



Kentucky 4-H Foundation

NEWS

QUARTERLY NEWSLETTER

VOLUME V, ISSUE 2 | 3RD QUARTER 2013

State Fair Cloverville

If you have been to the Kentucky State Fair in the last 40 years, chances are you had the opportunity to explore the famous 4-H Cloverville in the West Hall. Cloverville is an annual exhibit that creates a village where 4-Her's from all across the Commonwealth display their skills and compete for state-wide ribbons and awards.

The project categories in the Cloverville exhibit range from photography to forestry. These exhibits show off the amazing skills that are offered and developed through 4-H programming here in Kentucky.

Cloverville has gone through some facelifts, but the main structure has not been upgraded. After 40 years of setting up, taking down, and constantly moving the exhibit, it needs to be replaced.

The Kentucky 4-H Foundation — in coordination with the Kentucky 4-H Program at the UK College of Agriculture, Food and Environment-Cooperative Extension Service



— is excited to announce the launch of a campaign to purchase a new Cloverville exhibit. This project will bring endless possibilities to the State Fair. This exhibit allows 4-H youth from all over Kentucky to show case their outstanding work all while improving the image of our Kentucky 4-H program.

In order to get our bright and ambitious 4-H'ers a new Cloverville, the Kentucky 4-H Foundation is launching the Cloverville fundraising campaign. The Foundation will seek eight major sponsors: an overall Presenting Sponsor, a Cloverville Stage sponsor and six storefront sponsors.

During the 2013 State Fair, the Foundation

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will have a 4-H Paper Clover promotion where fair visitors can donate \$1, put their name on a Paper Clover and hang it in the Cloverville exhibit. There will also be larger dollar amount Paper Clovers available. This is a perfect way for 4-H members, volunteers, and alumni to support the construction of the new Cloverville. We hope that 4-H alumni and supporters remember their own Cloverville experiences and want to be a part of this project.

The Kentucky 4-H Foundation would like to thank the Kentucky State Fair Board for all of its support over the years and for allowing the Foundation and 4-H to undertake this campaign. We would also like to thank Corman and Associates, Inc. for helping to design and providing the rendering for the new exhibit. We are eager to start this campaign and bring a new Cloverville to the Kentucky 4-H family in 2014. With your help, we hope to keep Cloverville growing for many generations to come.



A MESSAGE FROM THE EXECUTIVE DIRECTOR



Wow! What a year it has been for the 4-H Foundation. I enjoy writing my column for the summer newsletter simply because it's my opportunity to provide you an annual report on the Foundation's work.

First, I am pleased to report the Foundation ended its fiscal year on June 30th with donations totaling \$732,880.44. Additionally the Foundation, through endowments, provided another \$94,659.01 in support of Kentucky's 4-H program.

There are several milestones this year. We launched our marketing and public relations initiative with a new website, weekly blogs, earned media, along with increased activity on Facebook and Twitter. 4-H Fridays quickly

became a favorite. This video testimonial of a 4-H alumnus each Friday helped to raise awareness of the Foundation, while bringing back many 4-H memories.

The results of our first year with the Ag Tag voluntary donation with Commissioner of Agriculture, James Comer, and the FFA Foundation were tremendous. Thanks to the thousands who made the donation when you renewed your Kentucky farm license plates, Kentucky 4-H received \$121,708.64. Half of these funds were returned to the county where the donation was made and the other half going to support state 4-H programs. For County 4-H Councils, this was a new source of funds and the 4-H Foundation with the support of Commissioner Comer is very proud to have made this happen.

In November, we kicked-off phase II of our 4-H Camp Improvement Campaign. The first part of this four year effort was a fund raising campaign for a cabin and storm shelter at the J. M. Feltner 4-H Camp. With the help of Farm Credit Mid-America, Knox County District Extension Board and many more we reached and surpassed our campaign goal of \$280,000 in just over two months!

Other highlights of the year: Our partnership with Tractor Supply Company for the TSC Paper Clover promotion again reached a new highpoint with a total of \$46,316 raised during two campaigns this year. We hosted two very successful events: the Kentucky 4-H Homecoming and a Sporting Clays Tournament with a net return to 4-H of \$14,110.42. Also the Foundation was selected as one of ten to participate in the National 4-H Alumni Pilot, a two year project to reconnect with 4-H alumni.

All of this is our base from which we begin a new year. As you will see in this newsletter, we are taking on the challenge of replacing Cloverville. The West KY 4-H Camp is the focus of the Camp Campaign this year, not to mention tending to all the growth we have experienced in the past few years.

