



Wisconsin 4-H Foundation Developments



November 2004

WISCONSIN 4-H FOUNDATION 50TH ANNIVERSARY CELEBRATION A SUCCESS THANKS TO SPONSORS

The Wisconsin 4-H Foundation celebrated its first 50 years of support for Wisconsin 4-H in a gala event in Madison on October 21st. Donors, 4-H volunteers, UW-Extension staff, 4-H youth, and special guests gathered to highlight the support they have all given to benefit the 190,000 Wisconsin 4-H youth. Sponsors of the event contributed generously and their funds will be used directly for 4-H program activities.

Golden Sponsors were **Nasco** of Fort Atkinson and **NorthStar Cooperative** of Lansing, Michigan. Nasco has been a friend of Wisconsin 4-H since 1978, and has been the sponsor of the Wisconsin 4-H Foundation's recognition events since the mid-1980's. NorthStar began its support for Wisconsin 4-H animal science programs twenty years ago by helping sponsor the Area Animal Science Days.

Silver Sponsors were the **Wisconsin Association of Fairs** and **Xcel Energy** of Eau Claire.

Clover Sponsors included Accelerated Genetics of Baraboo, Alliant Energy of Madison, Green Bay Packaging, Inc. of Green Bay, Rural Mutual Insurance Companies of Madison, and Bill and Shirley Shaw of Appleton.

Table Sponsors were Agri-View, Crave Brothers Farmstead Cheese, Rock County 4-H Leaders Council, Thrivent Financial for Lutherans, Wisconsin Association of Extension 4-H Youth Development Professionals, and the Wisconsin Farm Bureau Federation, which purchased two tables.

The keynote speaker at the 50th Anniversary Celebration of the Wisconsin 4-H Foundation was David Henderson, Senior Vice President of Strategic Communications for the National 4-H Council. His message was about sharing the success of 4-H with the public. A highlight of the evening was the premier of a new promotional video on 50 years of Wisconsin 4-H, produced and donated by John Roush of Geronimo Promotional Marketing, Inc. of Mequon.

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Photo by Bill Faulkner

The Grand Champion Ham. Pictured here from left to right are Alice in Dairyland Betsy Francoeur, James (holding Riley Rae) and Sharon Chelleveld of Kickapoo Locker Service, Governor Doyle, Barbara Behling of Culver's Franchising System, Inc., State 4-H Youth Leader Council President Mitch Cooper, and Fairest of the Fair Gena Cooper.

CULVER'S BUYS GRAND CHAMPION HAM TO BENEFIT 4-H!

What do the 4-H clover, a big tent event, a champion ham, and a generous buyer have in common? Together they help nearly 190,000 4-H youth.

Culver's Franchising System, Inc. of Prairie du Sac generously supported Wisconsin 4-H youth at the Wisconsin 4-H Foundation's big tent event, the 13th Annual Governor's Sweepstakes Meat Products Auction. Culver's purchased the State Fair Grand Champion Ham, produced by Kickapoo Locker Service of Gays Mills and the Champion Cooked Bratwurst, by Louie's Finer Meats, Inc. of Cumberland. A total of \$36,000 was raised from the event.

In its 13th year, the Governor's Sweepstakes Meat Products Auction is the single largest fund-raising event for the Wisconsin 4-H Foundation. The Foundation provides support to thousands of 4-H youth around the state by funding a variety of projects, leadership events and educational scholarships.

Sponsors of the 2004 auction included the **Wisconsin 4-H Foundation**, the **Wisconsin Association of Meat Processors**, the **University of Wisconsin-Madison Department of Animal Sciences**, and the **Wisconsin State Fair**. The **Marshfield Clinic's National Farm Medicine Center** and **Rupena's Fine Foods** were sponsors of the pre-auction reception.

See auction results on back page



From the President's Desk...



By Duane Bunting

As my second and last year as President of the Wisconsin 4-H Foundation comes to an end, I look back on a great year and a great 50 years for the 4-H Foundation. Most of all, I look back on all of the wonderful people - donors, board trustees, volunteers, staff, and youth - who have contributed to our 2004 and our 1954-2004 successes.

Fifty years ago, a group of far-thinking 4-H supporters established the Wisconsin 4-H Foundation with a vision of giving more children the opportunity to be part of 4-H. Since then, over \$6,000,000 has been raised for Wisconsin 4-H. Over 50 activities are supported this year by the 4-H Foundation at the club, county, district, state, and national levels.

This past year has been the best unrestricted fundraising year ever for the 4-H Foundation - over \$250,000 raised for Wisconsin 4-H programs. This could only have happened with the dedication, hard work, and generosity of our board trustees, our volunteers, and our supporters.

