

Spirit

Newsletter of the Missouri 4-H Foundation

Spring 2012

The Next Sixty Years Endowment Initiative



For more than 60 years, the Missouri 4-H Foundation has helped build stronger state 4-H programs, securing a brighter future for young people and volunteers. With support from alumni and friends, the Missouri 4-H Foundation secured and managed more than \$800,000 in Fiscal Year 2011 to fund 80 state 4-H programs, award 65 college scholarships, provide faculty and volunteer training, community service project funding, and recognize 4-H leaders through programs like the Missouri 4-H Hall of Fame.

As we plan for the next 60 years, and address the challenges of rising costs and new programming needs, we have developed strategies to ensure permanent support of Missouri 4-H state programs. These strategies form the basis of "The Next 60 Years" initiative that will secure perpetual support for traditional programs and programming that meets the challenges of a global society. The initiative will focus on building the Missouri 4-H Foundation's existing endowment, while simultaneously seeking annual support for specific program initiatives as sustaining funds build.

"Support for Missouri 4-H state

Established 1919
MISSOURI 4-H FOUNDATION 
The Next Sixty Years

programs comes primarily from two funding streams," Executive Director Cheryl Reams explained, "Annual gifts underwrite program expenses during the year. Endowment gifts are invested and provide income every year that, over time, allows for program growth. It makes good financial sense, and it is absolutely necessary, to focus on establishing and growing program endowments, particularly in today's economy."

The Next Sixty Years initiative targets state 4-H programs in four critical areas:

Agriculture and Animal Science

- Livestock Judging
- Equine Science
- Dairy Judging

Science, Engineering and Technology (SET)

- SET Director (implementation and oversight of SET programs)
- 4-H Robotics: problem-solving and technical skills
- 4-H Photo/Video Corps and 4-H Film Festival: social communication science skills

- Kansas City Global Workforce Summit: prepares young people for 21st century careers

Citizenship, Leadership and Life Skills

- Missouri State 4-H Congress
- National 4-H Congress
- Youth Futures-College Within Reach: college access for first-generation students
- Youth Civic Leaders Summit community civic engagement
- Missouri 4 Habitat: service-learning projects
- Outdoor Education 4-H Youth Specialist: implementation and oversight of Shooting Sports, Wildlife Habitat and Sport Fishing programs

Healthy Lifestyles

- 4-H MOVE Across Missouri: fights obesity by promoting nutrition and physical activity.
- Support The Next Sixty Years with an annual or endowment pledge or gift to the Missouri 4-H Foundation. Use the enclosed pledge card, or for more information,

(continued on page 5)

Honorary Chair

Governor Jay Nixon

Chair

Nelda Godfrey

Trustees

Lynn K. Ballew

Ben Brown

Morris Burger

James C. Chenoweth

William M. Crouch

Mary C. Davis

Anne Deaton, EdD

Karla J. Deaver

Jerry Dowell

Jessie Fowler

Ann Greenley

Gale C. Hankins

Thomas A. Henderson, PhD

Robert E. "Bud" Hertzog,
DVM

Charles Hunt

Robert G. Idel

Jerilyn Johnson

Patricia S. Koenigsfeld

Ina L. Linville, PhD

Dale R. Ludwig

Brock M. Lutz

Robert L. McNary

Michael Quart, PhD

Diane Olson

John Raines

Linda Scorse, DVM

Vida Stanard

George E. Thomas

Marla J. Tobin, MD

Ruth Brent Tofle, PhD

Edwin S. Turner

Leroy Van Dyke

Irvin "Butch" Whittler

Honorary Trustees

Frank Graham

Nelson Trickey

Executive Director

Cheryl Reams

Director of Development

Kristen Heitkamp

Dear 4-H Friends,

With this issue of *Spirit*, we formally introduce our endowment initiative — *The Next Sixty Years*. The Next Sixty Years will focus on establishing and building endowment funds for state programs over the next few years, and I encourage you to join us in this critical effort. You may support this endeavor through an endowment or annual pledge or gift, and we ask that you continue your strong support of the Foundation's Annual Fund to help meet the greatest needs of Missouri 4-H. If there is a program you'd like to support that you don't see in *The Next Sixty Years*, we welcome your partnership to help it flourish. The programs currently included in the initiative make up the first phase of the program, and support is needed for all programming.

