



VANTAGE

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Building youth technology skills one project at a time

Ninth grader and Shiawassee County 4-H member Tyler Thaler recently traveled to Kawkawlin, Mich., in the official role of 4-H videographer.

He and his technology club members used digital video and still cameras to document the Bay County 4-H Proud Equestrians Program in action.

His work and that of his fellow Perry Schools 4-H Technology Club members will help illustrate a new CD-ROM-based update of the 4-H Proud Equestrians Program (PEP) curriculum and leader training materials. It will also help create a new 4-H PEP promotional and teaching video.

"It was really interesting to me," Tyler said about both learning about the riding with disabilities program and

learning what it takes to adequately capture the experience on tape. "I don't get around horses too much. We videotaped the kids riding, and then we went back to school to edit."

Tyler said his personal goal is to know more about computers and how to program them because he really wants to do this when he's older.

Michigan 4-H Youth Development has determined that Tyler is already old enough.

Rob Keith, the state 4-H associate program leader for technology, says that giving young people opportunity to work on real projects that address real needs is key to helping them learn about and adequately use

technology tools for discovery, learning and getting things done.

His vision is to maximize 4-H's state capacity to deliver technology training and products by involving skilled young people in developing those products and helping them learn at the same time.

"The Perry 4-H Technology Club met and talked about the shots they wanted to get before their trip. They did a lot of filming when they got to the location and tried to get some audio as well. They came back and checked their video, then went through and did some cuts and edits. Their work is then shared with Kay O'Daniel [4-H associate program leader for inclusive programming]. That feedback is taken back to the kids

with ideas for additional work that needs to be done in getting to the product the staff needs," Keith said.

This process mirrors that of a professional technology development team, and the outcome benefits 4-H programming needs and the teens' ability to learn practical skills.

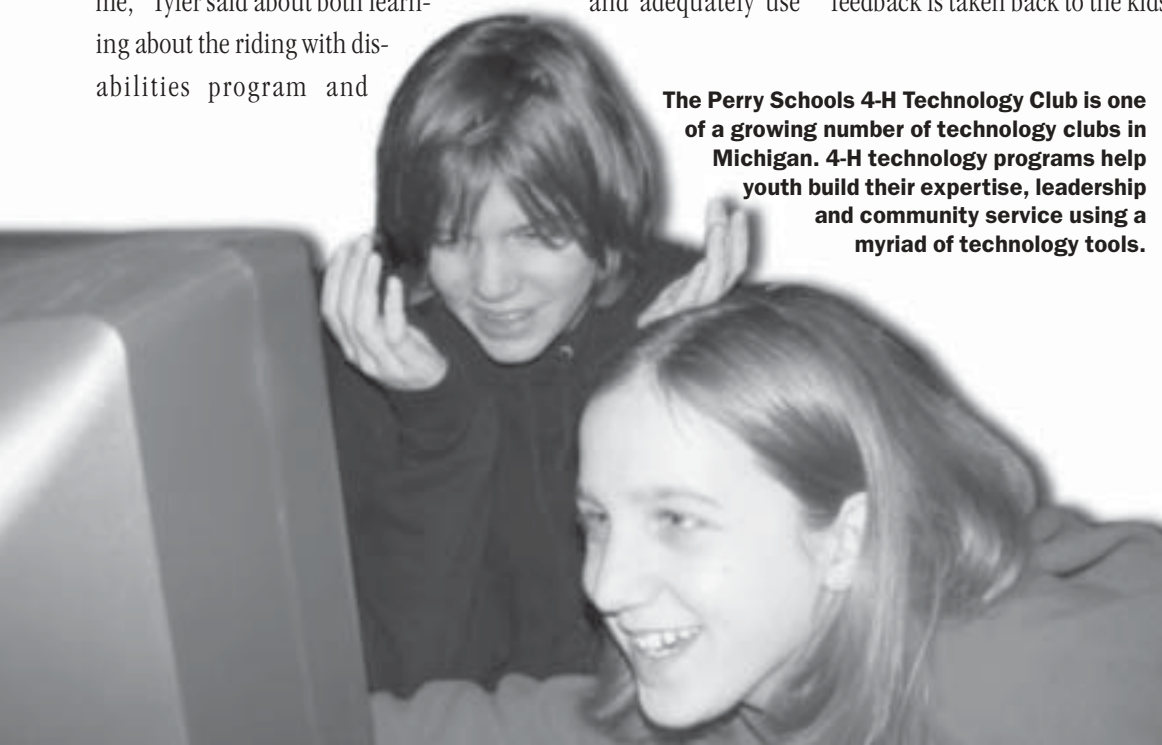
The Perry Schools 4-H Technology Club is one of a growing number of technology clubs in Michigan. This club is also part of a national 4-H partnership called "Cyber Seniors, Cyber Teens" that pairs teen instructors—trained in working with and teaching technology skills to older citizens—with seniors interested in learning more and developing their skills in that area.

