



# Around the State in 4-H

November 2007

4-H Youth Development

# GROW

Resilient Children and Youth



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an **OUTREACH**  
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the **College of  
Agricultural  
Sciences**

November 2007

## 4-H Moving On

-by Christy Bartley

The past month has been great for talking to all of you about your programming and the great things you are doing to reach youth. I had an opportunity to be in York and learn about the urban outreach efforts there along with traditional program growth. I visited with many of you at PAE4-HA and then again at NAE4-HA. I've also been working with a team of enthusiastic faculty and staff on science, engineering, and technology—one of the national mission mandates. Many of you are ready to learn more about science education. The 2008 4-H Leaders Forum is planned and registration is up on the web. I hope all of you are moving with us as we take new strides in 4-H programming.



In addition to the program moving, the Department of Agricultural and Extension Education is also physically moving from Ag Administration to Ferguson Building. The move begins on November 8th and will continue for about two weeks while the entire department is moved. There will be days when we do not have access to phones or computers so please be patient. The move will occur in waves so not everyone will be unreachable at the same time. For me, I know it will take some time to remember where I placed things as I acclimate myself to a new environment. In the New Year, we encourage you to drop by Ferguson Building to check out our new offices. Check out page 8 for more information!

## Speak Out Military Kids

-by Christy Bartley

On April 5, 2008 the Operation: Military Kids team will hold the first Pennsylvania Speak Out Military Kids (SOMK) conference. The SOMK program is designed for both military and civilian youth who want to share how deployments are impacting families and communities. SOMK youth will gain public speaking skills, learn how to develop video presentations, and have fun meeting other youth with similar experiences. The conference will be held in State College. Share the date and information with youth you believe will be interested. I'll send an application form and registration information at a later date.



## MARK YOUR CALENDARS:

The 2007/2008 4-H Calendar can be found at:  
<http://pa4h.cas.psu.edu>

### Future Dates to Remember and Mark Down

- ◆ State 4-H Leaders Forum February 1-2, 2008
- ◆ 4-H Leadership Conference Feb. 15-17, 2008
- ◆ 4-H Capital Days April 13-15, 2008

### National Wetlands Awards

**Nominations Deadline: January 15, 2008**

The National Wetlands Awards Program honors individuals who have demonstrated extraordinary commitment to the conservation and restoration of our national wetlands in six categories: Education and Outreach, Science Research, Conservation and Restoration, Landowner Stewardship, State, Tribal and Local Program Development, and Wetland Community Leader. Nominate someone today! Contact Sanford Smith at [sss5@psu.edu](mailto:sss5@psu.edu), for more information <http://www.nationalwetlandsawards.org>

### 2008 4-H State Achievement Days

The Foods and Nutrition Contest will return for the 2008 4-H State Days event. Watch the State Days Web-site for updates and contest information. <http://pa4h.cas.psu.edu/77.htm>

### Baker Scholarship

Due March 1, 2008  
<http://pa4h.cas.psu.edu/118.htm>



Happy  
Thanksgiving!!!

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# Around the State in 4-H

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## ***Building a Fundraising Board***

**Part II** - by *Linda Lysakowski, ACFRE*

“We can’t get our board to help with fundraising, they aren’t the ‘movers and shakers’ in town.” If this is a statement you have heard in your organization, read on!

### **Uncovering the Sphere of Influence**

Once the board is recruited and each has made their personal financial commitment, the step is getting them involved in the process of identifying, cultivating and soliciting donors. Remember, every board member has a sphere of influence that can be used to help the organization. They just need to be made aware of the value of their connections and how they can use those connections to help the organization. The following steps can help turn board members into “movers and shakers” in their own sphere of influence. (The same method has also been used with staff members to yield some amazing relationships.)

- ◆ First, board members need to understand the Development Department and its role in the organization, as well as their own role in the development process. Start by holding a briefing session at a board meeting—board orientation is a good time to introduce this to new board members. A staff member can explain how important development is to the organization and what unfunded programs need support from private donors. They should explain the function of the development office and how the board and staff work together as a team to raise money. This is a good time to introduce board members to the fact that most giving comes from individuals. (The giving charts from Giving USA will be helpful handouts and are available through the American Association of Fund Raising Counsel’s Trust for Philanthropy at [www.AAFRC.org](http://www.AAFRC.org).