We've enjoyed opportunities in recent months to connect and reconnect with several of our alumni and partners. In September, Ralph and Mary Ann Gates joined us in hosting our shooting sports supporters at the annual 4-H State Shooting Match, held at Prairie Grove Shotgun Sports outside of Columbia. We also caught up with fellow Rock Bridge Bruin and 4-H alumnus Jeff Meyer of CBS, and Brian Stewart, son of the late Jo Ann Washburn Stewart. Brian brought us some treasured memories of his mother that we'll be able to share with Linn County, and Jeff shares with us what it's like working for CBS Corporation and what 4-H members can do to have similar opportunities.

Orscheln Industries Foundation representative Shirley Loesch and her husband Rodney joined us at the Governor's Conference on Agriculture for the Future Ag Leaders auction in January. The auction raises funds for 4-H and other youth agriculture programs. Many thanks to Shirley and Orscheln for their continued support of Missouri 4-H, and a special thanks to Don Nikodim of the Missouri Pork Association, and Jeff Windett of the Missouri Cattlemen's Association, who were a tremendous help to 4-H at this year's auction.

We were pleased to participate in the North-Central Region 4-H Science Academy, held recently in St. Louis. Many thanks to all of the panelists and Moderator Cynthia Kramer of SCOPE for their participation in the panel "Developing Partnerships and Resources for 4-H Science."

Whether you make an annual gift, support an endowment, or are planning to leave a legacy through your will, you are the true "Foundation" of our successes. Please know what a difference each of you makes and keep the Missouri 4-H Foundation in your philanthropic plans. Pledge your support today via mail, online at <http://www.4hfoundation.edu/foundation/> or call us at 800-642-8041.

Warm regards,



Cheryl Reams
Executive Director

Orscheln Foundation tops bids for Champion Ham

Orscheln Industries Foundation won the Missouri State Fair Grand Champion Ham with a \$2,000 bid at the Future Ag Leaders Auction, and presented the 19-pound ham to the Missouri 4-H Foundation. Live and silent auctions raised \$3,188 to benefit Missouri 4-H.

Hats off to our auction donors: **A.L. Gustin Golf Course, Agri-Missouri, Burgers' Smokehouse, Farm Progress/Missouri Ruralist, Les Bourgeois Vineyards and Winery, Missouri Corn Grower's Association, Missouri Cotton Exchange, MU Concert Series and Stoney Creek Inn.** The conference and auction are sponsored by the Missouri Department of Agriculture. ✿



Missouri Director of Agriculture Dr. Jon Hagler, Shirley Loesch of Orscheln Industries Foundation and Missouri 4-H Foundation Executive Director Cheryl Reams at the Governor's Conference on Agriculture on Jan. 20 in Kansas City.

St. Louis Cardinals named 4-H "Bridge Builder"

The World Champion St. Louis Cardinals easily won the 2011 Missouri 4-H Foundation Nelson Trickey Bridge Builder Award for exceptional youth outreach.

Since 2002, the Cardinals and 4-H organizations in Missouri and Illinois have presented 4-H Day with the Cardinals, bringing more than 21,000 fans to Busch Stadium, and raising nearly \$50,000 for Missouri and Illinois college scholarships.

"We are pleased to partner with 4-H in this event," said Joe Strohm, St. Louis Cardinals vice president of ticket sales. "This day is a highlight of May on our calendar, and we appreciate the time and effort of 4-H to make it a success."

The Missouri 4-H Foundation Nelson Trickey Bridge Builder Award is presented to individuals or organizations recognized for eminent service bridging youth and community.