To all our donors we say thank you, we couldn't do this without you. You are the reason for our success!

Keith L. Rogers, *Executive Director*

Donors

EMERALD CLUB (\$25,000+)

4-H / Army Youth Development Project
Farm Credit Mid-America
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KY 4-H Youth Development
KY Corn Growers Association
KY Department of Agriculture
Knox County Extension District Board
National 4-H Council
Tractor Supply Company

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United States Equestrian Federation, Inc.

OUR MISSION

Lead fund development for the Kentucky 4-H Youth Development Program and advance support by alumni and other stakeholders to ensure 4-H remains a vital center of excellence in the Commonwealth.

KENTUCKY 4-H FOUNDATION

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FOUNDATION STAFF

Keith Rogers, Executive Director
Tony Burnett, Administrative Assistant

PUBLIC RELATIONS & MARKETING STAFF

Strategic Advisers, LLC *Patrick Crowley* *Shayna Crowley*
Meredith Fossett *Jay Fossett*



The more things change, the more they remain the same. Or at least the more we should be thinking about that which we want to hold constant, such as the values underlying 4-H.

Since 2001, the year I became Dean of the UK College of Agriculture, we have experienced a torrent of change in our agricultural and rural economies. In Kentucky particularly, farms and many communities have been transformed by the combined effects of the end of the federal tobacco program, global forces, and deep cultural changes related to food, energy and natural resources.

Public education, certainly higher education, has also been challenged to respond to changing expectations,

new demographics, rising costs, and in some cases, reduced funding. At the national level, budget conflicts create a cloud of uncertainty over the future of our land-grant system of education, research and extension.

And within our own Kentucky 4-H family it has been a time of growth and challenge. We have watched the Foundation evolve and become stronger. Our state leadership continues to strive to respond to an aging camp infrastructure plus agent recruiting and retention, while remaining ultra-vigilant about youth and volunteer security.

Yet, in the face of great change and many challenges, the success and impact of 4-H has been sustained. You will reach that conclusion no matter how you choose to measure our success: youth participation rates, volunteer development, innovative new programs and curricula, or community investment. The statistics and metrics will support the claim I have made frequently and publicly over the last decade; Kentucky 4-H is among the top 5 programs nationally.

Perhaps the most compelling way to gauge the continuing impact of 4-H is to watch and listen to our young people as they move out of their 4-H years to the world beyond. Their energy, skills, and commitment will lead you to support another claim I have publicly made over the years; 4-H is the greatest youth leadership development program in the nation's history.

Of course, challenges will continue. As I step down as dean, I am particularly attentive to the shifting sands of budgets and costs. In the future, 4-H in fact all of our College, will be more than ever dependent upon funding sources beyond state appropriations. That includes local support, income, grants and gifts. In that sense, sustaining the future of 4-H is dependent upon commitment and investment from all of us.

My association with 4-H and Youth Development is among the many reasons it has been both a great honor and tremendously satisfying to serve as Dean of the College. I thank you all for that opportunity and for your support. I do trust that, as an organization, we will continue to earn your support and generosity.

M. Scott Smith, Dean, *UK College of Agriculture, Food, and Environment*

CALENDAR OF EVENTS

2014 Annual Homecoming Celebration

June 7th, 2014 at the E.S. Good Barn in Lexington, KY

4-H FOUNDATION BOARD OF DIRECTORS

OFFICERS

Chairman: *David Wallace*

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JOIN | THE REVOLUTION OF RESPONSIBILITY 

MY PLEDGE



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.

Joey Spalding, Board Treasurer



Joey Spalding owes much to 4-H, which has led to his service on the Kentucky 4-H Foundation Board. He has served on the board for 3 years as Treasurer.

Joey earned a degree from the University of Kentucky in Agricultural Economics with a specialty in finance. He is now Vice President and Loan Officer with Springfield State Bank in Springfield, KY. He has worked with the Bank since 1996 and previously worked for Central Kentucky AgCredit.

Joey grew up and still resides in Washington County, Kentucky where he began his 4-H days as a 4th grader showing cattle and participating in other competitions. He later became 4-H state president and vice president while attending Washington County High School.

When he attended the 4-H National Issues Conference he realized Kentucky 4-H did not have an Issues Conference, but needed one. He became a member of the committee that spearheaded bringing the Issues Conference to Kentucky. Today the Kentucky 4-H Issues conference is a successful program for 4-H'ers all across the state.

