

# Club Week 2010 carries on a 4-H tradition



Delegates at Club Week create memories and friendships that last a lifetime.



Every organization has its traditions, and for 4-H, one of those traditions is Club Week, a personal development program that has been going strong for the past 69 years.

“Club Week is a program that allows senior members the opportunity for self reflection and personal growth as they enter a new stage of their lives,” says Kari Bergerud, Club Week director.

Club Week is many things wrapped up into one: it is about personal development, social interaction and creating lasting memories. For many delegates it is defined as the highlight of their 4-H career. Club Week is literally a “once in a lifetime” opportunity, as delegates are allowed permitted to attend once throughout their 4-H career, and they strive to make the most of it.

“I had heard of the fantastic things that come from Club Week,” says program delegate Caitlind Smook, “and since this was my last year in 4-H, I wanted to end it with a bang.”



Through small group work, members gain valuable knowledge and skills as they enter a new stage in their lives.



Teamwork becomes a valuable skill that members attain from Club Week.

Throughout this year’s six-day program, July 20-26, at Olds College, there was a variety of sessions and activities for the delegates to participate in. Sessions on family, friends, self-esteem, relationships and pop culture all contribute to the well of information that Club Week delegates collect during their time at the program. The delegates were also able to hear the messages of various guest speakers on the topics of overcoming adversity, human rights, opportunities in agriculture and a keynote address by Kyle Shewfelt, Olympic gold medalist, on reaching beyond your horizons. It is the hope that by the end of the program, delegates will leave with increased self-awareness, a sense of personal empowerment and a positive view of their future.

As the week progressed, there were many different social activities for the delegates as well. From a masquerade dance to a luau, delegates had the chance to be creative and outgoing many times throughout the week.

An important Club Week component is the program’s theme song. This is a song that is selected with the purpose of inspiring delegates throughout the program, as well as offering them a time for personal reflection.

The song chosen this year was “Believe” by Suzie McNeil. The lyrics of the song are about the amazing things that you can accomplish if you believe in yourself.

“The song and the lyrics completely reflects our hopes for the delegates at the program,” says Kari, about the 2010 Club Week song.

To fully explain what happens at Club Week you only need to look at the delegates. This six-day program is so jam packed of speakers, sessions, activities, self-discovery and learning, there is no surprise that it is considered the pinnacle of a 4-Her’s career. Also the changes in attitude and mindset of the delegates are very easy to notice.

“It really changes your perspective and mindset about what you know, and creates a life- changing turn,” says Severen.

For any 4-H member 15 and older, Club Week is definitely not a program to be missed.

The Presenting Partner of 4-H Club Week program is Encana Corporation, along with sponsorship from the Partner Supporters Agriculture Financial Services Corporation, Agrium Inc., AMA Insurance, Government of Alberta and Monsanto Canada Inc. The program is also supported by Partner Donor CIBC, and Partner Host Olds College.