



Alberta

4-H

Annual Report for the Club Year 2008-09

October 1, 2008 - September 30, 2009

Government of Alberta ■

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4-H Family

Motto

"Learn to do by doing"

Mission

To develop youth as self-reliant, contributing individuals with marketable skills to succeed in today's society.

Vision

4-H in Alberta is the organization of choice to develop marketable skills and outstanding community leaders.

Philosophy

4-H is young people and adults learning project and life skills, cooperating and having fun together, sharing leadership and learning to do by doing.

4-H Pledge

I pledge:

My **head** to clearer thinking,
My **heart** to greater loyalty,
My **hands** to larger service,
My **health** to better living,
For my club, my community and my country.

Alberta 4-H Council – The Council is essential in maintaining open communication between members, leaders, clubs, councils and the provincial 4-H office. The Council sets policy and direction of the 4-H program, leads the marketing strategies, and promotes the 4-H program.

Provincial ←→ Regional ←→ District ←→ Clubs

Sponsors - Awards, trophies, operational funds, travel, scholarships and grants are made available on behalf of Alberta 4-H's financial partner's generous support and unwavering belief in the youth of this province. It is because of this backing that technical training and skill development occurs from a club to provincial level.

4-H Foundation of Alberta – The Foundation's mandate is to secure funds for the ongoing viability of Alberta 4-H. Components include planned giving, administration of scholarships - provincial, regional, and district; handling bequests, operating the Alberta 4-H Centre, providing club fund raising options plus investing and managing funds for 4-H groups. One of the Foundation's key funds is the Alberta 4-H Legacy Fund, which provides annual interest to clubs, districts and regions.

4-H Branch – The 4-H Branch is responsible for the development and administration of regional and provincial training and learning programs; researching, creating and distributing project material; maintaining the 4-H web site; and developing effective tools for communicating with stakeholders. The Branch also provides the 4-H community with opportunities to attend conferences and training seminars.



4-H and Agriculture Education Branch

I am pleased to share with you highlights of financial reports, member and leader recognition awards, new initiatives, programming, and sponsorship highlights as reported in the Alberta 4-H Annual Report. While impressive, this is only a snapshot of our many programs, opportunities and partnerships that make 4-H in our province the best youth program around.

We continue to value the hard work of our key partners, the Alberta 4-H Council, the 4-H Foundation of Alberta, and our many Sponsors, as together, we work to provide the breadth and quality of 4-H opportunities across Alberta

The Alberta 4-H Council continues to seek the input from members and leaders, clubs and districts, as each board member represents the needs of their region. As a group, they continue to better our program by involving the 4-H "family" in policy development and implementation, promotion and have taken the lead in marketing our program.

The 4-H Foundation's board of directors and staff continue to work tirelessly to ensure the maintenance and enhancement of the 4-H Centre, to undertake fund development strategies to fulfill our funding requirements, to review and initiate fundraising opportunities as well as providing numerous scholarship opportunities. As a team, despite the recession, they have ensured sponsorship levels continue to meet our member and leader's needs, and continue to enhance the 4-H image across Alberta.

Thank you to our sponsors who continue to invest in Alberta's young people. The commitment and promises made to Alberta's future is appreciated by the over 8,500 4-H members and leaders who working together, make our province stronger. Without your sponsorship, we would be unable to take advantage of the many opportunities available.

The 4-H staff team has also had a great year providing 4-H leaders and members access to resources and information; developing and implementing technical, industry related, and personal development programs; providing ongoing support to clubs; and assisting district and regional committees with the implementation of a variety of programs, competitions, and events. As the programming and resource development arm of the 4-H partnership, the 4-H staff is vital in ensuring that the outcomes and benefits of 4-H are passed on to our youth and leaders.

As we evaluate our programs and review current research about the value of 4-H, the data continues to support what we have known in our hearts for over 90 years: young people in our programs not only do better, they thrive. Young people in 4-H tend to make better choices than their non-4-H peers by choosing to be involved in their communities. Over 92 per cent of members and leaders participating in our regional and provincial programs gained knowledge, enhanced their aspirations, learned new skills and formed positive attitudes to better our province. Our 4-H members are significantly more engaged in meaningful leadership

opportunities than their non-4-H peers. So not only are our members thriving, so are the communities in which they reside.

Essential in this effort are our volunteers. The ongoing commitment of our volunteers continues to create environments where young people are valued, contributing members of their communities. The volunteers who work at the club, district, regional and provincial levels truly make the difference in our 4-H program. Our volunteers' dedication to make the 4-H experience the best possible for everyone, and their commitment to our youth, is amazing. Together, our spirited 4-H'ers, committed volunteers and our dedicated staff will continue to learn and grow together to help our youth and communities thrive.

Thank you for a great year in 2008-2009 and all the best in the upcoming 4-H year.

Marguerite Stark



Marguerite Stark, Head
4-H and Agriculture Education Branch



Alberta 4-H Program Financial Summary



Revenue

	2008/09	%	2007/08	%
Member Fees	268,340	7	270,870	8
Program Fees	198,250	5	206,465	6
Corporate Cash Support Utilized	606,562	17	699,891	20
Federal Government Support	41,591	1	42,361	1
Corporate Direct to Clubs, Councils and Members	1,064,710	29	822,500	24
Provincial Government 4-H Branch Support	1,486,107	41	1,397,091	41
	\$3,665,560	100%	\$3,439,178	100%

Expense

	2008/09	%	2007/08	%
Provincial Leader Training	256,917	7	278,773	8
Provincial Member Programs	544,593	15	570,629	17
Project Development and Supplies	313,233	8	370,185	11
Direct to Clubs, Councils and Members	1,064,710	29	822,500	24
Provincial Programming - Staffing, Infrastructure	916,923	25	862,001	25
Regional Programming - Staffing and Support	569,184	16	535,090	15
	3,665,560	100%	\$3,439,178	100%



Alberta 4-H Council

Alberta 4-H Council is a group made up of two alumni, two Ambassadors, the past Council president and two regional representatives from each of the seven regions. We represent the grassroots voice at Partners' meetings, work on keeping Alberta 4-H's policies relevant, and of course, market the 4-H program through the Marketing Advisory Committee (MAC). We have spent the last year working on perfecting our approach to marketing by deciding to focus more on the retention factor than that of recruitment. In that, by encouraging members to experience 4-H beyond their club, and see what is available at a regional and provincial level, Council feels that members' engagement with the program will elongate.

In March, MAC met at 4-H Centre to work on its organizational structure and to streamline the direction of group. Victor Moisan, with Alberta Culture & Community Spirit facilitated the event. Groups worked through terms of reference by developing guidelines regarding members of committee, objectives, responsibilities and meetings.

From this, MAC developed the first four main goals that they are going to be working on as they move forward:

- review the research obtained through stakeholder engagement (thanks goes to the Ag Initiatives Program for funding this initiative);
- promote existing resources;
- ensure that our members receive appropriate information;
- branding of the 4-H program.

We continue to work on updating and revising policies so that they reflect what 4-H in Alberta is, while allowing room to grow at the same time. Please continue to read and review the policies so that everyone in the Alberta 4-H program is on an equal playing field with the same rules. The Council's current issues at hand are those of 4-H program age restrictions and the length of term for our Council representatives.

At this year's Key Leader training, Council members participated in a Branding session with the Partners. We feel it is very important that when we say "4-H", that we are all on the same page.

The Council will be participating in a "Visioning" session at Leaders' Conference this year. We hope that this session will give us a strong direction regarding where to steer towards in the future as we continue to grow and strengthen as a Council, and as individual members.



Sherry Howey
President
Alberta 4-H Council



Alberta 4-H Council Financial Summary

Operations for the year ended March 31



Fund Balances for the year Ending March 31

	2008/09	2007/08
General Operating Fund	\$ 47,662	\$ 37,034
Casino Fund	356	349
Contingency/Reserve Fund	30,000	15,000
	\$78,018	\$52,383

Revenue

	2008/09	2007/08
Regional Dues	\$ 66,890	\$ 33,585
Alumni Dues	135	125
Operations Grant	--	2,000
Pins	30	132
Vests	224	96
Interest	1,065	1,859
Transfer from Contingency Fund	--	15,000
	\$ 68,344	\$ 52,797

Expenses

	2008/09	2007/08
Canadian 4-H Council Membership	575	575
Canadian 4-H Council Meeting Expense	1,986	3,351
Alberta Leaders' Conference	1,670	583
Ontario Leaders' Conference	526	560
Accounting Expense	325	300
Golden Clover Award Expense	235	84
Insurance - General Liability	7,699	7,272
Insurance - Accident	6,594	6,948
Insurance - D&O Liability	1,000	1,040
Leader Screening	4,700	--
Marketing Advisory Committee Expense	5,552	--
Vest Purchases	188	297
Equipment Expense	--	19,546
Travel - Alberta 4-H Council	10,339	11,193
Transfer to Contingency	15,000	--
	\$ 56,389	\$51,749
Excess of Revenues over Expenses	\$ 11,955	\$ 1,048



4-H Foundation of Alberta

We would like to congratulate Canada Safeway Limited on their 80th anniversary and UFA Co-operative Limited on their 100th anniversary. Both of these corporations have been long term supporters of the Alberta 4-H program and we look forward to working with them in the future.

Alberta 4-H has just concluded 92 years of service, which would not be possible without the dedication of the volunteers and friends. These volunteers, along with our numerous sponsors, continue to contribute to the success of our program – thank you.

A very special thank you is extended to Greg Hawkwood and Ken Holmes who have both stepped down as Directors of the 4-H Foundation of Alberta this past year. Greg served on the Foundation Board for 12 years and previously had served on Alberta 4-H Council, Calgary Regional 4-H Council, Rocky View 4-H District Council and as a leader of the Jumping Pound 4-H Club. Ken was with us for five years and was our ATB Relationship Manager for 10 years prior to joining our Board. Ken was instrumental in obtaining complimentary banking for all Alberta 4-H entities with ATB bank accounts. Also, thank you to Carole Tkach who served as Chair of the Foundation from April 2007 to April 2009.

Joining our Board this year are Shirley McClellan and Clinton Ziegler. Mrs. McClellan was previously a provincial MLA, a minister of various departments within the Alberta Government and also served as the Deputy Premier. Clinton Ziegler has provided many

years of volunteer service with the Northeast 4-H Regional Council and was Treasurer for the Alberta 4-H Council. Welcome to the 4-H Foundation team Shirley and Clinton.

During the past year Henry Wiegman moved from 4-H Branch to the 4-H Foundation of Alberta to continue his role with fund development. We are also pleased to welcome a future 4-H member Reese Ann Stone - the newest addition to Susann and Blaine Stone's family. Susann is the Marketing Coordinator with the 4-H Foundation.

The Foundation's Fund Development Team secured \$1,712,863 in sponsorship funds for the Alberta 4-H program in 2008-09. These resources provided funds for provincial, region, district and club programming. The team was also successful in acquiring two new sponsors - Alberta Financial Services Corporation (AFSC) and Kubota Canada. As a result of the huge success of the \$90 for 90 Years campaign, the Alberta 4-H Legacy Fund was able to allocate funding from interest earned off of the account to each region, district and club in the province totalling \$21,100. In addition to providing funding to assist our program, a number of our corporate partners also provided additional opportunities. These opportunities are provided in detail in the Special Initiatives section (Page 16) of this report.