- ◆ Next, schedule a brainstorming session in which board members (and staff) develop a list of people they know who could be potential donors. It is important not to start them out with a “blank slate.” It is guaranteed that giving people a blank sheet of paper and telling them to list people they know will result in getting back a bunch of blank pieces of paper. Give them instead, some lists to spark ideas. This author has developed a form that is a good way to start ideas rolling. (for a copy of this form contact [info@cvfundraising.com](mailto:info@cvfundraising.com)).

Or have staff provide a list of people who already contribute to the organization and ask board members to discuss each name to determine “who knows whom.”

- ◆ The next step is refining the list into potential major donors, potential smaller donors and people about whom there isn’t enough information to proceed further. A small group of staff and Development Committee members who are well connected in the community can do this, based on



their knowledge of the person's ability, interest and the strength of the linkage with this prospect. The smaller donor prospects will be added to the mailing list to receive newsletters and direct mail, and the “unclassified”

- ◆ The final step in the identification process is a Major Donor Screening Meeting. Starting with the list identified as potential major donors, bring together the Board and Development Committee members who have identified those people and review each name carefully. (This can be done in a series of meetings if the list is large.) Discuss each name to determine the Ability (how much COULD they give if properly motivated and approached by the right person); the Interest (are they known to give to causes similar to this organization’s mission, have they given to the organization in the past, do they have any connection to the organization in which this person may be interested?) and the Linkage (who is the best person to contact this person; how strong is the connection; if there are several people who have a connection, which relationship is the strongest; is there a “team” of people from the organization who should approach this prospect?). It is crucial to understand that screening is a very sensitive issue and participants in this process must be carefully selected. Information that is sensitive should not be openly discussed. Participants can suggest giving amounts of areas of interest without discussing the prospects private details.



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## ***Building a Fundraising Board*** *- PART II continued -*

- ◆ And, of course no information about a donor's giving history should be given out unless that information is public information (listed on the organization's annual reports with the donor's permission for example). See the AFP (Association of Fundraising Professionals) Code of Ethics for further information on handling donor privacy. This may be downloaded from AFP's website at [www.afpnet.org](http://www.afpnet.org) [www.afpnet.org](http://www.afpnet.org)

This process will almost always uncover connections that most board members haven't thought about involving in the organization. A good facilitator is needed to help the board work through this process. A consultant, a board member or staff member who has gone through this process is essential. An experienced facilitator will be aware of privacy issues and organizational policies about what can be discussed within this group. Once the calls are assigned the next step will be the solicitation process.

### **Taking the Fear Out of Fundraising**

So now you are ready to get your board out there making the "asks." Understand that most board members have a fear of fundraising. It has been said that the fear of public speaking is higher on most people's list than the fear of death. But that the fear of asking someone for money is probably a close second to the fear of speaking in front of a large group. The two most sensitive areas for discussion are often said to be death and money and when asking for planned gifts, you are usually discussing both. But let's start with little less painful approach, the "ask" for the first gift to an organization which may lead to a future major gift. The steps to a successful "ask" are:

- ◆ Make your own gift first
- ◆ Ask a peer
- ◆ Know the "case"
- ◆ Know your donor's needs
- ◆ Ask for a specific amount
- ◆ Ask for enough
- ◆ Analyze what you did wrong or right
- ◆ Plan the next step

First, board members need to get rid of their fear, and realize that they are not "begging for money," but rather giving someone an opportunity to be apart of the exciting work of your health center.

Doug Lawson describes philanthropy as the bringing together of a "Joyful Giver, a Grateful Recipient and an Artful Asker." Board members need to understand that giving really does feel good and that being generous even makes people live longer!

### **Experience the Joy of Giving**

But first Board members need to experience the joy of giving themselves. The Board Appeal should always precede any public fundraising campaign. Board commitment will have a definite influence in their ability to ask others for money. The key thing all "askers" must do is to make their own gift first. It is a proven fact that those who have made a gift themselves will always be more successful at asking others to give, because they can ask them to "join me in investing in a great project." Of course board members also need to be convinced that what they are asking for is a worthy project—the organization must have a compelling case for support.

Through the screening process already discussed, board members will have identified people with whom they have a relationship and feel comfortable asking so the next step of asking a peer is already taken care of. In most cases, the asker should be giving at a level equal to what they are asking others to give. It is usually easier for people to ask someone they know than a total stranger. Of course, some board members may not understand this and feel reluctant to ask their friends. It all goes back to the compelling case—if a person really believes in the mission of the organization and knows others who share their values and beliefs; it is very likely that their friends will also be interested in supporting this organization. Always have them start with a call that is likely to be successful. It also helps to "stack the deck" and assign calls that are sure to be successful. Nothing builds success like success and a board member who has made that first successful call will be far more motivated to continue making calls.