Some of our highlights in the past year include:

- our 50th Anniversary year saw increased promotion of the role of the 4-H Foundation
- our 50th Anniversary Celebration - led by three board trustees, Deborah Schroeder, Virginia Hazlett, and Marjorie Stieve - was an exciting and highly successful culmination of the 4-H Foundation's recognition of our 4-H community of supporters
- the 4-H Foundation's 2nd Golf Classic netted over \$9,000 for Wisconsin 4-H
- the Calf in the Classroom project, a pilot project linking classrooms and farms via technology, was launched with the aid of the 4-H Foundation
- a record number of major donors partnered with the 4-H Foundation
- our 13th annual Governor's Sweepstakes Meat Products Auction was another success, thanks in large part to the Wisconsin Association of Meat Processors
- the many productive hours by our dedicated board and staff - thanks for the small things you do that might go unnoticed, yet help achieve our goals

Yes, 2004 was a banner year, and I deeply appreciate the role each of you played in our success. Each of you has been an important part of our work. And now, I ask you to commit to continuing this great endeavor - please give to Wisconsin 4-H - it feels great!

LEE AND CLAYTON NICHOLS ESTABLISH ADAMS COUNTY 4-H FUND

Lee and Clayton Nichols recently donated funds to the Wisconsin 4-H Foundation to create the Mr. and Mrs. Clayton Nichols/Adams County 4-H Endowment Fund. This fund will ensure that a new generation will have the opportunity to learn the important lessons that have contributed to their and their children's lives of commitment and achievement. Income from the endowment fund will provide support for county 4-H activities each year - the more money in the fund, the more annual income for Adams County 4-H.

Lee, who was in 4-H in upper Michigan, and Clayton, who was a 4-H member during his boyhood in Adams County, credit 4-H with opening the world to their children. Through 4-H, the Nichols kids learned about ownership of and responsibility to animals, financial responsibility, and the international marketplace.

Lee and Clayton modeled for their children the importance of getting involved and giving back to the community. Lee served on the Homemakers' State Board and the Wisconsin 4-H Foundation Board. Clayton helped organize the Wisconsin Corn Growers Association, was active in Rotary, served on several county boards, and numerous other civic activities. In 1978 he received the University of Wisconsin College of Agriculture's Award of Distinction for meritorious service to agriculture.

For more information about giving to the Nichols/Adams County 4-H Fund, contact the Wisconsin 4-H Foundation at 608-262-1285 or email pat.harrington@uwex.edu.

50th Anniversary (continued from front page)

Mike Austin of Midwest Communications WTAQ Radio was the evening's emcee. Special guests included Kevin Reilly, President of the UW System; Betsy Francoeur, Alice in Dairyland; Gena Cooper, Fairest of the Fair; Shelly Mayer, Department of Agriculture, Trade, and Consumer Protection Board member who read Governor Doyle's Proclamation; Marvin Van Kekerix, Interim Chancellor, UW-Extension; and Don Haldeman, CEO, Rural Mutual Insurance Companies.

Youth who presented testimonials on the value of 4-H in their lives were Mitch Cooper, Ellen Polglaze, and Ashley Viste.

The event successfully launched the Wisconsin 4-H Foundation on its next 50 years of support for Wisconsin 4-H - a community of youth learning leadership, citizenship, and life skills.



MAJOR DONORS SUPPORT WISCONSIN 4-H

Marshfield Clinic's National Farm Medicine Center (NFMC) and the **Wisconsin Association of Meat Processors (WAMP)** were again major sponsors of the Wisconsin 4-H Foundation's largest fundraising event, the 13th Annual Governor's Sweepstakes Meat Products Auction.

The NFMC has been a supporter of the auction since its beginning, and is one of the major sponsors of the pre-auction reception and dinner.

WAMP's support is vital to the success of the auction. Their members participate in the show and auction, and WAMP is also a major financial sponsor of the event.

A new donor this year was **Cousins Subs®**, which made Wisconsin 4-H the beneficiary of their new "Cousins Subs® Moo-La-Palooza Mooing Contest." The contest, held at the Wisconsin State Fair, raised \$1,000 for Wisconsin 4-H.

RURAL MUTUAL INSURANCE COMPANIES RECEIVE WISCONSIN 4-H FOUNDATION'S PRESIDENT'S AWARD

At the 50th Anniversary Celebration of the Wisconsin 4-H Foundation, its President's Award, the highest honor it bestows, was presented. The award is given to an individual or organization that has made a significant difference over a prolonged period of time to Wisconsin 4-H.

This year, the recipient of the Wisconsin 4-H Foundation's President's Award is **Rural Mutual Insurance Companies**, headquartered in Madison. Rural Insurance was one of the earliest donors to the Wisconsin 4-H Foundation, with their first recorded gift made in 1957. Today Rural Insurance sponsors the State 4-H Mechanical Sciences Event, provides the trophies for the county tractor safety events, and supports the state 4-H team participating in the National Agricultural Engineering Leadership Event. In addition, Rural Insurance is a partner with the Wisconsin Farm Bureau Federation in support of the Wisconsin 4-H Key Award Program.



