



Annual Report for the Club Year

2003-2004

October 1, 2003 - September 30, 2004

A L B E R T A 4 - H P r o g r a m

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the Club Year

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Mission

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

Motto

"Learn to do by doing"

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.

Values

- developing technical skills and knowledge of the agricultural industry in rural youth and adult volunteers
- development of leadership in rural communities
- fostering entrepreneurial skills in youth
- developing and supporting communication and effective teamwork skills among youth and adults
- high quality customer services
- providing products and services in response to client feedback and industry needs
- providing state-of-the-art products and services using resources in the most cost effective manner (individual, corporate, government and client fees)
- self-reliant volunteer leaders, clubs and councils
- supporting and achieving the department business plan
- viable partnerships



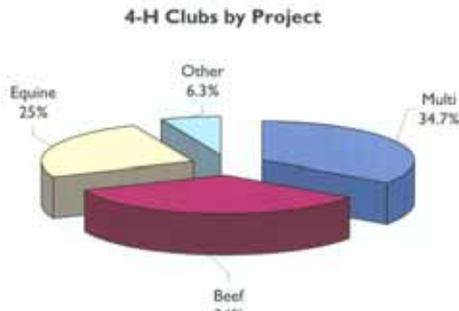
2003-2004

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Membership Statistics:

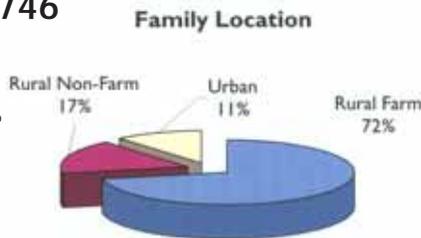
Clubs - 423

- Multi - 34.7%
- Beef - 34%
- Equine - 25%
- Other - 6.3%



Families - 5,746

- Rural Farm - 72%
- Rural Non-Farm - 17%
- Urban - 11%

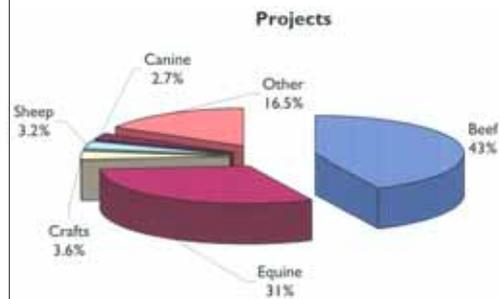


Leaders, Project - 6,650

- Leaders, Registered - 2,524
- Average tenure - 4.9 years

Projects - 13,713

- Beef - 43%
- Equine - 31%
- Crafts - 3.6%
- Sheep - 3.2%
- Canine - 2.7%



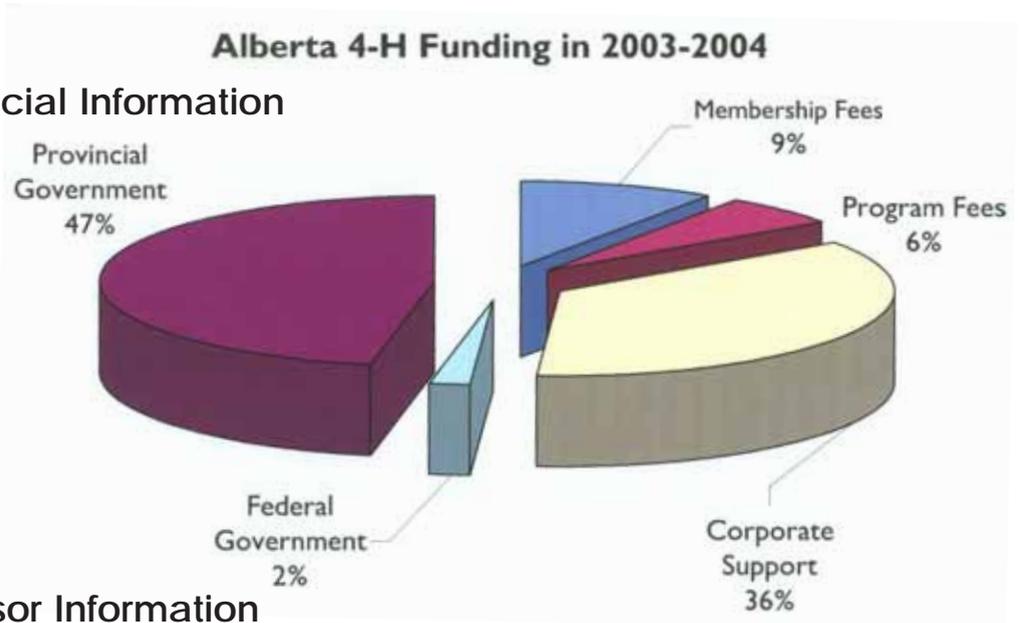
Members, Registered - 8,018

- Average age - 12.79
- Average tenure - 3.47 years

membership stats



Financial Information



Sponsor Information

Legacy Builders (\$75,000+)

Alberta 4-H Legacy Builders are involved at club, district, regional and provincial levels of 4-H. As members of Alberta 4-H's highest sponsor level, Legacy Builders contribute staff time, company resources and a minimum of \$25,000 in annual direct cash support to Provincial 4-H programming.



4-H Enhancers (\$40,000-\$74,999)

Enhancers of Alberta 4-H 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 \$20,000 in annual direct cash support to Provincial 4-H programming.



Agriculture and Agri-Food Canada