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The Perry Schools 4-H Technology Club is one of a growing number of technology clubs in Michigan. 4-H technology programs help youth build their expertise, leadership and community service using a myriad of technology tools.

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Four new trustees join foundation board of trustees

Gregory E. McDaniel and David Ramaker, both of Midland, and Wayne H. Wood, of Lansing, were elected to three-year terms on the Michigan 4-H Foundation Board of Trustees at the annual meeting in October.

Trustees are volunteers who serve as community advocates for 4-H and lead and manage the operation of the Michigan 4-H Foundation.

McDaniel is the director of Dow Chemical Co.'s Thermosets new business development group. He joined the Dow Chemical Co. in 1976. He recently served as treasurer for the Central Indiana United Way and as a board member of the Indianapolis YMCA and the Indianapolis Urban League.

Ramaker was president of two affiliate banks before becoming president and CEO of Chemical Financial Corp. in January 2002. He has been employed by the company since 1993. He is also a

board of director member for the Midland County Economic Development Council, the Matrix Midland Festival, the Midland Center for the Arts Music Society and a former United Way campaign chair.

Wood, president of the Michigan Farm Bureau since 2000, has served on the Michigan Farm Bureau board of directors since 1984 and was vice president for 12 years before being elected president. He is a member of the Extension Advisory Council and the chairman of the Agriculture Preservation Fund Board. He was a Sanilac County dairy fair superintendent and a 4-H dairy leader.

Rita Klavinski, of Marshall, replaces Lester Schick, Jackson County MSU Extension director, in a three-year term as the representative of the Michigan Council



New foundation trustees (pictured left to right) Rita Klavinski, Gregory McDaniel, David Ramaker and Wayne Wood.

of Extension Associations.

Klavinski is the outgoing chair of the Michigan Council of Extension Associations and the Calhoun County MSU Extension director. She has previously held MSU Extension positions in

Branch County and an area assignment in three Upper Peninsula counties. She is a member of Rotary International and a past president of the Michigan Extension Association of Family and Consumer Sciences.

New officers lead foundation

Victor L. Fulgoni, III, of Battle Creek, succeeds Pamala Babbit, Muskegon, as president, and Thomas Cobb, Bloomfield Hills, was elected vice president of the Michigan 4-H Foundation Board of Trustees following the fall annual meeting.

Babbit became the immediate past president. Fulgoni is the 22nd president of the foundation.

The president provides leadership to the board of trustees and works closely with the executive director to achieve the foundation's mission and objectives.

Fulgoni is senior vice president of Nutrition Impact, L.L.C., after serving as vice president for nutrition research at the Kellogg Company for 10 years. He became a trustee in 1994 and served as vice president for the past two years. He was also co-chair of the 2002 celebrations external events com-



Victor Fulgoni, III, the 22nd president of the foundation.

mittee, which planned the 4-H Centennial Gala, and a member of the board's finance and personnel committees.

Cobb, consultant and adviser for non-profit organizations, has been a trustee since 1998. He is a member of the finance committee. He served as a trustee for the MSU Foundation, the Harold and Carolyn Robison Foundation, and the Crohn's and Colitis Foundation of America, Michigan Chapter.

Reelected to officer positions were Paul Clabuesch, treasurer, and Cheryl Booth, secretary.

Calendar

March 24—Deadline for ordering an inscribed brick for placement in the Michigan 4-H Children's Garden and/or at Kettunen Center. A gift or paid pledge of \$250 to the Michigan 4-H Foundation entitles you to make this permanent memorial or tribute.