4-H'S CALF IN THE CLASSROOM PILOT IS A SUCCESS

The Calf in the Classroom program, recently piloted as a 4-H project in four elementary school second-grade classrooms around the state, has participants eager for more. The **Wisconsin Milk Marketing Board** and the **Norman Bassett Foundation**, both of Madison, are the sponsors for this innovative new program.

Each classroom is connected, via web sites, digital cameras, a boxful of learning aids, and farm volunteers, with one of four different farms. In the late winter, a newborn calf was assigned to each class, and the children watched their calf grow, talked with the farm family, and learned how calves and kids are both alike and different. Freckles, Snowflake, Princess, and Idealea have captured the minds and hearts of their young classmates, while the children learned weekly about life on a farm.

Both the Wisconsin Milk Marketing Board and the Norman Bassett Foundation viewed this program as an excellent opportunity to use modern technology to engage young people in an interactive learning experience.

13TH ANNUAL GOVERNOR'S SWEEPSTAKES MEAT PRODUCTS AUCTION RESULTS

WINNING BIDDER	AUCTION ITEM	WINNING PROCESSOR OR DONOR
Culver's Franchising System, Inc.	Grand Champion Ham	Kickapoo Locker Service
Frantz Company, Inc.	Reserve Grand Champion Ham	The Butcher Shop LLC
Rupena's Fine Foods	Champion Ham	Maplewood Packing, Inc.
Herdeman Corporation	Badger Football Package	Wisconsin Agricultural & Life Sciences Alumni Association and Smoky's Club
Alferi Laboratories	Grand Champion Summer Sausage	Maplewood Packing, Inc.
Budweiser Pavilion/The Lavin Group	Reserve Grand Champion Summer Sausage	Kountry Pride Farms Sausage & Meat Shop
Wisconsin Farm Bureau Federation	Champion Summer Sausage	Brandon Meats & Sausage, Inc.
Hartmann Sand & Gravel	WI Shaped Summer Sausage & Cheese Package	Kewaskum Frozen Foods and Mille Lacs Gourmet Foods, a division of The Wisconsin Cheeseman
Booth Brothers, Inc.	Grand Champion Meat Snack Sticks	The Butcher Shop LLC
Alferi Laboratories	Reserve Grand Champion Meat Snack Sticks	Haen Meat Packing, Inc.
Sportservice at the Wisconsin State Fair	Champion Meat Snack Sticks	Maplewood Packing, Inc.
LeRoy C. Haeuser & Co. SC Rural Insurance	Midwest Airlines Package	Midwest Airlines
Excalibur Seasonings	Grand Champion Cooked Bratwurst	Hoff's United Foods
Poulson Farms	Reserve Grand Champion Cooked Bratwurst	Kountry Pride Farms Sausage & Meat Shop
Culver's Franchising System, Inc.	Champion Cooked Bratwurst	Louie's Finer Meats, Inc.
Drs. Larry Mahr and Dean Peterson	Milwaukee Bucks Package	Herbert C. Kohl Charities
Midwest Perishables, Inc.	Grand Champion Bacon	RJ's Meats & Groceries
Alferi Laboratories	Reserve Grand Champion Bacon	The Butcher Shop LLC
Commercial Construction Consulting and Bear Realty	Champion Bacon	Kickapoo Locker Service
Wisconsin Farm Bureau Federation	5' Sausage & Cheese Package	Brandon Meats & Sausage, Inc. and Woodmans
Daluge Travel	Proof Coin Set	Harold Bitney
Schaefer Grading & Excavating	Cooler with Variety of Meats	Various Meat Processors
Anonymous	Cooler with Variety of Meats	Various Meat Processors

THE HOME DEPOT SUPPORTS WISCONSIN 4-H YOUTH

The Home Depot, the world's largest home improvement retailer, recently made two important gifts to Wisconsin 4-H programs. The first gift is their increased support of the State 4-H Youth Leader Council (YLC). The YLC is comprised of high school youth from around the state who were selected by their peers to represent them on state 4-H concerns. The Home Depot's support helps them to attend day and overnight meetings, and to attend the various state conferences.

The second gift from The Home Depot, a donation of building materials, enabled young 4-H gardeners in Outagamie County to have a safe and attractive enclosure to showcase their gardening efforts. The gardening project helped youngsters, working with adults, to improve their surroundings, display their work, and help educate the public about their gardens.

4-H CENTENNIAL FUND GRANTS SELECTED

The latest round of 4-H Centennial Fund grants were selected in September. The projects funded are:

- Showing Our Pride, Outagamie County, to strengthen Hmong club development.
- Community Service Grants, statewide, set aside funds to support club community service work.
- District 4-H Leader Board Youth/Adult Partnerships, Central District, to strengthen youth involvement on boards.
- Natural Resources Education Instruction Packs, statewide, to pilot various subject-specific backpack kits.

The next 4-H Centennial Fund grant applications are due January 10, 2005. At this point, the fund has spent down to \$10,000. When these funds are expended, the account will be closed.