



Kentucky 4-H Foundation

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2012 4-H Homecoming a Success

Nearly 100 4-H alumni as well as friends, families, and supporters turned out June 9 in Georgetown for the 2012 Kentucky 4-H Homecoming.

Alumni from every corner of the state, as well as Kansas, Tennessee, and Texas reconnected with old friends, shared memories, laughed, and reminisced about old pictures and fondly recalled those special years when they were proud and active 4-H members.

“This was a great event,” said 4-H Foundation Board Chairman David Wallace of Boone County. “It was a chance to see old friends, tell stories, laugh, recall our wonderful past with 4-H and talk about



the future and how the 4-H Foundation can help sustain the programs we all loved growing up.”

The event, held at the Hilton Garden Inn in Georgetown, raised nearly \$3,100 for 4-H programs.

The Foundation wants to thank the generous Homecoming sponsors: Kentucky Cattleman Association, which provided a fantastic ribeye dinner with all the trimmings; Central Kentucky Radiology, PLLC; and Central Kentucky AgCredit.

The future of 4-H was also well represented at Home-

coming. Helping open the event were the entire 2011-2012 State 4-H Teen Council and state 4-H officers: President Greg Wood of Calloway County; Vice President Trevor Adam of Letcher County; Secretary Kelsey Knight of Pendleton County; and Treasurer Jacob Lindsey of Ohio County. President Wood also spoke during the event.

Make plans now to attend the 2013 Homecoming. When the date is announced it will be published in the newsletter and posted on the Foundation's Website and Facebook page.



As a farmer, I loved to plow new ground. The smell of freshly turned soil is one I missed as no-till farming and technology changed how we planted crops. The Foundation has plowed a lot of new ground over the past four years, but beyond plowing you have to make time for planting and tending to the crop. This past fiscal year we have spent a great deal of effort in tending to our new crop. I am proud to report it has benefitted Kentucky 4-H very well.



Thank you to all who help us
Make the Best Better!

Space won't allow me to share all the accomplishments this year, but let me hit a few of the highlights. We transitioned to the new Achievement Program, awarding the first ever Emerald Awards to the top four 4-H'ers in KY. Through this program and our work that started more than two years ago, the top 195 4-H'ers selected for state level awards win scholarships for trips to State 4-H Teen Conference, National 4-H Congress, and National 4-H Conference, not to mention educational scholarships.

The Communications Program with the help of a new sponsor, the KY Corn Growers Association, completed the first year of a transition with an all new Communications Day and a 355% increase in its budget. The Foundation was able to ramp up its support of agricultural related judging teams for regional and national events to the tune of \$12,750. Nearly all of our annual donors of \$1,000 or more renewed their support and several

increased their commitments.

Our top priority has been to increase financial support for 4-H'ers involved in state level programs as we work to build a donor base and return a portion for local programming. The TSC Paper Clover promotion is one example, in that program alone we have been able to return to County 4-H Councils \$20,572.84 this year and we eagerly await the results of the new Farm License – Voluntary Donation program Commissioner of Agriculture James Comer introduced with us in February. The Foundation is well on the way to providing more than \$100,000 for local programming in the new year, an amount that was less than \$10,000 four short years ago.

As it takes time to plow, plant and grow a crop, the Foundation has taken time to build on the advances of each previous year. To our donors we say thank you! If you haven't already, I ask you to join us. The passion for the green is strong in Kentucky and with you we can **Make the Best Better!**

Annual Donor Report

On the sides of pages 3, 5, 6, and 7, you'll find a listing of all donors for the fiscal year, July 1, 2011 - June 30, 2012.

To all our donors who **Make the Best Better**, we thank you for your continued and generous support of the Kentucky 4-H Program

and this Foundation!

Sincerely,
KY 4-H Foundation
Board of Directors



I pledge My HEAD to clearer thinking, My HEART to greater loyalty, My HANDS to larger service, and My HEALTH to better living, For My club, My community, My country, And My world.

I can still smell the green paint on the tack boxes of the Miller County 4-H Clubs livestock program. One of my earliest memories of 4-H was the excitement of getting to go to the state steer show and to keep the straw fluffed and everything looking neat in the county area at the state fair. Part of the ‘spruce up’ was to put fresh paint and clover logos on the boxes, pitchforks and other material associated with the county’s exhibit.