Agriculture et Agroalimentaire Canada



Canadian 4-H Council

Sponsor Information (continued)

membership stats

4-H Supporters (up to \$2,499)

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

financial info

sponsor info

Agrifoods International Cooperative - Dairyworld
Alberta Canada All Breed Association (ACABA)
Alberta Holstein Association
Alberta Milk Producers
Anadarko Canada Corporation
Andrews, Rod
Bodell, Glen
Boulet Boots
Calgary 4-H Alumni
Canadian Cowboy Magazine
Canadian Imperial Bank of Commerce
Canadian Reds
Canadian Rural Computer Services Scholarship
Canadian Wheat Board
Caryk, Thomas
Christopherson, Earl
Columbia Awards



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Cossey, Ralph
Edgerton, Ken
Exxon Mobil
Friends of the National Public Speaking Program
Grande Prairie and District 4-H
Gray, Cindy
Harvest Trust
Ketchum's
Klein, V & E
Lakeland College
Leavitt, Irene
Lethbridge 4-H Alumni
Lipkewich, Walter
Lloyd, Marilyn Sue
Mack Liboiron, Lorraine
McCoy, Greg
Minburn Wild Rose
Northwest Regional 4-H Council
Peace 4-H Region Council
Pennington
Pimm, George
Promold Industries
Q 91
Robertson Petroleum
Royal Bank of Canada
Sherwood, Robert
Shield, Dixon
Sons of Norway
Spence, Shirley C
Story, Shirley
Syngenta (formerly Novartis)
Taylor, Edith
The Cooperators
Transfeeder Inc.
Unifarm - Woodgrove Local
Vermillion District 4-H Council
Wetaskiwin 4-H District
Wetaskiwin District 4-H Council
Weyerhaeuser Canada Ltd

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Resources

Over 9,450 project manuals were distributed to members

New and updated resources included:

- Performing Arts 1, 2, and 3 Member Guides and Leader Guide
- Computer 1, 2, and 3 Member Guides, Leader Guide and Web Design Member Guide
- Photography 1, 2, and 3 Member Guides, Leader Guide and Record Book
- Woodworking 1, 2, and 3 Member Guides, Leader Guide and Record Book
- Speaking Your Way to Success
- Public Speaking Organizers Guide and Judges Orientation package
- Presentations Organizers Guide and Judges Orientation package
- Horse Project Resources

Resources developed or updated over the year for the 2004/2005 club year:

- Beef Breeding Record Book and Beef Market Record Book
- Sheep Record Book
- Horse Project Leader Activity Guide
- Horsemanship Assessment Levels
- Horse Record Book
- Rodeo Horse Project Book