Farm Credit Canada announced a new agreement with Canadian 4-H Council that will provide \$1,000,000 over

4 years to the Canadian 4-H Program. Emphasis is put on providing funding to the grass roots level.

During 2008-09, Alberta 4-H clubs continued raising funds provided by Recycling Alberta by collecting \$140,000 worth of tires and \$28,000 worth of electronics. Cell phone recycling was also introduced in 2008-09 by Global Electric Electronic Processing Inc. (GEEP) and 4-H clubs took advantage by collecting over 2,000 cell phones. Once again, Alberta 4-H clubs continued a long tradition of being involved in Highway Clean-up, raising \$110,000.

Alberta 4-H Scholarship Program received confirmation of additional provincial scholarships from Alberta Financial Services Corporation (AFSC), West Central 4-H Region and New Horizon Co-op. In 2009 we will be awarding 106 provincial scholarships with a value of \$83,275.

Alberta 4-H Centre received an upgrade during 2008 with the addition of the Low Ropes Course, which was installed prior to the commencement of the 4-H summer camping program season. This addition was made possible through the support of EnCana, Fortis Alberta and UFA. This addition has enhanced 4-H programs, and has provided an attraction to external groups looking for venues to host their staff meetings and team building retreats.

Thank to our volunteer Board of Directors and the staff at the Foundation who take the role of the



Foundation, as part of the Alberta 4-H Partners, to heart as they strive to "seek, receive and administer resources to enhance 4-H in Alberta".

In closing we would like to extend congratulations to our Alberta 4-H Partners, the Alberta 4-H Branch and Alberta 4-H Council, for the continued dedication they have provided. A huge amount of volunteer hours and staff time has been extended to ensure our volunteer 4-H leaders continue to have the tools to assist our 4-H members in their development of the skills and self-confidence required to be positive contributors to tomorrow's communities.

Maryanne V. Sandberg

Bruce Banks



Maryanne Sandberg
Chair



Bruce Banks
Chief Executive Officer

4-H Foundation of Alberta Financial Summary

Operations for the year ending December 31

	2008	2007
Revenue		
Administration Fees	\$ 394,014	\$ 260,660
Cookbook Sales	28,272	23,959
Donations	77,735	95,843
Facility Rentals	257,959	267,095
Investment Income	5,869	2,196
Operating Grant	1,008	2,178
Souvenir Sales	44,382	58,196
Summer Staff Program Support	146,959	157,593
	\$ 956,198	\$ 867,720
Expenses		
Administration Fee Expense	\$ 61,897	\$ 60,453
Advertising and Promotion	423	3,767
Cookbook Cost of Sales	22,850	19,407
Credit Card Transaction Charges	6,517	6,898
Director Travel and Expense	6,522	6,516
Food Supplies	68,547	64,132
Insurance	17,664	15,839
Maintenance and Repairs	29,853	28,821
Mileage and Travel	27,349	20,518
Office Expense	10,048	9,899
Professional Fees	5,750	5,500
Shipping Expense	2,903	5,435
Souvenir Cost of Sales	32,372	39,301
Summer Staff Wages and Associated Costs	146,959	157,593
Telephone and Utilities	37,781	35,204
Wages and Associated Costs	451,765	361,087
	\$ 929,200	\$ 840,370
Excess of Revenues over Expenses	\$ 26,998	\$ 27,350

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Fund Balances for the year ending December 31

	2008	2007
General Operating Fund	\$ 12,400	\$ 49,392
Contingency and Reserve Fund	130,000	80,000
Endowment Fund	--	50,000
4-H Foundation Casino Fund	7,938	4,669
4-H Foundation Raffle Fund	237	849
Property and Equipment Fund	1,154,451	1,131,270
	\$ 1,305,026	\$ 1,316,180

Restricted Funds

Alberta 4-H Scholarship Fund	\$ 892,590	\$ 919,483
Alberta 4-H Legacy Fund	354,234	232,922
Elmer and Ona Hansen Memorial Fund	1,848,786	--
Leaders in Agriculture Award	204,526	4,757
	\$ 3,300,136	\$ 1,157,162

Trust Funds

Alberta 4-H Council General Fund	\$ 102,752	\$ 23,599
Alberta 4-H Council Casino Fund	355	5,552
Alberta 4-H Program Trust	672,590	515,780
Alberta 4-H Sponsor Trust	407,688	571,002
Alberta 4-H Provincial Committees Fund	31,112	23,234
Alberta 4-H Alumni Fund	462	395
Alberta 4-H Magazine Fund	47,444	42,870
Healy Estate Trust Fund	667,827	735,179
	\$ 1,930,230	\$ 1,917,611



	\$ 6,535,392	\$ 4,390,953
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Elmer and Ona Hansen Memorial Fund

In 2008, the 4-H Foundation of Alberta received the entire estate of Lillian Louise Ness. Mrs. Ness, along with her husband Edward, were huge supporters of the Alberta 4-H program for over 20 years. They had a genuine love for the 4-H program and recognized its potential for contributing to the development of young people. Mr. Ness once stated "4-H has given me more than I have ever given 4-H".

The Will of the late Lillian Ness reads as follows:

"Pay or transfer the residual of my estate to the 4-H Foundation of Alberta agreeing to place the principal of this bequest in a memorial fund in the name of "Elmer and Ona Hansen Memorial Fund", and use this fund for the benefit of rural farm young people in the form of scholarships for students graduating from High School and entering University, College or another secondary Education Institution."

Mrs. Ness wanted to ensure that a legacy was provided in the name of her parents. The estate consisted of cash, land and mineral rights. The land is located near Pincher Creek and is currently rented to a local farmer who had been renting for the past twenty years. The land with mineral rights currently has a producing oil well which is generating monthly royalties.

Ed and Lillian Ness had a lifelong dedication to youth and wanted to benefit rural farm young people for years to come. Commencing with the 2009/10 academic year, the Elmer and Ona Hansen Memorial Fund will provide ten \$2,000 scholarships for rural Alberta students who are attending a post-secondary institution.



Sponsors

Alberta 4-H recognizes the tremendous impact sponsors have on 4-H's ability to deliver a quality product. In addition to financial support, many sponsors' above and beyond efforts prove to heighten the profile of 4-H in their community.

We rely on the support from the community, the dedication of our volunteers and the generosity of our financial partners to exist in a synergy where the end result is producing the leaders of tomorrow from the youth of today. Sponsorship plays an integral role in the operation of the Alberta 4-H program. It is a key reason why our 4-H program effectively meets the needs of its members and adult volunteer leaders.

If you want to become a sponsor, know of a potential sponsor or want assistance in approaching a potential sponsor, please contact:



Henry Wiegman
 Director Fund Development
 4-H Foundation of Alberta
 direct - 780-499-4186
 office - 780-682-2153
 toll free - 1-877-682-2153
 wiegman@4hab.com



Bruce Banks
 Chief Executive Officer
 4-H Foundation of Alberta
 direct - 780-621-8265
 office - 780-682-2153
 toll free - 1-877-682-2153
 banks@4hab.com

Sponsor Support to Alberta 4-H

	2008/09	%	2007/08	%
Provincial Program or Projects	606,562	20%	699,891	24%
Direct to Regions, Districts, Clubs or Members	1,064,710	33%	822,500	28%
Federal Government 4-H Program Support	41,591	1%	42,361	1%
Provincial Government Support	1,486,107	46%	1,397,091	47%
	\$3,198,970	100%	\$2,961,843	100%



Sponsor Recognition Levels

Legacy Builders

\$75,000+ in annual cash and in kind contributions

Alberta 4-H Legacy Builders are involved at all levels of our program; club, district, regional and provincial. As members of Alberta 4-H's highest sponsor level, Legacy Builders contribute staff time, company resources and a minimum of \$37,500, in annual direct cash support to Provincial 4-H programming.



4-H Enhancers

\$40,000 to \$74,999 in annual cash and in kind contributions

Enhancers are involved at a provincial level and in at least two of the three following program levels: club, district, or regional. As members of Alberta 4-H's second highest sponsor level, Enhancers contribute staff time, company resources and a minimum of \$20,000 in annual direct cash support to Provincial 4-H programming.

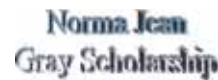


Sponsor Recognition Levels

Champions

\$10,000 to \$39,999 in annual contributions

Champions are involved at a provincial level and in at least one of the three following program levels: club, district, or regional. As members of Alberta 4-H's third highest sponsor level, Champions contribute staff time, company resources and a minimum \$10,000 in annual direct cash support to Provincial 4-H programming.



Advocates

\$2,500 to \$9,999 in annual contributions

Advocates are involved at a provincial level and in at least one of the three following program levels: club, district, or regional. As members of Alberta 4-H's fourth highest sponsor level, Advocates contribute a minimum of \$2,500 in annual direct cash support to Provincial 4-H programming.

- 4-H Foundation of Alberta
- Calgary Police Service
- Columbia Awards
- John M. Romanchuk Memorial Scholarship
- Livestock Identification Services
- Olds Agricultural Society
- Robert Huff 4-H Scholarship
- Royal Bank of Canada
- Talbot Marketing
- Viterra
- West Central 4-H Region
- Westerner Exposition Association



Sponsor Recognition Levels

Supporters

Supporters are involved at a provincial level. Supporters contribute up to \$2,499 in direct cash support to Provincial 4-H programming or scholarships.