“Without 4-H, I wouldn’t have the leadership skills or discipline that I use every day in my job, family and life”, said Joey. “4-H taught me how to communicate effectively with others and gave me the confidence to speak in public. There was nothing I enjoyed more than participating in the fun competitions. It showed me that I needed to work hard on these projects and follow through with my work in order to win.”

He and his wife continue to be heavily involved with local and state 4-H programs. He has served on the Board of the Washington County 4-H Council as Treasurer for the past 16 years. He still goes to schools to speak on leadership skills and preparing yourself for the future. “I encourage children to get involved in 4-H because in the programs that 4-H offers, you learn by doing instead of sitting in a classroom reading a text book”, said Joey.

Active in his community, he is treasurer and dive commander for Springfield-Washington County Rescue and has previously chaired the most successful annual festivals sponsored by the Springfield-Washington County Chamber of Commerce every October.

Joey and his wife, Donna, are the proud parents of four children, Andrea, Aaron, Chase, and Emma.

“By serving as treasurer on the Foundation Board, I hope to make the board more self-sustainable and get on a good financial leg so future generations can get the same wealth from 4-H that I did.”

The Results Are In From The Tractor Supply Company Clover Campaign!

The TSC Paper Clover Campaign is a nationwide, in-store fundraiser that benefits 4-H programming at the local, state and national levels. Through the partnership, Kentucky 4-H programs are able raise funds and visibility in their communities. We are happy to announce the total money raised from the campaign was \$22,722.00.

The top 5 stores:

- London – Laurel County: \$1,229.00
- Hazard – Perry County: \$1,066.00
- LaGrange – Oldham County: \$936.00
- Williamstown – Grant County: \$864.00
- Mount Sterling – Montgomery County: \$806.00

We want to extend a sincere thank you to Tractor Supply Company for their ongoing support of 4-H and Kentucky’s youth. We also want to thank all of the donors who purchased Paper Clovers at their local TSC Store, your small donation has made all the difference! Thank you!



JOIN US ON FACEBOOK!

Become a fan of the KY 4-H Foundation on Facebook and we will keep you informed about upcoming events and opportunities to get involved.

www.facebook.com/KY4HFoundation

Have you heard about 4-H Fridays?

Like our Facebook page, follow our Twitter feed, and check the website regularly because each Friday is a 4-H Friday!



Only through our website and social media channels will you be able to view a video from a 4-H alumni every week.

Also, be sure to visit our webpage every Thursday afternoon for the latest post on Kentucky 4-H Foundation news.

These interactive online pages are meant to be a place for you to engage with our Foundation and other alumni, so join the online revolution today!

Annual Kentucky 4-H Teen Conference

The second week of June is a special time for many Kentucky 4-H Alumni. For the last 89 years, The University of Kentucky has hosted thousands of 4-H youth for a week in early June. The very first "Junior Week" was in 1921 with 130 attending. Over the next 18 years the attendance grew to 744 attendees from 111 counties. In 1947, the conference name was changed to "4-H week" and in 1988, "4-H week" became "4-H Senior Conference". Finally, after multiple name changes, in 2003 the name was changed to its present title of "Kentucky 4-H Teen Conference". 4-H'ers from all across Kentucky travel to Lexington for the annual conference to experience living on campus, learning and having fun. It's deemed as one of the best youth development experiences Kentucky 4-H has to offer.

The Conference is four days filled with exciting events such as the election of the state 4-H officers, Fashion Revenue, workshops, guest speakers, and general sessions, with plenty of time for picnic and opening dance. Attendants had the opportunity to participate in many workshops to develop them into future leaders. The workshops are also designed to help teens explore topics of interest and help them decide what they want to do after high school. During the first evening's opening session the delegates heard from Keynote Speaker, Hoan Do, about developing life skills necessary to create balanced success in school and in life. Delegates also heard

from guest speaker Michael Cuestas on overcoming adversity and making the right choices. The conference also allows participants to meet other 4-H member's from all over the Commonwealth and make friendships that will last a lifetime.

