

Alberta 4-H

Annual Report for the Club Year 2009-10

October 1, 2009 - September 30, 2010



**Government
of Alberta ■**

Table of Contents

1	Alberta 4-H Family
2	Partners - Alberta 4-H Branch
3	Alberta 4-H Program Financial Summary
4	Partners - Alberta 4-H Council
5	Alberta 4-H Council Financial Summary
6	Partners - 4-H Foundation of Alberta
7	4-H Foundation of Alberta Financial Summary
9	Partners - Sponsors
16	Regional Events
21	Member Programs
26	Member Awards
30	Member Travel
32	Leader Programs
33	Leader Awards
34	Leader Travel
35	Special Initiatives
36	Resources
39	Communication
40	Trends in Enrolment
41	Contact Us



Alberta 4-H Family

Motto

"Learn to do by doing"

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.

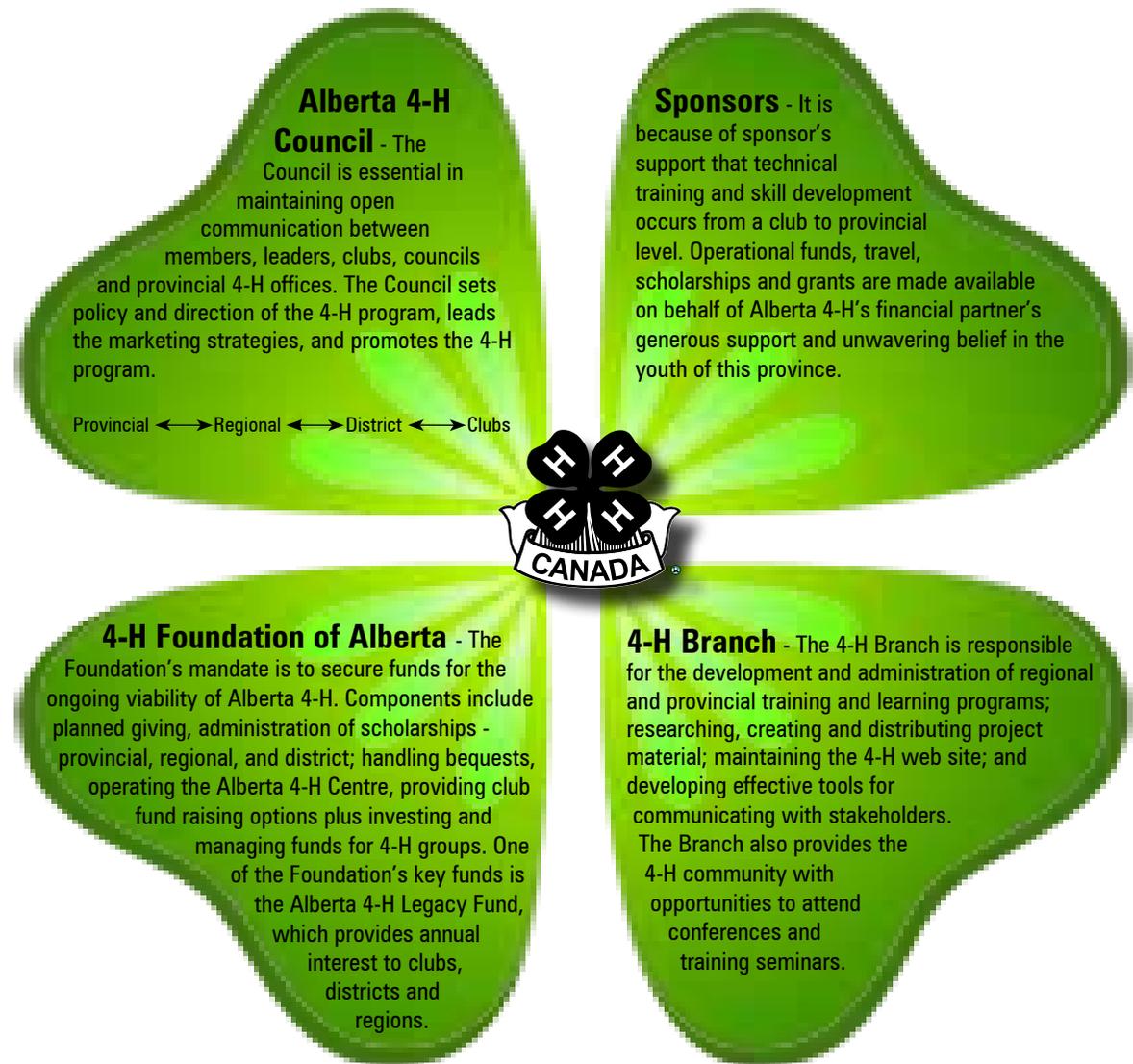
Vision

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

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



4-H and Agriculture Education Branch

There is a binder in my office that contains hundreds of "Thank-you" notes. For me, this binder continually affirms that the dynamic young people who make up our organization are supported by great leadership and incredible programming every day of their member involvement; it proves that our Alberta 4-H program is making a significant impact on the young people and adults of this great province, and beyond.

The 4-H club is described as a "home away from home where we bond as an effective team." Members and leaders have the opportunity to grow together in developing lifelong skills; the club forms positive adult-youth relationships that strengthen personal values and provide mentoring and role modeling experiences. Our clubs are providing opportunities for youth to grow in positive ways through project-based educational experiences that connect them with caring adults. To every leader, volunteer and senior member who takes on a leadership role - I salute and thank-you for your dedication and support.

Our councils are also providing unique learning opportunities for youth and adults. They continue to work with leaders and members to provide "hands-on learning and communication skills, leadership, management and fun activities" to encourage friendship and learning. The volunteers who spend

countless hours planning activities, facilitating events, and providing opportunities for the continual growth and development of our youth are the strength of the 4-H program. Your continued support and enthusiasm will ensure that 4-H remains strong across Alberta.