A & E Cappel LN Herefords Scholarship	Dixon Shield Memorial Scholarship	Lethbridge College	Sedgewick Co-op
Agriculture Financial Services Corporation	Earl Christopherson Memorial Scholarship	Mane Event	Shirley Story Trimble Memorial Scholarship
Alberta Dairy Industry	East Central 4-H Region Council	Marilyn Sue Lloyd Memorial Scholarship	Simmental Country
Alberta Canada All Breed Association	Edith Taylor Memorial Scholarship	Meadowbrook Greenhouses	Thomas Caryk Memorial Scholarship
Alberta Equestrian Federation	Edmonton Northlands	Mennonite Mutual Ins. Co.	Tony Lefebvre Memorial Scholarship
Alberta Holstein Association	Exxon Mobil Corporation	Merial Canada Inc.	Tronia Systems Scholarship
Alberta Milk Producers	Federated Co-operatives Limited	Minburn Wild Rose Scholarship	Unifarm - Woodgrove Local Scholarship
American Youth Horse Council	George Pimm Memorial Scholarship	New Horizon Co-op Scholarship	Vermilion River 4-H District Scholarship
Andy Little Memorial Scholarship	Glen Bodell Memorial Scholarship	Nicki Wrubleski Memorial Scholarship	Walter Lipkewich Memorial Scholarship
Bill Janssen Memorial Scholarship	Grande Prairie Regional College	Norm Withers Memorial Scholarship	Western Producer Scholarship
Calgary 4-H Alumni	Greg McCoy Memorial Scholarship	Pennington Memorial Scholarship	Wetaskiwin District 4-H Council
Canadian Imperial Bank of Commerce	Growing Alberta	Ralph Cossey Memorial Scholarship	Wetaskiwin District 4-H Memorial Scholarship
Canadian Wheat Board	Irene Leavitt Memorial Scholarship	Robertson Petroleum Scholarship	Wheat Board Trust Fund Scholarship
Cindy Gray Memorial Scholarship	Jaron Arntzen Memorial Scholarship	Robert Sherwood Memorial Scholarship	World Professional Chuckwagon Association
Cole Lawrence Memorial Scholarship	Ken Edgerton Memorial Scholarship	Rod Andrews Memorial Scholarship	

4-H Foundation of Alberta 2008 Donations (Jan 1 - Dec 31)

In Memory Donations

Austin Arntzen
Jaron Arntzen
Dan Buelow
Robert Burns
Herman Flad
Sonya Isley
Bill Janssen
Jennifer Lavigne
Jack Lambert
Ruth Lambert
Cole Lawrence
Cindy Marchant
Scott Rairdon
Don Stewart
Dick Trenerrey
Andrea Vavrek

Alberta 4-H Centre Facility

Banks, Barb & Bruce
Conoco Philips – Colborne Family
EnCana Corporation
Northwest Regional Council
Penn West
UFA Cooperative Limited

Low Ropes Course

EnCana Corporation
Fortis Alberta
UFA Cooperative Limited

Legacy Fund

Canadian Association of Petroleum Landmen
Monsanto Canada
Stark, Marguerite and Merv
United Way of Alberta - Calgary Region
United Way of Alberta
Wiegman, Kathy and Henry
World Professional Chuckwagon Association

4-H Clubs

Edmonton Sheriff's Posse - *Winfield 4-H Gait Riders Club*
Nirix Technology - *Whitecourt 4-H Multi Club*
Royal Bank of Canada - *Bow Valley Beef and Multi 4-H Club*
Royal Bank of Canada - *Lacombe Outsiders 4-H Multi*
Telus Corporation - *Looma Lights 4-H Light Horse Club*
Westerner Park - *Red Deer 4-H Horsemen*
W.A. Ranchers - *Jumping Pound 4-H Beef Club*

4-H Councils

Various Community Donations - *Medicine Hat and District 4-H Beef Council*
Community Donations - *Building Fund - Provost 4-H District Council (EnCana)*



Sponsor Comments

AltaLink

Legacy Builder

Scott Thon, President and CEO

AltaLink's transmission system operates in many of the same communities as Alberta 4-H, delivering electricity to 85 percent of Alberta's population. Like Alberta 4-H, AltaLink strives to strengthen the areas in which we operate.

AltaLink continues to support Alberta 4-H because the 4-H program provides members with the tools and resources necessary to develop confident and capable leaders. By promoting communication skills, encouraging investment in rural communities, and fostering an entrepreneurial spirit, the Alberta 4-H program provides opportunities for youth to enhance their leadership abilities. AltaLink realizes that this investment in youth leaders will guarantee the long-term sustainability of Alberta communities.

AltaLink is particularly proud to be the title sponsor of all district, regional, and provincial communication events. AltaLink's partnership with Alberta 4-H began in 2003 and since then, AltaLink employees have contributed to the 4-H program by delivering electrical safety presentations at camps, acting as judges for communication competitions, and being facilitators at the provincial Club Week program. AltaLink employees continue to take great pride in working with Alberta 4-H, and recognize that supporting the 4-H program is a superior corporate community investment opportunity.

ALTALINK

ATB Financial

Legacy Builder

Lesley Kelly, Manager, Agri-Industry Marketing

ATB Financial has been a 4-H sponsor for over 20 years. We are proud to support many 4-H events and programs, such as the Provincial 4-H Judging Competition, Senior Members' Conference, Leaders' Conferences and the 4-H Awards of Excellence. ATB has also devised and implemented two banking products, a chequing account and loan program, designed just for 4-H clubs and members.

The experience gained from involvement in the Alberta 4-H program, and the resulting skills and knowledge obtained through the years of involvement with 4-H, have a definite impact on future lives and careers of 4-H Members. 4-H teaches its members that by actively participating in their communities, they will not only enhance their skill set, but they will also prove to better the community in which they live.

ATB Financial is committed to improving life in rural Alberta. Investing in Alberta 4-H is an excellent way for ATB Financial to ensure the sustainability and success of these communities. ATB is pleased and proud to contribute to the success of Alberta 4-H.

ATB Financial
Where there's a way

Canada Safeway Limited

Legacy Builder

Betty Kellsey, Public Affairs Manager

The year 2009 marked Canada Safeway's 80th anniversary. This historical event is something that has provided our Canada Safeway team a great sense of pride and achievement, as well as an opportunity to reflect on our current successes and the values and history that have sustained us since 1929. Many of these values are shared in common with Alberta 4-H, which truly strengthens the working partnership between our two organizations.

When people think of Canada Safeway, the chain of grocery stores is generally what first comes to mind. What many people do not realize is that Canada Safeway is also a significant local Alberta producer with a significant presence in the agri-food industry. Canada Safeway has always had a strong link to rural Alberta, through our continued commitment to grassroots programs and initiatives. This has helped create lasting relationships with rural Alberta families. Supporting Alberta 4-H is one more way that Canada Safeway continues to contribute to the sustainability of rural Alberta.


SAFeway
Ingredients for life..



Sponsor Comments

EnCana Corporation

Legacy Builder

Vicki Reid, Team Lead, Community Affairs, EnCana Corporation

EnCana is focused on contributing to the strength and sustainability of the communities where we live and work. Enhancing our communities by supporting a rural way of life is a priority for EnCana and the partnership with Alberta 4-H is an ideal way to demonstrate this commitment.

4-H has presence in many of the communities where EnCana operates. As partners, we are mutually dedicated to promoting family participation that are built on the values of strong community commitment, dedication to the protection of the environment, and development of vibrant leadership. These values are important to EnCana and to rural communities. Our partnership with 4-H gives us the opportunity to connect directly with our neighbours.

EnCana had the opportunity to team with Alberta 4-H to host community barbecues throughout rural Alberta. Of all the community programs we support the EnCana 4-H Community Builder Fund has the most impact on rural grassroots in Saskatchewan, Alberta and British Columbia.



Government of Alberta

Legacy Builder

Honourable George Groeneveld, Minister
Alberta Agriculture and Rural Development

The year of 2008-2009 was one of marked success for Alberta 4-H. Proficient communication, technical skills, advanced life skills and increased self awareness are only a few of the benefits imparted to the members of this program, and therefore, to the youth of our province.

It is with the help of a roster of more than 2,150 volunteer leaders that these members realize their potential. Alberta Agriculture and Rural Development is proud to support a program that contributes to the all-encompassing personal growth and confidence of its members. As this province's number 1 rural youth organization, Alberta 4-H remains the ever-vibrant organization that began in 1917.

As we look toward the future and consider the reality of tomorrow's agriculture industry, the youth of this province will play a vital role in the sustainability and growth of our industry and our rural communities. Alberta 4-H connects members, leaders families, corporate partners and community members, thereby building a network of individuals committed to strong rural communities and strengthening tomorrow's leaders.

On behalf of Alberta Agriculture and Rural Development, I would like to convey our ongoing commitment to and continued pride in the partnership shared between our two entities. I commend the Alberta 4-H organization on its achievements, and look forward to supporting future initiatives.



Rural Alberta's Development Fund

Legacy Builder

Terry Keyko, Managing Director
Rural Alberta's Development Fund

Rural Alberta's Development Fund (RADF) has been a proud supporter of the 4-H Foundation of Alberta's Alberta 4-H Fund Development program since April of 2008. The \$960,000 in funding provided by RADF has allowed the 4-H Foundation of Alberta to create a new and innovative fund development program. This will allow the Foundation to significantly increase revenue over the next 10 years to enhance 4-H programming.

An added benefit of RADF's funding is the development of training programs. These programs will train the next generation of 4-H Fund Development staff, who will continue the work of the Foundation and to ensure the Foundation's mandate is met.

Rural Alberta's Development Fund is committed to funding programs and projects across rural Alberta that contribute to and enhance the quality of life of all rural Albertans.



Sponsor Comments

UFA Co-operative Limited

Legacy Builder

Richard Peter, Managing Director, Corporate and Customer Communication

UFA's Community Investment is committed to enriching rural living where our owners and customers live, work and play. We are investing in the future of rural life, providing access to rural expertise and building relationships through recreational activities.

At UFA, two of our core values are respect and collaboration. We respect and celebrate individual contributions of each 4-H member and have directed funding of \$150 to 400 clubs for their Achievement Days. We also recognize that the whole is greater than the sum of the parts. This holds true when you see 4-H club members actively collaborating and working together for their UFA Community Enhancement projects utilizing the UFA gift certificates on projects that benefit their entire community.

Our hope for the future of the Alberta 4-H program is that it continues to grow so the benefits of 4-H can be enjoyed by future generations.



Apache Canada Ltd.

4-H Enhancer

Jessica Wilkinson, Public & Government Affairs Representative

Apache recognizes that our business, the exploration and production of oil and gas, would not be possible in Alberta without the support of the rural community. We think Alberta 4-H programs provide tremendous value to Alberta's rural communities and to agricultural sustainability.

One of the biggest threats to rural Alberta is the loss of youth, essentially the future of their communities, to urban centres. The Alberta 4-H program encourages youth to consider the opportunities available to them in the agricultural industry and in their rural communities, and gives them the skills to succeed. As a result many youth may decide to stay in, or return to, rural Alberta.

I think 4-H can play a significant role in ensuring sustainability of rural communities, and I hope to see even more youth take advantage of the 4-H program. Apache is committed to ensuring the continued growth and success of the Alberta 4-H program, and as a result, the future viability of our rural communities.



Penn West Energy Trust

4-H Enhancer

Keith Luft: General Counsel, Senior Vice President, Stakeholder Relations;

Nicole Collard: Manager, Public Affairs

Agriculture and energy are two industries that not only carry rich cultural histories, but also hold traditions that have shaped our rural communities and families for generations. Penn West is committed to investing in rural youth, and we believe that our partnership with Alberta 4-H will contribute to ensuring strong leaders, which in turn guarantees the future success of the agriculture and energy industries.

This summer, Penn West was pleased to sponsor a field trip opportunity for intermediate camping program delegates to the Canadian Petroleum Discovery Centre. With over 80 participants, it was a great day of learning for 4-H members, Penn West employees, and staff at the Canadian Petroleum Discovery Centre.

When you partner with 4-H, the level of enthusiasm from members is contagious. There is a strong willingness to learn and be of service, in whatever way possible, which are mentalities that are housed within a culture of having fun, no matter what the task. Penn West strives to ensure that 4-H continues to positively impact rural communities and encourage youth to become the leaders of tomorrow.



Corporate Sponsors Continue to Enhance the Alberta 4-H Program

Many Alberta 4-H corporate sponsors are involved with special projects, above and beyond straight program funding. The 2008-2009 club year was full of exciting new initiatives made possible that benefitted the Alberta 4-H program.



AFSC displays "Proud Alberta 4-H Supporter" stickers in all operational offices.