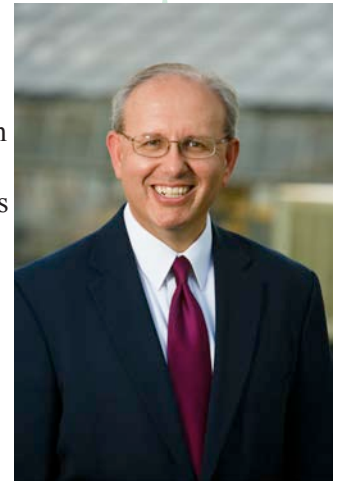
Fast forward to today, and the clover is still making an impact. The 4-H clover and what it stands for is the most recognized symbol of the United States land grant university system. In Kentucky 4-H continues in the tradition of making a difference in young people. The partnership of the UK College of Agriculture and the 4-H Foundation is continuing in a partnership that extends to all parts of the university’s top youth development program.

A very visible example of the partnership is the ongoing work to maintain, upgrade and renew 4-H camps. UK CES and the 4-H Foundation have the kind of partnership where often you can’t tell where one stops and the other one begins. The improvements in 4-H camps certainly bear that out.

Five years ago, we started the emphasis on camps with some sweat equity on the part of agents, staff and volunteers in what I called the Bathhouse Blitzes. Keith Rogers, the 4-H Foundation executive director was there. Later, when there was an opportunity for Ag Development Funds to make a special contribution to camps, the 4-H Foundation helped carry the message and helped make possible a two million dollar gift.

The 4-H Foundation embraces fund raising for 4-H in Kentucky as their primary goal. Current economic conditions make the Foundation’s role

in fund raising more like a marathon than a sprint. This marathon is taking the form of identification of donors, highlighting successes and celebrating the future opportunities for enhancement of the UK 4-H program. It is my hope that you catch the sense of excitement surrounding the accomplishments of the 4-H program and contribute in ways that you find significant. I do, and I will.



Dr. Jimmy C. Henning is Associate Dean for Extension and Director of the Kentucky Cooperative Extension Service.

KY 4-H Donors July 1, 2011 - June 30, 2012

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4-H / Army Youth Development Project
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Board Spotlight

Marianne Smith Edge

Marianne Smith Edge grew up in a 4-H family.

Her mother was a 4-H leader. Her brother was a 4-H champion tractor driver. Starting at age nine, Marianne – who was raised on a Boone County farm – participated in 4-H through showing dairy, food demonstrations, speech competitions, and even winning a trip to 4-H Club Congress in home furnishings.



Marianne Smith Edge

“I loved 4-H. I was in everything, from food to home furnishings,” Marianne said. “I did drop out of the electricity project. After making one lamp I knew it wasn’t my cup of tea.”

Marianne may not have learned much about electricity in 4-H, but the skills she did learn – leadership, public speaking, respon-

sibility, food preparation – helped guide her to a successful career as a registered dietitian and nutrition expert who regularly consults on national and world food issues.

“The skills I learned in 4-H are lifelong skills,” said Marianne, senior vice president of the Washington-based International Food Information Council. “I learned how to give a speech. I learned how to make presentations. I showed dairy cattle every year until I went to college, and I was responsible for the total management of my mini herd. That taught me about organization, managing a project and strategic planning.”

“I can’t understand why basic skills like the speech program that 4-H offers are not taught in every school in every county,” she said. “I learned early on to stand on my feet and talk to a room full of people. That has served me very well in my life and my career.”

Many of Marianne’s 4-H activities focused on food and that became her career.

Marianne is a recognized national leader in the healthcare and food industry with expertise in

wellness, healthcare and consumer health issues, focusing on trends in food and agriculture and strategic marketing of food products. She served as president of the American Dietetic Association, the largest organization of food and nutrition professionals in the world, where she focused on leadership development and strategic marketing of the dietetic professional.

Marianne has a bachelor’s degree in dietetics from the University of Kentucky and a master’s degree in public health and nutrition from Western Kentucky University. She is a former member of the University of Kentucky Board of Trustees and the Agriculture’s School of Human Environmental Sciences Hall of Fame.

Marianne is a life-long supporter of 4-H and continues her involvement by serving on the board of the Kentucky 4-H Foundation.

