

# NORTH CAROLINA AGRICULTURAL EXTENSION SERVICE COMMUNICATING 4-H



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## WHAT DO YOU READ?

Isn't it interesting to notice what people read in airports? If it is sold in the newsstand, it's read. I usually read books on selling. After all, that is what we do every day of our life. We are always trying to sell someone something. I recently purchased a book on Professional Selling Techniques by Nido Qubein.

This book connects with the most vital elements of success in selling all things - yourself! How to sell more in less time and with less effort is the theme of the entire book. Selling power comes from what you do and how you do it, rather than how much you do.

Isn't this true with the professional working with youth - 4-H? The job is never done - there is always another small or large job to do. We must be concerned with what we do and how we do it.

If you ask a professional youth educator what their primary concern is - it will be recruiting volunteers. This is not necessarily true. Recruiting volunteers is much more successful if you first design the job, the job description and then create a knowledge of the volunteer world. Who will volunteer and who has the capacity to perform based on the job description is critical in the process.

Potential volunteers are choosy these days. As we go through the Campaign for 4-H, we will discover that some will volunteer for this role and none other. If it is prestigious, satisfying and needed, they will volunteer. People will volunteer in their own area of expertise for special projects.

One of the most difficult jobs in recruiting volunteers is screening those that you want to be involved. This may sound strange but the next time



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

you name a committee, list four times the number needed, then narrow it down. Do not use the term "he/she will not serve", you never know until you ask.

Once volunteers have been recruited and secured, they must be trained. Will we train our volunteers for the Campaign for 4-H? Will we expect them to come to us knowing our needs, our program and how to solicit? I hope not. We are working on the future. We need to give them a base from which to grow.

We must work as a team member with volunteers. Continuous support is necessary. In soliciting funds, we often need to team with the volunteer. Who else knows our program better than us? Being a team player is a way of recognizing our volunteers. Stand by their side, support them and then thank them for a great job. Remember, events and awards programs can become rote and meaningless if done mechanically every year. You can often determine the type of recognition to give when you recruit the volunteer. Why did they volunteer or what were they expecting from the job? People may want recognition for their business or need the recognition to make the grade in their own job. Some are expected to perform community service from their employer. Be aware of the factor and pat them on the back at the right time and with the right audience.

Nido Qubein raised an important question in his book - what makes professional salespeople so special? (We can ask, what makes professional youth workers so special?) What makes people special; 1) They feel good about themselves and what they are doing, 2) They're self-reliant, 3) They are enthusiastic, 4) They care about other people, 5) They have a feeling that they are in control of their lives, 6) They are positive, 7) Professionals are warm and approachable, and 8) reliable.

What do I read while traveling? Often not work related material but books on selling, marketing, and working with others. It helps.

Dalton R. Proctor

#### CAMPAIGN FOR 4-H

##### -Letterhead Paper

Several counties are moving to package their campaigns ahead of the fall schedule and have requested the 4-H letterhead paper we used in the orientation package. One sheet is enclosed.

The letterhead paper is now available at \$10.00 per ream (500 sheets). Call or write to place your order.

##### - Campaign Follow-up Packages

The packages were mailed May 9 to all County Extension Directors and included: the revised pledge form, an expanded statement of need, County 4-H Foundation Guidelines, a news article on United Way, and a letter.

- County Pacesetter Campaign Setting Committees continue to work toward the June 15 date.

#### NATIONAL 4-H LEADERSHIP PLANS FOR THE FUTURE

FREDRICK, MD -- The combined management and leadership staffs of Extension Service/4-H, USDA, and National 4-H Council completed a 3-day retreat here today with major decisions on planning the future operations and leadership for the 4-H program at the national level. The 23 participants laid ground work for becoming a cooperative and cohesive national leadership team for the 4-H youth outreach programs of the Cooperative Extension System of the nation's land-grant universities.



Dr. Myron Johnsrud, Extension Administrator for USDA, challenged the group to take on greater leadership responsibilities as the Cooperative Extension System launches programs addressing the contemporary issues facing the nation's youth. Building on the impressive strengths of 75 years of experiential education leadership in the field of youth development, the combined national staffs assessed their current needs and strengths and set cooperative goals for the immediate future, as well as conceptualizing a vision for the year 2000.

Both national 4-H staffs are undergoing changes in administration in 1989. Dr. Richard Sauer became president and CEO of National 4-H Council, the private sector partner at the national level, on January 9 of this year. Dr. Leah Hoopfer, who participated in the retreat, will take over the leadership of 4-H at USDA around September 1 as Deputy Administrator, 4-H, of Extension.

The changes in leadership provide opportunities for challenging the national staffs to re-evaluate their combined mission and to look toward the future with the visionary leadership necessary to address the tremendous youth challenges and opportunities in today's society and the decade ahead.

Developing long-range, broad objectives for where Extension's youth development program should be by the year 2000, the group outlined general goals for an expanded youth outreach mission reaching new audiences in urban areas with greater racial/cultural diversity; developing stronger global understanding; using intergenerational opportunities; increasing collaborations with more public and private partners; utilizing new, creative staffing patterns including an expanded volunteer base and youth development training and retraining for professional staff;

strengthening the national research and knowledge base for youth development; and expanding the Cooperative Extension Systems' funding base from both public and private sectors.