Canada Safeway has contributed marketing assistance by displaying Alberta 4-H signage at customer service desks in all of their Alberta stores. During June, Safeway invited Alberta 4-H

volunteers to participate in several prostate cancer fundraiser barbecues held at select stores. In August, 4-H volunteers helped at the Big Valley Jamboree Safeway/Johnsonville barbecue, a fundraiser benefitting Alberta 4-H entities.



Lammle's displays "Proud Alberta 4-H Supporter" stickers displayed in the front entrance of all store locations.



Thanks to AltaLink's generous donation of a chuckwagon tarp for the Calgary Stampede

Rangeland Derby, Alberta 4-H was represented on the chuckwagon track on July 8, 2009.



Delegates attending the Intermediate summer camping program in August enjoyed a field trip to the

Canadian Petroleum Discovery Centre in Devon, Alberta. This trip was sponsored by Penn West.



Apache displays "Proud Alberta 4-H Supporter" stickers on all company vehicles.



Thanks to EnCana, Alberta 4-H was recognized via rink board signage at Edmonton Rexall Place during

2008/2009. In addition, various 4-H clubs hosted EnCana barbecues around the province for the benefit of 4-H entities during summer 2009.



UFA celebrated their centennial anniversary with barbecues at events around the province during summer 2009. Local area 4-H clubs were invited to volunteer at these celebrations, and each participating club received a UFA honorarium.

As well, UFA has generously committed to donating a percentage of sales from Nanton water sold to the Alberta 4-H Legacy Fund.



Farm Credit Canada, in conjunction with their "First Aid on the Farm" initiative, offers 4-H clubs the chance

to organize and host a FCC first aid workshop for members of their local communities.



Regional Programs

There are seven different 4-H regions within Alberta, each differing in its number of members, clubs and districts, as well as the activities, events and programs that are run each year. From communication competitions to judging workshops, ski trips to fun days, food drives to community clean-ups, the 4-H life is a busy one!

South

- Membership numbers earned the South the title of the province's largest region;
- Redevelopment of Tilley 4-H Club into Alberta's second school-based 4-H club;
- "The South Rocks" Regional Celebration – an annual banquet attended by more than 100 members and leaders, awarding and recognizing provincial and regional achievement of more than 100 members and leaders across the South;
- Awarded over 30 post-secondary scholarships to South members, totaling more than \$14,000; highest number of applications for the Provincial 4-H Scholarship program in 2009;
- Multi-judging competitions (2) – almost 200 4-H members building and proving their skills in critical evaluation, decision-making and communication, sponsored by Meyers Norris Penny;
- Hurricane Hockey Night – sold out event, with over 600 4-H-affiliated attendees;
- Snowfest Winter Camp – attended by over 50 junior and intermediate-aged members. Organized and staffed by 4-H alumni and district Key Members;
- Regional Communications competition - sponsored by KPMG, Telus and Lethbridge College, along with AltaLink;
- South is proud of its first Premier's Award recipient since 1997. Rosie Templeton became the "best of the best" at Provincial 4-H Selections in May, 2009;

- 2nd Annual Regional Beef Learning Day, held in conjunction with Regional Beef Heifer Show;
- Southern Regional Summer Camp – one held for each Junior and Intermediate members, over 80 campers in total;
- Regional Horse Show – over 120 members competing over 4 days.

Calgary

- Regional Scholarship and Bursary program;
- Regional Record Book contest for all projects;

- Invitational Calgary Stampede 4-H Rodeo;
- Annual "Cookies for Cancer" drive brings over 200 dozen cookies from Calgary 4-H Region 4-H members to the Tom Baker Cancer Clinic to be used by the Volunteer Centre in treatment services;
- Regional Celebration – attended by over 200 members and leaders, awarding and recognizing the Regional achievements of over 100 members and leaders from Record Book awards to Years of Leader Service;
- Longtime Calgary 4-H Region volunteer Sharon Uhrich inducted into the "Alberta 4-H Volunteer Leader's Hall of Fame" in January, 2009;
- Regional Junior Fun Day – over 150 participants;
- Regional Curling Bonspeil – over 200 participants;
- Senior Ski Trip;
- Multi-judging competitions (3) - over 500 4-H members building and proving their skills in critical evaluation and communication;
- Regional Horse Show – attended by almost 200 4-H members;
- 4-H on Parade – the "Showcase" event for 4-H in the Calgary region! 560 members registered for the event, which is representative of 52 per cent of the Calgary region's member base while 69 per cent of clubs are represented. Over 100 official 4-H volunteers and 2000-plus projects and entries on display. New additions included a visual arts showcase and silent art auction.



Regional Programs

East Central

- Light Horse Show;
- Public Speaking, Presentations - a trademark attribute among 4-H members, public speaking and presentation skills are continuously practiced and presented at various competitions throughout the club year;
- Multi Species Judging Competitions (2) - a skill that is applicable to a number of life situations, the judging component of the 4-H program coach's members in analysis, decision-making, reasoning and articulating;
- Fun Day;
- Winter Camp;
- Rodeos (3).

West Central

- Project Book Competition;
- Executive Training Workshop;
- Light Horse Show;
- Intermediate and Senior Public Speaking; Presentations – a trademark attribute among 4-H members, public speaking and presentation skills are continuously practiced and presented at various competitions throughout the club year;
- Fun Day;
- Winter Camp;
- Multi Species Judging Competition;
- Horse Workshops.

Northwest

- Focus on 4-H - Drayton Valley, July 3 - 5. Including horse, beef heifer, canine and sheep shows, life skills workshops and bench show, judging competition, tractor/bike rodeo, Iron member decathlon, and entertainment activities;
- Northwest 4-H Fair;
- Communication Competitions for Public Speaking (2) and Presentations (2) Competitions, Judging Competition;
- Summer Camps – (2) Junior Camp at Camp Mackinicholea; Intermediate Camp at Camp Wohelo
- Frosty Fun Weekend - Winter camp at camp Nakamun – intermediate and senior members;
- Three record book competitions: Beef, Horse, and Life Skills and Other Animals;
- Northwest Regional Scholarships: 5 scholarships awarded;
- Northwest Safety Grants: eleven awarded to clubs and committees;
- Beef project (1) and Horse project (2) workshops;
- The regional project committees: Beef, Horse and Lifeskills and Other Animals committees updated regional project rules, developed resources and programs, set project direction for leaders and members.

Regional Statistics

	Districts	Clubs	Members	Leaders
South	10	68	1,164	357
Calgary	5	62	1,069	229
West Central	6	56	977	324
East Central	6	42	663	213
Northeast	10	49	937	314
Northwest	12	67	1,108	449
Peace	7	39	648	219



Regional Programs

Northeast

- Hosted “The Simple Life” themed 2009 Provincial Leaders’ Conference in Red Deer;
- Project Marketing Workshop – The first workshop of its kind was offered to all 4-H members and leaders, who were given an introduction to marketing, both mainstream channels, as well as non-traditional approaches;
- UFA Slow Pitch tournament – This is a fun-filled event that allows members from across the region to bring their family and friends together, for a day of food, laughter and a bit of friendly competition!
- Horse Camp – This unique four-day event exposes members to various disciplines within the equine industry. Registration is capped at 70 members and there is always a waiting list. Organizational responsibilities rotate throughout the region;
- Northeast Forum – This one-day celebration event is intended for leaders, members and family, who are invited to attend workshops, training sessions and an appreciation awards banquet to highlight accomplishments;
- Regional Project Book Competition – Books are marked at the club and district level and must achieve a minimum score before advancing to the regional level;
- Multi-species Judging Competition – Done in partnership with Lakeland College, the Little Royal Judging competition is our qualifying competition for Provincial Judging;
- “You Be the Judge” – A day dedicated to skill development that is applicable to a number of life situations, the judging component of the 4-H program coaches members in analysis, decision-making, reasoning and articulating;

- Summer camps (2) – Our summer camps at Moose Lake are always filled to capacity. With one week dedicated to juniors and one to intermediates, each week offers spots to 70 members and is filled on a first-registered, first-filled basis;
- Two regional winter camps - Fall Fling for juniors (100 members); Spring Fling for intermediates (60 members). These overnight camps also rotate throughout the region to allow for different districts to do the hosting.

Peace

- Regional Fall 4-H Leader’s Forum;
- 4-H Frosty Fest – workshop day with member activities organized by Key Members and Ambassadors and leader activities directed by Council and Key Leaders;
- Winter 4-H Camp;
- Regional Public Speaking Competition;
- Regional Presentations Competition;
- Regional Rally – livestock judging and consumer decision making workshops and competitions; pizza and games;
- Peace Regional 4-H Days – horse, beef, canine and bench shows; judging competition; scrapbooking, photography, and woodworking projects; tractor rodeo; dance;
- 2 summer camps – junior and intermediate.



Member Programs

Alberta 4-H is an organization that believes in the power and the potential of its members. As such, interactive, and educational components are all “musts” when it comes to 4-H programming. While individual programs will vary in objectives, tackle various topics and target different age groups, there is always one variable that remains consistent to all 4-H programming: FUN!

Key Member

August 20-22, 2009

Hand selected to represent Alberta 4-H on a club and district-level, 31 Key Members congregated at the Alberta 4-H Centre for their annual Key Member training workshop weekend.

First order of business: creating Key Member’s profile brochures. These brochures will then be used as promotional tools that Key Members will distribute to clubs, councils, leaders and community members within their districts.

A session on communication and media occupied a part of Saturday afternoon with members learning about the different mediums that are used in promotion – radio, television, print – as well as how to make their communication as effective and far-reaching as possible. Key Members also stepped right up to the “I Survived a 4-H Game Show” competition, which saw the members navigating an obstacle course, applying their team work skills, testing their strength and challenging their 4-H knowledge.

Key Members are senior-aged 4-H members, who are named into this one-year term position by their District Council. In addition to submitting a resume and an application, Key Members are chosen based on their advanced leadership skills, their proficient communication and their desire to act as a liaison between fellow members, leaders, district councils and members of the community.

Senior Members’ Conference

January 31 - February 1, 2009

Senior Members’ Conference (SMC) is a hailed weekend in the day timers of senior members, not only because it offers a venue for 4-H friends from across the province to meet up and swap stories, but also because of the conference’s exceptional programming. Ambassadors, who are in charge of planning and facilitating of the conference, are at work nearly a year in advance, establishing themes, booking guest speakers and discussing activities in order to ensure the program’s effectiveness and relevance.

What came together for this year’s conference proved to be exceptional with Saturday morning sessions on farm safety, grant applications through Agricultural Finances Services Corporation (AFSC), resume writing and job interview etiquette. The Rotate-a-Session presentations offered up information on finances and budgeting, nutrition and healthy eating, the Green Certificate program and a community enhancement project in support of Edmonton’s Youth Emergency Shelter Society (YESS).

Saturday night’s Keynote Speaker, Dan Ohler, talked to delegates about why common sense is so uncommon. Sunday morning versed the delegates in the number scholarships that are available to them.

Provincial Selections

May 1-4, 2009

For 90 senior-aged 4-H members, Alberta 4-H’s 52nd Annual Selections program proved to be a uniquely educational program with delegates, who are organized into small groups upon arrival, spending the weekend addressing issues that affect them on a personal and club level, as well as being given the opportunity to facilitate the discussions within their groups and coordinate activities that occur throughout the program.