"The St. Louis Cardinals provide outstanding support of 4-H youth through 4-H Day with the Cardinals," said Cheryl Reams, executive director of the Missouri 4-H Foundation. "The



Joe Strohm of the St. Louis Cardinals accepts the Bridge Builder award from Missouri 4-H Foundation Honorary Trustee Nelson Trickey on Sept. 30 in Columbia.

event surpasses all others with the benefits it provides to 4-H members through college scholarships." ✿

The Missouri 4-H Foundation gratefully acknowledges MFA Foundation for providing support for this issue of the 4-H Spirit.

4-H memories last more than a lifetime

Here at the Missouri 4-H Foundation, we were delighted when Brian Stewart delivered two big boxes to the office — the boxes had been stored in an attic for 50 years, and contained keepsakes of his mother’s 4-H career.

One box holds the late Jo Ann Washburn Stewart’s thick scrapbook of 323 fair ribbons, souvenirs, achievement pins and news clippings. Her fair kit is a wooden box, complete with brushes, combs and a can of Shep’s Animal Hair Dressing.

Jo Ann was a force in Missouri 4-H — twice a delegate to National 4-H Club Congress in Chicago, winning state dress revue competitions and showing champion livestock around Missouri. She attended the University of Missouri as a 4-H scholar, and realized her goals of working as a county extension agent and 4-H leader.

Jo Ann’s record book tells a story that rings true for so many members of the 4-H family.

As a Linn County farm girl, Jo Ann joined 4-H in 1946. Her parents were 4-H leaders, and encouraged her to raise a lamb. “This pet lamb plus birthday money was the source used to buy three registered ewes. These three ewes were the start of the 239 head of sheep I handled during eight years,” she reported in the 4-H record book.



Jo Ann Washburn Stewart

From raising sheep, Jo Ann advanced to an Angus calf named Blackie, bought from funds “made on my sheep.” She was miffed when her dad brought home a registered Chester White gilt instead of “the Angus heifer I wanted so badly.”

“It didn’t do me a bit of good to put up the howl, because Dad insisted that I take care of the gilt. His insistence went as far as marching me down with a bucket of feed for her the first night home. I was later to discover that this was the best action he could have possibly taken.” The story changed when



the “little pigs arrived” and won Jo Ann her first championship ribbons — as well as trophies and more fair ribbons.

“It has been a long time since the day I clutched my first blue ribbons,” Jo Ann wrote in 1957. “Thanks to 4-H, I have come to realize

the importance of the farm to the nation. I also realize the important role that parents and leaders played in my 4-H career — without their help and encouragement, I’m afraid that I wouldn’t have gone very far.”

Near the end of her 4-H tenure, Jo Ann mused, “I realized that my days as a 4-H member were almost gone, but my days as a leader were just beginning... I’m going to ‘make the best better’ by working with farm youth and 4-H as a county extension agent after I graduate from the University. So really, my journey down the 4-H road is just beginning.”

The historic boxes and their contents will find a home in the Linn County Historic museum.

Give the gift of 4-H — start young people on the journey of a lifetime.

Your gift assures that Missouri 4-H continues to help 4-H’ers develop leadership, citizenship and life skills. Consider joining the Clover Club as a three-year sustaining member. Simply send your gift in the enclosed envelope, make a gift online at <http://4h.missouri.edu/foundation>, or call us at 800-642-8041. ❀



Godfrey elected Foundation Chair

Nelda Schwinke Godfrey, PhD, ACNS-BC, is the newly-elected chair of the Missouri 4-H Foundation. Godfrey is associate dean of undergraduate programs at the University of Kansas School of Nursing and lives in Clay County.

“I am committed to helping raise money for the Missouri 4-H Foundation, so that young people throughout Missouri can learn through the myriad of

programs that 4-H has to offer,” Godfrey said.

A 10-year 4-H'er from Osage County, Godfrey met her husband Darrell through 4-H, and their two children were active in many aspects of the Missouri 4-H program. She continues to work at the grassroots level as a Clay County 4-H clothing project leader.