“4-H is such a part of my life, I met my husband when we were 4-H agents,” she said. “I believe in the organization, and I only engage with boards that I believe in the mission.”

4-H Foundation Board

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MD

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Visit the Foundation at www.kentucky4h.org/foundation

First Awards Presented in New Achievement Program

Four outstanding 4-H'ers have been selected to win the first Kentucky 4-H Emerald Awards.

The award winners are Whitney Crume, Nelson County; Megan Harper, Calloway County; Marketta Lawless, Russell County; and Julia Steffen, Campbell County.



2012 Kentucky 4-H Emerald Award Winners (from left to right) Whitney Crume, Megan Harper, Marketta Lawless, and Julia Steffen (Photo courtesy of Matt Barton/UK College of Agriculture)

Each Emerald Award winner receives a \$1,000 cash college scholarship and an all-expense paid trip to the National 4-H Conference in the spring of 2013.

The awards were presented during the State 4-H Teen Conference, which was held June 12 on the University of Kentucky campus.

In the first year of the new Achievement Program, 26 4-H'ers received \$75 scholarships to the State 4-H Teen Conference.

Following interviews, 10 4-H'ers were selected to apply for the Emerald Award. Following more interviews and an application process, the four winners were chosen.

The Kentucky 4-H Achievement Program embodies leadership, citizenship, participation, communication/marketing and community service.

Homecoming (continued...)

"We've already started planning for next year's Homecoming," said Homecoming Chairwoman Pam Rowsey Larson, a 4-H Foundation board member. "For those who missed this year's event, those who made it will tell you, it's like going back in time to remember all the great memories. You remember why 4-H was so special and such an important part of our young lives."

Thanks to our 2012 Homecoming Sponsors!



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Morgan Garrett
Carole A. Goodwin

My name is Ryan Halligan, and I recently was honored to be elected as the 2012-2013 Kentucky 4-H State President. I am from Franklin County, which many of you know is located in central Kentucky. I have been apart of 4-H for nine years and have participated in a wide variety of projects and activities ranging from National 4-H Conference, to livestock showing and judging.

As a newly elected State 4-H officer, I am looking forward to working with the many different aspects of 4-H all around the state! I recently had the opportunity of traveling to Lawrence County, which is located in District 1 to speak and participate in a District get-together. I was amazed at the enthusiasm that was displayed from all of those involved, including parents, teens, and agents! That enthusiasm inspires me to serve to the best of my ability this great organization. At this time I would like to introduce my fellow officers:

Vice President Josh Robinett

Josh is from Lawrence County in District 1, he has received numerous State and National recognitions through poultry judging. He lives on a farm with a variety of animals of multiple species and is interested in pursuing a career in Zoology. He is currently a junior at Lawrence County High School, he is looking forward to exploring the diversity within Kentucky 4-H and hopes to represent that all around the State.

Secretary McKenzie Gearheart

McKenzie is from Pike County in District 1, she is originally from South Carolina but has made a home in Kentucky and loves it here. She attributes her success as a student as well as a 4-H member to her becoming involved in 4-H at a young age and remaining involved when she moved to Kentucky. This year she will be a freshman at Transylvania



2012-2013 Kentucky 4-H State Officers pictured at the closing session of the State 4-H Teen Conference (from left to right) Executive Director Keith Rogers, Treasurer Savannah Pearson, Secretary McKenzie Gearheart, Vice President Josh Robinett, and President Ryan Halligan

University in Lexington, and is looking forward to a career as a possible Veterinarian.

Treasurer Savannah Pearson

Savhanna is from Adair County in District 5, she began her 4-H as a member of Rhode Island 4-H, however she has deep roots in dthe many fields of clover here in Kentucky! She has participated in different projects in livestock, sewing, leadership, shooting sports, and teen programming. She has had several different multi-state opportunities including National Conference and National Congress. She looks forward to working with the State Teen Council to increase their presence and impact in Kentucky, as well as traveling to different areas of the state. She will be a freshman at Western Kentucky University and plans to study dentistry.

I would like to start off by stating that we are all looking forward to serving you-the Foundation as well as the membership of 4-H and are willing to make 2012 one of the best for Kentucky 4-H!