- Canine Member Guide, Leader Guide, Record Book and Dog Show Guidelines
- Cat 1, 2, and 3 Member Guides and Leader Guide
- Pets 1, 2, and 3 Member Guides and Leader Guide
- Pheasant Member Guide, Leader Guide and Record Book
- Leadership Project Member Guide and Record Book
- Creative Options Member Guide and Record Book
- 4-H Visual Arts 1 (Sketchbook Crossroads) and 2 (Portfolio Pathways) Guides
- 4-H Fun Pack
- 4-H Meeting Pack
- 4-H Music Pack
- 4-H Marketing and Media Pack

Alberta 4-H Policy and Procedures

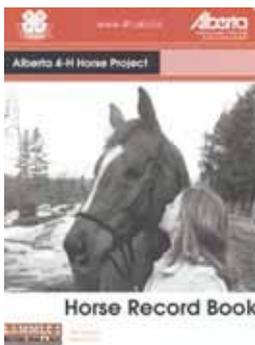
- The Alberta 4-H Council and 4-H staff worked together to develop and approve over 30 Alberta 4-H policies. These policies are now available to every club and Key Leader. All policies are posted on the 4-H web site to provide maximum exposure.

membership stats

financial info

sponsor info

resources



Provincial Program Events

membership stats

Over 30 Provincial 4-H programs and events

financial info

are provided for 4-H members and leaders.

sponsor info

Over the past year over 2000 4-H members

resources

and 650 4-H leaders took advantage of

opportunities to participate in personal

development and skill training sessions.

events

Through the 4-H Branch's evaluation system

measuring participants change in

Knowledge, Attitudes, Skills and Aspirations

(KASA) we achieved an over 90% score from

participants reporting increased knowledge

and skills in leadership and technical material

as well as positive changes in attitudes and

aspirations in relation to their ability to work

with others, confidence in career choices

and being a valued member of their

community.



Key Program Highlights:

Take the LEAP! – 31 senior member delegates participated

in 3rd annual Take the LEAP! – Learn, Educate and Present

program last fall. Delegates took part in sessions that trained

them in presenting workshops in parliamentary procedure,

leadership or record books. This program received a 100%

delegate rating on all KASA measures.

Delegate comments:

- *"This is a really great program – very well planned"*
- *"This program was so much fun . . . not only did I learn but I played as well"*
- *"A very educational weekend . . . I am looking forward to giving a presentation"*

Lifeskills, Technology and Trades Leader

Update – At the inaugural program, 58 leaders participated in

the opportunity to acquire hands- on experience in various

project areas including scrap booking, canine, woodworking and

welding. Leaders were able to share ideas, network with other

leaders from across the province, and gain skills while working

and learning together.

Alberta 4-H Leaders Conference – The 62nd

annual Alberta 4-H Leaders Conference provided the opportunity

for over 320 4-H leaders, including guests from Montana and

across Canada, to gain leadership and program skills through a

variety of workshop presentations and guest speakers.

Delegate comments:

- *"I learned lots while having fun!"*
- *"Thanks so much for your hard work to make this weekend so wonderful"*
- *"The speakers were very good. I learned lots of new information"*

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Provincial Program Events (continued)

Selections – 129 delegates attended the 47th annual 4-H Selections program which focused on personal change, moving away from home, and technology for the future. Along with a strong personal development component to the program, Robert Dixon of Mannville was chosen to represent the



Alberta 4-H program as this year's Premier Award Recipient.

Fifty-two Senior 4-H members were also recognized for their 4-H involvement, leadership and group skills by being awarded one of 9 Alberta 4-H Travel opportunities.

Delegate comments:

- "I learned about moving out and being on my own . . . I got a lot out of the program"
- "One of the best 4-H programs ever"
- "The group sessions were informative and helped me reach my goal"



LTCS (Leadership through Counseling Seminar) – the 25th

annual LTCS program had 78

enthusiastic and motivated delegates of

which 83% participated as camp

counselors over the summer months.