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## ***Building a Fundraising Board*** **- PART II continued-**

It is important not to ask too much of board members, especially the first time around. No board member should be asked to make more than about five calls.

That is usually a manageable number for most people. Staff also needs to provide the board members any information that will be helpful in their call—the donors' past giving history to the organization, if any; other gifts that this person may have made in the community (a little research will help build the chances for a successful call); any connection this prospective donor has to your health center or interest in specific programs of the center.



### **Training Sessions**

Bring in someone to train the board in how to make the “ask.” Your training should include having them always ask for a specific amount for a specific project. And remember that people are very seldom, if ever, insulted by being asked for too much, but they can be insulted by being asked for too little. Role-playing is often a successful and fun way to help board members and other volunteers feel at ease before they have to ask for the “real thing.” A consultant or experienced development professional with experience in major gift fundraising will be needed to provide training on the techniques and the psychology of asking for money.

Make sure you schedule regular reporting meetings so board members can come share successes and challenges they have faced. Knowing others are sharing their experiences helps build a team spirit on the board and helps solve some of the challenges that solicitors may be having. And of course everyone likes to report his or her success. Often the board has a healthy sense of competition once they get going and having an opportunity or report their success to others is a strong motivator for many people. This debriefing will help plan for the next approach to each prospective donor.

Leadership must always be encouraging—remember that, especially if this is a first effort for the board, not all calls are going to be successful, but encourage solicitors to continue by stressing that they are building relationships and not just raising money. After all, the three keys to successful fundraising are Relationships, Relationships, Relationships.

[http://www.cvfundraising.com/articles/building\\_board\\_2.html](http://www.cvfundraising.com/articles/building_board_2.html)

*Linda Lysakowski, ACFRE is President/CEO of CAPITAL VENTURE, a fundraising consulting firm with offices in Nevada, Pennsylvania and Virginia. Linda has authored numerous articles as well as several booklets for AFP's Ready Reference Series, and Wiley Press published her book, Recruiting and Training Fundraising Volunteers in 2005. Linda is an internationally known speaker, and provides consulting to nonprofit organizations in the areas of capital campaigns, development audits and plans and Board development.*



## **4-H Camp Endowment Grants Available**

*-by Christy Bartley*

It is the time of year to begin thinking about summer camp programming and youth who may need some financial support to be able to attend. The 4-H Camp Endowment grants are available for the support of youth who may not otherwise be able to attend camp either as campers or counselors. Due to growth of the endowment, we are able to support additional grant requests. The grants may support one youth or several who attend either a day or residential camping program. To apply, simply submit a one page document describing the situation and how the funds will be used. You may request funding of \$100, \$150, or \$200. As a part of the grant application, describe how you will use the funds if your request is not fully funded. At the bottom of the page include, contact information and the account name a check should be made out to if you are awarded a grant. All applications are due by January 24, 2008. It is expected that a short one-page report will be submitted at the end of the camping season to describe how youth were impacted by the availability of these funds and the opportunity to go to camp. Grant applications and reports should be sent to Christy Bartley, The Pennsylvania State University, 8C Ferguson Building, University Park, PA 16802 or emailed to [cbartley@psu.edu](mailto:cbartley@psu.edu).

### **THINGS TO DO**

- ◆ Register volunteer for the 2008 Leaders Forum
- ◆ Register youth for the 2008 Leadership Conference
- ◆ Identify volunteers for the Fashion Revue Fundraising Committee by Nov 15th
- ◆ Identify volunteers to nominate for Salute to Excellence
- ◆ Nominate future 4-H State Council members by Nov. 2
- ◆ Develop a county mailing list for fund development



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## Pennsylvania Association of Extension 4-H Agents Recognizes Members

-by Wanda Braymer



*Pennsylvania Association of Extension 4-H Agents*

4-H Extension Educators received awards at the Pennsylvania Association of Extension 4-H Agents fall awards banquet, held at Livestock Evaluation Center, Rock Springs, PA, on October 17, 2007.

