the sport of bicycle touring becomes more and more popular with an ever increasing segment of the general population, requests for information from the Bicycle Program have multiplied greatly. Many people know about the maps which the Bicycle Program has produced (see above article), which guide bicyclists to some of the more lightly traveled back roads of the state, but most people do not realize what a wealth of additional information can be obtained from the Bicycle Program and other North Carolina governmental agencies.

Besides route guides for our five long-distance touring routes, the Bicycle Program can provide the following:

- Official state highway map
- Ferry schedule and map
- Brochures listing campgrounds along each of the "bicycling highways" routes
- A statewide bicycle shop listing
- A statewide bicycle club listing
- "How-to" touring information for novice riders
- Blue Ridge Parkway bicycle policy statement, map and brochure
- Cape Hatteras National Seashore map and brochure
- Great Smokey Mountains National Park brochure
- Local bike route brochures from Randolph County, Greensboro, and in the near future, Moore County and the Town of Swansboro.
- A calendar of bicycle events throughout the state

Other helpful government contacts include:

Head of Location and Surveys
North Carolina Department of Transportation
P.O. Box 25201
Raleigh, North Carolina 27611

Several types of maps produced by the Department of Transportation are of use to bicyclists wishing to plan their own routes or to supplement the information in the "bicycling highways" guides. Helpful maps include:

- Individual county maps, at a scale of 1" = 2 miles, 25¢ apiece
- average daily traffic count maps at the same scale, 50¢ apiece

Travel and Tourism
Department of Commerce
Box 25249
Raleigh, North Carolina 27611

A variety of tourist information is available from this office. Among the most useful are:

- Camping and Outdoors Directory
- Accommodations Directory
- Calendar of Events
- Brochures on specific local areas

Trails Coordinator
Division of Parks and Recreation
Department of Natural Resources and
Community Development
P.O. Box 27687
Raleigh, North Carolina 27611

This office provides brochures on:

- recreational trails and opportunities
- each of the State Parks

North Carolina Historic Sites
Division of Archives & History
Department of Cultural Resources
Raleigh, North Carolina 27611

State historic sites make interesting destinations for bicycle trips. This office provides:

- information on the State Historic sites system
- brochures for each individual site

Geological Survey Section
Department of Natural Resources and
Community Development
P.O. Box 27687
Raleigh, North Carolina 27611

Many people like to have detailed information on terrain and elevations when planning a trip. This office provides the following:

- orthophotoquad maps at a scale of 1:24,000, \$2.00 apiece (index available free)

National Forest Supervisor
P.O. Box 2750
Asheville, North Carolina 28802

National Forest areas often provide interesting wilderness bicycle touring opportunities. Helpful information available from this office includes:

- Director of North Carolina National Forest Recreation Areas
- Brochures of Nantahala, Pisgah, Uwharrie and Croatan National Forests
- Detailed trail maps of the National Forest areas



The Bicycle Program also maintains files of touring information for other states and a few foreign countries. There are several good "how to" touring books in our library. Although we cannot distribute this information, you can come by the office and use the materials for planning your trip. It is a good idea to call first to be sure a staff person will be available to help you. If we do not have what you need on hand, there is a good chance that we can at least put you in contact with someone who does.

SOME TRUTHS FROM "MYTHS AND ERRORS" - In 1979 the Bicycle Program published a booklet entitled *Some Myths and Errors in the Field of Bicycle Facility and Program Development*. This booklet, written by John Williams, a bicycle planner, highlights mistakes and outdated ideas too frequently accepted as maxims by planners and engineers who develop bicycle facilities.

Two of these myths deal with perceptions of what bicyclists want and what they need, especially with regard to the provision of separated bikeways:

Myth #5: It's easy to figure out what people want; just ask them. Often, when someone is putting together a plan for bicycle facilities, he or she sends out a questionnaire. It usually has a question like: "Would you ride your bike more if there were XXXX in our community?"

