MICHIGAN 4-H FOUNDATION

VANTAGE

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4-H: helping youth explore entrepreneurship

Entrepreneurship may be a relatively new 4-H project area, but the concept is nothing new to 4-H'ers.

"Youth entrepreneurship is about idea generation, creating something new or making a product or service better than before. Youth learn about problem solving, teamwork, marketing, finance – they walk away with really great skills," said Laura Allen, MSU Extension 4-H career/entrepreneurship education coordinator.

One way Michigan 4-H is working in youth entrepreneurship is as a partner and key implementer of Moving Ideas to Market (MI2M), a **Prima Civitas Foundation** initiative funded by the C.S. Mott Foundation.

"Michigan 4-H has been an integral partner in helping MI2M to implement real culture change in Michigan, and we value them as a partner and collaborator," said Holly Hetzner, Moving Ideas to Market Initiative Coordinator for the Prima Civitas Foundation.

The IGNITE Youth Entrepreneurship Team, a part of MI2M, is facilitated and implemented by Michigan 4-H Youth Development and the Corporation for a Skilled Workforce (CSW) with the support of volunteers from across the state.

"It is a testament to 4-H's great work that many of IGNITE's most engaged entrepreneurial youth are also 4-H participants," Hetzner said.

In 2008-09, nearly 3,000 Michigan 4-H members were enrolled in 4-H entrepreneurship projects, and approximately 150 youth have participated annually in the Michigan 4-H Business and Entrepreneurship Expo during 4-H Exploration Days the past three years.

"Michigan 4-H youth are starting businesses as a result of 4-H entrepreneurship education programs. This is exciting news that is certain to help boost Michigan's economy. Our youth care about the communities they live in and want to be a part of the solution," Allen said.

Corbin Angus has been a member of Barry County's Baseline 4-H Club since he was 8 years old. He's a sophomore at Kellogg Community College and owner and entrepreneur of Pet Pantry, a business that sells pet treats.

"Since a young age I've always considered myself an entrepreneur," Angus said. "I have always had some sort of business, whether it was a vegetable stand by the road, selling farm fresh chicken eggs or fresh processed chickens and even baby chicks."

Angus took a two-year marketing class at the Calhoun Area Career Center (CACC) in which students worked with the Generation E Institute curriculum to create a business and a business plan to submit to Generation E for their Student Business Expo competi-

See Pet Pantry, page 7

Corbin Angus is a Barry County 4-H member, a sophomore at Kellogg Community College and owner and entrepreneur of Pet Pantry, a business that makes and sells pet treats.

"Since a young age I've always considered myself an entrepreneur."

— Corbin Angus, Barry County 4-H'er and owner of Pet Pantry

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Volunteering, loving, giving to 4-H

Muskegon County 4-H volunteer **Pam Babbitt** has been a 4-H leader for the past 40 years.

"A neighbor invited my kids to a meeting and to join their 4-H club. My kids were 5 and 6 at the time," Babbitt said. "My son and daughter were both involved in 4-H until they graduated high school and went to college – and I stayed in 4-H."

"That first year, they did a stamp collection. The next year, my neighbor asked if I'd like to teach the kids knitting, and the Needle Beetles 4-H Club just kept growing.

"At one time we had 40 members. We've done sewing, baking, macramé, string art, gift wrapping – one year we even made Cabbage Patch dolls."

Babbitt's late husband, Ed, was also a 4-H volunteer. She recalled him helping 4-H members build a car. "My son still gets out his 4-H car every once in awhile," she said.

As a 4-H volunteer, she attended 4-H Exploration Days, Kettunen Center 4-H workshops and a variety of other statewide events.

"1971 was the first time I was at Kettunen Center. It was for a 4-H food and nutrition workshop. The center was very different than it is now – with an A, B and C lodge, that's what they were called back then. It's been a joy to see how Kettunen Center has changed.

"Over the years I attended a variety of 4-H workshops including craft, FOLKPATTERNS, citizenship and leadership and I enjoyed going to them."

In addition to leading the club, she has served and been an officer on the Muskegon County 4-H Leaders Association and the Muskegon County 4-H Advisory Council. She's also been a Michigan 4-H Foundation trustee for 25 years.

"I was president of the Muskegon County 4-H Council. Our 4-H agent at the time asked me if I'd be interested in serving on the Michigan 4-H Foundation's board. I didn't think I qualified, but he assured me the foundation was seeking women in business. Then the foundation's president at the time interviewed me and I joined the board – that was in 1985," Babbitt said. "I didn't quite understand all that it was about, but now I think I'm the longest serving trustee on the board."