Recipients in the Service Award categories included Jill Oettinger and Jennifer Grooms, for the Achievement in Service Award; Cindy Arblaster and Claudia Mincemoyer, for the Distinguished Service Award; and Nancy Kadwill, for the Meritorious Service Award. All of these members were also named National winners in these categories.

Specialty 1st place Award winners included Jan Scholl for her entry in the Educational Technology – Adult category; which was a Regional winner; Helaine Brown, for her entry in Excellence in Teamwork, which was also a Regional winner; Carol Schurman, for her entry in the Natural Resources/ Environmental Education category; Kelly Weisner, for her team entry in the Search for Excellence in Teen Programming category; Jill Oettinger, for her entry in the Diversity Category, which was a Regional winner; Carol Schurman, for her entry in the Excellence in Camping- Individual category; and to Cindy Arblaster for her entry in the Excellence in Camping – team category, which was also Regional winner.

Recipients of the State Awards included Briana Shealer, for the Outstanding New Worker Award; Indiana County volunteer Ethel Coleman for the Clover Award; and Phyllis Wright for the Retiree Award.

In the Communicator Awards categories, 1<sup>st</sup> Place State winners included Carol Schurman for Educational Package Individual; Darlene Resh for Educational Package Team; Carol Schurman for Educational Piece Individual; Jan Scholl for Educational Piece Team; Wanda Braymer for Exhibit/Display; Helaine Brown for Feature Story; Wanda Braymer for News Story; Jill Oettinger for Periodical Publication Individual, which was also a Regional and a National winner; Darlene Resh for Periodical Publication Team; Laurie Weinreb-Welch for Personal Column; Jennifer Fetter for Promotional Package Individual, which was also a Regional winner; Laurie Weinreb-Welch for the Promotional Package Team entry;



-continued-

Robert Brown for the Promotional Piece Individual entry, which was also a Regional and a National winner; Wanda Braymer for the Promotional Piece team entry; Wanda Braymer for Published Photo; and Wanda Braymer for Radio Program, which was also a Regional winner.

All Regional and National winners were additionally recognized at the National Association of Extension 4-H Agents meeting in Atlanta, Georgia, October 25, 2007.

This publication is available in alternative media on request. Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.

## 2008 4-H Capital Days

-by Lydia Everhart

April 13-15, 2007

The 2008 Capital Days event holds new opportunities for our members as we host breakfast at the Capitol, display 4-H banners, gain valuable knowledge about government, leadership skills, and personal development. 4-H will also be showcased in the East Wing Rotunda with displays about our program for elected officials to view throughout their walks in the Capitol. The 4-H Capital Days website has been updated and announcement packet and preparation information is available at <http://pa4h.cas.psu.edu/74.htm>. Registration for Capital Days will open on December 1, 2007, please watch for your invite from the Office of Conferences and Short Courses. There will also be a direct link on the Capital Days Web Site.



**REMEM-**

**BER-**

**TURN YOUR CLOCKS BACK SUNDAY, NOVEMBER 4TH AT 2 AM!!!**



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## Pennsylvania Governor's School for the Agricultural Sciences

### Article for 4-H Leaders:

-by *Ketja Lingenfelter, PGSAS Assistant Director*

It goes without saying that 4-H Leaders play an invaluable role in the future of agriculture in the State of Pennsylvania, and beyond. Many of the students who participate in the State's agriculture programs will go on to become influential Agricultural Leaders. In support of your efforts as a 4-H Leader, the State established the Pennsylvania Governor's School for the Agricultural Sciences (PGSAS) in 1986, a familiar fact for those of you already aware of PGSAS.

PGSAS is a five-week, intensive program for selected high school sophomores and juniors throughout the State. It provides a unique blend of hands-on learning in classes, field trips, research, and social opportunities. Together these opportunities provide students with a unique and exciting chance to explore the breadth of the agricultural sciences.

As a 4-H Leader, we encourage you to make an effort to share information about PGSAS with the outstanding sophomores and juniors you know. PGSAS is searching for those students who have demonstrated exceptional ability in the sciences and who have a strong interest in food, agriculture, and the natural resource sciences. You are in a great position to know who these students are and tell them about this opportunity.

