



COMMUNICATING 4-H

Volume 3

Issue 2

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NEGOTIATION -- A KEY CONCEPT IN 4-H

Negotiation is defined as "a conferring, discussing, or bargaining to reach agreement". An effective negotiation must depend on effective interface between individuals and groups whose areas of specialization often have some common ground. The negotiation often brings to a situation the common ground to assist in reaching the final decision. In 4-H, this is the role of the 4-H agent.

Over time humans have found a way to resolve their differences without too much fighting. We do this in every walk of life. In 4-H, how do we negotiate without losing ground? Everybody negotiates. These skills are needed as we recruit people to participate in the 4-H program, as we secure resources to support the program.

Fundamentally, negotiating is a way of settling differences with a minimum of strife. It is a process of coming together in an agreement, an agreement must be based on consent. Our perception of the negotiation process is clouded by a cultural preoccupation with winning and losing. In 4-H, negotiating may be viewed as both competitive and co-operative. 4-H does compete with volunteer time. It does compete with the material resources of the community. We must recognize that we can never get 100 percent of what we want. The corollary of this is that we must learn to give in order to receive. 4-H work is a give and take situation. The attitude of win/lose in 4-H as we move to involve people is a dangerous one. Everyone has something to give. The questions is -- Do we ask for what we want or what the other person can give?

Good negotiators listen a lot more than they





talk. No matter how much the other person wishes to talk and argue, you cannot go wrong by being polite and composed. The most critical time to be quiet is when there is nothing more to be said. For many of us, the most difficult word in the language is "no". This is the time to be patient, listen and often the person will talk themselves into a "yes".

In final analysis, to win in negotiating one must (1) define the problem, (2) decide what you want, (3) design a strategy and (4) do it. Fundamentally, the process of negotiating stems from stimulation, which in turn, is followed by emotional reaction, leading to a specific behavioral response. We wish for people to change, without change occurring in us. 4-H does depend on our ability to negotiate with other people. Negotiation is a term we do not use often, but one we need to read about and study. It is a way of life in the real world.

Dalton R. Proctor

CALENDAR OF EVENTS

Enclosed please find two copies of our 1987 Calendar of Events. We do not have a large quantity on hand, therefore, if you need additional copies, please copy for your use.

Dalton R. Proctor

CAROLINA FARMER OPPORTUNITY

In the near future, counties will be given the opportunity to participate in a fund-raising project sponsored by the **Carolina Farmer**, a statewide newspaper published in Greenville, NC. The paper should market well with farm groups, including agricultural businesses. The paper contains an excellent section on "Carolina Gardner". This section should appeal to both farm and non-farm groups. All proceeds from the sale of the paper will remain in the county. The county will determine the use of the funds. If you have questions, please call me.

IMPORTANT

Decisions on fund raising is made at the county and local levels. Often we will give companies permission to contact agents. This does not necessarily mean that we are encouraging participation. It is an opportunity for counties. The decision to participate may be



yes or no.

Dalton R. Proctor

**1987 4-H AND HANDICAPPED
YOUTH INITIATIVES PROGRAM
GRANT**

Two 4-H groups in North Carolina have been awarded a 1987 4-H and Handicapped Youth Initiatives Program grant of \$500.00 each. These funds were provided by the Dr. Scholl Foundation of Chicago, Illinois.

Forty-five proposals representing 23 states were submitted by 4-H across the nation. The 45 proposals requested a total of \$23,597.25. Twenty-one proposals from 17 states received funding.

Receiving the two grants were Mr. Danny Rash of Piney Creek, NC (Alleghany County) and Ms. Margaret Phillips of Halifax, NC (Halifax County).

We salute these counties in obtaining funding for 4-H work.

Dalton R. Proctor

DONOR LETTERS

Thank-you letters to donors are important! Enclosed is a sample letter to a donor. Please continue to encourage all 4-H'ers to write letters of appreciation to donors.

Dalton R. Proctor

**\$120 LEADERSHIP CAMP
SCHOLARSHIPS IN EACH
COUNTY**

The Cooperative Council of North Carolina announces the 12th annual Cooperative Leadership Camp during the week of June 15-19, 1987 at White Lake, North Carolina. Cooperatives in all North Carolina counties offer \$120 scholarships for selected youth to attend this leadership cooperative educational experience (travel expenses included). Copies (2) of the brochure describing Cooperative Leadership Camp are enclosed.