- Judy C. Greenwell
- Lisa Hagman
- Lawrence & Sharon Hall
- Hancock County 4-H Council
- Hardin County 4-H Council
- Dr. Jay Hellmann
- Timothy & Ruth Hendrick
- Dr. Jimmy & Faye Henning
- Carol Hollander
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- Erin Wethington

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Strengthening 4-H

In an effort to build awareness, attract new supporters and more effectively communicate the Kentucky 4-H Foundation's work to support the Kentucky 4-H program, it has contracted with a Northern Kentucky public relations and marketing firm.

Strategic Advisers, LLC, based in Fort Mitchell, has already started the work of creating, implementing, and managing a multi-tiered communications strategy.

"The overall goal of this engagement is to increase involvement and financial support of Kentucky 4-H through the Foundation," said Foundation Chairman David Wallace. "We want to build awareness, generate news media attention and engage 4-H alumni, supporters and friends through a variety of methods, including media coverage, marketing and communications materials, an enhanced Internet presence and a Facebook-social media strategy.

"This in no way will take any attention away from local 4-H," Wallace said. "This strategy will help us do what we do best – generate financial and other support for 4-H programs at all levels."

The communications strategy will provide a comprehensive focus on the Internet and a more targeted and aggressive use of social media.

"Ninety-two percent of adult internet users use the internet to search for information online," Wallace said. "This

does not eliminate the need for print communications; however, it absolutely demands that organizations have a clear, accessible, and engaging presence online."

Strategic Advisers is headed by three Northern Kentucky partners: Patrick Crowley, a former journalist for *The Kentucky Enquirer*, Jay Fosssett, former city manager of Covington, KY, and Greg Greene, former vice president of Fifth Third Bank in Northern Kentucky.

Its first task was to videotape interviews with 4-H alumni during the 2012 4-H Foundation Homecoming, which was held June 9 in Georgetown.

"We recorded more than 20 interviews at Homecoming," said Crowley, who spent nearly 30 years as a reporter. "I don't remember ever experiencing and hearing so much love, support, and dedication for an organization as I heard that night about 4-H and the Kentucky 4-H Foundation. We are truly honored and grateful to be working with such a tremendous organization."

Strategic Advisers' clients include The Cincinnati/Northern Kentucky International Airport; The Kentucky Malt Beverage Association; The Kentucky Jailers Association; Gateway Community and Technical College; Southbank Partners; The Northern Kentucky Convention Center; and Duke Energy.



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Kentucky 4-H Foundation

212 Scovell Hall

Lexington, KY 40546

4-H Sporting Clay Tournament Set for Sept. 21

The 2012 4-H Foundation Sporting Clay Tournament is scheduled for Sept. 21 at the Elk Creek Hunt Club and Sporting Clays Resort in Owenton. Elk Creek Hunt Club is a premier, world-class sporting clays facilities. The Club hosts regular shooting events and national tournaments.

Proceeds from the fundraiser will benefit 4-H Youth Programming across Kentucky and support the 4-H Foundation Annual Fund. Four-person teams will compete at more than 15 shooting stations with 100 target sporting clays. Team registration fee is \$1,000 or individuals can compete for \$250.

Sponsorship levels range from \$250 to \$5,000. All sponsors receive, depending on the sponsorship level, recognition through logo placements and signage.

Registration begins at 11 a.m. followed by lunch at noon and safety instructions at 12:45 p.m. The tournament begins at 1 p.m. with the awards ceremony scheduled for 3 p.m.

For more information contact: Keith Rogers, Kentucky 4-H Foundation Executive Director, 270-735-6130, keithl.rogers@uky.edu; or David Wallace, Kentucky 4-H Foundation Chairman, 859-578-5412, dwallace@wallaceboggs.com.

Elk Creek Hunt Club is located at 1860 Georgetown Road, just a few minutes outside of Owenton.

For information about Elk Creek Hunt Club, log on to www.elkcreekhuntclub.com.



Visit the Kentucky 4-H Foundation online at www.kentucky4h.org/foundation.

The Kentucky 4-H Foundation is an independent non-profit 501(c)(3) organization dedicated to the financial support of the 4-H program and its members. The Foundation is a partner of the Kentucky Cooperative Extension Service – 4-H Youth Development, University of Kentucky College of Agriculture. Educational programs of the UK Cooperative Extension Service serve all people regardless of race, color, age, sex, religion, disability, or national origin.