April 1—Michigan 4-H Children's Garden opens for the season. The garden is open from dawn to dusk through Oct. 31. The garden usually reaches peak display in August. For information on tours and events, call (517) 355-0348.

May 8—Don Jost's retirement reception. Celebrate Don's 26 years with the foundation from 2:30 to 5 p.m. at the University Club Ballroom in East Lansing. For RSVP information, contact the Michigan 4-H Foundation at (517) 353-6692.

Explore, Experience, Achieve:

The Campaign for



The Michigan 4-H Foundation's seven-year, \$15 million Campaign for 4-H was officially launched at the Sept. 13 4-H Centennial Gala.

This collaboration with MSU Extension's 4-H Youth Development is the largest campaign in the foundation's history.

The campaign goal is to garner programmatic support for six 4-H priority areas—volunteer development, technology literacy, environmental and outdoor education, global and cultural education, citizenship and leadership, and diversity and inclusive programming. The priority areas were identified by 4-H staff members, volunteers and members and supported by foundation trustees.

The campaign will also seek additional support for the Michi-

Foundation launches its most ambitious campaign

Explore, Experience, Achieve campaign builds 4-H programming support

gan 4-H Children's Garden and Kettunen Center.

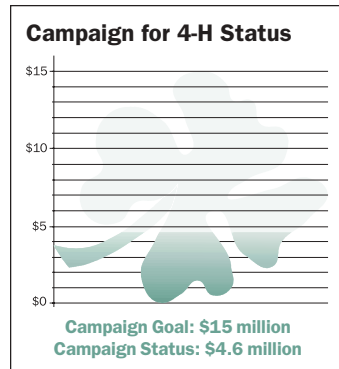
As of January 2003, the foundation has received \$4.6 million in pledges.

"Success of this campaign will strengthen the efforts of 4-H in this state and will ensure that young people have expanded opportunities in critical areas of [4-H program] development," said Victor Fulgoni, president of the foundation. "It acknowledges the critical gaps in programming efforts, allows 4-H to build upon past successes, and provides county and state staff members with needed resources to develop great opportunities for young people."

Although the campaign will focus on financial support for programming areas, the foundation is also interested in growing the endowments that support 4-H. Endowments are permanent funds invested

to provide income for specified purposes. The foundation seeks to strengthen its current endowments to ensure long-term sustainability of quality 4-H programs.

"This campaign will assist us in our on-going efforts to provide positive opportunities for young people while connecting them with caring adults," said Cheryl Booth, state 4-H leader and interim associate director of MSU Extension. "We know that our efforts of bridging global and cultural issues is important work. We also know that providing opportunities for young people to lead, understand their role as citizens and be engaged in



serving their communities has become increasingly important. This campaign aims to strengthen our work [in 4-H]."

For more information on the Campaign for 4-H, visit the foundation online at <http://www.mi4bfdn.org> or call (517) 353-6692.

Technology

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Perry Schools 4-H Technology Club volunteer Dennis Squires and Rob Keith are the trainers and program managers. The national partners are CyberSeniors.org, the National Retired Teachers' Association and the National 4-H Council Youth Technology Teams.

Technology literacy is one of the six Michigan 4-H Foundation "Campaign for 4-H" priority areas. Michigan 4-H Youth Development annually involves more than 7,000

youth in technology experiences. 4-H encourages young people to explore technology to enhance their learning around any 4-H project area. 4-H technology programs help youth build their expertise, leadership and community service using a myriad of technology tools.

For more information on how you can support 4-H technology literacy programs, visit the foundation online at <http://www.mi4bfdn.org/campaign/technology.html> or call (517) 353-6692.

Campaign for 4-H Funding Priorities

4-H Innovative Program Development	\$4.5 million
Volunteer Development	
Technology Literacy	
Environmental and Outdoor Education	
Global and Cultural Education	
Youth Citizenship and Leadership	
Diversity and Inclusive Programming	
Endowed Funds	\$3.5 million
Michigan 4-H Legacy Fund (\$1.5 million)	
Kettunen Center Endowment (\$1 million)	
4-H Children's Garden Endowed Funds (\$1 million)	
Kettunen Center Master Plan Completion	\$1.75 million
Michigan 4-H Children's Garden Programs	\$650,000
Unrestricted Gifts	\$600,000
Deferred Gifts	\$4 million
Campaign for 4-H Goal	\$15 million

Pharmacia finds corporate values match in funding 4-H

When a new employee joins Pharmacia Animal Health, he/she learns that Pharmacia is committed to creating an environment of competence, commitment, consistency and compassion.