Pam Babbitt has been a 4-H volunteer for 40 years and supports 4-H in a variety of ways including as the winning bidder of the Garfield 4-H print during the 4-H Centennial Gala in 2002.

She served as Michigan 4-H Foundation president, vice president, immediate past president and treasurer, and has also chaired the Personnel Committee for 11 years.

Babbitt loves 4-H. That's why she continues to support 4-H through the Michigan 4-H Foundation.

"When something touches my heart and I see a need, I get out my checkbook," she said.

Babbitt and her husband have supported 4-H in a variety of ways over the years including gifts to State 4-H Awards, the Michigan 4-H Children's Gardens and Kettunen Center. During the Vision 2021 Campaign for Kettunen Center, they sponsored a room in Birch Lodge and a Red Oak room and contributed to the Capstone Campaign. Babbitt also sponsored a room in the new Gerstacker Wing of Cedar Lodge and was the winning bidder on the Garfield 4-H print during the 4-H Centennial Gala.

Most recently, Babbitt has supported the **4-H Forever Annual Fund,** providing 4-H with unrestricted gifts to support 4-H needs as they arise.

"I can see the need and know others can benefit from the donations I make," she said. "I do it because I'm able to."

Although Babbitt isn't a leader of the Needle Beetles any longer, she still remains an active member of the Muskegon County 4-H Leaders Council, helps out with the Muskegon County Youth Fair and judges local competitions.

"I've always enjoyed being involved with 4-H," she said. "Your reward as a volunteer is seeing the kids achieve."

4-H Forever Annual Fund (2009-10)

Fund Goal: $110,000
Fund Status: $86,189 Percent to Goal: 78.4%

Fund Update

The 4-H Forever Annual Fund ensures the future of 4-H by providing the flexibility to meet emerging needs. The fund supports 4-H volunteer training scholarships and the delivery of new 4-H programs, and it's available for other 4-H needs as they arise. **Gifts are welcomed to the fund for 2010-11.**

2009-10 Leadership gifts:

Pamala Babbitt
Janet and James Blanchard
Chemical Financial Corporation
Consumers Energy Foundation
Victor and Sally Fulgoni III
Guido A. and Elizabeth H. Binda Foundation
Donald and Rebecca Jost
McCartney & Company, P.C.
Ronald and Jeannie Schoen

4-H Forever

Please consider a gift to the 2010-11 4-H Forever Annual Fund!

Fund Goal: $110,000

4-H Mentoring Weekend creates memorable experiences

Fifty-five mentors and mentees gathered July 16-18 for the third annual 4-H Mentoring Weekend to strengthen their mentoring relationships while enjoying educational and leisure activities at Kettunen Center.

Michigan 4-H Youth Mentoring is a planned mentoring program offered in 29 Michigan counties for youth aged 5 to 19 that uses one-on-one, peer and small-group mentoring models. Through the program, caring individuals are matched with young people to provide support, friendship, reinforcement and constructive examples.

"Many of the young people who are referred to mentoring programs have not had the opportunity to experience the outdoors and a camplike setting," said Lisa Bottomley, MSU Extension 4-H mentoring specialist.

"4-H Mentoring Weekend offers an opportunity for matches to experience all that Kettunen Center has to offer. The activities and training workshops that are held throughout the weekend are designed to strengthen the mentoring relationship. Research tells us that youth who describe their mentoring relationship as strong or high quality are more likely to experience positive outcomes, including academic success, reduction of delinquent activities and increased self-esteem.

"After three years of hosting this event, we can see that this bonding experience has led many matches to stay together well beyond their initial commitment," Bottomley said.

Juan Marquez-Pino attended the 4-H Mentoring Weekend for the first time with his mentor, Mike Butterfield.

"It was a lot of fun," Juan said. "We did all these fun activities."

Activities included crafts, kite building, archery, geocaching, theater and drama, climbing the MAX—Kettunen Center's new rock wall—and fishing, canoeing, kayaking and swimming. Participants also had a Jell-O fight, talent show and scavenger hunt, and worked on a service project to benefit the Ingham County Capital Area Humane Society. Mentors also learned skillbuilding using new curriculum from the Michigan 4-H Mentor Training curriculum project while the youth participated in science experiments and team-building activities.

"The Jell-O war was my favorite," Juan said. "We filled four buckets and when the whistle blew we had to throw Jell-O at one another. The one who was most covered in Jell-O got a prize!