This spring, 64 students will be chosen from across the state to participate in PGSAS 2008. To be one of the 64, the student's application must combine a strong academic transcript, strong teacher and counselor recommendations, and carefully written essays. The most difficult of the three is the essay section. If you are assisting students to complete their applications, encourage them to carefully write their essays. The essays play a significant role in selecting students. Essays must provide a sense of personal voice--that is, they should provide a clear sense of who the student is and evidence of a strong interest in the agricultural sciences. Additionally, like many things in life, it helps to be creative

PGSAS will be held from June 29 to August 2, 2008. The deadline for this year's applications is February 1, 2008. Applications will be available beginning in mid October through the students' high school counselor's office, your local extension office, or they can be downloaded from [www.pgse.org](http://www.pgse.org).

## PA 4-H'ers Attend National Event

-by *Carol Schurman*



Two Pennsylvania 4-H members recently participated in the National 4-H Engineering, Science & Leadership Event held recently at Purdue University. Both members qualified by winning their respective contests at State 4-H Achievement Days and did very well at the national level. Tony Miller, Indiana County, placed first place in the small engines contest, which included a test, presentation, and parts identification. Scott Herstine, Bucks County, competed in the large tractor driving contest and placed fourth out of 11 contestants. His contest included two tractor driving courses, parts identification, an exam, and a safety inspection. The national event involved 54 participants from 12 states in contests such as bicycle, computer, automotive, compact tractor driving, and large tractor driving. The two delegates from Pennsylvania combined with delegates from Florida and placed second in the engineering bowl. Tony was also chosen to give the 4-H pledge at the recognition banquet. The members were accompanied by parents Anthony and Mary Miller and Ken Herstine. Pictured in the photo from the left are Ken Herstine, Scott Herstine, Tony Miller, and Tony Miller, Sr.

## STATE LEADERSHIP CONFERENCE REGISTRATION NOW OPEN

-by *Jackie Bruce*

The 2007 State 4-H Council is pleased to announce that the registration for the 2008 State Leadership Conference *Grovin' into Leadership*, is now open. To register your delegates, go to <http://ps4-hc.cas.psu.edu>. Click on the State Leadership Conference link. There you will see **REGISTER FOR THE 2008 CONFERENCE**. Click that link and you'll automatically be taken to the c-vent site where you can register your group.

If you have questions about the registration process, please don't hesitate to email Council Advisors: either Sam Nicola ([sdn110@psu.edu](mailto:sdn110@psu.edu)) or Jackie Bruce ([jab743@psu.edu](mailto:jab743@psu.edu))!

We look forward to seeing you and your delegates at the 2008 State Leadership Conference!!



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## Physical Activity Curriculum Update

-by Jill Cox

As the Leisure Education Curriculum Committee reviews and considers new possibilities for health, fitness, and nutrition curricula, we are asking for your help. If you have ordered the Keeping Fit Project Guide, we need to hear from you! We would specifically like to know the following:

- ◆ Have you used the Keeping Fit Project Guide?
- ◆ How has it been used?
- ◆ What have you liked most about the guide?
- ◆ What have you liked least?



In addition, we would appreciate your feedback as to what would be most helpful to leaders as you plan ways to incorporate more physical activity into whatever program planning you are doing?

Please contact Claudia Mincemoyer [esm324@psu.edu](mailto:esm324@psu.edu) or Jill Cox [jnc14@psu.edu](mailto:jnc14@psu.edu) with your feedback.

Claudia Mincemoyer, *Leisure Education Curriculum Committee Chair*. Jill Cox, *Physical Activity and Nutrition Extension Educator*

## Online Resource For Afterschool Science Activities

-by Claudia Mincemoyer

*The Consumers Guide to Afterschool Science Resources* contains reviews of high-quality, hands-on science content for afterschool programs. Developers began by asking afterschool practitioners to recommend programs or materials that they themselves had used or seen in action. A panel of afterschool and science content experts then carefully reviewed the resources identified as most promising.

Reviewed materials include semester and year long curricula, activity kits, instructor guides consisting of many related activities, and Web sites that offer content appropriate for afterschool programs. Users of this guide are able to search and sort entries by title, subject, grade level, audience, and cost. A brief description of each resource is accompanied by two expert reviewers' detailed commentary.

Access this guide online at:

<http://www.sedl.org/afterschool/guide/science/index.html>

## E-Learning for 4-H Volunteers

By: Debra Burrows



In November, Pennsylvania will join 13 other states in utilizing a new series of interactive online training modules developed specifically for 4-H volunteers. Called *E-Learning for 4-H Volunteers*, the series is comprised of four interactive online modules entitled *About 4-H*, *Positive Youth Development*, *Getting Started with 4-H*, and *Leadership and Teaching*. The modules focus on material and resources all 4-H leaders need and will provide an excellent introduction for new leaders as well as a useful refresher for current volunteers. Because the *E-Learning for 4-H Volunteers* modules will be available online, volunteers will be able to access them from any computer with an internet connection at any time of the day or night, making it very convenient for volunteers with tight schedules. Upon successful completion of each module, the volunteer is able to print out a certificate of completion. A designated Cooperative Extension staff member is notified via e-mail when a volunteer has completed a module.