These four C's of the Pharmacia ethic bear close relationship to the four "H's"—head, heart, hands and health—of Michigan 4-H Youth Development.

Pharmacia's 40-year relationship with the Michigan 4-H Foundation has made it a significant partner in promoting opportunities for young people. In the past 10 years, Pharmacia's support has made it one of the foundation's largest annual corporate donors.

Many things can drive corporate philanthropy, but key is a good match between an organization's mission and that of the corporate supporter.

Ron Bryant, vice president of operations at Pharmacia Animal Health, sees similarities in both organizations' commitment to trust, morals, teamwork, ethics, education and community.

"Pharmacia strongly believes that the more trust we build with our customers, the better the prospects are that we will be able to grow as a business," Bryant says. "The Pharmacia corporate giving philosophy works to build trust by putting a focus on giving programs that make a difference, not only to us but also in the eyes of our customers."

Its 4-H gift for 2003 supports programs that mirror its focus on animal health—the Michigan 4-H Veterinary Science Workshop and two 4-H Horse Science Workshops. Pharmacia's commitment to the environment and education

"Perhaps the four H's have prepared those individuals to admirably model the four C's in the Pharmacia organization."

—Ron Bryant,
Pharmacia Animal Health

is seen through its sponsorship of the 4-H Great Lakes Camp and the Michigan 4-H Youth Conservation Council.

Pharmacia is helping to develop new 4-H club programs in underserved communities in Kalamazoo, the home of its corporate headquarters. It also supports the new 4-H Global and Cultural Education initiative to ensure a more globally prepared workforce.

"Many of our employees were 4-H members in their youth, and some are still active supporters or have children involved," Bryant notes. "Perhaps the four H's have prepared those individuals to

admirably model the four C's in the Pharmacia organization."

The Michigan 4-H Foundation welcomes other corporate partners committed to positive youth development. For more information on corporate giving opportunities, contact the Michigan 4-H Foundation at (517) 353-6692.

If you work for a corporation with a matching gift program and want to partner with your employer in support of 4-H, contact your human resource department for a corporate matching gift form and enclose it with your gift in the enclosed envelope.

4-H Children's Garden hosts brick-laying ceremony



In September, new Michigan 4-H Children's Garden brick sponsors were invited to see their bricks installed in the garden's demonstration plaza. This was one of two ceremonies that took place late last summer. A total of 10 families participated in laying their bricks.

The next brick-laying ceremony at the garden will be in June. March 24, 2003, is the deadline for the June installation. A gift or paid pledge of \$250 to the Michigan 4-H Foundation entitles you to make this permanent memorial or tribute.

Brick sponsors for the Red Oak Plaza at Kettunen Center are also welcomed.

Kettunen Center gains two new memorial learning stations

Located just northeast of the main entry to the Kettunen Center main lodge is an environmental wonder.

The removal of an unused fuel oil tank at Kettunen Center resulted in the creation of the “Chrysalis Corner Courtyard,” a new butterfly garden learning station.

In the spring, the garden will be home to butterfly weed, Autumn Joy, black-eyed Susan, milkweed and other flowers and shrubs that attract butterflies.

“We are really pleased that we were able to take a potential environmental risk and out of that create a place of beauty and teaching,” said John Grix, Kettunen Center director.

The Chrysalis Corner Courtyard was created with a gift from Jack W. Knirk, of Quincy, who sponsored the garden in memory of his daughter, Cindy K. Henley, who died in 1999. Knirk was a long-time supporter of 4-H in Branch County and an annual donor to the Michigan 4-H Foundation. He held leadership positions in the Michigan livestock industry for many years. Unfortunately, Knirk died in an accident in October 2002 and never saw the completed garden.

The garden is one of two areas at Kettunen Center designed with plants that attract butterflies. Both gardens have been and will be used with the “Creatures with Wings” intergenerational Elderhostel that Kettunen Center hosts each year. This session, which attracts grandparents and their grandchildren,

features a butterfly specialist that will use the station to teach about key plant species that attract butterflies and some birds such as the hummingbird.