Over the past year, Alberta 4-H conducted a review for member attraction and retention. Not surprising, the social aspects of 4-H rated as one of the highest motivators for staying in 4-H. Members participating in programs beyond the club maintained a tenure that was 80 per cent greater than non-participants. Our provincial and regional programs are focused on the reality that youth and adults are an incredible resource to be developed for our future. These programs allow our participants to "re-connect with old friends," participate in "exciting things," acquire "experiences that will last forever," attend "outstanding workshops" and take advantage of "great learning experiences." The volunteers and staff who work together to make these programs possible are valued assets to our organization. Without their teamwork and dedication, these validating outcomes would not be possible - my hat goes off to all of you!

Behind the scenes, we also have dynamic teams developing and delivering amazing resources and products. These groups of individuals are the unsung

heroes of our program, working behind the scenes to ensure that the resources are up to date, appealing to members, and provide the support needed for clubs and councils. Project material, policies, electronic updates, the *Alberta 4-H Magazine*, and the list goes on. As we move forward to yet another exciting year, we will continue to see and use these amazing resources and updated technology, which will provide new learning and new opportunities for everyone.

Thank you for another amazing 4-H year, and all the best in the upcoming year!



Marguerite Stark
Head
4-H and Agriculture Education Branch



Alberta 4-H Program Financial Summary

Fiscal year ending March 31, 2010

Revenue

	2009-10	%	2008-09	%
Member Fees	\$265,480	8%	\$268,340	7%
Program Fees	\$193,740	6%	\$198,250	5%
Sponsor Support	\$411,473	12%	\$606,562	17%
Federal Government Support	\$41,821	1%	\$41,591	1%
Sponsor Support to Clubs, Councils and Members	\$1,143,190	33%	\$1,064,710	29%
Provincial Government - 4-H Branch Support	\$1,356,043	40%	\$1,486,107	41%
	\$3,411,747	100%	\$3,665,560	100%

Expenses

	2009-10	%	2008-09	%
Provincial Leader Training	\$184,976	5.4%	\$256,917	7.0%
Provincial Member Programs	\$490,178	14.4%	\$544,593	15.0%
Project Development and Supplies	\$237,360	7.0%	\$313,233	8.0%
Sponsor Support to Clubs, Councils and Members	\$1,143,190	33.5%	\$1,064,710	29.0%
Provincial Programming - Staffing, Infrastructure	\$724,927.89	21.2%	\$916,923	25.0%
Regional Programming - Staffing and Support	\$631,115.11	18.5%	\$569,184	16.0%
	\$3,411,747	100%	\$3,665,560	100%



Alberta 4-H Council

Looking back over the past year, I have seen our 4-H Council grow. With new members coming onboard, we get new ideas and fresh thinking, which is something that we, as Alberta 4-H Council, always strive for.