4-H Agents are encouraged to contact their local cooperative's public and member relations representative regarding scholarships. Cooperatives include local Farm Credit Systems, Electric Membership Corporations, Telephone Membership Corporations and Southern States, Inc. Currently many cooperatives are selecting

outstanding youth leaders to participate in this intensive leadership training and educational experience. These scholarships provide a unique way for county 4-H programs to recognize outstanding 4-H'ers without using the 4-H program budget.

Contact Bob Usry, Extension Economics Specialist (4-H/Youth Economics), at 919/737-3893 if you have any questions regarding the Cooperative Leadership Camp or cooperatives in your county.

Robert H. Usry

**WILDLIFE PROJECT
ORDERS**

Its time to order 4-H Wildlife Projects! Several years ago, the decision was made to order Wildlife Curriculum from National Council once every two years. 1987 is the year to order materials for the next cycle.

Please carefully calculate the number of publications you will need until Spring, 1989 and submit those numbers on the enclosed Wildlife Order Form. The order will be processed and mailed to National Council by April 1, so we must have your order by March 15.

Please take a few minutes to place your Wildlife Project Order today.

Sharon Runion Rowland

IFYE NEWS

Many of you have read Janice Ivey's newsletters on her IFYE experiences. She made us proud as she represented North Carolina in Norway. Janice is available to conduct workshops or speak at county council or district programs. Reports from the state retreat indicate that she is a great workshop facilitator.

To contact Janice, write or call her at:

Janice Ivey
5118 Smith Dairy Road
Gibsonville, NC 27249
(919)621-0131

Congratulations to our 1987 delegate to Luxemburg. Miss Edith Cowper from Gates County

will be leaving from Washington, D.C. in early June and will return to North Carolina in December.

You will remember Edith as the 1986 Staff Associate who worked on 4-H Congress. She has also been employed by National Council as a Program Assistant.

Congratulations, Edith!

Sharon Runion Rowland

**4-H WORLD
UNDERSTANDING
MINI-GRANTS**

Looking for a way to create international understanding through 4-H? Want to create a cross-cultural experience for 4-H'ers and leaders? Write a mini-grant proposal and send it to the IFYE Association two months before your program. You could be eligible for seed money up to \$200.

Refer to the enclosed information.

Sharon Runion Rowland

ALL AMERICAN FOODS

Remember the project called All American Foods? This project is designed for 10-12 year olds and has good basic information.

We have 1,525 in stock in Larry Jackson's shop. They are yours for the asking. Just call Larry and he will send them until we are out.

Sharon Runion Rowland

**PROJECT SELECTION
SHEETS AND AWARDS
HANDBOOKS ARE HERE**

The Awards Handbooks (0-1-10) and the Project Selection Sheets (0-1-4) are here. Please order from Larry Jackson in Central Publications.

Sharon Runion Rowland

**OBJECTIVES FOR
NATIONAL CURRICULUM
PROGRAMS**

Several agents have asked for program objectives for cumulative record areas. The best summary of this is found in the February issue of 4-H Leader Magazine insert entitled "Summary of Programs." We are including an extra copy. Please file this information with your Awards Handbook, so you will have information when needed.

Two program areas, Home Management and Plant and Soil Science, now carry national trips to the four national winners only. The North Carolina 4-H Development Fund will pick up those two areas since they are listed as having trips.

If you have questions when you do the comparisons, please call.

Sharon Runion Rowland

**New 4-H Agent
Orientation Training**

Dates for new 4-H worker orientation training have been established for 1987. This training series is designed for extension agents with 4-H responsibility in the first year of employment. The schedule is as follows: February 17-19 - Curriculum; May 5 -7 - Volunteerism; September 10-11 - Evaluation and Marketing.

Mike Davis

District Contacts

State Staff District Contact persons are as follows:

- Northern Piedmont - Sharon Rowland
- Northwest - Dr. Judy Groff
- West - Dr. Thearon McKinney
- Southwest - Dr. Ed Maxa
- South Central - Dr. Candace Goode
- Southeast - Roland Flory
- Northeast - Ann Frazier
- North Central - Dr. Mike Davis

It is hoped that 4-H programs and agents will benefit from having a state staff member particularly familiar with their county and district. An important part of the contact's role will be to assist in the 4-H portion of new 4-H agent orientation through visitation, assistance with planning, and establishment of a mentoring relationship with other agents, all in consultation with district and county directors. District contacts are also available to assist experienced agents upon call, assist in county 4-H program planning and review, and relate training and program needs to appropriate specialists.