Delegate comments :

- "LTCS is one of the best learning experiences a 4-H member can get"
- "I think having fun while we learn is what makes us remember everything better"
- "There was a lot of good information given to squeeze in your head in such a short time"

Counselor comments:

- "My highlight is being able to be a role model to so many people and have a superfantabulous time!"
- "Through counseling I learned that you need to step up and take control of situations to earn a level of respect"
- "I loved the members, running the skills sessions, getting the chance to lead and being there for the delegates"

membership stats

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sponsor info

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Provincial Program Events (continued)

membership stats

Summer Camping Program – For

financial info

79 years, 4-H has held summer camps. This year, 767 delegates attended 11 camp

sponsor info

programs across the Province. Regional camps were

resources

held in the

events

Southern, Northeast,

Northwest and

Peace Regions

for both Junior (9-11) and Intermediate (12-14)

members. Camps at the 4-H Centre included

Junior (9-11), Combined (10-14) and

Intermediate (12-14) programs. Delegates who

attended indicated that programs were fun,

promoted safety, and provided opportunities

for building lasting friendships.

Delegate comments:

- *"The best part about camp is the skill sessions and all the cool games I learned and played"*
- *"Even though the weather didn't let us play some games, we did great stuff instead. I hope to come to camp next year 'cause it was AWESOME"*
- *"I want to come back . . . counselors and staff were great"*
- *"Camp is always one of your choices. A path in the road of life. So is 4-H. 4-H and camp have made a huge influence on my life . . . Thanks a lot!"*



PDP (People Developing People) – The 17th

annual PDP program provided 166 intermediate 4-H

members with opportunities to learn positive leadership skills,

work in teams, practice presentation skills and focus on

environmental and rural economic issues. This year 130

delegates (PDP 1 and 2) were involved in learning

presentations with Alberta Environmental Sustainable

Agriculture staff, and participated in a mock environmental

hearing. At PDP Plus 36 delegates developed information to

present at a mock rural sustainability hearing, and were

given the opportunity to participate in a drumming circle.

Delegate comments:

- *"I learned so much about environmentally safe products and how to make my farm safe"*
- *"PDP was beyond my expectations . . . I had a blast"*
- *"I loved meeting so many people and becoming great friends with them"*

Club Week – A 63 year tradition of inviting each club in

the province to send one senior delegate to Club Week

continued this year with 121 delegates, including 2 from

California, in attendance. The Celebration of Adversity

speakers again motivated, inspired and set the tone for a

personally rewarding program.

Delegate comments:

- *"It was a great experience for me, I made a lot of friends through the days I was here"*
- *"Changed my life forever"*
- *"Club Week is truly the experience of a lifetime. Keep up the good work"*

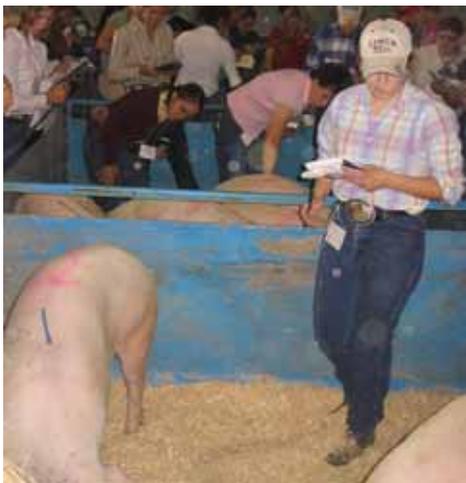
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Provincial Program Events (continued)

Provincial 4-H Judging Competition - Sixty-nine delegates attended the 18th annual program (an increase of 9 members over last year) held in conjunction with the Olds Fair.

Judging is a unique program within 4-H as it allows members to



utilize and demonstrate many of the skills that they learn in other areas of 4-H. Specifically, members observe, evaluate, constructively criticize and express their

opinions through oral reasons. This year's program encouraged participants to improve their judging skills while updating their knowledge of various livestock industries. Delegates spent the weekend judging classes of horse, dairy, swine, beef and sheep.

Prior to each class, industry experts explained the ideal characteristics to look for in each livestock species.

Delegate comments:

- "I learned how to be confident and use more defining terms when speaking"
- "Learned about bulls, heifers and cow/calf pairs not just steers"
- "The best thing is meeting new people and other 4-H members"

Provincial 4-H Dairy Show -

The 58th annual Dairy Show had

participation from 69 members

representing every Dairy Club in

Alberta. A total of 100 dairy project

animals were entered in a variety of

confirmation classes, plus members

participated in a variety of skill

competitions and events including

dairy husbandry, knowledge, print

marketing and judging. A committee

of staff and leaders worked together

to deliver an outstanding program

with committee members taking on

more responsibility for programming

decisions.

