

# Alberta

# 4-H

Annual  
Report  
for the  
Club Year

## 2007-08

*October 1, 2007 -  
September 30, 2008*

*2008 PDP delegates and volunteer summer staff try out the Eagles Nest Low Ropes Challenge Course at the Alberta 4-H Centre. Photo credit: Laura Hagstrom*



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## Motto

*“Learn to do by doing”*



## Vision

Alberta 4-H develops leadership, communication, technical and life skills of 4-H members and leaders to strengthen communities.

## Philosophy

4-H is young people and adults learning project 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.

## Values

- As a 4-H partnership, work together with respect, accountability, integrity and excellence
- Develop leadership, skills and knowledge in youth and adults
- Foster entrepreneurial skills in youth
- Develop and promote communication and effective teamwork skills among youth and adults
- Provide quality products, programs and services using resources in the most cost effective manner
- Create self-reliant volunteers, leaders, clubs and councils to strengthen communities
- Create viable internal and external partnerships for mutual benefit
- Maintain our rural focus and agriculture heritage



# 4-H Family



**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.

**Sponsors** - Awards, trophies, operational funds, travel, scholarship 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.

Provincial ←→Regional ←→District ←→Clubs



**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 Branch

*"Being named Premier's Award winner was the most exhilarating experience of my life. It provided endless opportunities to promote 4-H across the province, meet members of the government, network and hone my public speaking skills. The many challenges that I encountered throughout the year allowed me to grow beyond the typical 4-H experience."*  
- Jolene Noble, 2007 Alberta 4-H Premier's Award winner



4-H in Alberta continues to make a positive difference in the lives of our youth. Over the past year, parents, leaders, volunteers, staff and our sponsors have been partnering together to ensure that our 4-H members realize success. On behalf all the 4-H members who took part in club, district, regional and provincial events, I would like to thank you for your time and commitment. Again this year we had over 6700 members who participated in clubs, activities and events throughout the year, and who continue to share the value of the 4-H program and the success they experience with their communities.

4-H staff, volunteers and sponsors are dedicated to the value of youth development and share a commitment to building strong communities by developing and empowering youth and adults with skills and expertise. Together we continue to offer youth and adult programs that educate and inform the public about the agriculture industry, that offer young people the opportunities to showcase various livestock and non-livestock projects and that allow young people to develop life skills that are needed in today's workforce.

4-H is much more than raising livestock or training a horse, it is about developing leadership,

communication, technical and life skills through projects that interest youth and are available to all youth.

I know we all believe that our young people need venues to share their success, opportunities to develop their skills and programs to encourage their learning. We are an organization that is rich with history and tradition, but we are also an organization that looks to the future and embraces new opportunities and innovative ideas to ensure that our objectives are met. On behalf of all 4-H members and volunteers, thank you to the 4-H staff and volunteers who develop and implement the programs, and to the sponsors who make our dreams a reality.

For me, highlights in the '07-'08 club year included observing the excitement a 9-year old as she encouraged her dog through an agility class, seeing a 12-year old confidently demonstrate his skills in how to build a model airplane, watching a 15-year old help a younger member groom his calf and seeing the look of pride in a member's eyes when they have completed their communications event. Attending 4-H provincial programs provides the opportunity to see and observe the life skills that are being developed

by the youth of this province as they encourage younger members to participate, actively engage in group discussions, take on the challenges of counselling and staffing programs and share their skills and expertise with others.

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. Every one of our clubs, our district and regional events and our provincial programs is a showcase of that philosophy, and demonstrates the family and partnership values we are committed to.

Thank you to all for a great year.

Marguerite Stark  
Head  
4-H Branch



# Alberta 4-H Program Financial Summary

## Revenue

	2007/08	%	2006/07	%
Member Fees Collected	\$ 270,890	8%	\$ 270,934	9%
Program Fees Collected	206,465	6%	187,575	6%
Corporate Cash Support	699,891	20%	539,900	17%
Federal Government Support	42,361	1%	43,378	1%
Corporate Direct to Clubs, Councils and Members	822,500	24%	780,000	24%
Provincial Government Support	1,397,091	41%	1,378,447	43%
	<b>\$3,439,198</b>	<b>100%</b>	<b>\$3,200,234</b>	<b>100%</b>

## Expense

	2007/08	%	2006/07	%
Provincial Leader Training	\$ 278,773	8%	\$ 242,349	8%
Provincial Member Programs	570,629	17%	529,359	17%
Project Development and Supplies	370,185	11%	300,079	9%
Provincial Programing - Staffing, Infrastructure	862,001	25%	897,182	28%
Direct to Clubs, Councils and Members	822,500	24%	780,000	24%
Regional Programming - Staffing and Support	535,090	15%	451,265	14%
	<b>\$3,439,198</b>	<b>100%</b>	<b>\$3,200,234</b>	<b>100%</b>



## Alberta 4-H Council

*"The Marketing Advisory Council (MAC) is an important aspect of the 4-H program as it helps to provide more information not only to the public, but also to members regarding what the 4-H program has to offer. Knowing the projects that were being discussed and the approaches to marketing the program that were being tabled were very beneficial to be involved in as it helped me to better perform as a member of the Alberta 4-H summer marketing team."*  
- Cole Andrew, Alberta 4-H Ambassador, member of the Marketing Advisory Committee (MAC)



With new members entering 4-H, new clubs forming and re-organizing, new corporate partners supporting 4-H and new community members becoming involved in 4-H, Annual Report time proves to be an excellent opportunity to outline the role of the Alberta 4-H Council within the 4-H family.

The Alberta 4-H Council is comprised of two representatives from each of Alberta 4-H's seven regions, two 4-H alumni members and two Ambassadors who are selected to sit on Council as a means of representing the grassroots population in provincial decisions, as well as assisting with the two-way communication that occurs between members, leaders, district councils and the provincial 4-H office. Council members meet three times per year to review policies, report on committee work and discuss any pending issues that have surfaced.

After the strategic planning process that Alberta 4-H undertook in January 2007, the evolution of

the Council's role into new areas was an example of such an issue. The Alberta 4-H Council has taken the lead on the new Marketing Advisory Committee (MAC). It is our goal to promote the 4-H program and to help move Alberta 4-H into the future. The immediate focus of MAC is retention and recruitment of 4-H members. At present, we are working on putting together a video that lets members and other interested individuals know what 4-H is and how much learning and fun is involved in the program.

The 2007-2008 club year was great fun and involved some hard work for Council members. The Partners, made up of Branch, Foundation, and Council, hosted the 2008 Leaders' Conference, which was a weekend of excellent networking, exceptional 4-H learning and unmatched 4-H enthusiasm.

Council has continued to review policies to ensure they stress the best for the clubs involved in Alberta 4-H. Council committees are continually

working to ensure all programs are well run and reflective of 4-H 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."

I am looking forward to the 2008-2009 4-H year as I know that it will bring more learning and experiences for myself and for the other Council members as we continue to do our best to represent the Alberta 4-H clubs, districts and regions.



Sherry Howey  
President  
Alberta 4-H Council

# Alberta 4-H Council Financial Summary

Operations for the year ended March 31

Revenue	2007/08	2006/07	Expenses	2007/08	2006/07
Regional Dues	\$ 33,585	\$ 35,540	Project Development Expense	\$ 0	\$ 22,023
Alumni Dues	125	115	Canadian 4-H Council Membership	575	550
Operations Grant	2,000	23,424	Canadian 4-H Council Meeting Expense	3,351	1,844
Pins	132	0	Canadian 4-H Council Sponsorship	0	1,000
Vests	96	562	Alberta Leaders' Conference	583	1,150
Interest	1,859	1,613	Ontario Leaders' Conference	560	576
Transfer from Contingency Fund	15,000	0	Alberta 4-H Centre Donation	0	1,250
	<u>\$52,797</u>	<u>\$61,254</u>	Accounting Expense	300	297
			Awards of Excellence	0	2,500
			Golden Clover Award Expense	84	106
			Insurance - General Liability	7,272	9,140
			Insurance - Accident	6,948	7,217
			Insurance - D&O Liability	1,040	1,300
			Vest Purchases	297	1,268
			Equipment Expense	19,546	1,067
			Travel - Alberta 4-H Council	11,193	9,540
				<u>\$51,749</u>	<u>\$60,828</u>
			Excess of Revenues over Expenses	<u>\$ 1,048</u>	<u>\$ 426</u>
Fund Balances for the year Ending March 31					
	2007/08	2006/07			
General Operating Fund	\$ 37,034	\$ 34,953			
Casino Fund	349	5,281			
Contingency/Reserve Fund	15,000	30,000			
	<u>\$52,383</u>	<u>\$70,234</u>			

## 4-H Foundation of Alberta

*"Throughout my 4-H career, I have attended and been part of many of the programs - Selections, Beef Heifer Show, Ambassador Training, Senior Members' Conference - which have given me opportunity to interact with 4-H members around the province, have increased my skill set and have created future opportunities for me. It is due to the generous support of many individuals, companies and organizations that these programs occur, and as a result, cause 4-H members and leaders to flourish."* - Becky Zadunayski, Alberta 4-H Alumni



We would like to extend our thanks to the volunteer board of directors and our staff who provide countless hours of dedicated service to ensure that we contribute to the success of the Alberta 4-H program. Congratulations to our partners, the 4-H Branch and Alberta 4-H Council for providing another year of opportunity to Alberta 4-H members and volunteer leaders.

The Foundation's Fund Development Team secured \$1,564,752 in sponsorship funds for the Alberta 4-H Program in 2007-08. This is a combination of sponsorship direct to regions, districts, clubs and provincial programs and projects. On November 1, UFA Co-operative Limited became our largest corporate contributor by announcing a new five-year agreement valued at \$1,000,000.

In January AltaLink Management Ltd. became our newest Legacy Builder with the announcement of a three-year, \$309,000 agreement. This support will be allocated to our communications program, from club to provincial levels, as well as supplementing resources for Leaders' Conference, 4-H member camping development programs, 4-H Club Week, PDP and LTCS. At Leaders' Conference, Penn West Energy Trust

was introduced, and a new four-year partnership with Alberta 4-H valued at \$360,000 was announced. Penn West will provide support to the Alberta 4-H Centre camping program, regional 4-H support, Leadership Through Counselling Seminar (LTCS) and provincial livestock shows. In January, in celebration of Ag Day in Canada, Farm Credit Canada presented a cheque to Alberta 4-H in the amount of \$12,000. Thank you to all of our corporate and government partners for supporting Alberta 4-H.

Our \$90 for 90 Years campaign concluded at Leaders' Conference in January, where it was announced that \$97,662.71 had been contributed to this campaign, which exceeded the goal of \$90,000. These funds were deposited into the Alberta 4-H Legacy Fund, which is an account owned by the members of the 4-H Family that takes incurred annual interest earned on the funds and returns it to 4-H regions, districts and in 2009, 4-H clubs as well. Thank you to all the 4-H entities and Friends of 4-H for making the \$90 for 90 years campaign a success.

The Alberta 4-H Scholarship Fund received a huge boost in December with the contribution of \$150,000 from Mr. Robert Huff of Edmonton.

Annual interest from this contribution will provide scholarships to nine Alberta 4-H members. In June the Janssen Family created the Bill Janssen Memorial 4-H Scholarship with a \$10,000 endowment. The annual interest will provide a scholarship for a beef 4-H member in the Red Deer 4-H District.

In April, we received confirmation that we would be receiving \$960,000 over four years in order to enhance our Fund Development Team with the hire of an additional staff member whose job it will be to ensure a successful transition succession plan.