It has only been six months since I have stepped into the position of Alberta 4-H Council President, but in that short period of time, there has been a lot happening. We have taken great steps forward with Council over the past few years and we are working hard to maintain our forward thinking.

We had a Council meeting at the end of July, which included a highway clean-up along Highway 13; thanks goes out to members of the Council, Branch and Foundation who took the time to help out with this.

In the fall of 2009, the Council applied for and received funding for a member retention and recruitment survey; thank-you to everyone who participated. We were pleased with the results of the survey, with one of the main findings to come from the survey being that Alberta 4-H needs to focus on involving families as a whole. This has given our former Marketing Advisory Committee, now the Marketing Action Committee

(MAC), some direction; they are looking forward to taking the results of this survey and creating some tools for clubs to use.

We were delighted to hear there is interest in creating a Sheep Advisory Committee; Council supported this idea wholeheartedly, and this committee will be formed in the upcoming year. If there are any leaders or parents interested in being a regional representative on this committee, please contact your Regional Specialist.

The Cleaver Kids Pilot Project is underway for its second year. We were so pleased with the number of clubs that took part in the pilot last year, and impressed with the creative ways that the underage youth were included in the clubs, fostering a sense of belonging. Every club involved with the pilot gave us valuable information at the end of the year, which has been, and will continue to be used by Council to create new guidelines for the pilot. If you are interested in participating in this pilot, the guidelines and expectations are available through your Regional 4-H Council representatives.

Leader Screening will be again handled by the Council, and for the 2010-2011 year, we are working very hard

to improve our screening process. Please note that without exception, leaders have to be screened by December 15.

The Council continues to concentrate on the upkeep and relevance of policies, updating one-third of the Alberta 4-H policies each year, making recommendations and facilitating changes where required.

I hope that everyone has a wonderful 4-H year and remember, you will get out of 4-H what you put into it!



Stacy Price
President
Alberta 4-H Council



Alberta 4-H Council Financial Summary

Operations for the year ended March 31

Revenue	2009-10	2008-09
Regional Dues	\$65,640	\$66,890
Alumni Dues	\$285	\$135
Operations Grant	\$30,790	\$0
Pins	\$0	\$30
Apparel Revenue	\$64	\$224
Clever Kids Pilot Registration	\$330	\$0
Interest	\$21	\$1,065
	\$97,130	\$68,344

Fund Balances for the Fiscal Year Ending March 31

	2009-10	2008-09
Net Assets	\$70,022	\$47,662
Casino Fund	\$356	\$356
Contingency and Reserve Fund	\$30,000	\$30,000
	\$100,378	\$78,018

Expenses	2009-10	2008-09
Accounting expense	\$357	\$325
Alberta Leaders' Conference	\$1,370	\$1,670
Apparel Expense	\$1,986	\$188
Canadian 4-H Council Meeting Expense	\$1,774	\$1,986
Canadian 4-H Council Membership Expense	\$575	\$575
Canadian 4-H Council Sponsorship	\$250	\$0
Equipment Expense	\$748	\$0
Gifts	\$125	\$0
Golden Clover Award Expense	\$629	\$235
Grant Disbursements	\$30,790	\$0
Insurance - General Liability	\$8,249	\$7,699
Insurance - Accident	\$6,488	\$6,594
Insurance - D&O Liability	\$1,000	\$1,000
Leader Screening	\$264	\$4,700
Marketing Action Committee Expenses	\$6,752	\$5,552
Ontario Leaders' Conference	\$359	\$526
Telephone and Conference Call Expense	\$400	\$0
Travel - Alberta 4-H Council	\$12,654	\$10,339
Transfer to Contingency	\$0	\$15,000
	\$74,770	\$54,206
Excess of Revenues over Expenses	\$22,360	\$14,138



4-H Foundation of Alberta

4-H is a very unique program that provides opportunities for youth, adults, corporations and donors. We are very fortunate in this province to have a commitment from each of our 4-H partners - 4-H Branch and Alberta 4-H Council.

During the past year we bid farewell to Rosemarie Enslin and Anita Mappin. Rosemarie, for three years, contributed her knowledge, enthusiasm and energy to 4-H. Anita, on our board as the past President of Alberta 4-H Council, served as an excellent communication resource between Council and Foundation.