Mike Davis

4-H ED-596 Travel Seminar

Fifteen 4-H agents depart March 8 for New York to study organizational development and expansion strategies being used in that state. They will also have a stop-over in Washington D. C. at the National 4-H Center. Course participants are Beth Dale, Ron Bailey, Ken Kindley, Bill Triplett, Denise Johnson, Stan Dixon, Travis Burke, A. P. Coleman, Howard Scott, Julie Landry, Frances Voliva, Martha Warner, Dale Safrit, Carolyn High, and Betty Green.

Mike Davis

State 4-H Staff Responsibilities

Enclosed is a recently updated summary of state 4-H staff areas of responsibility. Please retain this in your file for reference.

Dalton Proctor

BREADS

Two new complete program packages that track the art of bread making have recently been purchased. "Breads Made The Quick Way" and "Easy Yeast Breads" are designed to reach youth and adult audiences. The package includes a video tape, lesson plans, activities, judging guides and evaluation tool. Special emphasis is given to baking at high altitudes and importance of bread in a healthy diet.

The video for each segment illustrates the preparation steps of the two breads. Common beginner errors are discussed and tips for successful product results are given. Characteristics of a standard product and how to judge for standard quality are highlighted. The program would be appropriate in any delivery mode be it special interest, club or project group. It can stand alone or supplement a foods and nutrition or breads emphasis.

The complete package can be ordered through the visual media library. We presently have one copy but are investigating the rights to provide more.

Ann Frazier

BREAD AMERICA

In an effort to increase participation in the Breads Program, Fleischmann Division of Nabisco Brands has provided for a second year \$25,000 in grants for local, county and state 4-H programs. North Carolina is the recipient of \$4,000, the largest within one state for 1987.

Harnett County will develop a program entitled "Eat For Your Heart Delight." Under the leadership of Sue Gooden, 4-H Agent, and Jennifer Walker, Home Economics Agent, twelve 4-H volunteers and ten 4-H'ers will focus on the importance of complex carbohydrates and whole grains in one's diet. The teaching teams will use breads that are low in saturated fat, cholesterol, sodium and sugar to make their points. Working cooperatively with 4-H to teach good heart health will be the county's Heart Association, Diabetic Association, Health Department, Civic Organization and Extension groups. The programs will be available to a wide range of audiences by way of video tape.

A second grant was awarded to the State 4-H and Home Economics Departments. The development and packaging of a breads curriculum to target six to ten year and youth will at the same time allow older 4-H'ers the opportunity to participate in curriculum development. Objectives of the grant will be to increase the consumption of complex carbohydrates and dietary fiber, improve skills and knowledge related to breads for youth, but also provide additional opportunities for older youth to become actively involved in subject matter delivery.

The first stage of the State proposal will be a seminar for those who will be involved in actual development of the lessons. Recent district and state winners in the Bread and the Food and Nutrition Project will be invited to attend. The date for that session will be **March 20-21** or **March 27-28**. Work will begin Friday evening and conclude around 4 p.m. on Saturday. Should you have 4-H'ers who have not entered cumulative records but are knowledgeable and interested in the Breads Program, please let us know. We are interested in recruiting twelve to fifteen 4-H'ers and some volunteers to be involved at this stage. We will be able to share in the travel expense for the seminar and anticipate it will be the only time the entire

development team will be assembled.

During a Home Economics Retreat in August 1987, ten teams of 4-H'ers and coaches will be trained to share the bread curriculum in their counties. Teaching kits, supplies and promotional materials for the program are a part of the grant. Thanks to Fleischmann Yeast for the opportunity to advance 4-H, youth leadership and the Breads Program in North Carolina.

Ann Frazier

ATV CAMP

Welcome to the North Carolina ATVenture. According to your feedback, this project of training leaders and their youth in the areas of ATV safe riding, small engine repair and outdoor ethics is what is needed. The leader training will be conducted by Rocky Hall, Specialty Vehicles Institute of America, certified trainer. Rocky is also the trainer coordinator for a four state area so we feel we have the best. The training will take place the weekends of April 24-26 and May 1-3 from 8:00 p.m.-4:00 p.m. Participants must attend both weekends to become certified. Because of the short planning time, we need to have your leaders' application by April 1, 1987. Selections will be made and persons notified by April 10, 1987. Cost for the training is \$150 which includes trainer cost, meals, lodging and training vehicles. However, if a participant will agree and is selected to help teach a 4 day ATVenture Camp August 2-6, a partial refund, among other things, is available. See the enclosed brochure. Additional brochures will be sent with the other specialty camp brochures. Put a copy in your ATV dealerships and be prepared to duplicate applications.