Delegates are evaluated on performance and proficiency in a number of different areas including communication, leadership and participation. Cumulative diary points are also considered when it comes to determining award trip recipients, Ambassadors and ultimately, the recipient of the Premier’s Award, which is Alberta 4-H’s most prestigious member award. This year, the marked distinction was earned by Rosie Templeton, a member of the Readymade 4-H Beef and South Country Judging Clubs.

In addition to the Premier’s Award announcement, 41 senior-aged members were chosen to represent 4-H at major educational programs throughout North America. Fourteen 4-H Ambassadors were also selected to serve a two-year term promoting 4-H and youth involvement in Alberta.



Member Programs

Ambassador Training

May 9-10, 2009

Without so much as a weekend's rest following their being appointed as Ambassadors, the newly named crew of 2009 Ambassadors joined the second-year Ambassadors at the Alberta 4-H Centre for what was a weekend of bonding and learning through a variety of discussions, activities and sessions.

Charged with the task of being representatives of the 4-H program, Ambassadors are expected to effectively promote the program to members and non-members alike. "Marketing the 4-H Brand" was Saturday afternoon's topic of conversation with Rosemarie Enslin, a member of the 4-H Foundation of Alberta Board of Directors, educating Ambassadors on how to identify target audiences, narrow down goals and targets for marketing objectives and identify reasons why people join and stay in 4-H.

Sunday morning saw the team regroup for a session on the expectations, paper work and protocols that go along with the Ambassador duty. Followed by activity planning for the upcoming year's events, each of the Ambassadors chose provincial and regional events to volunteer at. Goal setting, idea swapping and business card exchanging closed out the 20th annual Ambassador training weekend.

Summer Camping Programs

July and August, held at various regional camps throughout the summer, as well as at the Provincial 4-H Centre

For eight weeks this summer, 4-H members were spotted across the province "Bursting Out in Song" with more than 1000 delegates participating in summer programming at either a regional or provincial level. This year's junior camp theme, "Striking a Chord", challenged members to find their inner song and provide members with the "notes" they would need to begin building their 4-H foundation. Delegates divided their time between skill sessions, activities and 4-H, agriculture and environmental awareness sessions.

At Combined Camp, delegates begin "feeling the Rhythm" and are challenged by summer program staff to take more ownership for their program, which sees delegates creating more of the programs themselves.

Intermediate Camp delegates were encouraged to "Fine Tune Their Talent", with campers gaining knowledge through Farm Safety "Jeopardy", an Environmental Awareness session that focused on bioaccumulation in ecosystems following human interaction, and a Positive Environment Session, targeted towards identifying bullies.

Leadership Through Counselling Seminar (LTCS)

June 28 - July 3, 2009

Enthusiasm and vigour were in the air as 76 senior members from all corners of the province came together for the immensely popular counselor-in-training program, Leadership Through Counseling Seminar (LTCS).

During the LTCS program, senior members' well-developed leadership skills are optimized through hands-on training that will see them become counselors for the programs that take place both at the regional and provincial level throughout the summer. Delegates were kept busy while epitomizing 4-H's "learn to do by doing" mentality.

The theme for this year's LTCS program was "Sharing the Beat," and delegates wasted no time harmonizing their way to teamwork through a variety of technical and personal skill sessions focused on behaviour management, first aid and conflict resolution. They also worked on trust building exercises, decision-making and leadership skills and crisis management. The members then put their skills to use in planning activities for the program. Events planned by the delegates included beachfront activity, mini Olympics, a talent show, the final dance, among others.



Member Programs

People Developing People (PDP)

July 19-24; July 26-31; August 16-19, 2009

While there are three weeks of PDP – 1, 2, and Plus – this summer, all three weeks shared the goal of “Cranking Up the Chorus”. Following a week of sessions, which are designed to give PDP delegates the information necessary to tackle an issue that they were challenged with at the start of the program. The weeks all wrap up with an event called “Forum”. Forum is a venue for members to present their ideas, solutions and changes for the future to an encouraging crowd of peers, sponsors, and counsellors. PDP 1 and 2 had an agriculture-based Forum, where their challenge was to update an old farm and make it self-sustaining, while the Plus edition of PDP is focused on community involvement.



Provincial 4-H Beef Heifer Show

July 6-9, 2009

More than 100 beef female project members descended on the Olds Agricultural Society Grounds for the 33rd Annual Provincial Beef Heifer Show to showcase their project and skills, to learn more about beef female competition, to make new friends and to have a lot of fun.

Member interaction was regarded as being at an all-time high, which can partially be accredited to the new “Buddy System” that was established this year. This unique initiative paired returning Provincial Beef Heifer Show competitors with new entrants so that they could get acclimated to the show’s atmosphere.

The third year of the senior member “You’re Hired!” session saw 32 of 46 members participating in the personal development activity. One of the highlights of this year’s event was a visit from Maria Stevens, Denver National Judging Competition High Point Champion, who traveled from her home state of Kansas to attend the show as a judge.

Taking home the ultimate top prize for Supreme Purebred Champion was Rhianna Congdon (Nebraska 4-H Multi), and the Supreme Commercial Champion honours went to Tyson Hertz (John Ware 4-H Beef).

Club Week

July 21-26, 2009

One hundred and six delegates united at Olds College for the 68th Annual Alberta 4-H Club Week, and for what many members would consider to be the highlight of their 4-H career. Deemed as Alberta 4-H’s most substantive self development program for Senior Members, Club Week focuses on group discussions, awareness forums, team work session and of course, a ridiculous amount of fun.

The Club Week song, Miley Cyrus’ “The Climb”, provided the background music to delegates’ daily debriefs as they mulled over their day’s activities, conversations and discussions, and made projections for the day ahead.

Small group discussion topics ranged from “Family” to “Pop Culture” to “Self Awareness”, with volleyball, dance, croquet and yoga activity sessions offering delegates a change of pace. Both the awareness forum and the Human Rights session proved to move, inform and affect the delegates, as they listened to talks and presentations delivered by a variety of inspirational individuals.

From mini-Olympics and a Wild West BBQ, to a Masquerade dance and a County Fair, Club Week-ers had the time of their life, reconnecting with old friends and establishing connections to new ones.



Member Programs

Provincial 4-H Dairy Show

July 14-16, 2009

Alberta 4-H's 63rd Annual Provincial Dairy Show was a success, with members competing in knowledge and clipping competitions, trying their hand at showring judging, testing their creativity in the marketing challenge, and gearing up for Thursday's conformation classes.

While competitors began their mornings at 4:00 a.m. to wash their show cows, Thursday morning officially kicked off with its Parade of Clubs at 9:00 a.m. Led by Claire Chiang Chia-Hua, the Taiwan summer exchange student bearing the Canadian flag, 56 members representing five of the province's dairy clubs proudly opened up the showmanship and conformation competition.

Non-stop competition ensued following the ceremonies, with members scrubbing, snipping, spraying, and showing their way to many successes throughout the day. Some members won their classes, while others members defined success in terms of achieving their own personal goals.



Provincial 4-H Horse Classic

July 29 – 31, 2009

With 81 members from 22 Alberta 4-H light horse clubs across the province, and over 40 volunteers on hand, the 15th Annual Provincial 4-H Horse Classic was a resounding success. Many new faces and clubs were evident at this year's event, which was held at Olds College.

Some contests are designed for individuals and others for teams. Everyone who registered for the event was automatically entered in the hippology contest, which tested members' equine knowledge through four phases - quizzes, judging, identification stations, and a team problem.

The top four members - based on individual hippology points - qualified for the Denver Western 4-H Horse Classic Award Trip, to be held in January 2010. Matthew Paton (Bits and Spurs), Katie Garber (Milk River Multi), Sarah Richards (Midnight Express 4-H Horse) and Lindsey Grover (Big Valley Outriders) are this year's trip recipients.

In addition to hippology, delegates also took part in Horse Bowl, print marketing and marketing competitions.

Provincial 4-H Judging Competition

August 14-16, 2009

Lakeland College was a sea of 4-H members, with 39 competitive senior members coming to vie for a chance to win one of 17 award trips given out at the 23rd Annual Provincial Judging Competition.

In less than twelve hours 39 members judged and gave reasons for ten classes consisting of market swine and gilts, market sheep and breeding ewes, breeding heifers and markets bulls, Jersey cows and Holstein cows and draft and light horses.

The competition began with members taking diligent notes as they listened to each overview from the official judges, and appropriate silence ensuing as members worked to quickly identify the top and bottom pairs in each class. Oral reasons marked the start of the afternoon, with competitors frantically attempting to memorize their reasons for each class.

At the conclusion of the event, the top overall judge was named Luke Wrubleski, of the Armena 4-H Beef Club. Luke will attend the Denver National Western Stock Show in January of 2010 to represent Alberta 4-H.

"Winning Top Overall Judge is definitely the pinnacle of my 4-H career! This represents three years' culmination of my efforts, and I am so proud to finally have achieved this goal at my last provincial 4-H event."

Luke Wrubleski, 4-H member and 2009 Top Overall Judge



Member Awards

Being that it is Alberta's #1 rural youth program, Alberta 4-H's member awards are plentiful, because when you're dealing with the best, there is a lot of awarding and recognizing that needs to be done!

Award of Excellence

Awarded on a continual basis

Introduced in 1988 as a means of increasing member tenure, the Award of Excellence program has proven to also be a superb tool for recognizing members' community service, "well done" moments and exceptional performance.

Based on their yearly 4-H diary, members are allocated points for their leadership, project work and community involvement; members work each year to meet the cumulative point total required for each of the medallion levels. Consisting of a bronze, silver, gold and platinum award, more than 22,000 4-H members have earned an Award of Excellence medallion since the programs inception.

In the 2008-2009 club year, 1,008 Alberta 4-H members earned the following Award of Excellence medallions:

- 379 Bronze
- 291 Silver
- 241 Gold
- 97 Platinum



Ambassadors

Chosen annually to serve a two-year term

As the term "ambassador" implies, members who are handpicked into the Ambassador program are placed on the 4-H frontlines, charged with promoting the program to members and non-members alike. They are to represent Alberta 4-H on a provincial and regional level, with duties starting the weekend following their being named as Ambassadors, and carrying through until the second prior to the completion of their 730-day term.

Alberta 4-H Ambassadors are chosen based on their proficient communication, outstanding leadership, dynamic time management and fervour for the 4-H program. When Ambassadors are asked to volunteer at a provincial livestock show, or facilitate a session at Leaders' Conference or act as a judge at a communications competition, they are in their element – this is the program that they grew up on, and one they have a passion for seeing flourish.

Ambassadors also coordinate the annual Senior Members' Conference, which is a conference that has been deemed as a "must" in the calendars of senior-aged 4-H members.

"Being named as a 4-H Ambassador has been an opportunity of a lifetime. I have met so many new people, have been able to take part in so many interesting events and have learned so much about the province, the 4-H organization and myself."