Unfortunately, many people have never seen XXXX. They may have a vague idea of what it is. They may have heard of another town where XXX is popular.

That amount of knowledge is not a good base for making a rational decision. It is better to ask people what they think is wrong with what they have. At least they will have first hand experience with their problems. Once the problems have been brought out, appropriate solutions may be found - solutions that fit the need rather than the fact.

Myth #6: Bikes need bikeways like trains need tracks. While some people say they won't ride until there are bikeways everywhere, most people seem to get along without. This does not mean that bikeways don't have a place in scheme of things.

They do. But they must be seen as part of a total package. Thus, a bikeway may be used to get the kids beyond a barrier on the way to school. But when they are out riding in their neighborhood, they can probably do without a fancy facility.

One of the great disappointments of the early 70's came from the tremendous number of heroic bikeway plans that proposed to 'cover the town' with bike lanes and paths. Most of those plans are still sitting on the shelf because the planner or engineer was in the grasp of myth #6.

Copies of "Myths and Errors" are available from the Bicycle Program office.

THE 1983 CALENDAR OF EVENTS - Last year the Bicycle Program produced a calendar listing all the major bicycling events taking place in North Carolina. It was such a popular item that we decided to do it again. If your organization is sponsoring a major race, tour, century ride, festival, rally, etc., which would be of interest to other bicyclists in the State, we would like to know about it. Information which we need includes the name, location and date(s) of the event, the name of a contact person, and that person's street address, city, and telephone number (see sample below).

Name of Event: Carolina Crossing
Location: Asheville to Ocracoke
Dates: July 16 - July 30
Contact Person: Mel Murray
Address: P.O. Box 2436
City: Winston-Salem, N.C. 27102
Phone: (919) 785-0677

Please fill out one of the attached forms for each event you want listed. We must have this information by February 28 in order to include it on the calendar. Calendars will be available for distribution in mid-March. Please let us know if you would like to receive a copy.

Name of Event: _____
Location: _____
Date(s): _____
Contact Person: _____
Address: _____
City: _____
Phone: _____

"CAPE FEAR RUN" SOON TO BE AVAILABLE - The Bicycle Program will soon complete the mapping of Route "E" of the Bicycling Highway system. The Cape Fear Run, as it is named, outlines a bicycle route from Apex, just south of Raleigh, to Southport. This 160 mile route roughly parallels the course of the Cape Fear River, on its run through the coastal plain to the sea. Notable points of interest include Jones Lake State Park, Moore's Creek National Military Park, the USS North Carolina Battleship Memorial, the historic port of Wilmington, Carolina Beach State Park, Fort Fisher State Historic Site, the Marine Resource Center, and Historic Southport.

With the publication of this route guide, the Bicycling Highways system will cover approximately 1,500 miles of lightly-traveled country roads. Other route guides include the Mountains to Sea (700 miles from Murphy to Manteo), the Piedmont Spur (200 miles, from Morganton to Snow Camp), the Carolina Connection (180 miles, from Kerr Lake to Mason's Crossroads, and Ports of Call (a 300 mile coastal route from Calabash to Corapeake).

The Cape Fear Run guide will be available in mid-February. If you would like to receive this map set, or any of our other guides, please contact the Bicycle Program office.

NORTH CAROLINA BICYCLING HIGHWAYS



Cape Fear Run

RIDING BICYCLES ON INTERSTATE ROUTES IS ILLEGAL IN NORTH CAROLINA - As a result of a bicycle fatality on Interstate 40 near Raleigh in November, the Bicycle Program has received numerous inquiries regarding the legal status of bicycling on Interstate highways. There is no specific law prohibiting bicycles from using Interstate highways. However, the General Assembly, many years ago, empowered the Board of Transportation with the ability to adopt general ordinances governing the operation of vehicles on the state's highway system. Using this authority, the Board adopted the following ordinance regarding the use of bicycles:

"Section 15.1. It is unlawful for any person to ride any animal, or to operate a bicycle or horse drawn wagon or any nonmotorized vehicle, on any Interstate or other fully controlled access highway."