Nelda Schwinke Godfrey, chair Missouri 4-H Foundation



Endowment Initiative

(continued from page 1)

call Executive Director Cheryl Reams at 1-800-642-8041; email reamsc@missouri.edu, or write the Missouri 4-H Foundation at 819 Clark Hall, Columbia, MO 65211.

A pledge or gift in the amount listed under “Endowment” on the chart (at right) allows you to name the program.

For example, a gift or pledge of \$200,000 from John Smith in support of the Dairy Judging program means that Mr. Smith may choose to name the program “John Smith 4-H Dairy Judging Program.” You may also choose to name a program in honor of a family member or friend.

	Annual	Endowment
Agriculture / Animal Science		
Equine Science	\$10,000	\$200,000
Livestock Judging	\$10,000	\$200,000
Dairy Judging	\$10,000	\$200,000

SET: Preparing Missouri Youth for the Future Workplace

SET Director	\$105,000	
Robotics	\$12,500	\$250,000
Photo/Video Corps/ 4-H Film Festival	\$12,500	\$250,000
Kansas City Global Workforce Summit	\$12,500	\$250,000

Citizenship, Leadership & Life Skills

State 4-H Congress	\$7,500	\$150,000
National 4-H Congress	\$12,500	\$250,000
4-H Youth Futures	\$17,500	\$350,000
Youth Civic Leaders Summit	\$7,500	\$150,000
4 Habitat	\$7,500	\$150,000
Outdoor Education 4-H Youth Specialist	\$30,000	\$600,000

Healthy Lifestyles

MOVE Across Missouri	\$7,500	\$150,000
----------------------	---------	-----------

Clover Classic

GOLF TOURNAMENT

JUNE 5, 2012

Four-Person Scramble

SAVE THE DATE

**BENEFITS
MISSOURI 4-H**

A.L. Gustin Golf
Course

Registration Forms at

<http://4h.missouri.edu/foundation/>





An interview with Jeff Meyer



Jeff Meyer is a 1983 Missouri 4-H Council representative, whose path stretched from Harg Hustlers 4-H Club to the CBS Corporation's Manhattan offices in New York City. Meyer's career began at Ernst & Young and took a fast track through corporate America. When he stopped by the 4-H center on the MU campus, he reflected on his past and present adventures. Here are excerpts from our talk. Read the full interview on the Missouri 4-H Foundation website.

Tell us about your 4-H background.

I was a member of the Harg Hustlers 4-H club for eight years (1975–1983). Originally I joined because of the horsemanship project, led by Simone Sorenson. I rode 10 different horses in 4-H, including a pinto mare that my mother had purchased for \$106 (including a saddle), that I showed in Saddle Seat

classes. That year with her, I won every Saddle Seat class in 4-H from the club level to the State Fair 4-H Horse Show. Mrs. Sorenson was extremely proud of this effort, as she saw it as a 4-H accomplishment to take a horse that had never been shown to that level of success.

I soon became more involved, holding various offices in my local club, from song and games leader through president.

I was a junior horsemanship project leader, and also a member of the first Missouri team to compete in the National 4-H Horse Bowl. I served two years on the State 4-H Council — as the Mid-Missouri representative and as a state representative. In 1983, I ran unsuccessfully for State 4-H Council president. I also attended leadership conferences at the state and national levels.

What was the greatest benefit to you being involved with 4-H?

I think of two great benefits from my 4-H involvement. First, presentation skills were emphasized at various levels, from the project through state fair. The second was the opportunity to accept responsibility and boost self-confidence.

You have had an interesting professional career. Tell us about it.

I have enjoyed a varied career. Starting at Ernst & Young, I split

time between financial and information technology audits, with significant clients in both the aerospace/defense and health care industries, as well as a stint managing internal software development projects.

After E&Y, I joined PepsiCo, Inc. and from there to Tricon Global Restaurants, Inc. Then to Newell Rubbermaid, Inc. before moving to Premcor Refining Group, Inc.

Since 2006, I've been with CBS Corporation, where I'm responsible for all internal audit activities for CBS's Entertainment (television, film and interactive businesses) and Cable Network segments, as well as CBS-owned and operated local television stations.