"I also enjoyed meeting new people. I've talked to new friends and plan to go again next year," he said.

Juan met his mentor, Mike Butterfield, through the Clinton County 4-H Creating Connections Program last February.

"I get to go out more and hang out with my mentor," Juan said.

See Mentoring, page 7

Fifty-five youth and mentors attended the third annual 4-H Mentoring Weekend July 16-18 at Kettunen Center to strengthen their mentoring relationships.

Michigan 4-H Foundation 57th Annual Membership Meeting & Clover Citation Luncheon

Friday, October 1, 2010
Paul B. Henry Center for Executive Development
3535 Forest Road
Lansing, Mich.

Annual Membership Meeting 10 a.m. to noon
Clover Citation Luncheon (by invitation only) noon to 1 p.m.

Annual Membership Meeting agenda items:
- Trustee elections.
- Audited financial statement report.
- 2010 president's report.

Foundation members are individuals or organizations that donated $10 or more to the Michigan 4-H Foundation in the past year. Members are encouraged to attend and vote on all items at the meeting. Call (517) 353-6692 for more information.

Calendar

Sept. 18 — Fall Family Fest at Kettunen Center. This event features butterflies, crafts, hikes and more from 10 a.m. to 4 p.m. Visit *www.kettunencenter.org* or call (231) 829-3421 for details. RSVP by Sept. 14. Cost: $7/person, including lunch.

Oct. 1 — Michigan 4-H Foundation annual membership meeting at the Henry Center in Lansing, Mich. (see details above).

Oct. 7–10 — North Central Regional 4-H Volunteer Forum at Michigan State University.

Oct. 10 — Angel Street dinner theater performance by the Cadillac Footliters. 4:30 p.m. at Kettunen Center. Cost: $30/adult, $28/senior, $20/youth 12 and under. Visit *www.kettunencenter.org* or call (231) 829-3421 for details. RSVP by Oct. 3.

Oct. 31 — The outdoor Michigan 4-H Children's Gardens close for the season. The outdoor gardens will open April 1, 2011. The indoor garden is open year round.

Dec. 31 — Gift deadline for 2010 income tax credit.

Gardens provide lasting memorial to family and friends

Several new Michigan 4-H Children's Gardens theme garden additions have been sponsored in memory of loved ones.

The Peanut Butter and Jelly Garden, Global Garden and Fourth Grade Herb Garden will serve as both lasting memorials and valuable learning tools in the Pete and Sally Smith Schoolyard Demonstration Garden, an addition to the outdoor Michigan 4-H Children's Garden at Michigan State University. This garden demonstrates ideas for creating gardens for learning at schools, community gardens or other small spaces.

The new theme gardens are under development this fall and will debut in spring 2011. Teachers and students will be involved in creating the information that visitors will see in each of the new gardens.

"These gardens will provide valuable new learning tools for garden programs," said Norm Lownds, Michigan 4-H Children's Gardens curator. "They will be wonderful examples and models for schools seeking garden learning opportunities by demonstrating simple things that can be done at school to connect children to learn healthy habits, learn about and try new foods, celebrate our various cultural heritages, and share stories from all around the globe."

"These gardens will also provide a great way for kids to connect to the Michigan 4-H Children's Gardens and to MSU and to explore the curiosity and wonder in gardens," he said.

Peanut Butter and Jelly Garden

The new Peanut Butter and Jelly Garden will provide a lasting memorial to **Ruth Smith-Eppelheimer**. Smith-Eppelheimer and her second husband, Marvin Eppelheimer, were sponsors of the Rock Garden in the outdoor Michigan 4-H Children's Garden. She named the Michigan 4-H Children's Gardens as a partial beneficiary of her estate and her family felt that sponsoring this garden paid tribute to her love of fruits and making jams and jellies.

The Peanut Butter and Jelly Garden will be designed as a prominent feature of the School Lunch Garden, designed to include a raised planter that looks like two pieces of bread. Strawberries and peanuts will grow in the space between the two slices of bread and the top will be planted in wheat, peanuts and other berries. Fruit trees such as apple, cherry and peach will be planted around the sandwich.

"This raised bed garden feature will allow children to be able to open part of the sandwich to look inside. They will also be able to see examples of jams, jellies and peanut butter," Lownds said. "The garden will allow children to learn about how fruits grow."

Literacy programs using children's books will also be developed for use with the Peanut Butter and Jelly Garden.