In July, Mr. Jerry Hall, executor of the Lillian Ness Estate, presented the 4-H Foundation of Alberta with a donation which, in its entirety, including a land title, mineral rights and a monetary allotment, totaled \$1.865 million. Interest generated from the proceeds of this estate will be used to provide bursaries to Alberta residents who have to leave home to pursue post-secondary education.

In 2007, Alberta Recycling added an electronics pick-up component to the very successful Tire Recycling collection opportunity that has been exclusive to Alberta 4-H the past few years. This

will allow for more clubs to be involved in the recycling program.

In the spring of 2008 the Alberta 4-H Centre received a program enhancement with the installation of a 10-element ropes course. The ropes course provides another means for our programmers to teach team building and confidence. This project was possible due to contributions made by EnCana for the course, by FortisAlberta for the donation of poles and by UFA for providing the fencing.

At Leaders' Conference a new cookbook that was developed in conjunction with Growing Alberta was introduced. The commodity groups associated with Growing Alberta provided the recipes in the cookbook.

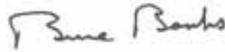
Our goals in the future include upgrading the Alberta 4-H Centre and continuing the process of developing relationships, which will enhance partnerships that will provide the resources necessary for Alberta 4-H to remain a leader in youth programming.



**Carole Tkach**

Chair

4-H Foundation of Alberta

**Bruce Banks**

CEO



## 4-H Foundation of Alberta Financial Summary

### Operations for the year ending December 31

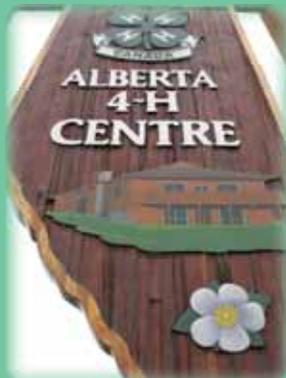
<u>Revenue</u>	<u>2007</u>	<u>2006</u>
Administration Fees	\$ 260,660	\$ 195,926
Cookbook Sales	23,959	31,724
Donations	95,843	83,749
Facility Rentals	267,095	261,987
Investment Income	2,196	9,186
Operating Grant	2,178	8,052
Souvenir Sales	58,196	41,240
Summer Staff Program Support	157,593	110,426
	<b>\$ 867,720</b>	<b>\$ 742,290</b>

<u>Expenses</u>	<u>2007</u>	<u>2006</u>
Administration Fee Expense	\$ 60,453	\$ 49,591
Advertising and Promotion	3,767	2,528
Cookbook Cost of Sales	19,407	22,632
Credit Card Transaction Charges	6,898	5,861
Director Travel and Expense	6,516	3,395
Food Supplies	64,132	61,383
Insurance	15,839	23,848
Maintenance and Repairs	28,821	22,235
Mileage and Travel	20,518	22,252
Office Expense	9,899	10,112
Professional Fees	5,500	4,900
Shipping Expense	5,435	5,101
Souvenir Cost of Sales	39,301	25,841
Summer Staff Wages and Associated Costs	157,593	110,426
Telephone and Utilities	35,204	29,030
Wages and Associated Costs	361,087	329,155
	<b>\$ 840,370</b>	<b>\$ 728,290</b>
<b>Excess of Revenues over Expenses</b>	<b>\$ 27,350</b>	<b>\$ 14,000</b>

*continued on next page . . .*

### Fund Balances for the year ending December 31

	<u>2007</u>	<u>2006</u>
General Operating Fund	\$ 49,392	\$ 45,579
Contingency and Reserve Fund	80,000	80,000
Endowment Fund	50,000	50,000
4-H Foundation Casino Fund	4,669	86,774
4-H Foundation Raffle Fund	849	428
Property and Equipment Fund	1,131,270	1,089,219
	<b>\$ 1,316,180</b>	<b>\$ 1,352,000</b>
<b>Restricted Funds</b>		
Alberta 4-H Scholarship Fund	\$ 919,483	\$ 752,260
Alberta 4-H Legacy Fund	232,922	163,607
Leaders in Agriculture Award	4,757	48,254
	<b>\$ 1,157,162</b>	<b>\$ 964,121</b>
<b>Trust Funds</b>		
Alberta 4-H Council General Fund	\$ 23,599	\$ 47,695
Alberta 4-H Council Casino Fund	5,552	331
Alberta 4-H Program Trust	515,780	529,185
Alberta 4-H Sponsor Trust	571,002	413,927
Alberta 4-H Provincial Committees Fund	23,234	43,797
Alberta 4-H Alumni Fund	395	395
Alberta 4-H Magazine Fund	42,870	34,324
Healy Estate Trust Fund	735,179	718,341
	<b>\$ 1,917,611</b>	<b>\$ 1,787,995</b>
	<b>\$ 4,390,953</b>	<b>\$ 4,104,116</b>



# Sponsors

*Alberta 4-H's longest contributing sponsor - Alberta Agriculture and Rural Development*



Just as having a conversation with a 4-H member is likely the easiest way to explain the 4-H benefit to someone, seeing the generosity of Alberta 4-H's sponsors is likely the easiest way to understand the extent to which these organizations, companies and individuals believe in the potential of each member and the strength of the program.

Without the support of more than 90 sponsors, Alberta 4-H would not have the resources, programs, training workshops, conferences, award trips, scholarships or club support that makes 4-H the #1 youth program in the province.

Alberta 4-H is always open to partnerships at any level of the 4-H program. For more information on sponsorship opportunities, please contact:



**Henry Wiegman**  
Director – Fund Development  
780-499-4186  
wiegman@4hab.com



**Bruce Banks**  
CEO  
877-682-2153  
banks@4hab.com

## Alberta Agriculture and Rural Development

*Honourable George Groeneveld, Minister*

It is with great pleasure that I congratulate Alberta 4-H on another year's success. For 90 years, your program has consistently committed to and delivered on the organization's mandate to develop members' leadership, communication, life, and technical skills.

Alberta Agriculture and Rural Development is proud to support a program that supports the personal growth, increased skill, and enhanced confidence of its members. These outcomes are not only proof of the unlimited potential of Alberta's youth, but a testament to the dedication of your organization's volunteer leaders.

As future leaders of tomorrow's agriculture industry, the youth of this province are vital to the sustainability and growth of rural Alberta. By creating programs that engage the entire family, and by enlisting the support of partners within the community, Alberta 4-H is doing its part to build the foundation necessary to secure a bright agricultural future in this province.

On behalf of Alberta Agriculture and Rural Development, I would like to convey our ongoing commitment to partnering with an organization whose objectives and priorities are complementary to those of the Ministry. I commend the Alberta 4-H organization on its achievements, and I will continue to support its efforts, and anticipate its new and exciting initiatives.



**Honourable George Groeneveld, Minister**

# Sponsor Recognition Levels

Alberta 4-H's longest running fundraising project - Highway Clean-up, Alberta Transportation



## Legacy Builders

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

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 \$35,000 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

Average yearly local premium dollar support provided to marketable livestock projects - \$1,200,000 plus



## 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 at 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
- FORTIS Alberta
- John M. Romanchuk Memorial
- Livestock Identification Services
- Olds Agricultural Society
- Westerner Exposition Association
- WestGen

# Sponsor Recognition Levels

More than 90 organizations and individuals support Alberta 4-H on a yearly basis



## Supporters

### Up to \$2,499 in annual contributions

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 Cappelle LN Herefords	Andy Little Memorial Calgary 4-H Alumni	Exxon Mobil Federated Co-operatives Limited	Jaron Arntzen Memorial	Norm Withers Memorial	Uniform - Woodgrove Local
Alberta Dairy Industry Association	Canadian Imperial Bank of Commerce	George Pimm Memorial	Ken Edgerton Memorial Ketchum's	Pennington Memorial	Tony Lefebvre Memorial
Alberta Canada All Breed Association	Canadian Wheat Board	Glen Bodell Memorial	Mane Event	Ralph Cossey Memorial	Tonia Systems
Alberta Foundation for Animal Care	Cindy Gray Memorial	Grande Prairie and District	Marilyn Sue Lloyd Memorial	Robert Sherwood Memorial	Walter Lipkewich Memorial
Alberta Holstein Association	Cole Lawrence Memorial	Green Certificate - Ag Training	Meadowbrook Greenhouses	Rod Andrews Memorial	Western Producer
Alberta Milk Producers	Columbia Awards	Greg McCoy Memorial	Mennonite Mutual Ins. Co.	Royal Bank of Canada	Wetaskiwin District Council Memorial
American Youth Horse Council	Dixon Shield Memorial	Growing Alberta	Nicole Wrubleski Memorial	Sedgewick Coop	Wheat Board Surplus
	Earl Christopherson Memorial	Irene Leavitt Memorial		Simmental Country	World Professional
	Edith Taylor Memorial			Talbot Marketing	Chuckwagon Association
				Thomas Caryk Memorial	

## 4-H Foundation of Alberta Donations 2007-08

### In Memory Donations

Austin Arntzen  
Ralph Cossey  
Bill Janssen  
Jennifer Lavigne  
Cole Lawrence  
Greg McCoy  
Dr. Scott Rairdan  
Andrea Vavrek

### Alberta 4-H Legacy Fund

Alberta 4-H Council Reunion Attendees  
Alberta Federation of REA's  
Alpha Omicron - *On behalf of Krystal Stulberg*  
Camrose 4-H Dairy Club  
Canadian Association of Petroleum Landmen  
Hudson & Company  
Olson Silver  
Monsanto Canada  
Ryan Smith - *Champion Auctions*  
United Way - *Capital Region*  
United Way - *Calgary region*

### Alberta 4-H Centre

EnCana Corporation  
FORTIS Alberta  
Ken Holmes  
Northwest Regional 4-H Council  
Peace Regional 4-H Council  
United Farmers of Alberta

### 4-H Clubs

AHMS Inc. - *Strathcona Rein Riders 4-H Multi Club*  
G. Chandler - *Strathcona Rein Riders 4-H Multi Club*  
DG Valve Systems - *Strathcona Rein Riders 4-H Multi Club*  
Edmonton Sheriff's Posse - *Winfield 4-H Gait Riders 4-H Club*  
Gordon Lee - *Strathcona Rein Riders 4-H Multi Club*  
Nirix Technology - *Whitecourt 4-H Club*

Royal Bank of Canada - *Red Deer Horsemen 4-H Club*  
Royal Bank of Canada - *Lacombe Outsiders 4-H Club*  
Sonny's Consulting - *Blindman 4-H Light Horse Club*  
Telus Corporation - *Lakemere 4-H Beef Club*  
W.A. Ranches - *Jumping Pound 4-H Beef Club*  
Westerner Park - *Red Deer Horsemen 4-H Club*

### 4-H Districts

Canadian Natural Resources Limited - *Bonnyville District 4-H Council*  
Canadian Natural Resources Limited - *St. Paul District Council*

### 4-H Committees

Spectra Foundation - *Medicine Hat & District 4-H Beef Council*  
W.A. Ranches - *4-H On Parade Beef Committee*

# Sponsor Comments - Legacy Builders

*"The opportunity to travel the province, promoting a program I strongly believe in, was a once in a lifetime privilege. Informing the public about the great opportunities that 4-H has to offer the youth of this province was an exciting challenge and sharing firsthand experiences with interested families and potential members, as well as meeting current members at the various events I toured to, made for a very enjoyable summer."*  
 - Becky Zadunayski, 4-H Alumni, member of the 2007 "On the Road" Summer Marketing Team



## Alberta Agriculture and Rural Development

Jason Krips Assistant Deputy Minister, Industry Development and Food Safety

Agriculture and Rural Development's vision is to grow Alberta farms, processors and all other agricultural businesses in support of a vibrant rural Alberta. This vision cannot be achieved without a skilled workforce, and the skills required for the future must be cultivated in today's youth. For over 90 years, the Alberta 4-H Program has encouraged youth leadership and learning in agriculture, developing the human resources we need to ensure a thriving agricultural industry. Agriculture and Rural Development is proud to be a partner in supporting industry growth by fostering knowledge, ability and integrity in youth through 4-H programming.