The “4-H Learning Science through the Arts” workshop at Kettunen Center also uses these outdoor teaching stations for leaf collecting and pressing and other methods of artistic expression that use flowers from the gardens.

This garden includes a seating wall built at an appropriate level for young people, a butterfly watering basin and a rock found on the Kettunen Center grounds that is shaped like a butterfly chrysalis.

Kettunen Center also has a new directional kiosk located near the new garden that features an overview of the full site with directions for getting to the various residential and learning centers. The station is also a place of learning—it has lists of the flora and fauna native to the Kettunen Center grounds and a weather station used in environmental stewardship programming.

The station was sponsored by the Kettunen Center director and his wife, John and Andrea Grix, in memory of Francis and Margaret Grix.

For information on other teaching and residential facilities available for sponsorship at Kettunen Center, contact the Michigan 4-H Foundation at (517) 353-6692 or visit the foundation online at <http://www.mi4hfdtn.org/campaign/kettctr.html>.



A directional kiosk (above) and the Chrysalis Corner Courtyard are new to Kettunen Center, located northeast of the main entry.

Vantage readership survey

To get feedback on *Vantage*, we mailed a readership survey to a random sample of 200 of the 2,500 names on the *Vantage* mailing list. More than 50 percent returned the survey, and half also returned the \$1 incentive we sent to encourage response. We thank you for your response and for the gifts back to the Michigan 4-H Foundation.

We have a new design, and we hope as you read this issue, you'll see us beginning to respond to your interest in seeing more about:

- 4-H members.
- County and state 4-H youth programs.
- The work of the Michigan 4-H Foundation.
- People and organizations that exhibit exemplary giving and service.
- Contemporary youth issues.

As we plan future issues, we'll continue to look out for the stories you most want to read about. Again, thanks!

VANTAGE

4700 S. Hagadorn Road
Suite 220
East Lansing, MI 48823-5399
(517) 353-6692
FAX: (517) 432-3310
URL: <http://www.mi4hfdtn.org>

Vantage is published three times per year for members of the Michigan 4-H Foundation. The foundation uses funds solicited from individuals and organizations to support 4-H youth development programs and train volunteer 4-H leaders throughout Michigan. The foundation also owns and operates Kettunen Center, the state 4-H leadership training facility in Tustin.

The Michigan 4-H Foundation is licensed to solicit charitable gifts by the state of Michigan (MICS 2751). A report containing percentages of charitable contributions expended on program administration and fundraising is available by request.

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Michigan 4-H Foundation

4700 South Hagadorn Road, Suite 220
East Lansing, MI 48823-5399

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In the News

Michigan 4-H'er to serve on national tech design team

Wayne County 4-H member Matthew Evoy, of Detroit, was selected to serve on the 2003 National 4-H Youth Technology Leadership Design Team. In this role, Matthew will help design an online environment for teen 4-H members, develop a 4-H robotics project area, help create resources to support state 4-H tech teams and plan the 2004 National 4-H Technology Conference. Matthew will also serve as a statewide resource for Michigan 4-H technology learning opportunities.

Current and former state 4-H leaders share wisdom

On November 14, 2002, 4-H professionals and volunteers gathered at Michigan State University to hear from seven of the nine former and current state 4-H leaders. "The Shared Wisdom of Michigan 4-H Leadership (1956 to 2002)" event brought together Russ Mawby, Norm Brown, Barbara Stowe, Mike Tate, Sandy Clarkson Stuckman, Cyndi Mark and Cheri Booth who shared highlights and wisdom from their Michigan 4-H leadership. They also provided their perspective on what's needed today to positively support the growth of young people. To view a video of the session, contact the Michigan 4-H Foundation at (517) 353-6692.

John Grix elected president of IACCA

This past November, Kettunen Center director John Grix was elected president of the International Association of Conference Center Administrators (IACCA). IACCA is an organization of not-for-profit conference center administrators throughout the United States and Canada. There are five other 4-H conference center directors among the 280 members. Grix was among the organization's first class of certified conference center professionals and served as vice president of the organization prior to the fall election.