The ordinances, when adopted by the Board, take on the same meaning as legislation adopted by the General Assembly. Therefore, the ordinances are law and it is illegal to ride a bicycle on the Interstate. The primary difference is that laws take action from the General Assembly to change; whereas, ordinances take only the action of the Board of Transportation.

Permission to ride on the Interstates is a growing issue among many bicyclists. They are requesting changes in these regulations due to the 55 mph speed limit and the fact that Interstate highways are better built, wider and generally safer. A national study found that the average speed of traffic on Interstates was just over 56 mph. Approximately half of the states have opened all or portions of their Interstate systems to bicycles. Nevertheless, the law remains in North Carolina not allowing bicyclists on any Interstate highway. The regulation should, however, cause no problem to bicyclists since the state has one of the largest and best maintained highway networks in the nation and bicyclists can get anywhere they want to go on streets and highways where they are legal.

BIKE INFO SURVEY BRINGS INTERESTING COMMENTS -

Last issue, we surveyed the readership to help determine the direction and emphasis for future newsletters. Responses are regularly coming in giving support for many of the topics we cover and making numerous good suggestions. We presently have a fifteen percent (15%) response and will make an overall report in the next issue. However, two items stand out which should be brought to your attention at this time.

- 1) **The Media** - Several people suggested that we provide copies of Bike Info to the media (newspapers, radio, and television). We are presently distributing copies of Bike Info through regular mailings from the Department's Public Affairs office. The media, however, does not usually pick up on the items Bike Info generally offers. You can show your interest and support in bicycle matters by contacting the local media with requests to highlight certain Bike Info items. The Bicycle Program staff is very willing to work with the media on expanding or localizing any item.
- 2) **The Newsletter Mailing List** - Many of you requested that we add to our mailing list large groups of people (i.e., all legislators, all police chiefs, etc.) By a strict interpretation of the law governing the distribution of state government newsletters, we cannot do this. However, we will be very happy to add any individual list of individuals which you provide to us along with their addresses and zip codes. We will forward a complimentary copy of Bike Info to these people, informing them that we have received a request that their name be placed on our mailing list.

The Bicycle Program thanks each of you who have returned their questionnaire and urges others to do so. The responses thus far are even more helpful than anticipated.



North Carolina is for Bicycling

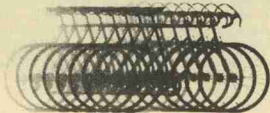
1983 NORTH CAROLINA BICYCLE WEEK IS MAY 2-8 - Plans are underway to, once again, promote bicycles and bicycling in the State this May. For a second year, we are keeping our 1982 theme, **North Carolina is for Bicycling**. We urge all communities to begin planning special bicycling events.

In addition to local bicycle activity, two statewide efforts culminating with Bicycle Week are underway:

- 1) **Bicycle Poster Contest** - Plans have begun for local poster contests, following the above theme, which will generate winning posters from grades 4, 5, and 6 for competition at the state level. Interested people should contact their city or county recreation department for details of local contests.
- 2) **Bicycle Awards Program** - Each year the North Carolina Bicycle Committee recognizes outstanding bicycle efforts within the following categories: local area, individual, school, business, media and civic organization. We welcome suggestions or entries from anyone knowing of such work.

"Bike Info" is the official newsletter of the Bicycle Program, North Carolina Department of Transportation. All communications with reference to the content of this newsletter should be forwarded to the Bicycle Program at the above address.

Bike Info
PO Box 25201
Raleigh, NC 27611



100 WAYS TO SAY VERY GOOD

People thrive in a climate of love, so give family, friends, and work associates plenty of praise, warmth and physical signs of affection. People need pats, smiles, and approval.