Ed Maxa
Roland Flory
Robert McLymore

MIND YOUR BEESWAX
AND STICK TO HONEY

Dr. John T. Ambrose, Extension Apiculturist/4-H Beekeeping, wishes to remind agents that before sending in their 4-H'ers essay, check to make sure that they have sticking to the topic chosen for this year. The topic is "Products of the Hive and their Uses." According to Ambrose,

this means the participants need to write about Beeswax or Honey and their multitude of uses. Give him a call if you need some references to get started and do your 4-H'ers a favor and check those essays before sending them to Dr. Ambrose before April 15, 1987.

Ed Maxa

FIRE SAFETY LEADERS GUIDE

It's here! Almost. Reliable sources have said that the Fire Safety Leaders Guide will be available for order on **February 27, 1987.** It is a super publication and we trust you will use it for years to come. Say thanks to Robert McLymore, the Mechanical Science Curriculum Committee members, and Jimmy Tart when you see them.

Ed Maxa

THE ASSISTANT

The Assistant has been approved by the Agricultural Extension Computing Services and is scheduled for distribution in the near future. The users manual accompanying the software gives detailed instructions on how to use the program. Read the manual carefully, attempt to use the software, and then call us if you have problems. Agents who have earlier versions of The Assistant should destroy the pilot programs upon receipt of the "official" version. If you wish to use data bases created with the earlier versions, please send a back up copy of your data to Jeff Johnson. He will modify your data base and return the disk to you as soon as possible. Once you have had an opportunity to use the program, please let Jeff and I know how you are doing. We welcome all comments. Good Luck!

Candace Goode

GLAMOROUS POPULATION FIELD BECKONS

Careers in the population field hold "a rich and exciting intellectual challenge," says the Population Association of America.

For anyone considering a population career, the PAA has just published a wide-ranging new guide, "Careers in Population." What population careers? The field features such job titles as demographer, population specialist, and professor, not to mention writer/researcher.

Universities and colleges employ half the U.S.'s population specialists, the PAA estimates. Other employers: the Census Bureau and a host of federal agencies, where population specialists analyze statistics and supervise international population change, and a number of state governments maintain an office of state demographer.

Some 50 private organizations in the population field also employ their share of demographers. The biggest "growth industry," however, is currently the private sector, which is making use of demographic data and analysis as planning tools in the marketplace.

While population is not as populous a field as say, economics, the positions are out there. The PAA, the national professional society of population specialists, has a membership of about 2,600.

The PAA guide includes a list of some 29 universities in the U.S. and Canada which have or programs where advanced demographer training is available. (Most offer M.A.s or PhDs in related social science fields, with a specialization in demography.) For many applied careers an M.A. is necessary, for more academically concentrated areas, a PhD may be needed.

For the interested demographic student, the PAA says, the field offers "an abundant variety of career opportunities offering competitive professional income levels and ample room to grow."

For a copy of the 16 page pamphlet "Careers in Population", contact the Population Association of America, Inc., P.O. Box 14182, Benjamin Franklin Station, Washington, DC 20004.

Leo Hawkins

**"4-H TRY LEADING RECREATION
MAY 22-24 AT PENN**

Betsy-Jeff Penn will be the site of the second "4-H TRY Leading Recreation" conference May 22-24, 1987. The training will be conducted by "4-H TRY Leading Recreation" teams who were trained in '86 and have been delivering the "Leading 4-H Recreation: Play with a Purpose" curriculum over the past year. The original

steering group will also be involved with planning and implementing the conference. That group includes: Roland Flory, Phil Leftwich, Thearon McKinney, Craig Mauney, Monica Mitchell, Pat Shepherd, Sue Thomas, and Glen Woolard.

Up to fifteen TRY teams (one adult coach and two teens, team members) will be accepted for the conference which will also involve 4-H Camp recreation staff. Registration materials will be included in the March issue of Communicating 4-H. Thanks to funding support from the Kellogg Grant, the cost will be about \$45 per team for the full conference.