Delegate comments:

- "I liked interacting and competing with other clubs"
- "I loved the fact that we can spend 2 1/2 days working around cattle and friends and newly made friends"
- "The best thing is participating and having fun!"



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Provincial Program Events (continued)

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Provincial 4-H Beef Heifer

Show - The 28th annual Beef Heifer Show

was held at the Olds Agriculture Society

Grounds July 19-21. 149 registered members

participated in a variety of activities to test their knowledge of the beef industry and to showcase their 4-H project animals.

Highlights of this years program included the open Show Team Judging and the recreational activities which encouraged members to mingle and network.

Delegate comments:

- *"I will certainly be able to use the skills learned here to better my club"*
- *"This has been a great program - I will be back next year!"*



Provincial 4-H Horse Classic - The 10th

anniversary celebration of the Provincial Horse Classic program took place July 28-30 at Olds College. This year's program involved 122 members and 45 leaders including out of province guests from across Canada. This program contains three action packed days of comparing horse knowledge, attending clinics, and participating in a variety of events. Highlights for members include the hippology, print marketing and presentations contests.

Delegate comments:

- *"It was really great, I had fun doing everything"*
- *"I learned a lot and am looking forward to next year"*
- *"Awesome program, I've loved coming. It was really good to have other provincial teams"*



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Awards

Awards and Honors to Alberta 4-H Members and Leaders:

Growing Alberta Youth Leadership Award -

Alberta 4-H Program

Alberta 4-H Hall of Fame - Bert and Pat Pringle from

Didsbury and Leona Petherbridge from Bon Accord.

The Alberta 4-H Councils' Golden Clover Award - Milo Barfuss, Lethbridge

Co-operators Volunteer Leader of the Year

- Stacy Price, Crossfield

Premiers Award Recipient - Robert Dixon, Mannville

Provincial Public Speaking Winner - Katelyn

Fehlauer, Leduc

Provincial Presentation Winners - Marissa and

Savannah Verbeek, Morinville

Ambassadors - **2003-2004** - Mandy Fischer, Hilda; Shayne

Rhodes, Medicine Hat; Brody Gardner, Olds; Richard Stark,

Calgary; Nicole Dykstra, Ponoka; Sami Saretsky, Lacombe;

Melissa Hoover, Delia; Matt Trout, Hanna; Danielle Schnurer, Elk

Point; Justin Selte, Vermilion; Adrian Vanderwell, Duffield; Mark

Szybunka, Sangudo; Ryan Sparshu, Debolt; Jana Ungarian,

Manning - **2004-2005** - Kim Pearson, Donalda; Theresa Yuha,

Spirit River; Debra Stark, Calgary; Meaghan Sayers, Lethbridge;

Tanis Longshore, Stettler; Stacy Young, Breton; Amanda

Stoyberg, Innisfail; Nancy Zirnhelt, Picture Butte; Alison Kumpula,

Lac La Biche; Kerry Molzan, Oyen; Greg Hearn, Grande Prairie;

Robert Dixon, Mannville; Matt Kumlin, Calgary; Marissa Verbeek,

Morinville

Provincial 4-H Judging Winner - Meaghan Sayers,

Lethbridge



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Trips

membership stats

Alberta 4-H Travellers on Provincial Award Trips

financial info

Members

sponsor info

NILE - October 2003 (Billings, Montana) - Trena Arntzen, Sedgewick; Raymond Gonnet, Onoway; Adrian Vanderwell, Duffield

resources

National 4-H Conference -

events

November 2003 (Toronto, Ontario) - Rae-Ann Dodd, Morrin; Nicole

awards

Dykstra, Ponoka; Mandy Fischer, Hilda; Cooper Fleming, Granum; Leanne Heck, Edmonton; Jane Hilderman, Camrose; Nancy Ronald, Ponoka; Sami Saretsky, Lacombe; Kim Walsh, Coaldale; Lynette Wolbeck, Daysland

trips

Agribition - November 2003 (Regina, Saskatchewan) -

Carmen Belsheim, Marwayne; Kevin Burger, Stony Plain; Nicole Gabert, Fort Saskatchewan; Angie King, Vauxhall; Suzanne Kroetsch, Heisler; Matt Kumlin, Calgary; Brianna Lockwood, Priddis; Lacey Minchau, Miller