Look for good behavior you want to strengthen, then say "very good" to people in a variety of ways. Here are some suggestions:

I'm proud of the way you worked today.
You're doing a good job.
You've just about got it.
That's the best you have ever done.
THAT'S IT!
Congratulations!
I knew you could do it.
That's quite an improvement.
How you've figured it out!
You are doing that much better today.
Now you have it.
Not bad.
GREAT!
You are learning fast.
Keep working on it, you're getting better.
Good for you!
Couldn't have done it better myself.
You make it look easy.
You really make my job fun.
That's the right way to do it.
One more time and you'll have it.
You're getting better every day.
You did it that time!
That's not half bad!
WOW!
That's the way!
Nice going.
Now you've figured it out.
SENSATIONAL!
You haven't missed a thing.
That's the way to do it.
Keep you the good work.
That's better.
Nothing can stop you now!
That's first class work.
EXCELLENT!
PERFECT!
That's the best ever.
You're really going to town.
FINE!
Way to go.
Now you have the hang of it!
Congratulations! You got it right.
You've got your brain in gear today.
Much better!
WONDERFUL!
You've just about mastered that!
That's better than ever.
Nice going.
OUTSTANDING!

Now that's what I call a fine job!
You did that very well.
You must have been practicing!
FANTASTIC!
You're doing beautifully.
You're really improving.
Right on!
SUPERB!
Good remembering!
Keep it up!
You did a lot of work today!
You've got that down pat!
You certainly did well today.
TREMENDOUS!
You're doing fine.
Good thinking!
You are really learning a lot.
Keep on trying!
You outdid yourself today!
I've never seen anyone do it better.
Good for you!
Good going!
I like that.
MARVELOUS!
I'm very proud of you.
I think you've got it now.
You figured that out fast.
You remembered.
That's really nice.
It's a pleasure to teach when you work like that.
You're right!
CLEVER!
That makes me feel good.
That's great!
That's it!
Way to go.
Well, look at you go!
TERRIFIC!
You've got it made.
That's RIGHT!
You're on the right track now!
That's GOOD!
You are very good at that.
That's coming along nicely.
That's very much better!
GOOD WORK!
I'm happy to see you working like that.
You're really working hard today.
OK

AS A SALARIED STAFF PERSON WORKING WITH VOLUNTEERS, I AM MOST EFFECTIVE. . .

When I have a good relationship with the volunteer -- not a boss/worker relationship, but one as a co-worker.

When I have a clear understanding myself of the specific task that needs doing.

When I respect the volunteer's time and utilize only what is necessary.

When I think the program has real value.

When I overcome my attitude of "putting another person out" when I request assistance from them.

When I can help others to do something they want to do and realize satisfaction.

When I am truly convinced of the value of volunteerism.

When volunteers are dependable, cooperative and creative.

AS A VOLUNTEER, I AM MOST EFFECTIVE. . .

When I have a good relationship with the salaried person -- not a boss/worker relationship, but one as a co-worker.

When I have a clear understanding myself of the specific task that needs doing.

When I respect the salaried person's time and utilize only what is necessary.

When I think the program has real value.

When I overcome my attitude of "putting another person out" when I request assistance from them.

When I can help others to do something they want to do and realize satisfaction.

When I am truly convinced of the value of volunteerism.

When salaried persons are dependable, cooperative and creative.

Courtney Schwartz
VA TECH
1982

Virginia Cooperative Extension Service programs, activities, and employment opportunities are available to all people regardless of race, color, religion, sex, age, national origin, handicap, or political affiliation. An equal opportunity/affirmative action employer.

Issued in furtherance of Cooperative Extension work, Acts of May 8 and June 30, 1914, and September 30, 1977, in cooperation with the U. S. Department of Agriculture, Mitchell R. Geasler, Interim Dean, Extension Division, Cooperative Extension Service, Virginia Polytechnic Institute and State University, Blacksburg, Virginia 24061; M. C. Harding, Sr., Administrator, 1890 Extension Program, Virginia State University, Petersburg, Virginia 23803.