*E-Learning for 4-H Volunteers* was brought to Pennsylvania through the efforts of a working group comprised of Mary Jo Depp-Nestlerode, Christy Bartley, Debra Burrows, Jen Fleck, Amy Murphy, Ed Horning and Jill Oettinger. Beginning in August of 2007, members of the group began a thorough review of each of the modules to ensure that all content was consistent with Pennsylvania 4-H policies and procedures. Group members were unanimous in their recommendation to purchase the series for use in Pennsylvania and approval was granted on October 16<sup>th</sup>.

Cooperative Extension educators are expected to have an opportunity to obtain a hands-on introduction to the *E-Learning for 4-H Volunteers* modules at the December statewide in-service. For additional information, please contact Debra Burrows at (570) 726-0022.





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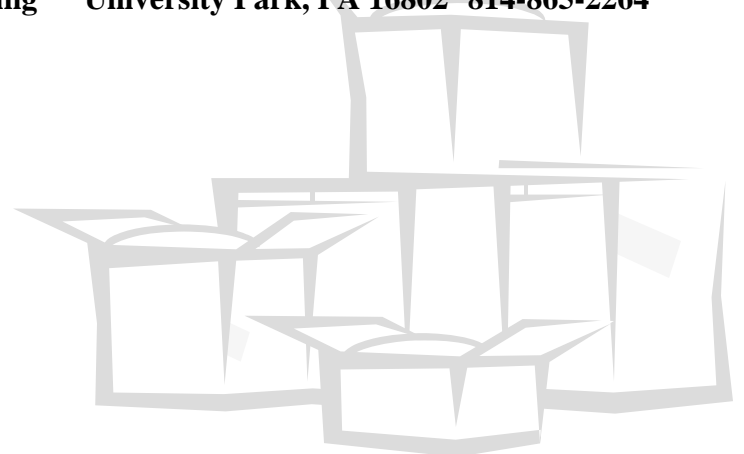
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4-H Youth Development



Starting November 8th—21st We will be moving to the Ferguson Building. During our transition we may not have phone service. We are asking that you use e-mail to contact the department. The good news is that all phone numbers will remain the same. Listed below are the new addresses that you will need to find us!!!

Christy Bartley	8C Ferguson Building	University Park, PA 16802	814-863-3828
Audrey Stewart	110 Ferguson Building	University Park, PA 16802	814-863-3824
Dr. Tracy Hoover	114A Ferguson Building	University Park, PA 16802	814-865-1668
Anita Sprankle	113 Ferguson Building	University Park, PA 16802	814-863-0445
Dr. Jacklyn A. Bruce	8 Ferguson Building	University Park, PA 16802	814-863-1789
Mya Rushton	2A Ferguson Building	University Park, PA 16802	814-865-2332
Dr. Daniel Perkins	107 Ferguson Building	University Park, PA 16802	814-865-6988
Phillip Hoy	116 Ferguson Building	University Park, PA 16802	814-863-7872
Dr. Claudia Mincemoyer	104 Ferguson Building	University Park, PA 16802	814-863-7851
Dr. Nicole Webster	109 Ferguson Building	University Park, PA 16802	814-863-2695
Lydia Everhart	7 Ferguson Building	University Park, PA 16802	814-863-7873
Dr. Jan Scholl	2B Ferguson Building	University Park, PA 16802	814-863-7444
Dr. Cathy Bowen	8B Ferguson Building	University Park, PA 16802	814-863-7870
Dr. Patreese Ingram	2C Ferguson Building	University Park, PA 16802	814-863-7439
Dr. Marilyn Furry	8A Ferguson Building	University Park, PA 16802	814-863-7428
Susan Smith	7 Ferguson Building	University Park, PA 16802	814-865-2264





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## EDITOR'S PAGE

*Christy E. Bartley*

Christy E. Bartley  
State 4-H Program Leader

In Consultation with  
4-H Youth Development Faculty & Staff

PENNSTATE



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