The Alberta 4-H program has been instrumental in raising awareness of the career opportunities in agriculture, as well as helping young people develop the skills to take advantage of these opportunities. I commend your organization for engaging youth in relevant programs that develop technical, entrepreneurial and teamwork skills, all the while emphasizing being safe, having fun and making friends.

Alberta 4-H's success is rooted in a strong support network. I would like to thank all of the volunteers, staff and industry partners whose commitment to and passion for the 4-H organization has created the program's foundation and made a significant contribution to community development. I look forward to continuing to work together to build tomorrow's agricultural and rural leaders, thereby ensuring a sustainable, competitive agricultural industry in Alberta.



## ATB Financial

Lesley Kelly, Manager, Agri-Industry Marketing

The relationship between ATB Financial and Alberta 4-H is clear: both organizations have been around for decades and strive for the same goals - to strengthen rural communities by investing in young Albertans who will become the leaders of tomorrow.

Long since established as the largest Alberta-based financial institution, ATB is proud to support the province's #1 youth organization. Currently, ATB is involved in the Award of Excellence program, the provision of ring numbers for competition, the funding of scholarships, supporting the Provincial 4-H Judging competition, Senior Members' Conference and Leaders' Conference.

I cannot even begin to tally the overwhelming response that ATB receives from 4-H members in the form of thank-you notes and letters. These messages bring a smile to my face every time I open one, and it is these notes of appreciation that personalize our sponsorship and show that through our support of the Alberta 4-H organization, ATB is truly making a difference.

ATB Financial is proud and honoured to be involved with an organization that equips its members for their future through the imparting of life-applicable skills, enhanced confidence and an advanced proficiency in communication. We look forward to our continued partnership and anticipate future opportunities to see this partnership grow.



## AltaLink

Scott Thon, President and CEO

This year marked the next step in our partnership with Alberta 4-H as AltaLink became a Legacy Builder sponsor. As the title sponsor of all district, regional and provincial communications programs, I couldn't be more pleased to move our partnership forward and lend more support to what I believe is one of the key components of the 4-H program - public speaking.

AltaLink and Alberta 4-H share the same values - supporting rural Alberta and helping to provide our province's youth with bright futures. The public speaking program, the camps and the club experience play a part in making the Alberta 4-H one of the most celebrated youth organizations in our province.

Growing up in a rural community and now leading a power company that operates in primarily rural Alberta, I have seen and understand the deep roots of the 4-H program and the value it brings to rural families. I have witnessed the incredible skills 4-H'ers have upon completing the program, and I'm proud to be a part of such a unique and exceptional organization.

Perhaps one of the most rewarding parts of our new partnership is going beyond the dollars and offering our expertise as in-kind support, which allows us to get to know the 4-H'ers better than ever before. I'm truly honoured to be a partner of an organization of such calibre as the Alberta 4-H.



## Sponsor Comments - Legacy Builders



### Canada Safeway

Betty Kellsey, Public Affairs Manager, Canada Safeway

Canada Safeway's focus is on leadership development and member recruitment, which has translated into providing support at a club level. This has proven to not only enhance member and leader's club experience, but also feeds into the creating and strengthening of community.

I am amazed with the number of cards and emails that we receive from 4-H members. The time and effort necessary to create and send these sentiments, and the confidence required to go into stores to personally thank store managers, gives testament to the endless number of benefits and attributes that the 4-H organization fosters in its members.

By partnering with a program that is so ingrained in the fabric of the communities that our stores are in, we are able to see the benefits of the 4-H organization in a real way, and for more than 30 years, have had a part in the training and learning that will ultimately result in the creation of tomorrow's leaders and the subsequent prospering of this province.

Our company is proud to be part of the 4-H organization, which has been developing the leadership, communications and life skills of Alberta's youth for the past 90 years.



### EnCana

Mary Ann Blackman, Manager, Community Investment Corporate Relations

As partners, EnCana and Alberta 4-H have realized a number of successes. The EnCana Community Builder Fund has enhanced the experience of members and leaders at a club, district and regional level by providing funding that helps to organize and facilitate workshops, social activities and the start-up of new clubs.

As a means of enhancing the potential for teambuilding and skill development, EnCana allocated resources for facility upgrades to the Alberta 4-H Centre, which resulted in the Low Ropes Challenge Course being built. For the past two years, Alberta 4-H has "hit the road" with an EnCana-sponsored marketing and recruitment program, a campaign that has been the catalyst for the start-up of 11 new clubs last year.

As a Corporate Partner and a 4-H parent, I believe one of the most important aspects of 4-H, aside from leadership development, is promoting families and family's working together. This is what helps build community strength, which is a top priority for both Alberta 4-H and EnCana. On behalf of everyone at EnCana, I'd like to commend Alberta 4-H on the work that they do. We look forward to our continued partnership and keenly anticipate many more shared successes.



### UFA Co-operative Limited

Shannon Ohama, Manager Community Investment

UFA Co-operative Limited inked our largest community investment agreement with Alberta 4-H with an enhanced multi-year \$1 million partnership. We recognized that the personal and professional skills taught in 4-H help to build the future capacity of volunteers and leaders in our rural communities.

UFA continues to support the Awards of Excellence program and Achievement Days. UFA's investment enhances and drives leadership training at the regional and provincial levels. We also collaborated with Alberta 4-H to introduce programs like the Community Engagement program, where clubs can use products from our Farm Stores in fun and creative ways to enhance their communities. The new UFA 4-H Alumni Volunteer Service Recognition program recognizes 4-H alumni who return to their communities after they finish their post-secondary education and volunteer with 4-H for two years. These dedicated volunteers can apply to receive one of five \$2,000 UFA gift certificates.

It's rewarding to work for an organization like UFA that is committed to rural communities and organizations like 4-H. The goal for UFA and 4-H, as partners, is to ensure that our support is felt by the hundreds of local clubs and members who are at the heart of our commitment.



# Sponsor Comments - Enhancers



## Apache Canada Ltd

Jessica Wilkinson, Community Affairs Coordinator

Apache Canada recognizes that our success is dependent on the relationships we have with rural communities. Being partnered with Alberta 4-H not only provides an opportunity for us to build these relationships, but to also be involved with many of our communities through youth and agricultural development.

For Apache, committing to that development translates into supporting all levels of 4-H programming, from club activities to provincial competitions, as well as creating opportunities for both members and leaders. For members, our support happens at Selections, PDP and PDP Plus, as well as junior and intermediate camping programs. For leaders, we support the Small Animals, Life Skills, Technology & Trade Update (SALTT), Provincial Equine Leaders' Forum (PELF) and the Provincial 4-H Beef Update (BUD). In addition, we are also proud to support 4-H District and Club Councils through grants and sponsorships.

As a former 4-H member, Ambassador and award trip delegate, I can say with confidence that 4-H is second to none in providing youth with opportunities for personal growth. Apache is proud to be partnered with a program like Alberta 4-H that aspires for success and has such profound effects on its members.



## Penn West Energy Trust

Keith Luft: General Counsel, Senior Vice President, Stakeholder Relations; Nicole Collard: Supervisor, Community Relations and Community Investment

There is no other program that helps to build and shape the youth of this province like Alberta 4-H. Through participating, networking, learning and fun, the 4-H program sets its members and leaders up for success. As a 4-H alumnus, 4-H father and current 4-H leader, I have had opportunity to observe, receive and appreciate the value instilling and character forming benefits that 4-H imparts to all who are involved in the program.

Two years ago on a drive to the Alberta 4-H Centre, I was struck by the number of oil facility leases and infrastructure that Penn West had in the immediate vicinity of the Centre. As a company, we have strong relationships with communities all over Western Canada, and what better way to support the communities that support us than to partner with an organization like Alberta 4-H that fosters skill development in the youth of this province, and cultivates future leaders?

With so many of our employees being 4-H parents, the enthusiasm and support for this partnership is high. Penn West looks forward to the next four of our five-year long agreement with Alberta 4-H and eagerly anticipates future opportunities to help enhance the club experience and strengthen rural communities.



## Sponsor Support to Alberta 4-H

	2007/08	%	2006/07	%
Provincial Program or Projects*	742,252	25%	742,252	26%
Direct to Regions, Districts, Clubs or Members**	822,500	28%	780,000	27%
Provincial Government Support	1,397,091	47%	1,384,134	48%
	<b>\$2,961,843</b>	<b>100%</b>	<b>\$2,906,386</b>	<b>100%</b>

\* Corporate Cash and Federal Government Support

\*\*Sponsors funding at Provincial Level for at least \$500 are recognized for amounts given from Club to Provincial

# Regional Programs

*"An opportunity to interact with dynamic youth, who are of the same age and share the same interests helps us to develop into active and involved individuals with a focus on personal growth and giving back to the community."* - Mat Bolduc, 4-H Alumni



Alberta 4-H is a province-wide program that is split into seven different regions, which host their own yearly buffet of activities, public speaking and presentation competitions, camps, workshops, fundraisers, conferences in addition to the myriad of provincially-hosted programs and events.

Here is an overview of what each of Alberta 4-H's seven regions were up to last year.

## South Region

- Regional Celebration - an evening banquet attended by over 100 members and leaders, awarding and recognizing the achievements of over 100 members and leaders across the Southern Region
- Awarded over 30 scholarships to post-secondary students from the South, totalling more than \$14,000
- Multi-judging competitions (2) - over 220 4-H members building and proving their skills in critical evaluation and communication
- Hurricane Hockey Night - February 8: Lethbridge vs. Medicine Hat. Sold out with over 600 4-H members and parents
- Snowfest Winter Camps - one Junior and one Intermediate weekend; attended by over 100 members from both South and Calgary regions
- 1st Annual Regional Beef Learning Day - in conjunction with Regional Beef Heifer Show
- 6th Annual Regional Horse Learning Day - over 140 members and leaders
- Southern Regional Summer Camp - over 40 junior and intermediate members
- Regional Horse Show - over 120 members competing over 3 days

## Calgary

- Regional Celebration - attended by over 200 members and leaders, awarding and recognizing the Regional achievements of over 100 members
- 2nd Annual 4-H Regional Workshop Day - over 120 members and leaders working on skills from meeting management to filling out their yearly 4-H diaries
- Regional Junior Fun Day - over 150 participants
- Regional Curling Bonspeil - over 200 participants
- Continual assistance with the hosting of the trade fair at Spruce Meadows during International Jumping events
- Calaway Caper
- Senior Ski Trip
- City of Calgary, Calgary Chamber of Commerce and Calgary Stampede's 'Celebration of Wonder' - downtown Christmas festival featuring 4-H members along with the "Young Canadians"
- Livestock Handling for Youth workshop
- 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

- Prime Minister Stephen Harper was greeted by more than 20 4-H members and family when he arrived at the Calgary Stampede on July 4, 2008
- 4-H on Parade - the "showcase" event for 4-H in the Calgary region! More than 700 members participated in the event, which is representative of 80% of the Calgary region's member base. In addition, there were over 100 official 4-H volunteers and 2000-plus projects and entries on display. These numbers are up 10% from last year's show