Sponsored by the IFYE Association of the U.S.A., the 1983 4-H International Photo Contest and Exhibition is open to all Association members. Sort through your finest photographs from your 4-H International experience (see rule 2 below). Then enlarge to 8"x10" size prints the one(s) you want to enter, and send to the Editor of IFYE NEWS by May 31, 1983. Winners in both Color & Black & White categories will receive camera accessories, film, and photo albums. The GRAND PRIZE is a KODAK COLORBURST INSTANT CAMERA!

We know that you have captured some outstanding moments on film during your international exchange program. You know it too! Now here's your chance to get some recognition for it at the National IFYE Conference this summer in Illinois as we exhibit the best photos in the World of IFYE. Will yours be there?

Winning entries may also later be published or put on display at various international functions to promote 4-H International programs and to spread enthusiasm for cross-cultural exchanges and education. This is also another way we can be involved in preparing for the International Year of Youth, 1985.

Enter by May 31! Remember, it takes time to have enlargements made. Our mailbox is getting excited!

CONTEST RULES AND REGULATIONS

1. No entry fee is required. But only life members or 1983 dues paying members of the National IFYE Association are eligible.
2. All entries must relate to a personal 4-H International experience, photographed during the time of participation. Programs include: IFYE, YDP, YASEP, CHINA, PRYLE, LABO, HOST FAMILY OR TRAVEL SEMINAR. Subject matter of photos may include people, scenery, signs, animals, you choose the theme, but see Rule 7.
3. Only 8" x 10" prints are eligible. No slides, negatives, etc. All entries become the property of the IFYE Association of the U.S.A. and cannot be returned.
4. Photos will be judged in two categories: 1) Black and White; 2) Color.
5. Grand Prize is a KODAK COLORBURST INSTANT CAMERA for the most outstanding photo. Other prizes for 1st & 2nd runners-up and honorable mention in Black & White and Color categories include camera accessories, film, and photo albums. EACH ENTRANT WILL RECEIVE A CERTIFICATE OF PARTICIPATION. Prizes will be awarded at the National IFYE Conference in Peoria, IL on the first day of the Conference, August 1, 1983.
6. Photos will be judged by a panel of three judges: One 4-H International program alum; One professional photographer - independent from 4-H programs; and One journalism expert.
7. Photos will be judged on these criteria:
 - 1) Usefulness in promoting 4-H International
 - 2) Composition and contrast
 - 3) Creativity and originality
 - 4) Cross-cultural flavor
 - 5) Clarity of message to audience
 - 6) Emotional affect
8. Photos must be clearly labeled by a large sticker on the back of the photo, with the following information:
 - 1) Name, address, and phone number
 - 2) Brief caption of photo
 - 3) Name of program: IFYE, YDP, etc. & year
 - 4) State represented and Host country
 - 5) Story behind photo & background information
 - 6) (Optional) Brand of camera & film used, speed, lens size, f-stop.
9. DO NOT MOUNT OR FRAME PHOTOS BEFORE MAILING. Just send FIRST CLASS in a protective envelope.
10. Winners will be notified by mail in July. Certificates of participation will be mailed after the National IFYE Conference to those unable to attend. Entry deadline: May 31, 1983. Send to IFYE Association, National 4-H Council.



Deadline: May 31, 1983

**SEE
"ONE DRINK
TOO MANY"**



**An audio-visual
presentation meant to
help stop drinking
and driving**

Drunk Driving Is A National Problem...

Each year, one out of every two traffic deaths involve drivers who drink. Each year 25,000 people, or 500 a week, lose their lives in alcohol-related crashes. And the victim could be you, a member of your family or someone you know.

The problem is most people can't tell when they're too drunk to drive. Or if a friend is. And when they do decide it's not safe to drive, most people don't know what to do about it.