Two new directors were recently welcomed - Arron Madson and Sherry Howey. Arron is a familiar face to most 4-Hers in the Calgary Region, where he is a member of the Calgary Stampede 4-H on Parade committee. Professionally, Arron is President of AgCall, a consulting firm to many corporations providing goods and services to rural North America. Sherry joins our board as Past President of Alberta 4-H Council and we look forward to her contributions over the next two years.

In January 2010, the first scholarships from the Hansen-Ness Memorial Estate were awarded. Ten scholarships, valued at \$2,000 each, were awarded to rural Alberta farm residents leaving home in order to pursue post-secondary educational opportunities.

Cenovus Energy Inc., a new Alberta Company, was welcomed as a Legacy Builder sponsor in 2010. Although a significant portion of Cenovus' support will be dedicated to environmental awareness, including

assistance to Alberta 4-H clubs that are active in the various recycling programs, Cenovus will provide support to People Developing People (PDP) and summer camping programs.

We also welcomed four new Alberta 4-H partners in 2010, Dow Chemical Canada, MEGlobal, Northlands Park and Servus Credit Union. Dow Chemical and MEGlobal provide support to the People Developing People (PDP) programs and four Regional Councils - West Central, East Central, Northeast and Northwest. Northlands will continue to support the Northwest Region with support provided at the provincial level for Online Horse Bowl, Senior Members Conference and Alberta 4-H Magazine advertising. Servus Credit Union will be providing support for the project leader workshops and Alberta 4-H Magazine, as well as support directly to 4-H clubs. Additionally we have support for clubs in Alberta and British Columbia's Peace region from Prairie Coast Equipment - John Deer dealer, who have numerous locations in northern Alberta and British Columbia.

The Rural Roots Run Deep Fundraising Project with Gord Bamford was launched in January 2010 with a warm response. Canadian Country Music Artist and Alberta 4-H Alumni, Gord Bamford, teamed up with 4-H across Canada to present a unique opportunity for 4-H clubs. Within this opportunity 4-H clubs are able to sell Gord Bamford's *Honkytonks and Heartaches* CD and a newly released CD in 2010 called *Day Job* as a fundraiser to assist in meeting the financial needs and reaching the goals set by 4-H clubs. The *Day Job* CD showcases the 4-H logo. This fundraising initiative is

being co-ordinated for provinces across Canada by the 4-H Foundation of Alberta. During the past year Gord has attended many 4-H events in various locations across Canada.

We would also like to thank all the existing corporations and donors who continued their contributions to our program in 2009-10. Alberta 4-H would be significantly different without the generosity of our supporters.

With the enduring commitment of over 2,400 volunteers, the Alberta 4-H program continues to remain strong and viable across our province. Thank you to each of the volunteers who provide their time, skills, and expertise, which help to ensure exceptional outcomes for our 4-H youth. These contributions are the cornerstone of Alberta 4-H, and enable our program to provide opportunities for youth to cultivate personal skills and abilities that will help them to develop into leaders of tomorrow.



Maryanne Sandberg
Chair
Board of Directors



Bruce Banks
Chief Executive
Officer



4-H Foundation of Alberta Financial Summary

Operations for the year ending December 31

Revenue	2009	2008
Administration Fees	\$605,967	\$394,014
Cookbook Sales	\$16,004	\$28,272
Donations	\$33,731	\$77,735
Facility Rentals	\$284,955	\$257,959
Investment Income	\$478	\$5,869
Grants	\$10,207	\$1,008
Souvenir Sales	\$46,474	\$44,382
Summer Staff Program Support	\$101,711	\$146,959
	\$1,099,527	\$956,198



Expenses	2009	2008
Administration fee expense	\$56,901	\$61,897
Advertising and promotion	\$2,850	\$423
Cookbook cost of sales	\$13,699	\$22,850
Credit card transaction charges	\$4,459	\$6,517
Director travel and expense	\$7,917	\$6,522
Food supplies	\$64,055	\$68,547
Insurance	\$17,267	\$17,664
Maintenance and repairs	\$41,159	\$29,853
Mileage and travel	\$44,823	\$27,349
Office expense	\$18,724	\$10,048
Professional fees	\$5,850	\$5,750
Shipping expense	\$3,525	\$2,903
Souvenir cost of sales	\$35,499	\$32,372
Summer Staff wages and associated costs	\$101,711	\$146,959
Telephone and utilities	\$37,225	\$37,781
Wages and associated costs	\$582,298	\$451,765
	\$1,037,962	\$929,200
Excess of Revenues over Expenses	\$61,565	\$26,998