Seven teams were trained in 1986. Based on their reports, 1033 youth were taught recreation leadership skills (410 in 4-H, 623 non-4-H) in 20 different locations. The curriculum was used extensively in 1986 including district events, retreats, State Congress, and this month's State Council conference. Identify your team now and make "Leading 4-H Recreation: Play with a Purpose" an exciting part of your county 4-H program.

Thearon T. McKinney

**"LEADING 4-H RECREATION:
PLAY WITH A PURPOSE"**

Several People have asked for additional copies of the "Leading 4-H Recreation: Play with a Purpose" curriculum/planning guide which were distributed at the November "in-service." We do have a limited number of the guides. If you or key volunteers could use additional copies, call or write.

The design team is very encouraged by the response to and use of the guide. We will be working during our May 22-24 conference to add Level I, II, and III PPG's to the guide. The guide is in "publication process" now.

Thearon T. McKinney

**LAST CALL FOR 4-H
BILLBOARDS**

Many counties have ordered billboards to include in their spring 4-H marketing/public awareness plans. If you would like to order billboards and have not, contact me immediately so we can include your order and insure a late March delivery date.

Thearon T. McKinney

**PLANNING COMMUNITY-WIDE
SPECIAL EVENTS ENCLOSED**

Enclosed find a copy of a publication entitled, Planning Community-wide Special Events. Please "three-ring" punch it immediately and add it as an appendix to the "Publicity" section of your copy of "Communications Made Easy: A 4-H Guide to Presenting Information."

The publication covers topics including:

- . Defining a community-wide special event
- . Planning the event
- . Special event ideas
- . Writing objectives
- . Synchronization table
- . Mobilizing the community
- . Securing financial support and facilities
- . Promoting and evaluating the event

The twelve month "synchronization table" is a good model for use with any major event. Use the ideas with key committees to "Tell the 4-H Story" in your county.

Thearon T. McKinney

**BOB TIMBERLAKE REPRODUCTIONS
FOR 4-H RECOGNITION AND
FUND RAISING**

Enclosed is a brochure of "Available Reproductions by Bob Timberlake" from:

The Heritage Company, Inc. of Lexington
P.O. Box 1027 - 101 West Third Avenue
Lexington, NC 27292
Phone: 704-249-4428

Frank Stoner, Director of The Heritage Company and Gallery is offering any of the prints in the brochure to any 4-H group at one half price. However, there are only limited copies of "Yard Flowers" and "Cobbler Berries." The additional cost for matting and framing will vary with the size of the print.

This expanded offering of Bob Timberlake reproductions to 4-H groups is a result of the success we experienced with the "Pumpkins in the Snow" print and greeting card. As you and your key planning committees look to the future for fund raising and recognition, call and talk with Frank Stoner or Coletta Royster of the Heritage Company and Gallery staff.

Counties have used the "Pumpkins in the Snow" print to fund raise for clubs, county

development funds, volunteer associations and county councils. The prints also make superb gifts for special recognition purposes. Some counties have also matted and framed the "Pumpkins in the Snow" greeting card to produce a very attractive recognition item.

Thearon T. McKinney

CLOVERBUD CAMP

There is some space in this camp for very young 4-H'ers which will be held at Swannanoa July 12-14, 1987. If interested in sending a group or if a cloverbud or Partners-in-Learning Club is interested in a unique three day two night camping experience, please call Sharon Carter in Caldwell County. Davidson, Rowan and Richmond Counties are participating, also.

J. Roland Flory

HANDICAPPERS CAMP

Several counties are joining together to plan and conduct a camp on July 19-14 at Mitchell 4-H Camp. If interested in joining in with several other counties, please contact Dale Panaro, Pitt County, as soon as possible.

J. Roland Flory

CAMP PROMOTION SPECIALS

GRANVILLE COUNTY - Held a recruiting fair on a Saturday afternoon. Invited last two years campers and summer week-end campers. Gave Swannanoa camp t-shirts to first twenty that registered and made a deposit. Gave a note pad if they brought a friend. Contact Denise Johnson for details. They have received CBA money to pay for 20 youth in after-school program to go to camp.

WARREN COUNTY - Have 56 kids selling donuts in order to pay for their way to camp. Must sell twelve boxes once a month for 6 months to earn full campership. Contact Glenn Woolard for details.

J. Roland Flory

Sincerely,

Dalton R. Proctor

Dalton R. Proctor
State 4-H Leader