We'll start you thinking...

Hard-hitting, factual, compelling, this audio-visual presentation is alive with answers. It comes up with solutions that are workable and practical. These are solutions you can use yourself, for your friends, and in your community.



A complete program...

Filmed with actors, sets, special effects, graphs, the presentation comes complete with a guide you can use to stimulate discussion. Combining the audio-visual and discussion periods, you have an effective program that can last from a half-hour to an hour or more.

A worthwhile meeting...

Here's an opportunity for you to get the latest sociological thinking on drinking and driving—dramatically presented.

It is also a chance to start a constructive discussion that may help your community solve this problem. Through groups such as yours, we can get people involved and working together for results.

Do your part. Here's how.

Contact a new car, truck, or tire dealer in your community.

Ask if he's a current member of the Dealers Safety and Mobility Council. If he is, ask if your group can arrange to see the "One Drink Too Many" presentation. He'll be happy to cooperate.

DEALERS UNITED FOR SAFETY.

Across the country, thousands of new car, truck and tire dealers have joined together to form the Dealers Safety and Mobility Council. Headquartered in Washington, D.C., the Council develops practical answers to traffic safety problems.

Before this program began, four thousand dealers were asked to select important safety issues in their communities. Over 72% chose drinking and driving as a serious concern.

Make your next meeting a constructive, activity-oriented session. See your participating dealer today—and borrow this hard-hitting audio-visual program and discussion guide!

If your dealer is not a member of the Dealers Safety and Mobility Council, ask him to call 202-857-1253.



©1982 Dealers Safety and Mobility Council
1776 Massachusetts Ave., N.W.
Washington, D.C. 20036

SEE "CAR CARE FOR SAFETY"



**The New
Audio-Visual Presentation
for People Who Drive.**

A COMPLETE SAFETY PROGRAM

Did You Know?

A dirty headlamp can cut your light output by as much as 75%. A figure that normally shows up like the one on the left, shows up like the one on the right. Not very safe is it?



—75%

No doubt about it. There are many simple and practical things *you* can do to drive more safely.

In Just a Few Minutes

This presentation will show you how and when to perform several necessary and basic safety checks—all simply explained and demonstrated in the audio-visual format using words and pictures.

Better Communications

And when you think you have a problem that requires professional service, we'll show you how to talk with your service advisor to get better results. Because as studies show, poor communications from the public to the service advisor is one of the biggest causes of dissatisfaction.

Get Your Group Involved with Safety

Here's a way to encourage safety in your community and gain valuable information as well. Filmed with actors, sets and special effects, "Car Care For Safety" comes complete with a guide you can use to stimulate discussion. Combining the audio-visual and discussion activities, you have an interesting, informative program lasting from half-an-hour to an hour or more.

Contact Your Dealer

To borrow this program FREE of charge, simply contact a new car, truck or tire dealer who is a member of the Dealers Safety and Mobility Council. He'll be happy to cooperate.

DEALERS UNITED FOR SAFETY

Across the country, over 8,000 new car, truck and tire dealers have joined together in the Dealers Safety and Mobility Council. The Council works to develop practical answers to traffic safety problems.

Before this program began, 4,000 dealers were asked to select the most critical safety issues in their communities. "Car Care For Safety" ranked high on their list.

Make your next meeting an instructive and interesting session. See your participating dealer today—and borrow this program.

If your dealer is not a member of the Dealers Safety and Mobility Council, ask him to call 202-857-1253.



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Federation for Safety and Mobility
1776 Massachusetts Ave., N.W.
Washington, D.C. 20036

**Drinking
Drivers Are
EVERYBODY'S
Business!**



**GET
CONCERNED!**

North Carolina Governor's Highway Safety Program

THE PUBLIC MUST GET CONCERNED

Whether or not an individual drinks is a personal matter; when a drinker gets behind the wheel, it's a **public matter**. It's everybody's business.