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Fund Balances for the Fiscal Year Ending December 31

	2009	2008
General Operating Fund	\$54,113	\$12,400
Contingency and Reserve Fund	\$130,000	\$130,000
4-H Foundation Casino Fund	\$42,403	\$7,938
4-H Foundation Raffle Fund	\$237	\$237
Property and Equipment Fund	\$1,100,119	\$1,154,451
	\$1,326,872	\$1,305,026

Restricted Funds

Alberta 4-H Scholarship Fund	\$1,002,588	\$892,590
Alberta 4-H Legacy Fund	\$499,338	\$354,234
Elmer & Ona Hansen Memorial Fund	\$2,121,390	\$1,848,786
Growing Alberta Fund	\$302,737	\$0
Leaders in Agriculture Award	\$197,912	\$204,526
	\$4,123,965	\$3,300,136

Trust Funds

Agriculture for Life	\$70,087	\$0
Alberta 4-H Council General Fund	\$122,340	\$102,752
Alberta 4-H Council Casino Fund	\$356	\$355
Alberta 4-H Program Trust	\$509,070	\$672,590
Alberta 4-H Sponsor Trust	\$646,063	\$407,688
Alberta 4-H Provincial Committees Fund	\$13,819	\$31,112
Alberta 4-H Alumni Fund	\$462	\$462
Alberta 4-H Magazine Fund	\$56,232	\$47,444
Healy Estate Trust Fund	\$702,151	\$667,827
	\$2,120,580	\$1,930,230
	\$7,571,417	\$6,535,392



Growing Alberta Fund

In early 2009, the Growing Alberta board of directors made a decision to cease operations. The 4-H Foundation of Alberta was approached to see if there was interest in taking over the assets of Growing Alberta, which in fact did happen. The assets included \$300,000 in cash with interest generated to be directed toward scholarships for students in Alberta agriculture programs, and to support groups hosting a Farm Safety initiative. The rights to the Growing Alberta name and logo, plus the option to continue with Harvest Gala were also received.



Agriculture for Life

The Agriculture for Life initiative was created to provide sustainable funding and programs for farm safety and agricultural education. The role of the 4-H Foundation of Alberta is to administer funds of the group and assist with the development of a long term business plan.



Sponsors

Alberta 4-H recognizes the tremendous impact sponsors have on 4-H's ability to deliver a quality product. In addition to financial support, many of our sponsors raise the community profile of 4-H by displaying and promoting the 4-H logo.

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

For more information on 4-H partnerships, please contact:

Pauline Copithorne
Corporate Partnership Coordinator
 4-H Foundation of Alberta
 direct: 587-999-2240
 office: 780-682-2153
 Toll Free: 1-877-682-2153
 copithorne@4hab.com

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

Alberta 4-H would like to recognize the efforts of the **Canadian 4-H Foundation** in securing funding from the following organizations on our behalf:

- Agriculture and Agri-Food Canada
- Agrium
- Farm Credit Canada
- RBC Foundation
- Sears Canada
- TD Canada Trust
- Bayer CropScience
- Ketchum Manufacturing
- Merial Canada
- Syngenta Crop Protection Canada
- The Co-operators



Sponsor Support to Alberta 4-H

Fiscal year ending March 31

	2009-10	%	2008-09	%
Sponsorship of Provincial Programs or Projects	\$411,473	14%	\$606,562	20%
Sponsorship to Regions, Districts, Clubs or Members	\$1,143,190	39%	\$1,064,710	33%
Federal Government 4-H Program Support	\$41,821	1%	\$41,591	1%
Government of Alberta; 4-H Branch - Program Support	\$1,356,043	46%	\$1,486,107	46%
	\$2,952,527	100%	\$3,198,970	100%



Sponsor Recognition Levels

Legacy Builders

75,000+ in annual Cash and in kind contributions

Alberta 4-H Legacy Builders are involved at all levels of our program; club, district, regional and provincial. As members of Alberta 4-H's highest sponsor level, Legacy Builders contribute staff time, company resources and funding to support Alberta 4-H.



4-H Enhancers

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

Enhancers 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 second highest sponsor level, Enhancers contribute staff time, company resources and funding to support Alberta 4-H.