Global Garden

The new Global Garden will pay special tribute to **Manfred and Dorothy Thullen**. Manfred retired as executive director of International Programs at Northern Illinois University. He also served 24 years at Michigan State University, in the Department of Resource Development, as well in the Dean's Office of International Studies and Programs. Their daughter, Christina Thullen, chose the Michigan 4-H Children's Gardens because of her parents' interests in international and global programs.

Above is the planter for the new Peanut Butter and Jelly Garden. Strawberries and peanuts will grow in the space between the two slices of bread and the top will be planted in wheat, peanuts and other berries.

The Global Garden will feature plants from around the world, with an emphasis on plants we use for food, including plants that can be eaten right from the garden. It will also have an interactive garden globe with information about countries and the foods grown and eaten there.

"The plants may change from year to year as we emphasize a specific part of the world. We may also get even more creative and feature 'globe' plants from across the globe! We will have fun with the variety of plants that we can grow," Lownds said.

"We will also develop programming where kids can experiment with creating global recipes from the garden. These will be connected to the USDA recipe database as much as possible. This will also provide a place where kids (or parents) can find and download recipes to try these global plants and foods at home," he said.

Fourth Grade Herb Garden

Gifts made in memory of **Shirley Swancutt** will sponsor the Fourth Grade Herb Garden. Swancutt was a member of the Michigan Herb Associates and a theme sponsor of the Sensational Herb Garden in the outdoor Michigan 4-H Children's Garden.

The Fourth Grade Herb Garden will feature herbs that have special connections to school, kids and learning.

Plants will include chamomile, from the Adventures of Peter Rabbit; sage for its historical use for brushing teeth and its role in

See Theme gardens, page 7

New Kettunen Center outdoor features include disc golf

Michigan's 4-H volunteer training and conference facility, Kettunen Center, now offers disc golf as a new outdoor recreational activity for guests.

Disc golf is played like traditional golf but instead of using a golf ball and golf clubs, players use a flying disc and try to toss it into a basket. As in traditional golf, there is a par for each hole.

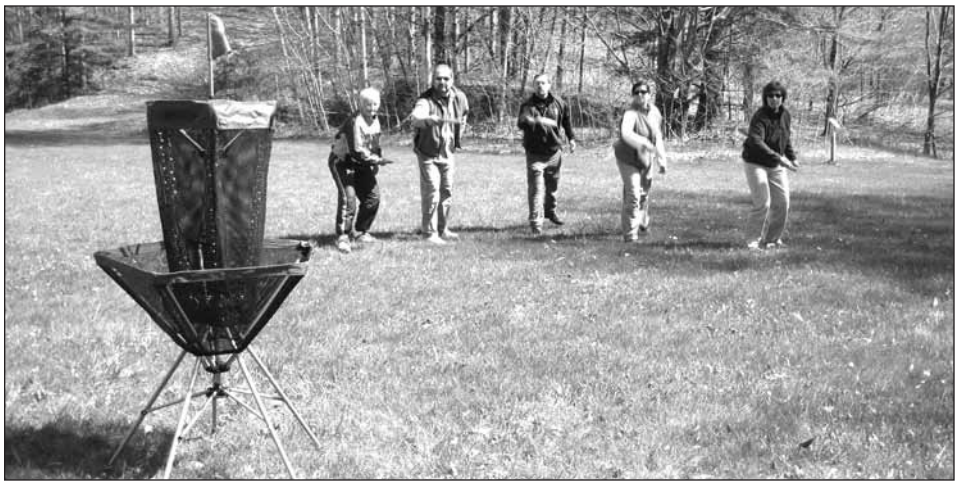
Kettunen Center's disc golf course is in a forested area along the Red Fox Trails. The course – complete with disc golf baskets, cement tee pads and tee signs – is an environmentally friendly course built around existing trees and trails. The course was designed by **Seth Hopkins,** Lake County MSU Extension 4-H educator, and installed by Kettunen Center staff members.

"It is a nine-hole beginner course to be used for educational purposes and as a pasttime at workshops and other conferences," Hopkins said. "I helped set up the par and design the actual course. We limited cutting to anything 3 inches and under, and most of the course is on trails that were already there."

Hopkins also is involved with a disc golf 4-H club in Lake County. The club has eight members and meets two days per week for skill drills and has a league night.

"We have club trips planned to Kettunen Center," Hopkins said. "The goal is to get the kids out to different courses. We also hope to have youth participate in the [disc golf] state finals."

Kettunen Center's disc golf course was supported by an MSU Extension 4-H Participation Fee Grant. The grant also provided funding for a disc golf course at Baldwin schools, new 4-H club development in Lake County, the use of the Educational Disc Golf Experience (EDGE) curriculum, the purchase of a variety of official disc golf discs, and future train-the-trainer workshops at Kettunen Center.