What can you do?

1. Be alert to drunk drivers when you are driving. Watch for tell-tale signs, such as weaving, over-reacting, excessive speed, flagrant display of a bottle, driving on the shoulder of the road, posture of the driver.
2. Leave the road, find a telephone and call the nearest law enforcement agency (the operator will assist you). Give them all the information you can about the car: color, make, license number, approximate location.
3. You won't have to reveal your name. This could save someone's life.

What else can you do?

You can let elected officials know that you are concerned that so many DUI cases are treated lightly by some judges; that you want to see the law enforced.

You can make a personal pledge not to get behind the wheel after you have been drinking.

HOW SERIOUS IS THE PROBLEM?

Of 143,327 reported
automobile accidents in North
Carolina in 1981 —

22,424 were known to have been
alcohol-related

6,514 were suspected of being
alcohol-related

448 people were killed and

18,728 were injured in known
alcohol-caused accidents

514 people died and

3,797 were injured in alcohol-
suspected accidents.

There is no question that alcohol causes
killing and suffering on North
Carolina's more than 76,000 miles of
roads and highways.

YOUTH DRINKING: A GROWING PROBLEM

Drinking among our youth
is increasing at an alarming rate.
Three out of five teenagers drink once
a month...about three out of 10 who
are in the 10th - 12th grades could be
problem drinkers.

Automobile accidents are a leading
cause of death among those 16 to 19
years of age.

Arrest figures for 1981 in North
Carolina for driving under the influence
hint at the extent of the problem among
the young:

18 and below	4,845
19-25	36,652
26-35	26,521
36-45	13,936
46-55	8,502
56-65	4,150
Over 65	1,122
No age specified	673

That's a total of **96,404** people!

Only a small percentage of drinking
drivers are arrested, so the situation is
far worse than these figures indicate.

A HIGH PRICE TO PAY

The price of being ar-
rested and convicted for DUI is
high, and not just financially. There
are also:

- Publicity and public embarrassment
- Possible loss of driver's license
- Possible loss of job
- Possible jail sentence
- Increased insurance premiums
- Cost of hiring a lawyer

The first DUI conviction could net
a fine of not less than \$100, or more
than \$500, six months in jail, or both.
Additionally, the Division of Motor
Vehicles will revoke your license for
one year.

A second DUI conviction within a
7-year period could bring an automatic
jail term of not less than three days, or
more than one year; a fine of not less
than \$200, or more than \$500, and loss
of driver's privileges for four years.

A third conviction could result in a
prison sentence of from three days to
two years, a fine of not less than
\$500, and permanent loss of
license.

When you add it all
up, it hardly seems
worthwhile to get be-
hind the wheel of a
vehicle if you have
been drinking.

GET CONCERNED... YOU'LL BE IN GOOD COMPANY!

"Drinking drivers are everybody's business. Local, county, and state police need the help of every citizen if we are to get the drinking driver off our roads."

Gov. James B. Hunt, Jr.

"The drinking driver has been and continues to be the greatest killer on our roads. The public can no longer take a passive view of this growing problem."

Col. Edwin Guy, Coordinator of the Governor's Highway Safety Program, and former Commander of the State Highway Patrol.

"It is important for the public to understand that the patrol is not interested in establishing DUI arrests, but rather in removing from our highways every drinking driver possible. With the help of responsible drivers, we will progress toward this goal."

**Col. John T. Jenkins, Commander
North Carolina Highway Patrol**

"Driving under the influence remains a serious law enforcement problem that requires increased citizen awareness and participation if enforcement efforts are to be successful, and if the number of individuals driving under the influence is to be decreased. It is imperative that the police and the public work together to reduce the incidence of DUI cases."

**R.C. Eidson,
Commander of the Administrative
Division, Charlotte Police Department,
and President of the N.C. Police
Executives Association**

**North Carolina
Governor's Highway Safety Program
Raleigh, North Carolina**