Sponsor Recognition Levels

Champions

\$10,000 - \$39,999 in annual cash and in kind 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 funding to Alberta 4-H.



Advocates

\$2,500 - \$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.

- 4-H Foundation of Alberta
- Calgary Police Service
- Columbia Awards
- Federated Co-operatives Limited
- Grande Prairie Regional College
- Grattridge Family 4-H Scholarship
- Jerry & Margaret Hall 4-H Scholarship
- John M. Romanchuk Memorial Scholarship
- Livestock Identification Services
- Olds Agricultural Society
- RBC Foundation
- Robert Huff 4-H Scholarship
- Sears Canada
- Servus Credit Union
- TD Canada Trust
- Viterra
- West Central 4-H Region
- Westerner Exposition Assoc.



Sponsor Recognition Levels

Supporters

Up to \$2,499 in annual contributions

Supporters are involved at a provincial level. Supporters contribute direct cash support to Alberta 4-H programming, scholarships or *Alberta 4-H Magazine* advertising.

A & E Cappelle LN Herefords	East Central 4-H Region Scholarship	Mennonite Mutual Insurance Co.	Talbot Marketing
Alberta Dairy Industry	Edith Taylor Memorial Scholarship	Merical Canada Inc.	The Co-operators
Alberta Equestrian Federation	ExxonMobil Canada Scholarship	Minburn Wild Rose Scholarship	Thomas Caryk Memorial Scholarship
Alberta Holstein Association	George Pimm Memorial Scholarship	New Horizon Co-op Scholarship	Tony Lefebvre Memorial Scholarship
Alberta Milk Producers	Glen Bodell Memorial Scholarship	Nicki Wrubleski Memorial Scholarship	Tronia Systems 4-H Scholarship
American Youth Horse Council	Grande Prairie and District 4-H Council	Norm Withers Memorial 4-H Scholarship	Woodgrove Unifarm Local Scholarship
Andy Little Memorial Scholarship	Greg McCoy Memorial Scholarship	Northern Alberta Youth Entrepreneurship Camp	Vermilion River 4-H District
Bayer CropScience	Growing Alberta Fund	Peace Regional 4-H Scholarship	Walter Lipkewich Memorial Scholarship
Bill Janssen Memorial 4-H Scholarship	Irene Leavitt Memorial Scholarship	Pennington Memorial Scholarship	Western Producer 4-H Scholarship
Canadian Imperial Bank of Commerce	Jaron Arntzen Memorial 4-H Scholarship	Ralph Cossey Memorial Scholarship	Wetaskiwin District 4-H Scholarship
Canadian Wheat Board Scholarship	Ken Edgerton Memorial Scholarship	Robert Sherwood Memorial Scholarship	Wetaskiwin District 4-H Memorial Scholarship
Cindy Gray Memorial Scholarship	Ketchum Manufacturing Inc.	Rod Andrews Memorial Scholarship	Wheat Board Money Trust Fund Scholarship
Cole Lawrence Memorial 4-H Scholarship	Lethbridge College	Shirley Story Trimble Memorial Scholarship	World Professional Chuckwagon Association
Dixon Shield Memorial Scholarship	Marilyn Sue Lloyd Memorial Scholarship	Syngenta Crop Protection Canada	
Earl Christopherson Memorial Scholarship	Meadowbrook Greenhouses		

4-H Foundation of Alberta 2009 Donations (Jan 1 - Dec 31)

In Memory Donations - Austin Arntzen; Jaron Arntzen; Lionel Bird; Robert Burns; Elwyn Grattidge; George Hobbs; Carl Jennings; Jennifer Lavigne; Ralph Maull; Keith McLean; Scott Rairdan; Dorothy Rigney

Alberta 4-H Centre Facility - Calgary Region 4-H Council; Greg Hawkwood; M & M Refrigeration; Northeast Region 4-H Council; Northwest Region 4-H Council