On June 10-13th, 2013 at the 89th Annual Kentucky 4-H Teen Conference, the four new State Officers, four Emerald Award winners and Kentucky 4-H scholarship winners were announced:

State 4-H Officers

President – Paige Hart, *Caldwell County*
 Vice President – Allie Click, *Jessamine County*
 Secretary – Rachel Droege, *Madison County*
 Treasurer – Cody Phillips, *Pike County*

Emerald Award Winners

Conner Cooper, *Muhlenberg County*
 Paige Hart, *Caldwell County*
 Hannah Myers, *Campbell County*
 Brooklyn Yonts, *Muhlenberg County*

Michael Bandy/ Ale 8 One Scholarship Winner

Alison Ray, *Hardin County*

Farm Credit Mid- America Scholarship Winners

Blain Bailey, *Versailles*
 Chandler Young, *Bardstown*
 Amanda Jo Morrow, *Hopkins County*
 Paige Hart, *Caldwell County*

We want to thank our sponsors who helped to make this year's conference a success, Farm Credit Mid-America, UK Ag & HES Alumni

Association, the Kentucky Extension Homemakers Association, Ms. Brenda Bandy, the Ale 8-One Bottling Company and the State 4-H Department. Along with all the volunteers, 4-H Agents, state 4-H staff that made the conference possible. Overall, this year's Teen Conference was a great success and we are already looking forward to next year!



Keith L. Rogers, Executive Director Kentucky 4-H Foundation, Paige Hart, State 4-H President, Allie Click, State 4-H Vice President, Rachel Droege, State 4-H Secretary, and Cody Phillips, State 4-H Treasurer.

Donors

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A MESSAGE FROM THE STATE 4-H PRESIDENT

Hello Kentucky 4-H! My name is Paige Hart and I am excited to be serving as the 2013-2014 State 4-H President. I would like to introduce my officer team and myself, along with a few goals we have for the upcoming year in 4-H.

Our officer team reaches from the most western district to the most eastern district. We are all entering college as freshman this year but will be attending different universities. We are all very excited about the great year ahead of us!

I, Paige Hart, am from Caldwell County in District 7. I will be attending the University of Louisville where I will major in Biology. I have loved participating in communication, leadership and any project related to 4-H. I am excited to share my passion for 4-H with youth across the commonwealth this year.

Our Vice President is Allie Click from Jessamine County located in District 4.

Allie will be attending the University of Kentucky this fall and majoring in Community and Leadership Development. Allie first got involved in 4-H by attending 4-H Camp. 4-H Camp is her favorite part of summer and she looks forward to promoting camp this year.

Our Secretary is Rachel Droege from Madison County which is also located in District 4. Rachel will be attending Eastern Kentucky University to major in Marketing. Rachel has loved serving as a State Teen Council member and is excited to be working closely with the council this year.

Lastly, our Treasure is Cody Phillips from Pike County in District 1. Cody will be attending Transylvania University majoring in Philosophy, Political Science and Economics. Cody loves being involved with poultry projects and cannot wait to share his passion with other 4-H members this year.

Our officer team's main goal for this year is to strengthen communications between State Teen Council members and the districts they represent. We want State Teen Council members to relay each meeting's information back to all agents in their districts. We also want to be more involved by visiting as many counties as possible and attending district retreats all across the state. We look forward to seeing the specialized programs in different counties. Lastly, we want to learn about other states' 4-H programs. We believe that if we learn about their programs, we can strengthen our program even more.

We are so grateful for this opportunity to serve as 2013-2014 Kentucky 4-H Officer Team and are excited to meet all of Kentucky's 4-H members this year! We look forward to making this year great for Kentucky 4-H!

HISTORY CORNER

Thousands of 4-H alumni have participated in the Kentucky State Fair over the years. In this edition of the History Corner, we wanted to share some old photos of the fair and hope it brings back great memories of your participation. Why not honor your memories by making a donation to help us provide a new Cloverville at the 2014 Kentucky State Fair!



The Kentucky Corn Growers Association

The Kentucky Corn Growers Association (KyCGA) was founded more than 30 years ago by a handful of farmers looking to develop a network to address production, market and policy issues. The organization now represents the interests of more than 7,000 corn farmers who pay into the corn promotion fund.



Education and youth development programs have been a priority for Kentucky Corn Grower leaders since the organization began, and supporting Kentucky 4-H programs was a part of that objective. In 2010, the Kentucky 4-H Foundation proposed a unique funding opportunity for the Kentucky Corn Growers Association and asked KyCGA to become the primary sponsor of the Kentucky 4-H Horse Program. Leaders were initially unsure of how their support could make a direct agricultural impact since a small percentage of Kentucky corn end up feeding the horse industry compared to other livestock. In the end, however, the KyCGA believed that the partnership could provide an avenue to introduce more non-farming youth to the idea that Kentucky agriculture is a very important part of the Commonwealth's economy, and that Kentucky agriculture works together to develop leadership and learning opportunities for its young people whether they come from a farming background or not.