Lindsey Meredith, 4-H Ambassador

2009 Alberta 4-H Ambassadors

South

Rosie Templeton (Coaldale), Jesse Wall (Stirling)

Calgary

Avery Parkinson (Airdrie), Jared Hunter (Didsbury)

East Central

Lindsey Grover (Stettler), Kennan Hedley (Consort)

West Central

Alynn Hagstrom (New Norway), Amy Schokenetch (Hay Lakes)

Northwest

Reanne Andersen (Busby), Kristina Huisman (Barrhead)

Northeast

Ian Brousseau (St. Paul), Matthew Yakemchuk (Hairy Hill)

Peace

Jennifer Alexandre (Falher), Kristy Oatway (Woking)



Member Awards

Premier's Award

One member selected annually

Following a weekend of small group discussions, large group activities, team work, a gruelling interview process, and the submission and review of member's yearly diaries, one member reigned supreme. Rosie Templeton, a seven-year 4-H veteran, earned the distinction of being named the 2009 Alberta 4-H Premier's Award winner.

As a representative for Alberta 4-H, the Premier's Award winner is present at a number of member and leader programs throughout the year, making addresses at events such as Leaders' Conference and Selections. The Premier's Award winner also attends one event in each of the seven 4-H regions during their term in order to get a feel for what 4-H looks like across the province.

As the garnish on an already full plate, the Premier's Award winner and their family is invited to the Alberta Legislature for a luncheon, where they are introduced to the Minister of Agriculture, and of course, the Premier of Alberta. They are also given the experience of being able to sit in the Legislative Assembly, while it is in session, and are formally introduced by the Minister of Agriculture. A year spent as Alberta 4-H's Premier's Award winner is a year spent being very busy!

Communications

Competition held annually in early spring

Alberta 4-H's communications program is a touted one, with members and leaders citing that their public speaking skills are one of the most valuable assets they acquired through the 4-H program. As a mandatory component to a member's successful completion of their club year, members must give a prepared speech or presentation at their club's annual communications' competition. Those whose witty words, smooth delivery and sound logic win the judges' approval are then advanced on to districts, then potentially to regionals and finally, to Provincials. In both public speaking and presentations, the top two communicators from each of the seven 4-H regions are invited to Provincials. The winner of the public speaking side of the competition will then go on to a national level of competition, Canadian Young Speakers for Agriculture (CYSA), which takes place as part of the Toronto Royal Fair in November.

Provincial Public Speaking Champion

Rosie Templeton, Readymade 4-H Beef Club; Coaldale

Provincial Presentations Champion

Jenalee Blackhurst, Bits and Spurs Equine Youth 4-H and Gilby 4-H Beef Clubs; Rocky Mountain House



Rosie Templeton, Premier's Award winner and Rob Smith, 4-H Specialist at the legislature to meet with the Premier



Jenalee Blackhurst, Provincial Presentations Champion



Member Awards - Scholarships

The term "4-H benefit" is a fitting one, with it proving to be a program that enhances characteristics such as confidence, leadership and self awareness.

Another extension of the 4-H benefit reaches the realm of education. Through the generous support of corporate partners, private donors and district and regional councils, Alberta 4-H is able to offer its members who are entering into post-secondary schooling the opportunity to realize up to \$2000 in scholarship funds. In the 2008-2009 club year, 104 members were afforded more than \$83,000 in support of their goals and aspirations.

To all of the groups, companies and individuals who have allocated funds to the Alberta 4-H Scholarship Fund, thank you. Your altruistic contribution is an investment in tomorrow's reality, as well as a testament to your belief in the potential of Alberta's youth, both of which, will prove to change the future of this province.

4-H Foundation of Alberta

Emily Van Maarion (Medicine Hat)

A & E Cappelle LN Herfords

Kristina Szybunka (Sangudo)

Alberta Beef Producers

Breanne Barnes (Brownfield), Gina Grabler (Barrhead), Allana Minchau (Spring Coulee), Katherine Murphy (Wetaskiwin), Ashley Reinhardt (Strathmore), Jaylene Schussler (Burdett), Krystal Stulberg (Endiang), Trista Tesolin (St. Lina), Shannon Wesley (High River)

Andrew Little Memorial

Josee Marcoux (McLennan)

ATB Financial

Bailey Almberg (Czar), Adeleen Bayes (Trochu), Caitlin Gillen (Brooks), Miranda Tesolin (St. Lina), Avery Wall (Coaldale)

Calgary 4-H Alumni

Jared Foat (Carstairs), Kelly Sinclair (Cochrane)

Canadian Wheat Board

Mathilda Gabert (Fort Saskatchewan)

Cindy Gray Memorial

Jenna Williams (LeRoy)

Cole Lawrence Memorial

Brittany Hennig (Ardrossan), Lauren Hennig (Ardrossan)

Dixon Shield Memorial

Jenalle Mueller (Barrhead)

Earl Christopherson Memorial

Thomas Hostettler (Bluesky), Jessica Kuester (Dixonville)

East Central 4-H Regional

Amy Barnes (Alliance), Kristen Carlson (Daysland), Kelsey Hedley (Consort), Stephanie Laing (Hanna); Chuck Leslie (Sedgewick), Katelyn Westerlund (Oyen)

Edith Taylor Memorial

Leah Sallis (Sexsmith)

EnCana

Caitlin Smith (Lethbridge)

Exxon Mobil Canada

Jocelyn Beniuk (Lac La Biche), Ryan Hodgson (Okotoks)

George Pimm Memorial

Marley Retzler (Sexsmith)

Glen Bodell Memorial

Jeffrey Gabert (Fort Saskatchewan)

Greg McCoy Memorial

Rebecca Zadunayski (Vimy)

Growing Alberta

Lisa Gustafsson (Tees)

Irene M. Leavitt Memorial

Leanne Ejack (Innisfail)

Jaron Arntzen Memorial

Courtney Hihn (Heisler)

John M. Romanchuk

Alexia Hoy (Barrhead), Tennille Kupsch (Barrhead), Ian Sette (Vermilion)

Ken Edgerton Memorial

Laura Polasek (Sexsmith)



Member Awards - Scholarships

Marilyn Sue Lloyd Memorial

Krystal Stone (Kitscoty)

Minburn Wild Rose

Felicity Bergman (Innisfree)

Nicki Wrubleski Memorial

Darlene Blanchette (Vimy), Jessica Ruskowsky (Wetaskiwin), Mechtelje van de Brake (Lacombe)

Norm Withers Memorial

Preston Komarnisky (Holden)

Norma Jean Gray

Emily Banack (Bawlf), Jesse Baron (Brooks), Kari Bergerud (Edgerton), Shantelle Berry (Hanna), Karly Bourbeau (Bonnyville), Jason Crebbin (DeWinton), Kody Czvil (Athabasca), Ryan Davidson (Lougheed), Brett Giebelhaus (Vegreville), Amanda High (Fort Macleod), Jennifer Jones (DeWinton), Heather Polasek (Sexsmith), Sarah Reich (Tomahawk), Jennifer Wallin (Woking), Krista Williams (LeRoy)

Peace Regional

Leah Jans (Woking), Sharon Miller (Woking)

Pennington Memorial

Jill de Weerd (Millet), Garilyn Morris (Innisfail)

Ralph Cossey Memorial

Jodi Gueutal (Myrnam)

Robert Huff 4-H

Amanda Doyle (Fort Macleod), Lacey Fowler (Minburn), Natasha Kutryk (Beauvallon), Renae Laturmus (Coaldale), Lacey Minchau (Spring Coulee), Heather Jolene Noble (Manning), Katarina Oczkowski (Pincher Creek), Monika Ross (Grande Prairie), Jory Stenger (Dunmore)

Robert Sherwood Memorial

Joann Mathon (Innisfail)

Rod Andrews Memorial

Amanda Kuschminder (Pickardville)

Shirley Story Trimble Memorial

Letisha Hodges (Beaverlodge)

Thomas Caryk Memorial

Baily Alstott-Siemens (Bezanson)

Tony Lefebvre Memorial

Darrell Soetaert (St. Albert)

Tronia Systems

Katelyn Ford (Carseland), Katrina Kinnee (Diamond City)

Vermilion River 4-H District

Brianne Bergerud (Edgerton), Kelsey Crooks (Vermilion)

Walter Lipkewich Memorial

Jessica Brousseau (St. Paul)

Western Producer

Jason Schonknecht (Barrhead)

Wetaskiwin District 4-H

Kasandra Baumann (Falun); Cheyenne Hok (Wetaskiwin), Rachele Thirsk (Wetaskiwin)

Wetaskiwin District Memorial 4-H

Danielle Frederickson (Gwynne)

Wheat Board Surplus Monies

Samantha Drefs (High Prairie), Trent Price (Crossfield), Nicholas Sereda (Bow Island), Kelsey Sim (Innisfail), Megan Simard (Provost)

Woodgrove Uniform Local

Mark Blanchette (Vimy)



Member Travel Awards

While Dorothy from The Wizard of Oz may have had it right when she proclaimed, "There's no place like home!", one is only able to infer that once they have experienced something other than home. Through a variety of means – competitions, award trips, exchanges – 4-H members hit the road this past year, touring across the country, across North America, and even across an ocean or two. With travel comes perspective; with perspective comes wisdom and with wisdom comes confidence, maturity, introspection and curiosity, which are attributes that the 4-H program aims to impart to its members.

In the 2008-2009 club year, 4-H members took to the roads, the boarded various forms of travel, representing Alberta 4-H around the globe.

Alberta/Finland Exchange

Sabrel Binks (Debolt), Brian Huisman (Barrhead), Nicole Johnson (Craigmyle), Lousie Laycraft (Strathmore), Brittany Munk (Strathmore), Carolyn Owen (Strathmore)

Canadian/Japanese Exchange

Outbound Program, Month-long

Kaitlyn Grudecki (Acadia Valley), Zacharie Smith (St. Paul)

Alberta/Northwest Territories Development Tour

Yellowknife, NWT

July 20-29, 2009

Reanne Andersen (Busby), Ilona Bastiaansen (Bow Island), Colin Blanchette (Vimy), Ian Brousseau (St. Paul), Kaylie Bruner (Evansburg), Dustin Coleman (Innisfail), Alynn Hagstrom (New Norway), Brittney Matejka (Ponoka), Hayden Miller (Calgary), Hal Nixdorff (Airdrie), Robyn Ockerman (Lindbergh), Kasey Reber (Woking), Laura Shuttleworth (Balzac), Samantha Sperber (Rimbey), Matthew Viste (Hanna), Jesse Wall (Stirling)

California 4-H Exchange

UC Merced, CA

July 29 - August 9, 2009

Keanan Mahoney (Clyde), Jordyn Prior (Irma)

Canadian National 4-H and Youth Judging Competition

Regina, SK

November 24-29, 2008

Arisjan Appel (Penhold), Colten Bodie (Coaldale), Jessi Etherington (Clandonald), Cole Goad (Clandonald), Preston Komarnisky (Holden), Lindsay Kucharchuk (Cherhill), Kaitlin Titford (Rocky Mountain House), Krista Van Sickle (Onoway)

Montana 4-H Congress

Bozeman, MT

July 5-12, 2009

Lindsey Grover (Stettler), Cody Harrison (Claresholm), Kennan Hedley (Consort), Avery Parkinson (Airdrie)