Western 4-H Roundup -

January 2004 (Denver,

Colorado) - Kelsey Bignell, Stettler;

Shannon Clarahan, Barrhead; Robert Dixon, Mannville; Angie King, Vauxhall; Robyn Kumlin, Calgary; Jenna Lessner, Marwayne; Chelsea Thiessen, Lethbridge; Kim Walsh, Coaldale

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Denver Stock Show - January 2004

(Denver, Colorado) - Brody Gardner, Olds

National 4-H Citizenship Seminar - March 2004 (Ottawa, Ontario) - Jillian Arntzen, Sedgewick;

Kelsey Bignell, Stettler; Connie Johnson, Barrhead; Jenna Lessner, Marwayne; Lacey Minchau, Millet; Clayton Sommer, Heisler

National 4-H Careers Conference - March 2004 (Winnipeg, Manitoba) - Jennifer Schmid,

Keoma; Joann Mathon, Innisfail

Washington National 4-H Conference -

March 2004 (Washington, USA) - Danielle

Schnurer, Elk Point

Livestock Evaluation Seminar - May 2004

(Calgary, Alberta) - Wade Koberstein, Barrhead;

Amanda Matthews, Calgary; Shayne Rhodes, Medicine Hat

Alberta/Northwest Territories Ag

Development Tour - June 2004 (Alberta

and NWT) - Kayla Bignell, Stettler; Darlene Blanchette,

Vimy; Kevin Dither, Evansburg; Jamie Ehret, Hilda; Greg Hearn, Grande Prairie; Erika Heiberg, Kingman; Angie King, Vauxhall; Lindsey Kowalchuk, Munson; Matt Kumlin, Calgary; Asher LaGrange, Bittern Lake; Carmen Lieverse, Beaverlodge; Tyler MacLean, Calgary; Kerry Molzan, Oyen; Nathan Nittel, Medicine Hat; Kimberly Pearson, Donalda; Denver Powell, Edmonton; Amanda Reese, Milk River; Nick Rooyakkers, Winfield; Tess Rutledge, Hardisty; Eric Selte, Vermillion; Ian Selte, Vermillion; Sarah Stober, Hays; Craig Storbakken, Sedgewick; Marissa Verbeek, Morinville

Montana 4-H Congress - July 2004

(Bozeman, Montana) - Robert Dixon, Mannville;

Alison Kumpula, Lac La Biche; Devon Mappin, Byemoor; Amanda Stoyberg, Innisfail

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Trips (continued)

Royal Bank Interprovincial Exchange -

August 2004 (Various Locations) - Renee Deagle, Consort; Leah Sallis, Sexsmith; Debra Stark, Calgary; Bonnie Topp, Athabasca; Jenna Williams, Lacombe

California Exchange - August 2004 (Riverside County, California) - Tanis Longshore, Stettler; Matt Trout, Hanna

SUNIA - August 2004 (Goldeye Centre, Alberta) - Kacey Lucas, Lomond; Janelle Labiuk, Kitscoty

Leader Development Opportunities

Montana 4-H Leaders' Forum - October 2003 (Big Sky, Montana) - Jenine Arntzen, Sedgewick; Dorothy Carlson, Cherhill; Carolyn Leask, Cremona; Myrna Lessner, Marwayne; Mary Lundgard, Fairview; Teri Ormberg, Rimbey; Diane Vermeeren, Scandia

National 4-H Volunteer Leaders Conference - November 2003 (Toronto, Ontario) - Audrey Andrashewski, Willingdon; Carol Arntzen, Sedgewick; Flossie Bodell, Sherwood Park; Gay-Lynn Hettinger, Cremona; Laurie Jacob, Airdrie; Fred Schoening, Pincher Creek; Rose Wymenga, Leslieville