What's been your favorite position?

While all of them have had a hand in making me the professional I am today, how could I not say my position at CBS?

I've been able to experience so many different parts of the business, from seeing how our television stations operate across the country, to seeing how our interactive business works in Beijing and Shanghai, to being on the sets of television shows and meeting people both in front of and behind the cameras. How often does Rachael Ray offer to feed people when they are at work?

(continued on page 7)



Science panelists share insights on jobs and grants

Even in a tight economy, demand outpaces the economy in the U.S. science industry. “Forty percent of software engineers are international hires because there aren’t enough U.S. citizens who have the training,” said tech expert Steve Kinzy of Esri. Kinzy joined an industry panel discussion on workforce and resource development during the North-Central 4-H Science Academy, held in February at St. Louis.

Kinzy, Courtney Goebel and Gary Reynolds of Covidien, Linda Arnold Whaley of Monsanto and Ellen Dierenfeld of Novus International, Inc. represented the science sector. SCOPE Executive Director Cynthia Kramer moderated the panel.

Human resources recruiters led with workforce issues. “We look for people who can work in a collaborative team environment,” Courtney Goebel said.

“Take advantage of internship opportunities,” Gary Reynolds advised, “You’re training for your future.”

Turning to resource development, panelists agreed that potential partnerships include volunteer opportunities for employees, and projects in the communities where employees live and work.

“Monsanto encourages grassroots decision-making,” said Linda Arnold Whaley. “We empower farmers to support their local communities.”

Novus International ties its philanthropic philosophy to a global vision, Ellen Dierenfeld explained, supporting community quality of life “in a synergistic way so that our employees can enjoy the benefits of local programs.”

More than 250 4-H science educators from a 12-state region attended the science academy. Designed for both novice and expert 4-H science educators and volunteers, the academy showcased best practices in science inquiry and innovations. ✿

What’s a typical day for you at the office?

This is a tough question, because my day varies tremendously. I might be in a Los Angeles studio, or in Denver at a television station. I might be in Manhattan or San Francisco, or counting DVDs in England. Typically, I don’t have typical days, which is one of the benefits of this career.

What would you recommend for young 4-Hers who are interested in a career similar to yours?

Besides getting a degree in accountancy, I would advise people to not be afraid to work and to be open to new experiences. Unfortunately, I see quite a few new professionals who don’t want to get the experience they need to succeed; they think a degree should be

sufficient for a corner office.

It’s an easy way to distinguish yourself by showing that you’re willing to roll up your sleeves and work hard. As for new experiences, be willing to try something new. At Mizzou, I would have never envisioned myself at either an oil refining company or at CBS, but by being open to new experiences and opportunities, I’ve had the chance for both. ✿



Missouri 4-H Foundation

819 Clark Hall
University of Missouri
Columbia, MO 65211



Enjoying the 2011 4-H Shooting Sports State Match are from left, Mike Huffman, Missouri Department of Conservation outreach and education division chief; Foundation Trustee Jessie Fowler; MU Extension 4-H Director Ina Linville; Missouri 4-H Foundation Executive Director Cheryl Reams and her daughter Wendy; Foundation Trustee Bill Crouch; MU Extension 4-H Outdoor Education Specialist Gerry Snapp; Foundation Trustees Brock Lutz and George Thomas; and Bruce Berger and Doug Bay of the Big Game Hunters Foundation.

If you do not wish to receive the 4-H Spirit in the future, please contact the foundation office at 1-800-642-8041, or by email at 4hfoundation@missouri.edu.

4-H Spirit (Y602) is published biannually by the Missouri 4-H Foundation. Incorporated in 1949, the foundation is a 501(C) (3) organization, which secures and manages financial resources for University of Missouri Extension 4-H programs.

With the help of supporters like you, 4-H county and state programs, camps and clubs continue to thrive. When you make a pledge or send a check in the enclosed envelope, your gift is tax-deductible.