## Regional Statistics

	Districts	Clubs	Members	Leaders
South	10	72	1,128	377
Calgary	5	65	1,149	329
West Central	6	59	979	330
East Central	6	43	634	249
Northeast	10	52	970	329
Northwest	12	69	1,162	476
Peace	7	39	666	207

# Regional Programs

*"I have learned countless skills and I am now able to put these skills to good use in the real world since I have been exposed to so many different opportunities and situations leaving home and going to college."* - Amanda High, member of the Calgary Region



## 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 - a skill 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
- Horse Workshops
- Beef Heifer Show



## East Central

- Executive Training Workshop
- 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 (3) - a skill 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
- Fun Day
- Winter Camp
- Rodeos (4)



## Northeast

- Ardmore School launches the first ever school-based club, boasting 92 members
- NE Adventure Day - members, leaders and family attend this one-day event that showcases several unique 4-H projects and programs
- UFA Slow Pitch tournament
- Horse Camp - four-day event that exposes members to various disciplines within the equine industry
- Northeast Forum - leaders, members and family attend workshops, training sessions and an awards banquet
- Regional Project Book Competition
- Multi-species judging competition and training day ("You Be the Judge") - a skill 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) - Moose Lake
- Two regional winter camps - Fall Fling for juniors; Spring Fling for intermediates

# Regional Programs



## Northwest Region

- Focus on 4-H - horse, beef heifer, canine and sheep shows, life skills workshops and bench show, judging competition, tractor/bike rodeo, and entertainment activities
- Northwest 4-H Fair
- Public Speaking (2), Presentations (2) Competitions - a trademark attribute among 4-H members, public speaking and presentation skills are continuously practiced and presented at various competitions throughout the club year
- Judging Competition - a skill 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 Camp - a Combined Camping program at Camp Mackinicholea
- Frosty Fun Weekend - winter camp for intermediate and senior members
- Three record book competitions - Beef, Horse and Life Skills and Other Animals
- Scholarships and Grants - newly dedicated scholarship: AP Lefebvre Memorial Regional 4-H Scholarship, in addition to seven scholarships being awarded; Northwest Safety Grants awarded to clubs and committees
- Beef, Horse and Lifeskills and Other Animals regional project committees developed resources and programs; set project direction for leaders and members

## Peace

- Regional Fall 4-H Leader's Forum
- 4-H Frosty Fest - workshop day that is organized by the alumni
- Winter 4-H Camp
- Regional Public Speaking and Presentations Finals - a trademark attribute among 4-H members, public speaking and presentation skills are continuously practiced and presented at various competitions throughout the club year
- Peace Regional 4-H Days - horse and beef shows, a judging competition
- Summer camps (2) - junior and intermediate camping programs, Camp Artaban



# Member Programs

*"Alberta 4-H's Selections program rewards members on their outstanding accomplishments made through 'learning to do by doing'. There are few opportunities where one can reflect on themselves, recognize their strengths and weaknesses, and build upon these things the basis for their future. Whenever this opportunity arises, it is essential to take act on it and the Selections program is the perfect fit."* - Kari Bergerud, Alberta 4-H Ambassador



In the 2007-2008 club year, more than 1,500 members took part in a wide variety of provincial-level programs, competitions, workshops and seminars. As a result of these various skill-enhancing, network-creating and fun-having events, which in part happened due to the support of our corporate partners, Alberta 4-H members returned to their families, clubs and communities with increased confidence, improved communication skills and a reignited enthusiasm for the 4-H program.

## Key Member Program

*October 12-14, 2007*

Thirty-two senior 4-H members gathered, learned and became inspired at the 3rd annual Key Member Training weekend. Members were versed in Key Member expectations, leadership development and event promotion, as well as identifying resources, being a communication liaison and discovering effective media channels.

Sessions relating to the importance of strategic planning and marketing gave members the opportunity to identify their target audience in which to promote 4-H. The three-day event also saw Key Members assume a "personality" who they not only wrote a pretend bio for, but also acted out the role of during Saturday night's mystery party entitled "Lights, Camera and Hollywood Lies!"

Selected by their district on an annual basis, Key Members spend a one-year term developing networking and leadership skills, enhancing their time management and multi-tasking capabilities and highlighting their aptitude in public speaking, event facilitating and program promoting.

## Senior Members' Conference

*February 1-3, 2008*

Ninety-five 4-H members traveled "back to the future" to attend the 6th annual Senior Members' Conference. Though temperatures were cold, member's spirits could not be deterred as they were treated to a weekend of making new friends, preparing for the future and having a blast.

An event planned by senior members for senior members, Senior Members' Conference is organized and facilitated by the Alberta 4-H Ambassadors whose goal is to better equip senior members for the decisions that they will encounter regarding post-secondary, education, finances, the job market and nutrition.

In relation to this year's theme - Back to the Future - Mahlon Weir, former Alberta 4-H staff member, discussed with the delegates the changes 4-H had gone through since its inception and where he sees the program going. Saturday night's activities commenced with a word from the program's sponsors and a wonderful banquet, and no "Back to the Future" conference would be complete without an array of costumes to decorate the retro dance party that concluded the evening.

## Provincial 4-H Selections

*May 2-5, 2008*

A "CSI"-themed Selections program provided the opportunity for ninety 4-H senior members to investigate their future. During the weekend, delegates looked at the near future realities of moving out, budgeting costs of living on their own and managing change. Delegates also looked at career choices, and the skills and abilities required to find work in their chosen field.

The main objective that organizers tried to convey through small group discussions, session themes and guest speakers was for delegates to be active about their future and to make a plan for it, as opposed to waywardly traveling through life, flitting from one situation to the next.

In addition to the learning and growing portion of the 51st annual Selections program, 45 4-H members were selected to represent 4-H at major educational programs throughout North America during the 2008/09 year. Fourteen 4-H Ambassadors were also chosen to serve a two-year term promoting Alberta 4-H and youth involvement in Alberta. Miranda Stewart of Strathmore, Alberta was named Premier's Award Winner.

## Member Programs

*"As a pioneer for the Key Member program I can honestly say that this program is a unique and outstanding way for senior members to become more involved within their 4-H community. Planning and facilitating workshops, hosting events and announcing at various 4-H events allowed me the opportunity to become a more diverse member. I had always wanted to become an Ambassador, and at Selections in 2007 I was honoured to be named one of two Ambassadors for the Calgary 4-H region. I know that without the Key Member program it wouldn't have been possible for me to achieve all of my goals."* - Rita-Marie Leask, Alberta 4-H Ambassador



### Ambassador Training

*May 10-11, 2008*

The Ambassador's mission statement states, "To enhance, educate and promote opportunities in 4-H to members and non-members through leadership and representation." The tools and techniques on how to accomplish this mission was the topic of several discussions for 28 Alberta 4-H Ambassadors, who will set out to accomplish this task in their up and coming year.

The 19th Annual Ambassador Training Session saw 22 enthusiastic individuals gather at the Alberta 4-H Centre for a weekend of learning, brainstorming and fun. Ambassadors spent time in the morning doing icebreaker and teambuilding activities, engaging in making a promotional plan for the year and gaining knowledge on how to successfully market the 4-H program to Albertans.

The weekend wrapped up Sunday with the Ambassadors setting their program, personal and regional goals. Throughout the training sessions, it became evident that the Ambassadors were a very committed group of individuals who have a lot passion for and knowledge about the 4-H program. They will do an excellent job of representing the Alberta 4-H organization and creating a buzz around the program during their two-year term.

### Summer Camps

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

"4-H . . . The Fire Within!" was the theme of this year's summer camping programs.

With the title "Striking the Match," junior-aged camping programs focused on igniting the spark. The week's goal was to instill the basic skills needed for delegates to move forward and excel in the 4-H program, as well as their day-to-day lives.

Graduating from junior summer programs, Combined Camp delegates focused on "Fanning the Flames" and acquiring the tools necessary to progress in the 4-H program. Sessions were more hands-on, with planning and implementing events and activities, and yet, still offering plenty of time for skill sessions, beachfront time and making new friends.

Intermediate delegates brought with them the knowledge and excitement from previous 4-H summer program experiences, in order to turn their lit match into a roaring flame. Being the last camping program before advancing to senior-aged summer programs, delegates were treated to a perfect mix of in-depth group discussion topics, outdoor challenges and applicable life skill development.

Each camp also provided 4-H members with ample opportunity for fun, whether it was canoeing, archery, crafts, enjoying the sun at the beach front or learning what it takes to build a really fast slip and slide!

### Leadership Through Counselling Seminar (LTCS)

*June 30-July 4, 2008*

The theme for Alberta 4-H's 2008 summer programs is "4-H . . . The Fire Within!" Being that it is the delegates who attend the Leadership Through Counselling Seminar (LTCS) that are responsible for effectively conveying this objective and its correlating sessions to the delegates whose programs they'd soon be staffing, 80-senior aged delegates spent 5 days becoming versed in dynamic leadership and program delivery.

The epitome of 4-H's motto, *learning to do by doing*, the LTCS program acts as a training module within a camp-like setting for senior 4-H members. Delegates spent their days engaging in all of the activities and skill sessions - archery, outdoor cooking, crafts, dancing, canoeing - that they would soon be leading delegates from summer camping programs in. Right alongside them, imparting pointers on safety and proper technique, was summer program staff who also trained LTCS participants in First Aid, risk assessment and management and conflict resolution.

Beginning in July and running through August, summer camping programs throughout the province would see LTCS graduates mentoring and educating junior-aged members, while encouraging them to discover their internal 4-H flame.

# Member Programs

*"Over the past nine years I have attended the Provincial Beef Heifer Show as both a competitor and committee member. It is being part of the provincial programs that takes you that next step higher by expanding your horizons, increasing your overall outlook of the 4-H program and giving you countless opportunities to meet new people, acquire new skills and enhance your 4-H experience."*  
 - Amanda High, Alberta 4-H Ambassador



## People Developing People (PDP)

*July 20-25, July 27-August 1 and August 17-22, 2008*

The 20th annual People Developing People (PDP) provincial program, including PDP 1, 2 and Plus, set the bar high this summer for its 158 delegates, whose six-day stay at the Alberta 4-H Centre revolved around themes of citizenship, global awareness, environmental and agriculture sustainability and personal well-being and development.

PDP 1 and 2 participants, who were given a forum based on Sustainable Agriculture and Rural Living, were split into small groups in order to devise various solutions to the forum's challenges, all the while honing their communication, cooperation and leadership skills. Environmental Farm Plans and opportunities in a rural and agricultural capacity were also discussed.

PDP Plus participants were challenged to take their previously acquired summer program knowledge to the next level with session topics ranging from youth engagement and social advocacy to event planning and decision-making to rural issue analysis and global socioeconomic commentary. PDP Plus delegates were also presented with a forum, Building Sustainable and Spirited Rural Communities, and participated in a program favourite, the drumming circle, which focuses on working together as a community.

## Provincial 4-H Beef Heifer Show

*July 6-9, 2008*

Olds Agricultural Society was home to over 120 members and cattle for the four-day long event. In its 32nd year of operation it is clear that this program develops strong leadership skills in its participants, as well as provides opportunities for members to hone their existing skills, not to mention discover new ones.

For a second year now, the "You're Hired" segment for senior members was highly popular. Giving senior members another opportunity to develop life skills, the competition featured three possible job placement opportunities. Each participating member was required to submit an application describing his or her job-relevant experience, as well as go through the interview process. Following the interview members were allowed to ask questions about their performance, and were given advice on how to improve their skills.

Busy in the show ring working on improving their skills were the junior and intermediate members who were competing in the team-grooming event, which had teams of two pitted against the clock in an effort to groom an animal utilizing each others skills and knowledge in only ten minutes. Also, the showmanship class gives 4-H members a chance to see the ring through another pair of eyes in the Show Team Judging Contest. Exhibitors sign up for the chance to act as ring man or judge for a group of "volunteer" animals and show people.