Manitoba 4-H Leaders Conference - November 2003 (Portage La Prairie, Manitoba) - Cheryl Elias, Wetaskiwin; Randy McGhee, Drumheller

Ontario 4-H Leaders Conference and Annual Meeting - February 2004 (Barrie, Ontario) - Marie Bignell, Stettler; Lois Taylor, Didsbury

Western Regional 4-H

Leaders Forum - March 2004

(Anchorage, Alaska) - Bryan

Kumpula, Lac La Biche; Leona Petherbridge, Bon Accord

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Leader Chaperon Opportunities

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National 4-H Conference - November 2003 (Toronto, Ontario) - Heather Grabler, Barrhead

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Agribition - November 2003 (Regina, Saskatchewan) - Randy Grabler, Barrhead

awards

trips

Western 4-H Roundup - January 2004 (Denver, Colorado) - Cathy Daniels, Lethbridge

Alberta/Northwest Territories Agriculture Development Tour - July 2004 (Alberta and NWT) - Bertha & Bernie Kasbohm, Westlock; Sharon Uhrich, Airdrie; Eran Hawkwood, Cochrane

Montana 4-H Congress - July 2004 (Bozeman,

Montana) - Rhonda Clarke-Gauthier, Donnelly; Darla Driscoll, High Prairie

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Trends in Enrollment

Trends in Enrollment: Most Popular 4-H Projects 1991 - 2004

Project	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00	00/01	2001-02	2002-03	2003-04	10 year Change	5 year Change	1 year Change
Beef	3562	3841	5023	5347	6178	6154	6305	6698	6775	6436	6279	5940	5934	18%	-11%	-0%
Horse	1560	1802	2248	2176	2655	2897	2799	4206	4198	3727	3989	4209	4259	89%	1%	1%
Crafts	741	753	751	669	690	612	619	548	539	605	579	537	494	-34%	-10%	-8%
Sheep			173	109	217	263	287	383	546	502	523	473	439	154%	15%	-7%
Canine			40	44	83	108	114	158	209	306	336	392	373	833%	136%	-5%
Foods	457	495	456	431	417	369	365	432	331	347	346	399	314	-31%	-27%	-21%
Sr. Opportunity			222	154	191	178	210	278	246	201	231	201	307	38%	10%	53%
Small Engine			244	12	256	302	214	271	233	230	275	250	246	1%	-9%	-2%
Clothing	676	585	523	445	453	457	363	295	340	328	285	256	226	-57%	-23%	-12%
Environment			17	4	13	13	9	164	9	81	143	164	189	1012%	15%	15%
Wood working			174	37	183	181	155	176	203	186	198	154	173	-1%	-2%	12%
Dairy			114	47	118	164	105	181	279	139	154	122	119	4%	-34%	-2%
Photography			91	58	40	66	83	103	115	91	146	111	114	25%	11%	3%
Total of Top 13 Projects	6996	7476	10076	9533	11494	11764	11628	13893	14023	13179	13484	13208	13187	31%	-5%	-0%
Total Project Enrollment	8510	8971	10613	10576	12051	12447	12343	14390	14650	13822	13975	13761	13713	29%	-5%	-0%
% of Total Project Enrollment	82.2	83.3	94.9	90.1	95.4	94.5	94.2	96.5	95.7	95.3	96.5	96	96.2	1%	-0%	0%

	1991-92	1992-93	1993-94	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04	10 Year Change	5 Year Change	1 Year Change
Members	7585	7998	8151	7681	8736	8755	8535	8704	8610	8590	8581	8179	8018	-2%	-8%	-2%
Tenure	3.03	3.01	2.94	3.1	2.88	2.98	3.13	3.22	3.26	3.3	3.35	3.44	3.47	18%	8%	1%
Leaders	2501	2599	2550	2511	2744	2820	2886	3013	2966	2802	2627	2609	2524	-1%	-16%	-3%
Tenure							4.4	4.4	4.5	4.7	4.8	4.9	4.9	11%	11%	0%
Clubs	455	447	454	435	447	448	451	456	464	454	454	442	423	-7%	-7%	-4%