Kettunen Center now offers disc golf as an outdoor recreational activity for guests.

Additional outdoor enhancements at Kettunen Center include:

- **The Butterfly Garden,** located in the Kettunen Center arboretum, with a new solar-powered bird bath fountain. The garden, created last summer by the Tustin Explorers 4-H Club and several Cadillac-area home-school families, models native plants that attract pollinators such as bees, butterflies, moths and hummingbirds. The fountain serves as both a bird bath and as a water source for pollinators.

- **The MAX** (Mobile Adventure Experience), a 32-foot-tall climbing wall, which arrived last spring at Kettunen Center. The wall provides both physical and mental challenges and serves as a team-building activity that can be built into both youth and adult conferences at the center.

- **New landscaping.** Four MSU Extension Master Gardener students spruced up the outdoor garden landscapes at Kettunen Center. The students, along with Jenny Gray, Wexford County Master Gardener and Susan Alexander, Master Gardener and owner of In Harmony of Gardening by Design, volunteered their time and resources providing new garden design ideas, selecting plants and supplying mulch and other materials at a discounted rate.

- **A quilt trail block.** Kettunen Center is now a part of the Osceola County Quilt Trail. A quilt trail is a route containing a number of wooden blocks that are painted to resemble quilt squares and then mounted to host structures. Together they form a self-guided tour. The exterior of Red Oak Hall boasts a Rising Star 4-H quilt pattern, which honors all the 4-H rising talents. The quilt was designed in collaboration with the Osceola County Quilt Trail. The block was funded by a grant from the West Michigan Quilters' Guild. Currently there are 13 quilt blocks in Osceola County, including the one at Kettunen Center.

- **Two new kiosk panels featuring Kettunen Center Nature Trails and Living Green** on the outdoor kiosk located beside the sidewalk between the White Pine Lodge and the Mawby Learning Center. The kiosk was sponsored by gifts in memory of Margaret and Francis Grix in 2003. The Nature Trails panel features the 3½ miles of marked nature trails and includes professional photographs of wildlife species donated by local artist Charles St. Charles, of Hoxeyville, Mich. The Living Green kiosk panel outlines Kettunen Center's commitment to "green" practices, programs and environmental monitoring, and offers guests tips for conserving natural resources. It also recognizes Kettunen Center's steward level of certification from the Green Lodging Michigan Program, sponsored by the Michigan Department of Energy, Labor and Economic Growth.

To receive Kettunen Center updates like these, sign up for the Kett Monthly e-newsletter at www.kettunencenter.org!

Pet Pantry

Continued from cover

tion. Pet Pantry was his class project his senior year.

"I have had businesses in the past and they have been OK, but I wanted to start something that would go further and could actually become profitable," he said.

"I thought that making and selling pet treats would not only be fun, but it would also be an easy market to sell to. In 2006, nearly half of pet owners considered their pets to be family members. After doing quite a bit of research and seeing how much people actually spend on their pets, I decided to go with this business idea."

Each treat is handmade and cut out with a cookie cutter. His mom assists in filling orders and baking while he wraps, packages and mails the treats to customers.

The Pet Pantry took off quickly, offering nine types of dog treats – including K-9 Krunchies and Snickerpoodles – and two cat treats, then, expanding to offering dog birthday cakes and selling products online.

"All of my products are healthy and homemade; there is nothing that you cannot pronounce on the label, and they are so good that even I eat them!" Angus said.

Angus submitted his business outline to the Prima Civitas Foundation and the IGNITE Youth Entrepreneurship Team and received third place and $50 in their first Inventors Day Competition.

Angus then attended 4-H Exploration Days and sold his pet treats to other 4-H participants in the Growing Your Existing Business Class. The session allowed him to network with other teen entrepreneurs and meet professionals.

He also exhibited his business plan, product and idea at the Barry County 4-H Fair where he received a best of show ribbon.

"I presented my business to a panel of judges, who were just blown away with what I had accomplished with my entrepreneurial project," Angus said.

Angus and the Pet Pantry were featured in the Future CEO Stars magazine, and he presented his business plan at MSU Ag Expo and to the Barry County United Way – a funder for the Barry County 4-H program – as part of the Barry County 4-H yearly report.

Then last fall Angus enrolled at Kellogg Community College and found that between classes and work, he did not have much time for his venture.