## Club Week

*July 22-27, 2008*

At the 67th edition of Club Week, delegates were encouraged, inspired and motivated to triumph through the challenging trials of life. Being that the theme for the week was "The Fire Within," session topics and group discussions focused on self-exploration in an attempt to better understand what fuels their own individual fires.

Complementary areas of focus throughout the week included topics ranging from friendship and trust to overcoming adversity. Encouraged to identify and vocalize their opinions, feelings and positions, the 100-plus Club Week delegates were given opportunities for discussion and reflection within their small groups. Enhancing the small group discussions were guest speakers, presentations and forums.

The Masquerade dance, Mini-Olympics and the Wild, Wild West BBQ are just a few of the events interspersed throughout the week to allow members the opportunity to unwind, mingle and make lasting friendships.

Delegates leave Club Week more enlightened, aware and confident than when they arrived, igniting a life-changing experience and providing a catalyst for many members to help them attain life goals.

## Member Programs

*"You may play hard, but to achieve you have to work even harder! If it's clipping, judging or showmanship what ever kind of competition it is, you'll make life long memories with the people you meet."* - Katelyn Crest, member of Moos on the Moo-ve 4-H Dairy Club.



### Provincial 4-H Dairy Show

*July 15-17, 2008*

Being that 2008 marked the Provincial 4-H Dairy Show's 62nd anniversary, it was perfectly fitting that 62 members registered to exhibit, show and judge their dairy projects over the three-day long competition.

Running from July 15-17 at the Red Deer Westerner, the Dairy Show proves to highlight the skill and dedication of the dairy project members by designing a program that encompasses a smorgasbord of events, classes and competitions in order to challenge the member's conformation and showmanship skills, their industry know-how and their creativity.

Categorized by age, Tuesday night's quizzes determine who will compete in Wednesday night's showing judging, with the six top-scoring delegates being asked to come back. Members are also asked to create a promotional poster or advertisement for a pretend dairy publication, as well as submit their record books for review and consideration.

Thursday morning had the members competing in Showmanship, where the amount of work and time these members put into working with their animals was obvious. Conformation took place on Thursday afternoon. While the schedule for the three day event leaves little room for down time, these 4-H members always find time to get in a little fun.

### Provincial 4-H Horse Classic

*July 30-August 1, 2008*

With 78 members representing 17 of Alberta 4-H's light horse clubs, and more than 40 volunteer leaders on hand, the 14th annual Provincial 4-H Horse Classic was a full house. Individual challenges mixed with team tasks had all 78 delegates in attendance participating in the hippology contest, which tests members' equine knowledge through four phases: quizzes, judging, identification stations and team problem.

The top four members - based on individual hippology points - qualified for the Denver Western 4-H Horse Classic Award Trip. The winners, who will be in Denver as representatives of the Alberta 4-H program, are as follows: Haley Scott, Shelby Crick, Jennifer Ruskowsky and Luke Wrubleski.

Other activities that took place over the three day event included the horse bowl, print marketing competitions, as well as a new-to-the-Classic session, The Amazing Race event, which saw members working together in a team setting to complete check- stops in the fastest time.

*"Horse Classic is an activity that our club members look forward to every year. They really enjoy interacting with other 4-H members from all over the province. I feel Horse Classic is a successful program because it creates a desire in our club members to learn even more about horses and the horse industry."* - Martha Wrubleski, leader of the Lakedell 4-H Lighthorse club

### Provincial 4-H Judging Competition

*August 8-10, 2008*

On August 8, 37 4-H members gathered at Olds College for an intense two days of analyzing, placing and reasoning at the Provincial 4-H Judging Competition. While members were earnestly comparing one animal to the next, the bigger picture saw them competing for a spot on one of four award trips that are offered to the top 21 placing delegates, and ultimately, earning the distinction being named Overall Judge.

Presented with 10 different livestock classes consisting of five different species - sheep, swine, beef, dairy, and horse, members spent the beginning of their day judging the animals and placing them from top to bottom, then giving the reasons for their placings later that afternoon.

For the second year in a row, the Provincial 4-H Judging Competition used the coinciding Olds Fair, to offer up an excellent opportunity to add a twist to the typical judging experience: delegates were asked to judge a class of animals that were being shown in a conformation class at the Fair; therefore, the judging would be based only on a visual inspection of the animal. Not having the opportunity to approach the animals to get a closer look caused members to hone in a different aspect of their judging ability, which many delegates found challenging, but rewarding.

# Member Awards

*"From training my first 4-H steer how to lead to being president of my club, I have always given my best to 4-H. When I received the Platinum Award of Excellence I looked back over my career and realized how far I had come since I entered my club as a shy nine-year old. This award embodies all of the accomplishments, triumphs and challenges that I have overcome during my ten years of 4-H. It truly gives me a sense of accomplishment to have reached this goal."*  
 - Jolene Noble on receiving her Platinum Award of Excellence in 2007



## Award of Excellence

*Awarded on a year-round basis*

As a means of encouraging longer member tenure, Alberta 4-H created the Award of Excellence series in 1988 - and what do you know? It worked.

There are four awards in the series - bronze, silver, gold and platinum - that are designed to recognize the achievements of 4-H members in project work, leadership and community service. Awards are earned based on a certain number of points that are obtained through their 4-H diaries, which record their yearly activities.

In the 2007-2008 club year, Alberta 4-H presented the following number of awards:

- 382 Bronze
- 336 Silver
- 239 Gold
- 82 Platinum



In total, 1,039 were presented.

## Ambassadors

*Chosen yearly for a two year term*

As exceptional leaders within the 4-H organization, Alberta 4-H Ambassadors spend a two-year term representing the 4-H organization on a regional and provincial level.

Marked by their humble confidence, professional demeanour, effective communication skills and advanced leadership abilities, Alberta 4-H Ambassadors take the lead on a number of initiatives and tasks within the organization.

The organizing and executing of the Senior Members' Conference, the delivering of workshops and speeches at special events and competitions and the educating of members and non-members in the ways of the 4-H program are all part of the Ambassador job description.

By the end of an Ambassador's term, these 4-H members have perfected the art of time management, have further increased their network of connections and have collected two years worth of awesome memories.

## 2008 Ambassadors

### South

- Lindsey Meredith, Claresholm
- Stephanie Parker, Lethbridge

### Calgary

- Adeleen Bayes, Trochu
- Myranda Stewart, Strathmore

### East Central

- Josh Foot, Red Willow
- Stacey Benjamin, Stettler

### West Central

- Cody Coleman, Innisfail
- Luke Wrubleski, New Sarepta

### Northeast

- Kari Bergerud, Edgerton
- Owen Burdek, Lac La Biche

### Northwest

- Jenna Huot, Vimy
- Brittany Miller, Calmar

### Peace

- Heather Polasek, Sexsmith
- Dean Kosheiff, Fairview

## Member Awards

*"The Premier's Award selection process was by far my best 4-H experience. The system for selecting the recipient is, in itself, the greatest and most valuable experience I have gained."* - Myranda Stewart, 2008 Premier's Award winner



### Premier's Award

*One member chosen yearly in May*

Touted as the highest level of distinction within the Alberta 4-H organization, the Premier's Award winner is chosen at 4-H's Selections weekend. The Premier's Award winner acts as a representative for Alberta 4-H members at a number of events such as Leaders' Conference and the subsequent year's Selections Award Banquet. Also, the Premier's Award winner attends one event in each of the seven regions throughout the year, where they act as a representative to financial partners and attending media. Between speaking at various agricultural events to meeting the Premier of Alberta and the Minister of Agriculture, the year spent as Premier's Award winner is a full one!

**This year's recipient is** Myranda Stewart of Strathmore.



### Communications

*Competition held yearly in April*

Vying for top spot at the Provincial Communications competition is a true indication of the courage and confidence members possess and develop through their participation in 4-H.

Those competing in the public speaking division are required to present a prepared, four to six-minute long speech on a given topic and are then asked to give a two to three-minute long talk on an impromptu topic. Members participating in the Presentation Division of the Communications competition who have the option of competing solo or as part of a team, give an informative demonstration on a topic of their choice, with the help of visual aids.

Provincial Public Speaking Champion  
Kayla Getzinger, Stony Plain

Provincial Presentations Champion  
Amanda High, Fort MacLeod and Emily Puch, Pincher Creek

*"Provincial Public Speaking was more than competition, it was a valuable opportunity to hear what various individuals had to say about community. If you really believe in what you are speaking about you have the advantage of your speech coming from the heart, which gives your presentation a captivating edge that cannot be obtained in any other way."* - Kayla Getzinger, winner of 2008 4-H Provincial Public Speaking Competition

### Scholarships

*Deadline May 5 yearly*

Each year, the Alberta 4-H Scholarship program helps nearly 200 4-H members and alumni get one step closer to receiving an accreditation, which in turn will help them to be one step closer to achieving a goal, realizing a dream and determining their future direction.

Ranging in value from \$200 to \$2000 scholarships are distributed based on point system. This year, 97 members were awarded scholarships, totaling more than \$60,225.

To the individuals, organizations and corporate partners who generously provide the funding and resources for this program, thank you for your support of our members, for your belief in their potential and for your investment in their future.

#### **4-H Foundation - 1 Award**

Emily Van Maarion, Medicine Hat

#### **A & E Cappelle 300 LN Herefords - 1 Award**

Jessica Verbeek, Morinville

# Member Awards - Scholarships

*"4-H is an amazing program for youth in Alberta and across Canada. It continually produces quality youth in our communities, and rewards its members for their past and present achievements in leadership, communications and life skills. Receiving this scholarship, and past scholarships from the Alberta 4-H program, has encouraged me to strive in my educational studies and remind me of the endless opportunities that are available within rural Alberta." - Brienne Bergerud, 4-H alumni and 2008 scholarship recipient*



## **Alberta Beef Producers - 9 Awards**

Darlene Blanchette, Vimy; Kelli Burdek, Lac La Biche; Andrea Jordan, Nanton; Barbara Kubinec, Three Hills; Courtney Noga, Seven Persons; Susan Roberts, Oyen; Bridget Walker, Sangudo; Jenna Williams, Lacombe; Crystal Young, Breton

## **Andrew Little Memorial - 1 Award**

Laura Polasek, Sexsmith

## **ATB Financial - 5 Awards**

Katherine Barkwell, Peace River; Justine Bremmekamp, Peers; Kelly-Dawn Clarahan, Barrhead; Amanda Kuschminder, Picardville; Jaylene Schussler, Burdett

## **Calgary 4-H Alumni - 2 Awards**

Russell Shuttleworth, Balzac; Krystal Stulberg, Endiang

## **Canadian Wheat Board - 1 Award**

Lacey Minchau, Millet

## **Cindy Grey Memorial - 1 Award**

Kristen Hedley, Consort

## **Cole Lawrence Memorial - 1 Award**

Mark Blanchette, Vimy

## **Dixon Shield Memorial - 1 Award**

Alexia Hoy, Barrhead

## **Earl Christopherson - 2 Awards**

Jolene Noble, Manning; Leah Sallis, Sexsmith

## **East Central 4-H Regional - 6 Awards**

Cole Andrew, Youngstown; Geoffrey Beddoes, Daysland; Rachel Christianson, Sedalia; Kelsey Hedley, Consort; Courtney Hihn, Heisler; Jackie Weeks, Castor