Jennifer Elwell, KyCGA's Communications Director, is a product of the Kentucky 4-H Horse Program. She participated from 1986 to 1993, and entered nearly every contest and activity the Horse Program had to offer.

"When the KyCGA Board asked me what I thought about supporting the 4-H Horse Program, I was able to share how it influenced my life," said Elwell. "Even though I grew up on a small farm with livestock, horses and hay, a career in agriculture never really entered my mind until it came down to choosing a major in college. I realized that my involvement in 4-H, even

the horse program, made me part of the larger agricultural system and the people that make it happen. The experiences and learning opportunities I received in 4-H have been invaluable to me and ultimately helped shape the career I have today."

Elwell has even taken her involvement a few steps further by volunteering with local, state and national 4-H horse programs over the years, and is now raising her own crop of 4-Hers. Her daughter, Eden, began 4-H this year, and is already enjoying the contests, showing her horse, and attending 4-H camp. Her son will be encouraged to participate in a few more years.

"4-H provides a wealth of leadership, communications, and life skills," says Elwell. "I believe that most all of the 'Who's who' in Kentucky's farming community have had a connection to the 4-H program, and we want to see the development of our future continue. We are also most likely developing our future political leaders."

In addition to supporting the Horse Program, KyCGA began sponsoring the Communications Day event held in July. Sponsorship of the event for the past two years enabled Kentucky 4-H to provide a special awards ceremony for all the kids who participated in the state public speaking and demonstrations contests.

"Even when we have had less than ideal weather, Kentucky's corn farmers have been blessed with plentiful crops and or prices," said KyCGA President and farmer from Hardin Co. Ray Allan Mackey. "Kentucky's 4-H Program is one of the many youth and education programs we feel good about supporting with our recent good fortune."

Donors

CONTRIBUTOR CLUB (\$1-\$99)

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Sue Kirkman	Lynda M. Wilson
Kelsey Knight	Marion & Pat Woosley
Laura M. Knott	Chandler Young
Courtney Knox	Louise W. Zachary
Donna J. Lassanske - Purebred Morab Horse Association, Inc.	
Alicia Lee	
Logan T. Louderback	



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Kentucky 4-H Foundation

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FOUNDATION NEWS

Dr. Jerry Westerfield Becomes Kentucky 4-H Foundation's First Lifetime Investor

With roots deep in Kentucky 4-H, Dr. Jerry Westerfield has always remembered the lessons and values that 4-H taught him growing up as a child on a dairy farm near Hartford, Ky., the county seat in Ohio County.

One of six boys, Dr. Westerfield's parents encouraged he and his brothers to become involved in Kentucky 4-H. From attending 4-H camp and winning district and state level competitions to becoming the state 4-H president in 1960-61, 4-H was always a major part of Dr. Westerfield's life. To this day, Dr. Westerfield is grateful for his 4-H experience in the organization

"4-H did so much for me growing up," said Dr. Westerfield. "It taught me responsibility, perseverance, and the importance of hard work, but it also helped build my self-confidence and broadened my horizons outside of Ohio County, Kentucky. I have

used the lessons and values that I learned in 4-H throughout my whole life – from high school to med school and still to this day practicing medicine."

Now Dr. Westerfield is giving back in big way. Kentucky 4-H Foundation has named Dr. Westerfield, a diagnostic radiologist at the Russell County Hospital in Russell Springs, as the first Lifetime Investor and member of the Foundation's Leadership Circle after he donated \$10,000 to establish the organization's Leadership Circle Endowment.

The Kentucky 4-H Foundation Leadership Circle was instituted in 2011 to recognize donors of substantial, unrestricted annual gifts of \$1,000 or more to the Foundation. These donations go into the Foundation's annual fund, which is used by the Foundation's Board of Directors to support 4-H programs not associated with

designated donors and to grow financial support for Kentucky 4-H.

"I hope my donation encourages others to give to the Foundation to support these important programs," Dr. Westerfield said. "4-H is such a great organization and has done so much for me. I want it to continue to positively impact the lives of Kentucky youth and give students opportunities that they wouldn't have without 4-H."

The Kentucky 4-H Foundation is honored to have Dr. Westerfield as our first lifetime investor of the Leadership Circle. He is a great leader and wonderful role model for the Kentucky 4-H program. We are extremely grateful for his contributions to our community and his generous donation to the 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, Food and Environment. Educational programs of the UK Cooperative Extension Service serve all people regardless of race, color, age, sex, religion, disability, or national origin.