

## 4-H Supporters Receive Awards at 2007 Roundup

Every year at State 4-H Roundup, individuals and organizations are recognized as State 4-H Partners.

“The state 4-H program recognizes a number of individuals and organizations that have contributed in significant ways to support the statewide 4-H Youth Development Program,” said Jim Rutledge, executive director of the Oklahoma 4-H Foundation.

At the 2007 Roundup, five individuals and families, and two organizations were recognized for their support of Oklahoma 4-H.

The children of Harold and Edith Shaw established an endowment for the 4-H achievement scholarship to honor their parents.

Terry Shaw, Gwen Shaw and Dixie Shaw Thomas were all 4-H award winners as youth.

Gwen Shaw currently serves as one of three volunteer advisers for the state 4-H ambassadors. She and Thomas are also members of the 4-H Foundation board of directors.

The McKown family was acknowledged for their many contributions to the Oklahoma 4-H program.

Gene and Judy McKown were recognized for their sponsorship of the 4-H Citizenship project scholarship.

“The McKown’s have a long and distinguished history with 4-H,” Rutledge said.

The two met at the 1962 National 4-H Congress, where they were both delegates. Gene McKown also served as state vice president and was a national scholarship winner. Judy McKown was a Key Club member and has served as

president of the state volunteer leader organization.

Vernon and Ronda McKown, who were both active 4-H members, established an endowment for the advanced achievement scholarship.

As youth, both were delegates to National 4-H Congress. Ronda Chapman McKown was the national achievement winner in 1985. Vernon McKown was state 4-H president in 1986 and hall of fame winner in 1987.

“These two families have been tremendous supporters of 4-H at the local and state levels for many years,” Rutledge said.

The Hesser family was also made a state 4-H partner for its dedication to 4-H. Ron Hesser of Poteau and Darlene Hesser Lewis of Edmond started a fund to honor their parents, Jay and Janie Hesser.

Other family members, including Jay Hesser and his wife Beverly Lovell Hesser contributed funds over the last three years to create the small animal project scholarship endowment.

“The Hesser’s scholarship fund seems to be a natural extension of the many years Jay Hesser and his family were involved in 4-H and Extension,” Rutledge said.

*Continued on page 7*



*Judy and Gene McKown (above) and Ronda and Vernon McKown (pictured below with Charles Cox, Assistant Director for 4-H) receive state 4-H partner awards at the 2007 roundup.*



# Quick Notes

*from the president*



*Shannon Ferrell*

## The 4-H Foundation Update

published by  
The Oklahoma 4-H Foundation  
205 4-H Youth Development Bldg.  
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Jim Rutledge,  
Executive Director

Written and edited by  
Kellie Strawn, Coordinator of Special  
Programs and Promotions

This newsletter is published twice a  
year for 4-H Foundation supporters  
and Oklahoma 4-H alumni.

Issued July 2007

Ordinarily, summer is considered a time to relax. Many kids will lounge by the pool to splash around or soak up some sunshine, head down to a pond and go fishing, grab a sleeping bag and go camping, or head out on vacation to take in the sights. Others will plop down on the couch and watch TV. After a few laughs, and maybe a few yawns, the summer is over, and its back to school.

All of this may be the case for a lot of youth during the summer who are just looking to pass the days. For our Oklahoma 4-H members, though, summertime usually means they are at full throttle, taking advantage of all the opportunities for leadership and service our programs have to offer. If you see a 4-H member at a pool, they're probably teaching a water safety and first-aid workshop. If you see them at the pond, they are probably collecting samples for a wildlife project. When they're at a campground, they're usually leading a teambuilding exercise for their county camp. And when they're on "vacation," they're on their way to

a conference where they'll spend several sleepless days and nights learning about leadership and communications or devising initiatives for the coming year's programs. Should you manage the rare sight of seeing a 4-H'er on a couch, they're probably just catching their breath until they're off to the next activity.

That is why I am so proud of our Oklahoma 4-H program and its members. Our youth view "time off" as time they can use to serve our communities, and grow themselves in the process. That's why I support Oklahoma 4-H with my donations and time - because 4-H helps our youth turn each day into an opportunity to make the best better. So, if you get any free time this summer, take a day to attempt keeping up with a 4-H member, and just see where the day takes you.

With warmest regards,  
Shannon L. Ferrell  
President, Board of Directors  
Oklahoma 4-H Foundation, Inc.

## 4-H Youth Contribute to Communities

The 270 youth who completed project record books or scholarship applications for 2006 have:

- ✿ Presented almost 14,000 talks, illustrated presentation and demonstrations
- ✿ Organized or conducted 20,000 workshops
- ✿ Conducted nearly 27,000 community service projects
- ✿ Spent almost 300,000 hours teaching and serving their communities
- ✿ Reached more than 12 million youth and adults as a part of their project work

# Quick Notes

*from the director*

It's been several years since we did a summer update. It's a great time for us to look back at all the spring activities and forward to all the summer and fall activities. This year we are very pleased that several of our board members and donors were recognized as State 4-H Alumni or Partner Award winners. Please see the other articles about what these fine folks have been doing to deserve this recognition and congratulate them when you see them.