## **Edith Taylor Memorial - 1 Award**

Serena Vavrek, Sexsmith

## **EnCana - 1 Award**

Mathilda Gabert, Fort Saskatchewan

## **ExxonMobil Canada - 2 Awards**

Erin Belva, Rocky Rapids; Lindsay Ellis Dunmore

## **George Pimm Memorial - 1 Award**

Jodie Beddome, Peace River

## **Glen Bodell Memorial - 1 Award**

Kristin Warren, Sherwood Park

## **Grande Prairie & District Co-op - 1 Award**

Alan Polasek, Sexsmith

## **Greg McCoy Memorial - 1 Award**

Carriann Johnson, Barrhead

## **Growing Alberta - 1 Award**

Ian Selte, Vermilion

## **Irene M. Leavitt Memorial - 1 Award**

Jennifer Linder, Stony Plain

## **Jaron Arntzen Memorial - 1 Award**

Kristen Carlson, Daysland

## **John M. Romanchuk - 3 Awards**

Hannah Davis, Ponoka; Lucas Grover, Stettler; Kurt Preugschas, Bloomsbury

## **Ken Edgerton Memorial - 1 Award**

Marley Retzler (Miles), Sexsmith

## **Marilyn Sue Lloyd Memorial - 1 Award**

Holly Byers, Sherwood Park

## **Minburn Wild Rose - 1 Award**

Amber Gulevich, Vegreville

## Member Awards - Scholarships

*"Thanks to 4-H, I'm used to taking on leadership roles and assuming responsibility. Both of these values are crucial in order to cope with the transition from living at home and attending high school, to living on your own and attending post-secondary. The skills I have obtained through 4-H have improved my communication, organization and leadership skills, all of which have enhanced my performance at school."* - Lindsey Meredith, Alberta 4-H Ambassador



### **Nicole Wrubleski Memorial - 3 Awards**

Amanda Miller, Calmar; Allana Minchau, Millet;  
Lee Simanton, Ponoka

### **Norm Withers Memorial - 1 Award**

Justin Selte, Vermilion

### **Norma Jean Gray - 15 Awards**

Kathleen Cranswick, Okotoks; Trevor Deagle,  
Consort; Shawn Ditner, Evansburg; Danielle  
Frederickson, Gwynne; Erin Friesen, Vauxhall;  
Jodi Gueutal, Myrnam; Ryan Hodgson, Okotoks;  
Risa Iwasiuk, High Prairie; Kaleigh Klammer,  
Vegreville; Ashley Lieverse, Beaverlodge;  
Katherine Murphy, Wetaskiwin; Meghan Patten,  
Winfield; Caitlin Smith, Lethbridge; Katelyn  
Westerlund, Oyen; Rebecca Zadunayski, Vimy

### **Peace Regional 4-H - 2 Awards**

Greg Hearn, Grande Prairie; Caitlin Ridley,  
Bluesky

### **Pennington Memorial - 1 Award**

Jessica Rempel, Mayerthorpe; Kayla Spitzer,  
Barrhead

### **Ralph Cossey Memorial - 1 Award**

Jocelyn Beniuk, Lac La Biche

### **Robert Sherwood Memorial - 1 Award**

Maston Williams, Lacombe

### **Robertson Petroleum - 1 Award**

Cassandra Parkinson, Airdrie

### **Rod Andrews Memorial - 1 Award**

Gina Grabler, Barrhead

### **Shirley Story Trimble Memorial - 1 Award**

Kelly Sinclair, Cochrane

### **Thomas Caryk Memorial - 1 Award**

Tralene Bartlett-Lorencz, Grimshaw

### **Tony Lefebvre Memorial - 1 Award**

Andrea Becker, Edson

### **Tronia Systems - 2 Awards**

Nicole Brittain, Falun; Lacey Fowler, Minburn

### **United Farmers - 2 Awards**

Ashley Reinhardt, Strathmore; Monika Ross,

Grande Prairie

### **Vermilion River 4-H - 2 Awards**

Desiree Barr, Vermilion; Jennifer Hiltz, Kitscoty

### **Walter Lipkewich Memorial - 1 Award**

Corey Beniuk, Lac La Biche

### **Western Producer - 1 Award**

Amanda Doyle, Fort Macleod

### **Wetaskiwin District 4-H - 3 Awards**

Lisa Murphy, Wetaskiwin; Kami Rauser,  
Wetaskiwin; Gina Sutter, Millet

### **Wheat Board Surplus Monies Trust - 7 Awards**

Courtney Congdon, Daysland; Johnny Folsom,  
Hill Spring; Shena Garton, Rivercourse; Trent  
Price, Crossfield; Kimberly Sekura, Rocky Rapids;  
Marissa Weleschuk, Ponoka; Garrett Zahacy,  
High Prairie

### **Woodgrove Unifarm Local - 1 Award**

Darrell Soetaert, St. Albert

# Member Travel Awards

*"Being awarded the Alberta/NWT Agriculture Tour at Selections 2008 proved to be a trip that exceeded all of my expectations. I, along with 15 other delegates, was given the opportunity to experience all that Northern Alberta and the Southern Northwest Territories has to offer in the way of agriculture, tourism, and recreation. I feel more knowledgeable about this region specifically, and Canada in general."*  
- Rita-Marie Leask, AB/NWT award trip delegate



Not only are award trips important to a member's overall 4-H experience in terms of helping to expand their knowledge of surrounding provinces and countries, as well as increasing their awareness of issues and industries that exist in these settings, but award trips are also important because they give members the opportunity to showcase the 4-H benefit along the way.

As representatives of the program, Alberta 4-H members shine, reflecting the dedication, innovation and support shown by 4-H leaders, parents, staff and corporate partners.

## AB/NWT Agriculture Development Tour

July 7-16, 2008

Graham Brittain, Lacombe; Pamela Deagle, Consort; Mark Doolaege, Consort; Chelsey Fulton, Carstairs; Russell Gallelli, Crossfield; Travis Hanson, Airdrie; Jennifer Jones, DeWinton; Rita-Marie Leask, Cremona; Marina Matson, Bluffton; Brad Nichiporik, Hotchkiss; Stephanie Parker, Lethbridge; Nathan Sereda, Bow Island; Myranda Stewart, Strathmore; Kirstina Szybunka, Sangudo; Krista Van Sickle, Onoway; Sarena Verbeek, Morinville

## California 4-H Exchange

July 27-August 7, 2008

Owen Burdek, Lac La Biche; Jennifer Danielsen, Delia

## Agribition Canadian National 4-H & Youth Judging Competition

November 18-20, 2007

Lanie Eigner, Thorhild; Kayla Getzinger, Stony Plain; Wade Hannah, Didsbury; Alexia Hoy, Barrhead; Jared Hunter, Didsbury; Kassandra Lougheed, Red Deer; April Stanko, Lomond; Pascale Wouters, Innisfail

## Montana 4-H Congress

July 6-13, 2008

Adeleen Bayes, Trochu; Jenna Huot, Vimy; Vance Kremp, Barrhead; Luke Wrubleski, New Sarepta



## National 4-H Citizenship Seminar

March 28-April 3, 2008

Greg Borduzak, Vimy; Ryan Davidson, Lougheed; Jill de Weerd, Millet; Caitlin Gillen, Brooks; Cody Hoy, Barrhead; Liz Pittman, Picture Butte; Sarah Richards, Airdrie; Martika Sterling, Camrose

## National 4-H Members' Conference

October 31-November 4, 2007

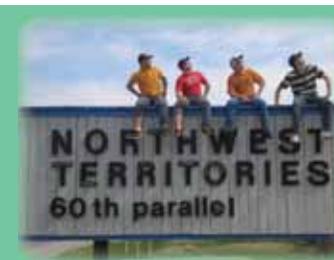
Crystal Anderson, Bowden; Jared Foat, Carstairs; Jodi Gueutal, Myrnam; Amanda High, Fort MacLeod; Alexia Hoy, Barrhead; Katelyn Miller, Westlock; Jonathan Prichard, Camrose; Jessica Rempel, Mayerthorpe; Jocelyn Templeton, Coaldale; Cameron Veldkamp, Vegreville

## Young Speakers for Agriculture

November 2-4, 2007

Kaleigh Klammer, Vegreville

# Member Travel Awards



## National 4-H Skills Conference

November 22-25, 2007

Christine Ronald, Ponoka; Jaylene Schussler, Burdett

## Western National 4-H Roundup

January 9-13, 2008

Crystal Anderson, Bowden; Martine Anderson, Crossfield; Kevin Bolduc, Stavely; Devann Crick, Lacombe; Stacy Kading, Cessford; Andrew McCrae, Vermilion; Caitlin Smith, Lethbridge; Jocelyn Templeton, Coaldale

## National Western Stock Show

January 17-20, 2008

Daniel Hertz, Duchess

## NILE Livestock Evaluation Contest

October 14-18, 2007

Carmen Getzinger, Stony Plain; Cole Goad, Clandonald; Jay Gramlich, Consort; Travis Hanson, Airdrie; Cayli Mocarski, Evansburg; Kaylea Richardson, Airdrie; Steven Rodger, Acme; Tyler Sawley, Nanton

## Royal Bank 4-H Interprovincial Exchange

August 13-24, 2008

Stacey Benjamin, Stettler; Carla McDonald, Stony Plain; Krystal Stone, Kitscoty; Andrew McCrae, Vermilion; Amber Shuttleworth, Balzac



## Outbound Japanese Exchange Delegates

### Nihongo

June 12-August 7, 2008

Jocelyn Turner, Spruce Grove

### Month-long

July 9-August 7, 2008

Natalie Wild, Peace River; Rebecca Moon, Ardmore; Meaghan Nawrot, Dewberry; Jaeden Binks, Grande Prairie; Amanda Ives, Onoway; Anne Caouette, St. Paul



# Leader Programs and Awards

*"As a Key Leader, a close bond is made with the leaders, members and parents in your district and region, which allows for the easy exchange of information, the swapping of ideas, an increased knowledge of how other clubs and districts work and a well-rounded overview of the 4-H program – all of which proves to enhance the delivery of the 4-H program!"*  
 - Carol High, Key Leader for Willow Creek district



Alberta 4-H leaders possess a number of admirable attributes: dedication, patience, organization, creativity and a sense of humour, to name a few. In addition to these characteristics, and perhaps one that is not as well known, is seasoned traveller. In the capacity of a delegate or a chaperone, more than 20 volunteer leaders took to the roads last year, mentoring, experiencing and laughing the whole way.

## 4-H Key Leader Training

*October 26-28, 2007*

Since 1994, leaders have not only been mentoring their club members, but also their fellow leaders. Chosen on a yearly basis by their district council, Key Leaders not only have a number of years of experience behind them, they are also strong communicators, effective facilitators and well-networked liaisons.

The annual program included sessions on Proactive Relationship Building, Key Leaders in Action and Building 4-H Council Workshops, along with updates on provincial 4-H programming, opportunities and resources. Six new 4-H Key leaders were recognized at the program. In January 2008 the 4-H Key Leaders participated in a discussion of the key leader's roles in introducing new families to 4-H and orientating new 4-H Leaders

In 2007-2008 there were 63 4-H Alberta Key Leaders who worked with district councils and clubs to ensure efficient communication, adequate leader training and sufficient access to resources. Focusing on leadership development, promotion of the 4-H program and new club facilitation, these experienced 4-H volunteer leaders directly contribute to the success of the Alberta 4-H program. In the past year, Key Leaders were instrumental in delivery of the province-wide Building Councils initiative.