National 4-H Citizenship Seminar

Ottawa, ON

March 27 - April 2, 2009

Jane Becker (Edson), Brianna Block (Rosalind), Lorne Howey (Fox Creek), Derrick Plante (St. Paul), Scott Blahun (Mayerthorpe), Jerrid Driedger (Calgary), Lindsey Meredith (Claresholm), Kayla Tollefson (Camrose)

National 4-H Members' Conference

Toronto, ON

November 5-9, 2008

Kevin Bolduc (Stavelly), Cody Coleman (Innisfail), Heather Harty (Foremost), Stacey Kading (Cessford), Gina Lougheed (Red Deer), Heather Polasek (Sexsmith), Emily Puch (Pincher Creek), Dean Kosheiff (Fairview), Sarah Reich (Tomahawk)



Member Travel Awards

Young Speakers for Agriculture

November 8, 2008 (held in conjunction with the Royal Agricultural Winter Fair in Toronto)

Kayla Getzinger (Stony Plain)

National 4-H Skills and Thrills Conference

Brandon, MB

November 27-30, 2008

Jocelyn Dowell (Carstairs), Brittany Miller (Calmar)

National Western 4-H Roundup

Denver, CO

January 8-11, 2009

Livestock Evaluation

Ryan Davidson (Lougheed), Metty Van de Brake (Lacombe), Emily Puch (Pincher Creek), Emily Wall (Stirling)

Hippology

Shelby Crick (Lacombe), Jennifer Ruskowsky (Wetaskiwin), Haley Scott (Lacombe), Luke Wrubleski (New Sarepta)

National Western Collegiate Judging Competition

Denver, CO

January 10-25, 2009

Tyson Hertz (Duchess)

NILE Livestock Evaluation Competition

Billings, MT

October 13-17, 2008

Laura Iversen (Olds), Katelyn Kozak (New Sarepta), Jan Van de Brake (Lacombe), Allison Zuidhof (Lacombe)



"I can say with confidence that the trip was an amazing time that none of us will ever forget. We laughed, learned, sang, overcame fears and made memories that will always be with us!"

Avery Parkinson, Montana 4-H Congress award trip delegate



"I was fortunate enough to be awarded this trip and it has become one of the highlights of my 4-H career. Never did I think that by actively participating in a program that I love, I would be awarded such a great opportunity."

Brianna Block, National 4-H Citizenship Seminar award trip delegate



Leader Programs

As an integral and necessary piece to the Alberta 4-H puzzle, 4-H's volunteer leaders are as charismatic as they are caring, as enthusiastic as they are engaging, as knowledgeable as they are accessible and as committed to the program as they are believers in the benefits of it. Alberta 4-H leaders are the program's backbone, and for many members, a person who will stand out as having been a mentor, a confidante and a friend.

As part of Alberta 4-H's commitment to leaders' continued learning and self development, the following programs were held during the 2008-2009 club year.

4-H Key Leader Training

October 24-26, 2008

The annual 4-H Key Leader training weekend included sessions on leadership and relationships, tips on welcoming new 4-H families, Year of 4-H Club workshops, 4-H and Safety and 4-H fundraising, which all fit alongside updates on provincial 4-H programming, opportunities and resources. Information regarding 4-H BC's safety program was also shared, which had leaders applauding the safety practices that they had already been implementing, and also made them aware of the promotion being done around not only farm safety, but all forms of safety, from food to livestock handling.

In 2008-2009, the 68 individuals who stepped forward as Key Leaders worked with district councils and clubs throughout the province, and were instrumental in the delivery of the Year of 4-H Clubs workshops, which were presented to councils throughout the year. Focusing on leadership training, assisting new clubs and leaders and promoting 4-H, these experienced and dedicated 4-H volunteers have been a significant attribute to the Alberta 4-H program since the inception of the Key Leader program in 1994.

Provincial 4-H Leaders' Conference

January 9-11, 2009

Nearly 250 4-H leaders from across Alberta, along with a few guests from Ontario, British Columbia and Montana, swung open the doors of the Red Deer Lodge for the 66th Annual Alberta 4-H Leaders' Conference, which was hosted by the Northeast Region.

The choices were endless when it came to session topics, which included positive youth development, suggestions for healthy meal planning, navigating difficult conversations, maximizing personal success through mentorship, lessening a computer's intimidation factor, and so on. With time dedicated to networking and mingling, leaders wasted no time in exchanging ideas and contact information, not to mention swapping stories, bonding over shared experiences and regaling over the benefits of the 4-H program.

With the announcing of Alberta 4-H Hall of Fame inductee, the recipient of Alberta 4-H Council's Golden Glover Award, the recognizing of generosity shown by Alberta 4-H's sponsors, the heartfelt speech given by Myranda Stewart, the 2008 Premier's Award recipient, the laughter created by comedian Steve Stubblejumpski's antics on Friday night and the insight gleaned from Tyler Hayden's Sunday morning address on "Livin' Life Large", the weekend swept by at whirlwind speeds.

Provincial 4-H Beef Leaders' Update Program

November 14-16, 2008

Every two years, 4-H beef project leaders from Alberta, British Columbia and Saskatchewan congregate for the keenly-focused Beef Leaders' Update Program (BUD), where the goals are to increase one's industry knowledge, expand one's network and hone one's leadership skills.

The 48 beef leaders in attendance participated in an interactive clipping and grooming demonstration held at the Lakedell Arena. Delegates were then able to select between the Level 1 Training module and "Beef Games and Activities", which gave leaders an opportunity to learn project-specific activities to help to reinforce learning.

The second round of Select-A-Sessions had Brenda Robinson discussing the always-relevant topic of Managing Conflict, while Sarah Tingley presented on CCIA and age verification with an explanation of CCIA tags, the CCIA website and how tagging should be done to keep retention rates higher being explained.

Developing a feeding plan, switching feeds, and keeping the animal on feed were all items discussed as part of Bob Berry's Calf Nutrition session. "A Year in the Life of a 4-H Steer" was led by Dr. Lewis who outlined parasites, vaccines and implantations and encouraged leaders to come equipped with their own round of inquiries.



Leader Awards

Whether it be highlighting a member's first time efforts in the show ring, or acknowledging a leader's outstanding contribution to the program, recognition is an important part of the Alberta 4-H organization, because everyone deserves applause.

Golden Clover Award

Nominations accepted annually

The Golden Clover Award proves to recognize an individual or a group who has exhibited outstanding leadership skills, all the while initiating a special contribution such as an innovative idea, program, activity or event that has made a significant difference to 4-H in Alberta.

Edith Zawadiuk's 50-year long dedication to the 4-H program was recognized on January 9 at the 66th annual Leaders' Conference when she was awarded the Alberta 4-H Council's Golden Clover Award. Edith has been involved at all levels of 4-H, with her even completing two different trips to the Ukraine, where she is responsible for setting up the Ukraine's first 4-H clubs.



4-H Volunteer Hall of Fame

Nominations accepted annually

As the name would infer, those named as inductees into Alberta 4-H's Volunteer Hall of Fame are extraordinary volunteers whose efforts at the club, regional, provincial and at times, national level, have gone above and beyond expectation. As a result of these superhuman efforts, 4-H Hall of Fame inductees have proven to influence, shape and change the Alberta 4-H program. As a way of honouring these leaders' "forever" contributions, Alberta 4-H has named more than 70 men and women into the Hall of Fame, where their good works, innovation and involvement will be forever remembered.

As was announced at the Alberta 4-H Leaders' Conference, the 2008-2009 Alberta 4-H Volunteer Hall of Fame inductee was Sharon Uhrich, who has made significant contributions throughout her more than 25 years with the organization as a leader, a member of both district and regional councils and a Key Leader.



Co-operators/4-H Volunteer Leader of the Year Award

Nominations accepted annually

Through member-submitted nomination, the Canadian 4-H Council selected nine volunteer 4-H leaders from across Canada to receive the 2008 Co-operators Volunteer Leader of the Year Award. Collectively, the volunteer leaders that were selected have more than 120 years of involvement with 4-H. Winning leaders receive a certificate, a \$100 cash prize and merchandise from The Co-operators and Canadian 4-H Council as recognition for their hard work and for thanking them for their commitment to their members, club and the organization.

This year's Alberta recipient:

- Sylvia Mathon, leader with the Rangeland 4-H Beef Club



Leader Travel

As a means of rewarding leaders for their tireless efforts and offering them opportunities to grow and increase their knowledge, Alberta 4-H has a number of trips that volunteer leaders are encouraged to take part of each year. These trips end leaders up at various conferences, forums and workshops, where the networking is ample and the memories are abundant. Several chaperoning opportunities also exist for leaders.

Development Opportunities

British Columbia 4-H Leaders' Conference

Kelowna, BC

October 24-26, 2008

Jackie Blahun (Mayerthorpe), Nina Conners (Patricia)

Montana 4-H Leaders' Forum

Great Falls, MT

September 26-27, 2008

Trudy Andrews (Nanton), Flossie Bodell (Sherwood Park), Shelly Reich (Tomahawk), Vikki Ross (Grande Prairie), Maggie Smart-Miller (Dalemead)

National 4-H Volunteer Leaders' Conference

Toronto, ON

November 5-9, 2008

Darlene Becker (Edson), Greg Coleman (Innisfail), Bev Flitton (Vulcan), Shelly Grover (Stettler), Sherry Howey (Fox Creek), Colleen Prefontaine (Legal), Bev Rasmussen (Didsbury), Janet Zielinski (Vermilion)

Ontario 4-H Leaders' Conference

Waterloo, ON

February 27 - March 1, 2009

Sylvia Mathon (Innisfail)

Western Regional Leaders' Forum

Denver, CO

February 25 - March 1, 2009

Lee Carothers (Stettler), Ginny Smith (Staff), Peggy Stelter (Bindloss)

Chaperone Opportunities

NILE Livestock Evaluation Competition

Billings, MT

October 13-17, 2008

Chaperone – Dwayne and Kathy Klassen (Debolt)

Montana 4-H Congress

Bozeman, MT

July 5-12, 2009

Chaperone – Mark Shand (Staff)

National 4-H Members' Conference

Toronto, ON

November 5-9, 2008

Chaperone – Jocelyn McKinnon (Staff)

National 4-H Citizenship Seminar

Ottawa, ON

March 27 - April 2, 2009

Chaperone – Stacy Murray (Staff)

National Western 4-H Roundup

Denver, CO

January 8-11, 2009

Chaperones – Virginia Neddo (Ponoka), Rae Pugh (Ponoka)

Alberta/Northwest Territories

Development Tour

Yellowknife, NWT

July 20-29, 2009

Chaperone – Marvin Molzan (Oyen), Joyce Winter (Ponoka)

"We enjoyed our many sessions, learned a lot, laughed a bit and made a lot of new friends. Everyone we met was very friendly and helpful."

Lee Carothers, 4-H leader and trip delegate



Special Initiatives

No year is ever identical at Alberta 4-H with the organization's yearly special initiatives proving to set each one apart. While all of these projects are born out of the goal of fulfilling the 4-H program's vision to develop leadership, communication, technical and life skills of 4-H members and leaders to strengthen communities, it is always amazing to see the range of creativity and the variance in direction that the meeting of this vision produces.