I want to use this opportunity to once again remind everyone that we have created the 4-H Heritage Society as a way to recognize those individuals that have included the 4-H Foundation in their estate plans. If you have included 4-H in your estate plan or if you would like more information about how to do that, please give me a call.

We continue to work toward the beginning of the 4-H Centennial Celebration which will kick off during the

2008 State 4-H Roundup in Stillwater. We are still organizing committees and thinking about projects that would be appropriate for centennial functions. If you would like to help plan an event, host a small alumni group in your area, or serve on one of the centennial committees, please let us know.

We believe 4-H is **STILL** the best youth and community development program in the state. One look at our recent award winners shows that 4-H members learn to give back to their communities and that they continue to do that in meaningful ways when they become adults. As we prepare to celebrate our centennial it is more important than ever for us to tell that story. Please help us tell that story in as many ways as possible over the next two years.



*Jim Rutledge*

Jim Rutledge, Executive Director

## Support Oklahoma 4-H at the Clover Classic

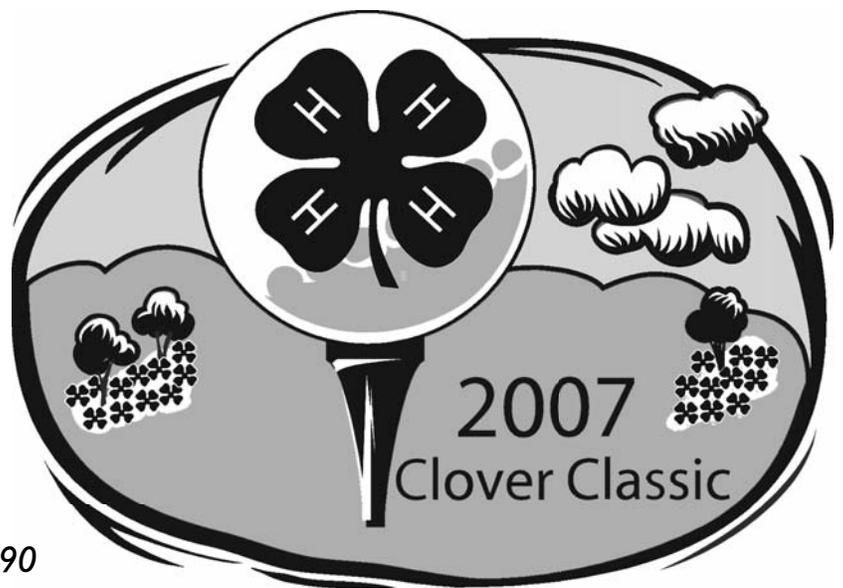
Spend a day on the golf course to benefit the Oklahoma 4-H Foundation and 4-H'ers throughout the state.

*October 8, 2007*

*Oak Tree Golf Club, Edmond*

*Registration deadline: Oct. 1*

Gold Sponsor	\$1200
Team (4 players)	\$1000
Hole Sponsor	\$300
Individual	\$250



*for more information call 405-744-5390*



Muskogee County 4-H'ers won the 4-H Farm Electrification Contest at the 1947 Oklahoma State Fair in Oklahoma City.



Oklahoma's six national Club Congress.

# Centennial Celebration: The Evolution of Ok

The centennial moment series was started in the fall 2006 issue of the foundation newsletter and will recap the history of Oklahoma 4-H from the beginning of Extension work in the early 1900s to the present.

The series, which is broken up into 20-year periods, will help tell the story of Oklahoma 4-H as it nears its one hundredth anniversary.

## Oklahoma 4-H 1930-1949

By 1930 national 4-H enrollment reached 822,714 and there were 85,344 volunteer leaders nationwide.

Enrollment steadily increased in the 1930s and in 1936 it reached 1,145,508 youth according to Franklin M. Reck.

In Oklahoma, B.A. Pratt, state club agent at the time, encouraged community clubs and noted an increase in the number of meetings in schools.

He wrote that all 77 counties were involved in 4-H Youth Development by 1937 and there were 2,200 clubs holding monthly meetings across the state.

Pratt also noted that, in 1937, Oklahoma offered 26 project areas and activities to more than 50,000 4-H'ers.

In his notes for a 4-H club coaches' conference in 1934, Pratt emphasized the importance of club members doing the work and feeling ownership of their projects. He also talked to coaches about encouraging youth to start savings accounts for college or their own farms with 4-H project earnings.

Pratt said 4-H'ers should strive for the best project, and use better practices, such as spraying vegetables for insect control.

Oklahoma club members represented the state in various national contests in the '30s and boasted the national champion baking judging team in 1931; national champions in canning achievement in '31, '33 and '34; the national champion dairy judging team four years in a row; and the 1936 national champion poultry team.

As Oklahoma 4-H made its mark at the national level, enrollment contin-

ued to increase and changes took place at the state level as well.