## 4-H Volunteer Hall of Fame

*Nominations accepted yearly*

A highlight of Alberta 4-H's annual Leaders' Conference is that of the official announcing of the year's Alberta 4-H Hall of Fame inductee and the subsequent induction ceremony. This year's recipients included long-time 4-H volunteer Marion Van Sluys of Fort MacLeod and four former Alberta 4-H employees, R.T. (Ted) Youck, Mahlon Weir, Doug Norman and Milo Barfuss.

Since 1971, the 4-H Hall of Fame has recognized 65 Alberta men and women who have made significant contributions to the Alberta 4-H program at the local, regional, provincial, and at times, national level.



*"What a privilege it is to be recognized by your peers and I am honoured to be part of such a wonderful organization." - Marion Van Sluys, 4-H volunteer leader and 2008 Hall of Fame Inductee*

## Provincial 4-H Leaders' Conference

*January 11-13, 2008*

With the DeLorean as their guide, 279 volunteer 4-H leaders from Alberta, along with guests from across Canada and Montana, made their way to Red Deer for the 65th Annual 4-H Leaders' Conference. Hosted by the 4-H Partners - Branch, Council and Foundation - this year's conference encouraged leaders to reconnect with one another, recharge one's enthusiasm and acquaint oneself with the history of the 4-H organization. Leaders learned about 4-H's past while planning ways to launch 4-H into the future at the aptly themed "Back to the Future" Leaders' Conference.

Spread over three days, the conference included more than 30 sessions with topics ranging from consumer decision-making to team building to managing bullying to laughter in life, with time given in-between for mingling, networking and exercising. Sunday's keynote speaker, Donna Tona, inspired and advised many leaders as she spoke on the importance of separating one's wheat from their chaff.

The Premier's Award luncheon, the Golden Clover Award presentation and the 4-H Hall of Fame induction ceremony also takes place at the conference, which makes for a jam-packed weekend of learning, laughing and celebrating.

## Leader Programs and Awards

*"Everywhere you turn there is something to learn about your project. Whether you are networking with fellow equine leaders or attending a session, you are constantly learning and increasing your effectiveness as a leader." - Corine Verbeek, equine leader with R.Q.B. Rancheros 4-H Club*



### Provincial Equine Leaders' Forum (PELF)

*February 22-24, 2008*

Leaders from British Columbia, Saskatchewan, the Yukon and Montana joined volunteer 4-H leaders from across Alberta for the 5th bi-annual Provincial Equine Leaders' Forum (PELF). The conference, which is planned by members of the Provincial Equine Advisory Committee (PEAC), provided leaders with lots of food for thought and as well a lot of laughs.

Session topics ranged from games to teaching horse theory to bits and biting to equine photography and nutrition. Head of the Colorado 4-H program, Jeff Goodwin, shared his message on horses, kids and ethics, as well as focused on the "Commandments for 4-H Leaders", which once had laughter ringing through the halls of the Alberta 4-H Centre, and also carried with it a strong message for 4-H leaders.

### Small Animal, Life Skills, Technology and Trade Leaders Update (SALTT)

*October 19-21, 2007*

The 3rd annual Small Animal, Life Skills, Trade and Technology (SALTT) Conference drew 60 leaders from across the province to the Alberta 4-H Centre for a very dynamic three days.

Improving the delivery of project matter while providing a networking opportunity for leaders is one of the main objectives of the SALTT conference, as is raising awareness of resources that are available to leaders. This year's SALTT sessions covered topics from storytelling to 'risk, fun and outdoor adventure' to canine agility to available web services for clubs to digital photography – one session even involved a live outdoor petting zoo!

Keynote speakers included Dan Ohler's talk on "Community: Let's Get Back to Basics," which challenged leaders to get back to the basic skills of communication, understanding and working towards improvement. Bill Gordon presented on "The 5 C's of Remarkable Leaders," where he outlined the necessary qualities of a leader and how to identify those traits in oneself as well as those in the community.

Sewing fleece hats that were then donated to a hospital in Lethbridge for newborns and young patients was the 2007 Community Project at SALTT.

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

*Nominations accepted yearly*

An award established by The Co-operators and the Canadian 4-H Council as a means of celebrating 4-H leader's dedication, enthusiasm and know-how, the 4-H Volunteer Leader of the Year has been recognizing the extraordinary efforts of 4-H leaders for the past seven years.

Countrywide, leaders are nominated, and this year nine leaders from across Canada received 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. Of these nine selected leaders, one is also named the national winner.

#### **This year's Alberta recipient:**

- Shirley Armitage – Red Deer West 4-H Beef Club, Red Deer, Alberta

## Leader Travel

*"The Montana's Leaders' Forum, while held on a much smaller scale than Alberta's equivalent, was a great experience and one that I would recommend to all leaders. The perspective that came from talking to the leaders from Montana regarding the funding and support 4-H receives in Alberta, as well as the sessions that I attended and the people that I met all contributed to what was an excellent experience."* - Colleen Prefontaine, leader of Bon Accord 4-H club



Alberta 4-H leaders possess a number of admirable attributes: dedication, patience, organization, creativity and a sense of humour, to name a few. In addition to these characteristics, and perhaps one that is not as well known, is seasoned traveller. In the capacity of a delegate or a chaperone, more than 20 volunteer leaders took to the roads, mentoring, experiencing and laughing the whole way.

### Manitoba Leaders' Conference

November 9-11, 2007

Grant Barkwell, Peace River; Crystal Martens, Beiseker

### Montana Leaders' Forum

October 4-7, 2007

Stacy Harrison, Rocky Mountain House; Colleen Prefontaine, Legal; Linda Ross, Crossfield; Margaret Scott, Bonnyville; Joyce Thielen, Raymond; Shirley Woods, Big Valley

### National 4-H Volunteer Leaders' Conference

October 31-November 1, 2007

Linda Walker, Valleyview; Grace Huisman, Barrhead; Barbara Granigan, Edgerton; Dwayne Fulton, Carstairs; Lori Sereda, Bow Island; Pat Sayers, Lethbridge

### Ontario Leaders' Conference

February 22-24, 2008

Peter Sereda, Bow Island; Michelle Stewart, Strathmore

### Western Regional Leaders' Forum

March 6-9, 2008

Joanne Borle, Busby; Deb Polasek, Sexsmith

### BC Key Leaders' Conference

October 19-21, 2007

George and Judy Andrews, Barrhead



### Chaperone Opportunities

#### Western National 4-H Roundup

January 9-13, 2008

Kate Puch, Pincher Creek; Ginny Smith (staff)

#### AB/NWT Agriculture Development Tour

July 7-16, 2008

Chaperone - Myrna Brewin, Taber; Mark Shand (staff)

#### Montana 4-H Congress

July 6-13, 2008

Chaperone - Janet Kerr (staff)

#### NILE Livestock Evaluation Contest

October 14-18, 2007

Chaperone - Henry (staff) and Kathy Wiegman

#### National 4-H Members' Conference

October 31-November 4, 2007

Chaperone - Mark Shand (staff)

## Special Initiatives

*"Out of all of my 4-H experiences, I would have to say that the WPCA EnCana Mentorship program has been one of my highlights! Through the program I have gained a whole new perspective on the chuckwagon lifestyle and have learned so much about the sport and all of the work that goes into taking care of the horses and the athletes."*  
- Stephanie Parker, member of the Coaldale 4-H Equestrian Club



Every 4-H year seems to fly. Time morphs into a whirlwind of judging and public speaking competitions, Achievement Days and weekend workshops, club meetings and cattle sales; however, it is a priority of the Alberta 4-H organization to make each year distinctive, highlighted with the various initiatives, projects, events and promotional campaigns that are launched and created on a year-to-year basis. Here is what the 2007-2008 club year offered to its members and leaders, province-wide.

### WPCA 4-H Mentorship Program

Sponsored by EnCana

Alberta 4-H members were off to the races again this summer, with 44 4-H members participating in the World Professional Chuckwagon Association 4-H Mentorship Program. This program, which is sponsored by EnCana, sees 4-H members being taken under the wing of one of 14 drivers and their families at the 11 Dodge Pro Tour spots across the province.

This hands-on experience teaches 4-H members the finer details of chuckwagon racing with a behind-the-scenes look at what it takes to be successful in the profession. The horses specialized feeding programs, daily chores, care and attention and the equipment, the professionalism of the drivers and the family atmosphere behind the barns.

This program received rave reviews from the members and the drivers. Members found it to be a great experience; drivers found the program to be a great opportunity to share the sport of chuckwagon racing, as well as western heritage, with 4-H members.

### Low Ropes Challenge Course At the Alberta 4-H Centre

The Alberta 4-H Centre acts as a gathering spot for Alberta 4-H members and leaders as they attend various camps and programs over the course of the year. Low ropes prove to be an exciting way to explore the themes of trust, support, interdependence, compromise, leadership and personal accomplishment at an individual level or in a group atmosphere.

Using elements of the low ropes course, participants can experience challenge and mastery in adventurous activities that are engaging both physically and mentally. Also, on account of the wide variety of options that the ropes' elements provide, various levels of challenge, complexity and commitment are available. This accessibility complements the diverse age groups, goals and objectives of Alberta 4-H programs. With the addition of the ropes course to the Alberta 4-H Centre, Alberta 4-H is able to create and sustain a safe and effective adventure program.

### Alberta 4-H Makes the Grade at Ardmore School

What's better than going to school and getting to look forward to your 4-H club meeting that evening?

Having your 4-H club be your school!

In the fall of 2007 Ardmore School became Alberta 4-H's first-ever school-based club with 93 registered members from grade four to nine and eight teacher-turned-leaders.

Providing the students of Ardmore with different project options at three different points throughout the year proved to not only give the members a more diverse range of subject matter - Exploring 4-H, outdoorsman, photography, pets, crafts, business, performing arts, nestboxes, gardening - but also allowed students to reap the benefits of 4-H's communication and public speaking programs as well, not to mention expanding their knowledge base and enhancing their leadership skills.

# Special Initiatives



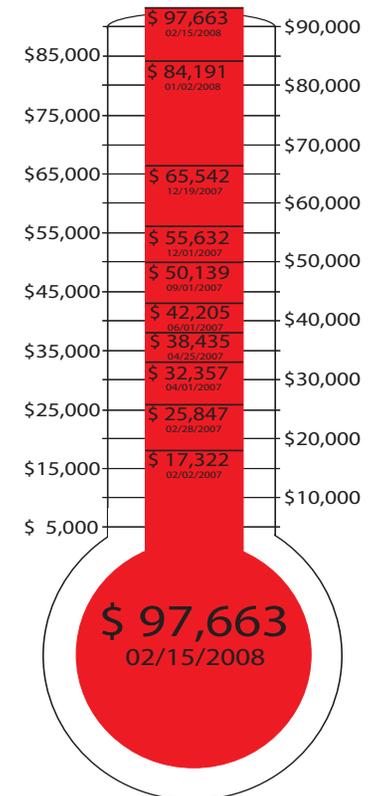
## Electronic and Tire Recycling

Alberta 4-H Clubs are cleaning up their communities by collecting recyclable materials. Between April 22 and June 30, 2008, Alberta 4-H clubs had an opportunity to collect e-waste and tires from individuals that had no way of transporting the items, or from individuals who were collectors of old tires and electronics. As a result of their hard work, 10% of their fundraising efforts were contributed to the Alberta 4-H Legacy Fund. Both of these programs will run again in the fall of 2008 and are administered by the 4-H Foundation of Alberta.

## Wear Your 4-H Colours Day

Launched on November 1, National 4-H Month got off to a colourful start with Wear Your 4-H Colours Day (November 5). A few of the day's highlights included 4-H members painting their face and dyeing their hair green (both temporary effects of course!), schools having their entire student body dressed in 4-H hues and sponsors showing their 4-H support by donning 90th Anniversary pins, green-striped ties and green hands (painted, not natural) – there was even a general leader from Camrose, Jane Mercier, who wore green on her honeymoon to Italy!