"Now I'm selling Pet Pantry. It's a great business, but I just don't have the time," Angus said. "I love the business, it is great, and I never expected to be where I am today.

"I'm also moving into a new avenue this fall – prenursing. I want to help people. I've always been a people person and want to help them out."

For more information on 4-H entrepreneurship and career education, visit *http://web1.msue.msu.edu/cyf/youth/career.html*.

Mentoring

Continued from page 3

Juan and Mike have met for dinner or a movie, but this was the first weekend experience they had together.

"The best thing was hanging out with Juan and getting to be ourselves," Mike said. "We got to climb the rock wall, go kayaking and had a scavenger hunt – that was a cool way to kick off the weekend and get to know our way around Kettunen Center. We got second place.

"It was also the first time Juan and I had worked together as a team – it was cool to do that together.

"When I signed up for the weekend I was a little hesitant at first, but it was one of my most memorable experiences this summer," Mike said.

"Everybody was great! Kettunen Center was awesome – great food and a nice staff. The bond that Juan and I have now, I never expected."

County 4-H mentoring programs have received support through AmeriCorps grants from the Corporation for National and Community Service Commission that are managed by the Michigan Community Service Commission. MSU Extension 4-H Youth Development has also provided training and technical assistance to youth mentoring programs across the state through a contract from Mentor Michigan. The 4-H Mentoring Weekend was made possible in part by an MSU Extension 4-H Participation Fee Grant.

4-H Mentoring Weekend participants, including Juan Marquez-Pino (far right bottom) and his mentor Mike Butterfield (far right top), took part in a Jell-O fight.

Theme gardens

Continued from page 5

Thanksgiving celebrations; peppermint for its connection with St. Johns, Mich.; and dill for the pickle industry in Michigan.

"We will also be developing herb-related programming and in-class explorations appropriate for fourth graders," Lownds said. "We want to connect fourth graders to herbs so they see the importance of herbs in their everyday lives. We also want to connect them to Shirley Swancutt and her love for herbs and kids so they gain an appreciation for the great things Shirley did to promote herbal knowledge," Lownds said.

"This garden will also encourage schools everywhere to grow similar gardens and connect to the herbal heroes that live near them."

VANTAGE

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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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In the News

TSC supports 4-H with paper clover promotion

Last spring, **Tractor Supply Company (TSC)** customers nationwide could purchase paper 4-H clovers for $1 each, with the proceeds donated back to 4-H. From March 26 through April 18, paper clovers were sold at more than 900 TSC stores nationwide, including the 63 Michigan TSC stores, resulting in Michigan residents giving nearly $28,000 to support Michigan 4-H. Sixty percent of those funds supported county 4-H programs in Michigan, 10 percent supported state 4-H programs and 30 percent went to National 4-H Council for underwriting the cost of the program.

4-H Exploration Days

June 23-25, a total of 2,656 people (2,024 of whom were youth) attended 4-H Exploration Days at MSU. Nearly 60 percent had attended the event more than once; almost 10 percent had attended five or more times. More than 54 percent had been in 4-H for four or more years. Twice as many girls as boys attended.

KidsCom.com virtual garden

Last spring MSU Extension, the Michigan 4-H Children's Gardens, the U.S. Department of Agriculture (USDA) and KidsCom partnered to develop the virtual garden portion of the MyGarden initiative on KidsCom.com. Through the online interface, more than 16,800 kids have started virtual gardens where they learn to garden and eat healthy by planting, tending to, harvesting and cooking using USDA recipes with plants.

CORPORATE Clover Club

Thanks to our Corporate Clover Club members!

The Corporate Clover Club is an annual giving program recognizing corporate and business gifts over $1,000. Between July 1, 2009, and June 30, 2010, corporate gifts were received from:

- **Accident Fund Company of America**
- **American Dairy Association of Michigan**
- **American Forest Foundation**
- **Chemical Financial Corporation**
- **Consumers Energy Foundation**
- **Graphicus Signs & Designs**
- **GreenStone Farm Credit Services**
- **Ingham County Farm Bureau**
- **Jackson National Life Insurance**
- **Knappen Milling Company**
- **McCartney & Company, P.C.**
- **Michigan Holstein Association**
- **Michigan Horse Council**
- **Michigan Milk Producers Association**
- **Michigan Pork Producers Association**
- **Monsanto**
- **MSU Federal Credit Union**
- **Nutrition Impact, LLC**
- **Toyota USA**
- **Tractor Supply Company**
- **UAW International Union National Cap Dept.**
- **Wal-Mart Foundation**