In 1938, the 4-H Clubs and Student Activities Building, now known as Gallagher-Iba Arena, was dedicated on the campus of Oklahoma A&M College. The building was intended to house the State 4-H Roundup, which was formerly held in large tents on campus, along with college athletics and other campus activities.

At the end of the 1930s, as the nation got involved in the Second World War, 4-H'ers across the county responded to President Roosevelt's call for youth to help support the troops. He wrote a letter "To all 4-H club members of the United States" on Feb. 3, 1944, which challenged "rural boys and girls everywhere ... to respond to the roll call of 4-H Mobilization Week."

According to Reck, President Roosevelt said, "Let your head, heart, hands and health truly be dedicated to your country, which needs them now as never before."



Final winners give a live broadcast from the Stevens Hotel in Chicago during the 1946 National 4-H



Above: Movis and Margaret Pace, Sequoyah County 4-H members, won their demonstration division at the 1933 State 4-H Roundup at Oklahoma A&M College.

Below: A group of 4-H boys and girls flew to Stillwater from Ottawa County to attend State 4-H Roundup, which was held at Oklahoma A&M College.

\*All photos from 4-H, Collection #1986-006, Special Collections and University Archives, Oklahoma State University Libraries.

## Oklahoma 4-H 1909 To 2009

In response to this call to action, the Extension service started the "feed a fighter" campaign, which challenged youth to produce food not only for the United States, but also the troops of the other Allied countries.

It was estimated that 4-H boys and girls "produced or preserved enough food to care for a million fighting men for three years," according to Reck.

The 1940s brought change to the United States and consequently to the 4-H Youth Development Program. As Oklahoma

4-H prepared to enter the next decade, efforts were made to reach the growing population of urban youth through special interest programs and new project areas.





*Charles Cox, assistant director for 4-H, presents the outstanding alumni award to Beverly Chapman at the 2007 State 4-H Roundup.*



*Charles Cox, assistant director for 4-H, presents the outstanding alumni award to Rodd Moesel at the 2007 State 4-H Roundup.*

## Oklahoma 4-H Recognizes Outstanding Alumni

The 4-H Youth Development program works to teach youth leadership, citizenship and life skills they will use throughout their lives. Each year, the Oklahoma 4-H program recognizes outstanding alumni who have applied the skills they learned through 4-H in their adult lives.

"This year two individuals were recognized as outstanding 4-H alumni for the ways they have taken the values of the 4-H program and exemplified them throughout their lives," said Jim Rutledge, Oklahoma 4-H Foundation executive director.

The first award recipient was Beverly Chapman of Calvin, Okla.

Chapman was a 4-H member in Stuart, Okla. and focused on the sewing and fashion projects. Since her days as a 4-H'er, she has served more than 30 years as a 4-H volunteer in Calvin.

Chapman has been recognized as the state 4-H leader of the year and has served on the 4-H foundation board of directors for five years. The 2006-2007 state 4-H president was also one of Chapman's 4-H'ers.

Chapman's two daughters, Ronda and Kristi, have also seen success in 4-H. Both were selected as state achievement winners and Ronda was a national achievement winner.

She and her husband, Jack Chapman, are regular supporters of foundation projects and are members of the 4-H Circle of Champions, a group of supporters committed to giving \$1,000 in unrestricted funds each year.

"Beverly Chapman was a good 4-H member, but she has been an exceptional 4-H leader and role model for so many young people that the value of her lifetime contribution to 4-H is incalculable," Rutledge said.

The second outstanding alumni award was presented to Rodd Moesel of Oklahoma City who currently serves as president of American Plant Products, a wholesale nursery supplier based in Oklahoma City.

"As a 4-H member, Moesel won most of the awards you can win," Rutledge said.

Moesel has made a career in the horticulture industry and was recog-

nized with this award for his business accomplishments and outstanding service to 4-H and his community.

As a youth, Moesel was a member of Key Club and a state hall of fame winner. He also represented Oklahoma as a delegate to National 4-H Congress and won a national 4-H scholarship. Moesel served as state 4-H vice president in 1972.

He has traveled internationally to Spain, Turkey, Ukraine, Germany, Netherlands and other countries, and is currently president of the North American Horticulture Supply Association.

Moesel continued his involvement with Oklahoma 4-H and is vice president of the Oklahoma 4-H Foundation. He has also been a member of other civic and educational groups including the Division of Agricultural Sciences and Natural Resources advisory committee at Oklahoma State University.

"The skills Rodd learned in 4-H have made him very popular as a leader in a number roles," Rutledge said. "We're proud to add him to our alumni award list."



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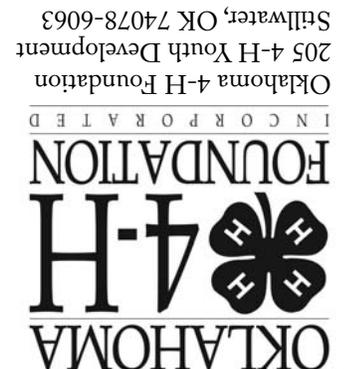
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