Dr. Jim Connolly, Professor of Rhetoric, University of Minnesota, served as facilitator for the group in leading them through the processes of planning for the future.

"Decisions were also made for team planning that will be put into effect immediately," according to Dr. V. Milton Boyce, Interim Deputy Administrator, 4-H, ES/USDA. "These include the development of a joint plan of work for 1990, leading to a combined long-range plan; monthly joint administrative/management meetings; a national annual report on 4-H; and combined efforts in areas involving coalition building, public and private resource development, program and curriculum development, supporting national Extension initiatives, promotion, visibility and marketing, and volunteer and professional staff development."

Boyce, Sauer and Hoopfer, together, stated their eagerness to involve state and county Extension staffs, land-grant officials, USDA administrators, National 4-H Council board trustees and donors, 4-H volunteer leaders, and 4-H members in the future planning operations at the national level.

Submitted by: Dalton R. Proctor

**DR. LEAH HOOPFER  
OFFICIALLY ANNOUNCED**

On March 17, 1989, Dr. Myron Johnsrud officially announced the appointment of Dr. Leah Hoopfer to the position of Deputy Administrator, 4-H and Youth Development, ES/USDA. Leah is currently the State 4-H Program Leader at Michigan State. She earned her Ph.D. in Educational Psychology

at Michigan State and served as an Extension Agent and program coordinator in Tennessee and Florida. She has served on the National Extension Futures Task Force and has been active in the development of the National Youth at Risk Initiative. Leah will be reporting in early August.

Dalton R. Proctor

#### **DISTINGUISHED 4-H ALUMNI**

Borrow an idea from Virginia. Dean Allen, Virginia State 4-H Staff has recently compiled a list of Distinguished Alumni in Virginia - I agree with his rationale.

Identifying former 4-H participants who are in prestigious positions is a never ending project. But the values of knowing this information from the standpoint of fundraising (private dollars) and budgets (public dollars), promotion and visibility, potential volunteer leadership at state/national levels, role model examples, and even programmatic support and expertise, pays great dividends.

Please forward to me any alumni you think should be added to a statewide list. We need their support and involvement.

Dalton R. Proctor

#### **FORESTRY SUMMER CAMP N.C. FORESTRY ASSOCIATION**

The North Carolina Forestry Association is accepting applications for its annual 5-day forestry summer camp. The camp will be held on July 16-21 and is open to 15 to 18 year old students. The campsite will be the Betsy-Jeff Penn 4-H Center in Rockingham County. The registration fee is \$25.00. The camp is highly subsidized by the Forestry Association.

The camp offers a mix of recreation

with class room and field studies in forest and natural resource management. This is an excellent opportunity to learn more about the role of forests in our economy and environment. For more information, contact the North Carolina Forestry Association, P.O. Box 12825, Raleigh, NC 27605. (919-834-3943)

Submitted by: J. Roland Flory

#### **CLOVERBUD CAMP**

August 7-9 at Swannanoa 4-H Camp is the site and time for a very special camp experience. Youth in the Cloverbud program can attend a three-day - two night camp for \$35.00.

One adult volunteer is needed with each 6 campers. Please contact Joyce Watts, Yancey County if interested in camping some Cloverbuds!

J. Roland Flory

#### **EFNEP CAMP**

The 4-H EFNEP camp held at Swannanoa 4-H Camp will be on a week-end this year - July 14-16. If your county would like to send some campers, please contact Mrs. Jane Tomlinson, Area EFNEP Agent, 2016 Fanning Bridge Road, Fletcher, NC 28732-9216 or call 704-687-0570.

J. Roland Flory

#### **CAMP INFORMATION PACKET**

A large packet of information concerning the camps, camp operation, forms, etc. was sent to each county April 17. If you did not get it please call immediately.

A follow-up letter has been mailed containing the Summer Food Service Qualification Form. Memo quantities of the various forms as needed and distribute to your registered campers.

Camp deposits are now due in the State 4-H Office. A receipt for your deposit will be sent to you and this must be brought to camp as proof of payment.

J. Roland Flory

#### **NATIONAL 4-H SCHOLARSHIP CHANGES**

We have just received notification from National 4-H Council of several changes in the national scholarship program. Please make note of these changes.

**Dairy Goat Project Scholarship -**  
WILL BE offered in 1989

**True Temper Hardware Scholarship -**  
NOT offered in 1989

**Food Careers Scholarship - Webster Industries**  
NOT offered in 1989

Dalton R. Proctor

#### **REVISED NATIONAL "REQUEST FOR SCHOLARSHIP PAYMENT" FORM**

Enclosed in this newsletter are a copy of the new "Request for Scholarship Payment" form and a copy of the letter from National 4-H Council outlining procedures in filling out this form. The request for scholarship should be sent to me. DO NOT MAIL DIRECTLY TO NATIONAL 4-H COUNCIL.

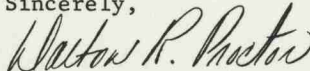
Dalton R. Proctor

#### **DON'T FORGET**

Some counties receive sponsorship from Ruritans and other sponsors for the Citizenship Washington Focus Program. Don't forget to have your participants send a letter of appreciation to the supporters. A letter from you would also be helpful as you continue to strengthen your county's support base.

Eddie Locklear

Sincerely,



Dalton R. Proctor  
State 4-H Leader