## \$90 for 90 Years Donations



For a complete listing of \$90 for 90 Years Donors – please go to the Alberta 4-H web site: [www.4h.ab.ca/About/90\\_Anniversary/90\\_anniversary.html](http://www.4h.ab.ca/About/90_Anniversary/90_anniversary.html)

Tires Collected from 34 4-H Clubs (including passenger, medium truck and off road tractor tires)	# Collected Fall 2007	# Collected Spring 2008
<b>Total</b>	<b>62,150</b>	<b>45,787</b>
<b>Dollars Fundraised</b>	<b>\$81,630.00</b>	<b>\$66,022.50</b>
Electronic waste collected from 4-H Clubs (25 in Fall 2007/33 in Spring 2008 - including TV, Monitors, Computers, Laptop/Notebook, Printers)	# Collected Fall 2007	# Collected Spring 2008
<b>Total</b>	<b>2,326</b>	<b>4,663</b>
<b>Dollars Fundraised</b>	<b>\$8,248.50</b>	<b>\$13,832.50</b>

## Resources

*"I had not realized how much children love meeting mascots! The children participating in Monday Morning Magic all had their own unique story. It amazes me that something as simple as being Cleaver can makes you feel like you've made someone's life a little more special."*  
- Luke Wrubleski, Alberta 4-H Ambassador and "Cleaver" at K-Day's Monday Morning Magic



Alberta 4-H is proud to be the province's #1 youth organization.

With this distinction comes the responsibility of supporting the members and leaders who contribute to the program's success. Adequate, up-to-date and relevant resources are necessary as a means of ensuring the successful delivery and effective promotion of, as well as the contagious enthusiasm for, the 4-H program.

All supplies that are listed below are available for order through the Alberta 4-H Club Supply catalogue.

### Overview of 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

### Accessing 4-H Resources

We've made it easy for 4-H members and leaders to access the resources they need for successful club operations. Your access options include:

- Paper copies - Order with the Supply Catalogue via the Provincial 4-H Office.
- CDs - Many manuals and record books are now on CDs. Order through the Provincial 4-H Office.
- Web Site - You have access to 4-H resources 24 hours a day via the "Resources" link on the 4-H web site ([www.4h.ab.ca](http://www.4h.ab.ca)).

### Available 4-H Projects

A member's imagination is the only limit to the amount of 4-H projects available. The 4-H program does make materials available for the following project categories, with examples of the specific projects that members can enroll in:

- 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 – automotives, photography, computers and welding

# Communication

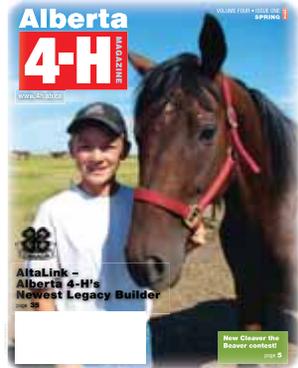


On account of there being nearly 400 clubs, more than 55 districts, over 6,600 members and close to 2,300 leaders, it's important for there to be a few constantly accessible sources of information that unite all of these various 4-H facets.

## 4-H Magazine

Want to know the latest on application deadlines, club happenings, provincial competitions and member and leader travel? Want to be entertained by fun facts, challenged by games and puzzles and versed in the latest Cleaver the Beaver competition? Want to flip through glossy pages of photos, be enlightened by 4-H Experts and be informed on all that is Alberta 4-H?

Look no further than the 4-H Magazine. Arriving three times a year in a mailbox near you.



## 4-H Magazine On-line Supplement

Due to the overwhelming (and very much appreciated) flood of article submissions, and on account of every member, club, district and region's activities and accomplishments being worth celebrating and noting, an on-line supplement of the 4-H Magazine has been added to the 4-H web site for your electronic reading pleasure. Visit the 4-H web site, www.4h.ab.ca, to get caught up.



## Alberta 4-H Web Site

Having undergone a facelift in February 2008, the Alberta 4-H web site (www.4h.ab.ca) acts as an excellent resource, 24 hours a day, seven days a week, on everything from locating a club to a calendar of events to program registration.

If you're yet to visit the virtual version of Alberta 4-H, it's time to hop on-line. If it's been a while since you've logged onto the web site, there's no time like the present!



### Most Popular 4-H Projects: 1997-2008

Project	97/98	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08	10 year change (%)	5 year change (%)	1 year change (%)
Beef	6305	6698	6775	6436	6279	5940	5934	5664	5259	5059	4958	(21)	(17)	(2)
Horse	2799	4206	4198	3727	3989	4209	4259	4261	3652	3282	3295	18	(22)	0
Canine	114	158	209	306	336	392	373	377	561	535	557	389	42	4
Sheep	287	383	546	502	523	473	439	354	409	397	392	37	(17)	(1)
Creative Options/ Leadership	210	278	246	201	231	201	307	351	217	258	315	50	57	22
Crafts	619	548	539	605	579	537	494	443	431	390	310	(50)	(42)	(21)
Foods	365	432	331	347	346	399	314	300	259	225	302	(17)	(24)	34
Environment	9	164	9	81	143	164	189	212	233	228	249	2667	118	9
Photography	83	103	115	91	146	111	114	75	115	97	187	125	68	93
Dairy	105	181	279	139	154	122	119	114	158	137	154	47	26	12
Clothing	363	295	340	328	285	256	226	198	141	115	153	(58)	(40)	33
Small Engine	214	271	233	230	275	250	246	337	272	198	144	(33)	(42)	(27)
Woodworking	155	176	203	186	198	154	173	172	195	144	122	(21)	6	(15)
<b>Total</b>	<b>11628</b>	<b>13893</b>	<b>14023</b>	<b>13179</b>	<b>13484</b>	<b>13208</b>	<b>13187</b>	<b>12858</b>	<b>11902</b>	<b>11065</b>	<b>11138</b>	<b>(4)</b>	<b>(16)</b>	<b>1</b>
<b>Total Project Enrolment</b>	<b>12343</b>	<b>14390</b>	<b>14650</b>	<b>13822</b>	<b>13975</b>	<b>13761</b>	<b>13713</b>	<b>13463</b>	<b>12508</b>	<b>11652</b>	<b>11890</b>	<b>(4)</b>	<b>(14)</b>	<b>2</b>
<b>% of Total Project Enrolment</b>	<b>94</b>	<b>97</b>	<b>96</b>	<b>95</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>96</b>	<b>95</b>	<b>95</b>	<b>95</b>	<b>1</b>	<b>(1)</b>	<b>0</b>

### Membership Statistics: 1996-2007

	97/98	98/99	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08	10 year change (%)	5 year change (%)	1 year change (%)
Members	8535	8704	8610	8590	8581	8179	8018	7791	7108	6717	6688	(22)	(18)	(0)
Tenure (years in 4-H)	3.13	3.22	3.26	3.3	3.35	3.44	3.47	3.55	3.64	3.59	3.48	11	1	(3)
Leaders	2886	3013	2966	2802	2627	2609	2524	2521	2406	2386	2297	(20)	(12)	(4)
Tenure (years in 4-H)	4.4	4.4	4.5	4.7	4.8	4.9	4.9	4.9	4.9	4.9	4.9	8	0	0
Clubs	451	456	464	454	454	442	423	422	409	398	399	(12)	(10)	0

## Contact Us *(as of October 1, 2008)*

Questions regarding registration, fundraising, resources, programming, marketing, sponsorship . . . anything, really, to do with the 4-H organization? Feel free to peruse the contact list for the Alberta 4-H Branch, Alberta 4-H Council and the 4-H Foundation of Alberta, which has been supplied below. Call any Branch staff toll free by dialing 310-0000, and then follow the voice prompts.

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### **2008 Board of Directors**

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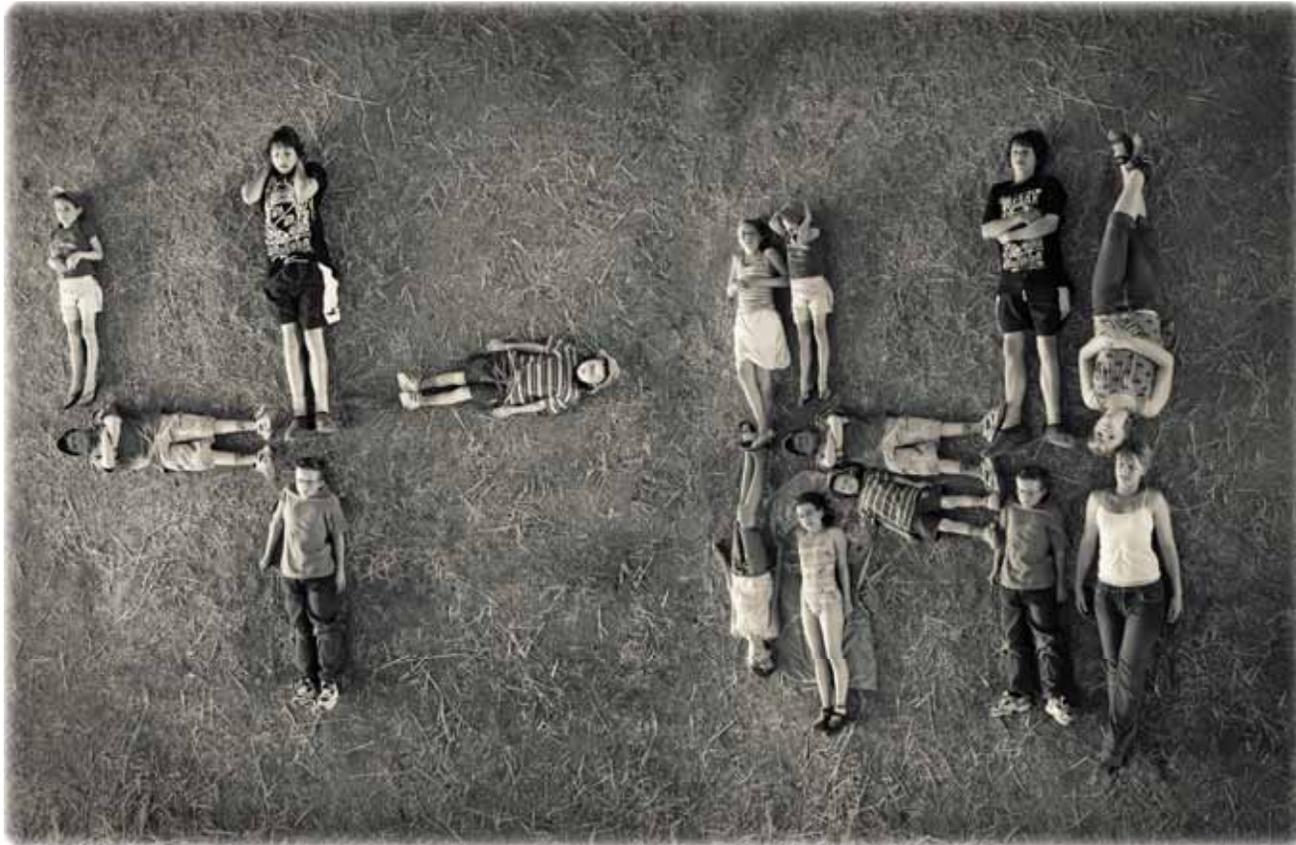
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### **Ex-Officio Members of the Board**

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CEO - Bruce Banks - Westrose



[www.4h.ab.ca](http://www.4h.ab.ca)

Alberta