Marketing Advisory Committee (MAC)

At the directive of the Alberta 4-H Council, a marketing committee was formed following the council's 2008 annual meeting. It was decided the marketing advisory committee, or "MAC", would be made up of members of the 4-H Council, Foundation, Branch, as well as representatives from each region.

The initial "MAC" year was used to have meetings and round table discussions as a means of generating ideas thought to promote 4-H beyond the club level, and thus retain members. Projects worked on included the development of a new 4-H slogan to replace the previous, "More than you ever imagined", the sending of a "Welcome Back" postcard in the fall to all 4-H homes, and the initial development of a promotional DVD that will feature all of Alberta 4-H's provincial level programs. In early spring 2009, it was decided that MAC, in order to aptly identify 4-H's target audience(s) and potential gaps in the program, needed to do a comprehensive member and leader survey. A grant to pay for this research was applied for, and awarded, through Ag Initiatives. Future marketing campaigns will be directly influenced by the outcome of this survey.

Year of the Club Experience

During the 2008-09 club year, the focus was on discovering, inventing, researching and communicating a number of different ways to improve the experience of members at the club level. Some of the things that happened during the year were:

- Articles in the Alberta 4-H Magazine;
- Blog on 4-H website, www.4h.ab.ca;
- Workshops developed and presented by Key Leader and Key Members at club, district and regional events;
- Fact sheets were written and distributed;
- Sessions conducted at Leaders' Conference and other training events;
- Displays at events

At the annual Key Leader conference the topic of "What Families Should Be Aware Of When They Join 4-H" was discussed, and the outcomes of this discussion are working to improve the 4-H Family Guide as a means of accommodating these identified needs.

4-H Farm Safety Update

The issues of safety are taking a front seat in the hearts of 4-H members and leaders across the province. More clubs are expressing an interest in educating members on how to protect themselves and their loved ones – on the farm, in the home, at work and at play.

With that in mind, a 4-H Safety Committee has been created to gather feedback, brainstorm ideas and create suggestions to help 4-H clubs promote safety. The committee consists of Farm Safety Specialist Kenda Lubeck, and 4-H Specialists Leila Hickman, Jocelyn McKinnon and Stacy Murray. At present, the committee is working alongside Farm Credit Canada (FCC) to identify ways to expand on FCC's previous "First Aid on the Farm" program.

A wealth of farm safety resources have been created throughout the year and are available through Alberta Agriculture and Rural Development. Visit www.agriculture.alberta.ca/farmsafety to explore further.



Special Initiatives

Horsemanship DVD

In 2006, an idea that would change how members and leaders interacted and experienced the 4-H equine project was discussed approved and set into motion for production. Fast-forward to November 2008, following two years of coordinating, editing and decision making for the 4-H Provincial Equine Advisory Committee (PEAC), when the outcome of that discussion two years prior came to fruition: a four-DVD Horsemanship video-set.

The resource material is appropriate for all skill levels and, under the direct guidance of renowned equine trainer Muffy Knox, the footage taken demonstrates the accepted method for all assessments (both mounted and dismounted) in Western and English styles. The videos help to aid and familiarize 4-H equine project leaders with what is expected for each skill assessment and the steps required in achieving that skill.

An exciting concept that was implemented into PEAC's production was the use of 4-H members. The video's format sees participating members being presented with a task, which they are asked to complete using a series of skills. These skills are both performed and demonstrated under the skilled eye of Knox. The DVD set was distributed to every equine project leader in the province.

Alberta 4-H Legacy Fund: Building Today – Enhancing Our Future

Improving and enhancing the 4-H experience now, and in future, for Alberta 4-H members and leaders from a club to a provincial level is the mandate of the Alberta 4-H Legacy Fund.

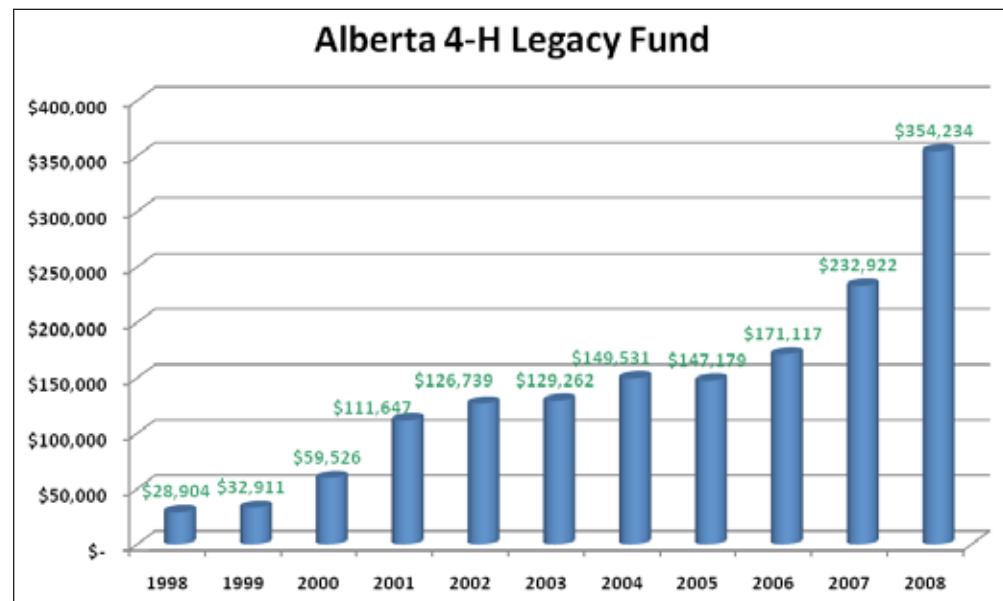
Starting in 1998 with the generous core donations from Lammles Western Wear, Western Producer, Canadian Cattlemen, and Agrium, fund development was initiated under the title of the Alberta 4-H Innovative and Enhancement Fund. In the summer of 1999, in recognition of the upcoming milestone, the 4-H Millennium Fund was formed. These two funds grew under their respective accounts until the spring

of 2004, when they were merged and renamed the Alberta 4-H Legacy Fund.

While donations to this fund have come from many sources, a special example of fund enhancement was Alberta 4-H's "\$90 for 90 Years" campaign in 2008, where 4-H family and friends raised over \$100,000 for the fund.

Over \$50,000 in interest has been distributed to Alberta 4-H since the fund's inception. Annually, approximately \$21,000 is distributed 4-H clubs and councils; \$25/club, \$150/district and \$300/region.

Charitable receipts are available for all donations.



Resources and Communication

Alberta 4-H takes the responsibility of providing relevant, up-to-date, user-friendly resources very seriously as these materials will prove to facilitate 4-H member and leaders' learning and skill development, will result in heightened self awareness and confidence, and will allow for friendships to be created and knowledge to be enhanced.

No wonder 4-H takes its resources so seriously!

Resources

Club - Speak, Meeting and Music Pack, Record Books, Running Effective Meetings (DVD)

Leader - Leaders' Information Manual

Member - Membership Certificate, Yearly Diary

Family - A Guide for 4-H Families, 4-H Magazine

Farm Safety - CDs, Manuals

Promotion - Promotion Kit, Tattoos, Bookmarks, Balloons, Pencils, Displays, Cleaver Mascot

Communication Materials - Manuals, Organizer's Guide, Rules and Guidelines

Project Supplies - 4-H Record Book, Project Manuals, CDs, 4-H Policies and Procedures



Available 4-H Projects

Alternative Livestock - bison, llama, alpaca

Beef - market, breeding, pen

Canine - agility, obedience, stock dog

Dairy - calf, yearling

Environmental - habitat, farm plan

Field Crops - crops, range management

Goat - market, breeding, herd

Horse - western, English, judging, young

Life Skills - clothing, crafts, leadership, entrepreneur

Sheep - market, breeding, flock

Small Animals - feline, poultry, rabbit

Swine - market, breeding, pen

Technology and Trade - woodworking, small engines



Communication

Alberta 4-H Magazine

Dedicated to providing a forum where Club Reporters can rave about their club's activities, where members' and leaders' travel adventures can be explained and their accomplishments upheld, where memories of past programs can be highlighted and photos can be shared, where new programs can be announced, new resources can be launched and new initiatives can be promoted, the 4-H Magazine is a one-stop read to find out all there is to know about the 4-H program!

Alberta 4-H Website

"Virtually" one of the best resources that Alberta 4-H offers for 4-H family members who are looking for instant updates, program dates, press releases, contact information, announcements, downloadable record books and project manuals, grant and scholarship applications, and so much more. Visit www.4h.ab.ca, and check back often!



Trends in Enrolment

Project	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	10 year change (%)	5 year change (%)	1 year change (%)
Beef	6698	6775	6436	6279	5940	5934	5664	5259	5059	4958	4816	(28)	(19)	(3)
Horse	4206	4198	3727	3989	4209	4259	4261	3652	3282	3295	2953	(30)	(31)	(10)
Crafts	548	539	605	579	537	494	443	431	390	310	386	(30)	(22)	25
Sheep	383	546	502	523	473	439	354	409	397	392	372	(3)	(15)	(5)
Canine	158	209	306	336	392	373	377	561	535	557	665	321	78	19
Foods	432	331	347	346	399	314	300	259	225	302	289	(33)	(8)	(4)
Creative Options/ Leadership	278	246	201	231	201	307	351	217	258	315	234	(16)	(24)	(26)
Small Engine	271	233	230	275	250	246	337	272	198	144	179	(34)	(27)	24
Clothing	295	340	328	285	256	226	198	141	115	153	151	(49)	(33)	(1)
Environment	164	9	81	143	164	189	212	233	228	249	197	20	4	(21)
Woodworking	176	203	186	198	154	173	172	195	144	122	99	(44)	(43)	(19)
Dairy	181	279	139	154	122	119	114	158	137	154	159	(12)	34	3
Photography	103	115	91	146	111	114	75	115	97	187	247	140	117	32
Total	13893	14023	13179	13484	13208	13187	12858	11902	11065	11138	10747	(4)	(16)	1
Total Project Enrollment	14390	14650	13822	13975	13761	13713	13463	12508	11652	11890	11414	(21)	(17)	(4)
% of Total Project Enrollment	97	96	95	96	96	96	96	95	95	95	94	(3)	(2)	(1)

Membership Statistics: 1996-2008

	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	10 year change (%)	5 year change (%)	1 year change (%)
Members	8704	8610	8590	8581	8179	8018	7791	7108	6717	6688	6563	(25)	(18)	(2)
Tenure (years in 4-H)	3.22	3.26	3.3	3.35	3.44	3.47	3.55	3.64	3.59	3.48	3.43	7	(1)	(1)
Leaders	3013	2966	2802	2627	2609	2524	2521	2406	2386	2297	2175	(28)	(14)	(5)
Tenure (years in 4-H)	4.4	4.5	4.7	4.8	4.9	4.9	4.9	4.9	4.9	4.9	5.09	16	4	4
Clubs	456	464	454	454	442	423	422	409	398	399	383	(16)	(9)	(4)



CONTACT US

Have a question? We have the answers!

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