Legacy Fund - ADFarm on behalf of Bayer CropScience; Alberta Chamber Resources on behalf of Premier Ed Stelmach; Alberta Federation of REAS Ltd.; AltaLink on behalf of Ian McKay; Bergen 4-H Club; Canadian Association of Petroleum Landmen; Champion Auctions; Rosemarie Enslin; Mike Graham and Encana Cares; Hudson LLP; Jumping Pound 4-H Club; Killam 4-H Lighthorse; Milo and District Agricultural Society; Olson Silver Co.; Ponoka 4-H Volunteers at UFA Centennial Event; Maryanne Sandberg; Jim Sattler through United Way of Alberta; STRY Rural Electrification Association Ltd.; Surface Rights Association - Westeros District; Don Swysten and Encana Cares; Jason Verheast and Encana Cares; Wainwright and District 4-H Beef Show on behalf of Stan Lock; West Foothills 4-H Club; Henry and Kathryn Wiegman; World Professional Chuckwagon Association; Stephanie Yates through United Way of Alberta

Donors to 4-H Clubs - ATCO Gas - Lamont 4-H Multi Club; Community Donations - 881 Outriders 4-H Horse Club; RBC Royal Bank - Lacombe Outsiders 4-H Multi Club; Team TELUS Cares - Lakemere 4-H Beef Club

Donors to 4-H Councils - Community Donations - Building Fund - Provost 4-H District Council; Marie Davies and Encana Cares - 40 Mile District Scholarship; Robert Saik - Northeast Region 4-H Council; Spectra Energy - Medicine Hat and District 4-H Beef Council; Telus Corporation - South Alberta Region 4-H Council



Sponsor Comments

This year, as a way of recognizing the support of our corporate partners, we asked our sponsors to comment on the following question: *"How do you feel your sponsorship of Alberta 4-H is helping to create the leaders of tomorrow?"*

AltaLink

Legacy Builder

Scott Thon, President and Chief Executive Officer

As the title sponsor of Alberta 4-H's district, regional and provincial communication program, AltaLink is proud to support the creation of Alberta's leaders of tomorrow through the development of their public speaking and presentation skills.

Alberta 4-H's communication program gives members the tools and opportunity to speak confidently while conveying their message in a clear and captivating way. The ability to communicate effectively is an essential skill of all leaders and 4-H members get to practice and master this skill in a safe and supportive environment.

In addition to the communication skills that are developed, 4-H members learn responsibility and accountability through their projects and an important sense of community and citizenship is established and practiced - all essential skills and qualities of a great leader.

As a Legacy Builder Sponsor of Alberta 4-H, AltaLink is proud to support the development of Alberta's leaders of tomorrow.

ALTALINK

ATB Financial

Legacy Builder

Lesley Kelly, Manager, Agriculture Marketing, Independent Business and Agriculture

ATB has been a proud partner of Alberta 4-H for more than 20 years as it is a remarkable organization that provides a positive platform to recognize and celebrate progress, excellence and sustainability in agriculture, and enriches rural communities and the lives of those involved.

The Alberta 4-H program creates agricultural ambassadors who excel in education, their careers and any future endeavours. It is a known fact that future leaders start with 4-H and we are proud to be a part of the journey.

ATB Financial was born in rural Alberta over 70 years ago. We have never forgotten our rural roots and have grown to be part of over 240 communities across Alberta. Agriculture is in our blood, as it is in yours and within the passion of 4-H members across the province. We see a bright future in agriculture within Alberta and across Canada.

ATB Financial
Where there's a way

Canada Safeway Limited

Legacy Builder

Betty Kellsey, Public Affairs Manager, Alberta

Canada Safeway is proud to invest in today's youth and tomorrow's leaders through our ongoing partnership with Alberta 4-H.

The programming and hands on opportunities provided by 4-H to its members are really instrumental in developing the skills required for our future leaders. 4-H encourages its members to actively participate in their communities through leadership events, public speaking, agricultural programs and environmental initiatives.

The priorities for 4-H leaders and members are consistent with our four core values at Safeway: People, Products, Community and our Planet.

As we look toward the next decade, we are encouraged by the fine work being done by Alberta 4-H to provide an outlet for our youth to continue to grow and learn in an environment that encourages "to learn to do by doing".

Thank you Alberta 4-H!


SAFeway
Ingredients for life..



Sponsor Comments

"How do you feel your sponsorship of Alberta 4-H is helping to create the leaders of tomorrow?"

Cenovus Energy

Legacy Builder

Vicki Reid, Manager, Community Investment

Through Cenovus's support of Alberta 4-H, I have had the privilege of meeting many incredible 4-H members, their families and leaders and they give me great confidence that our future is in good hands.

Our support enables Alberta 4-H to provide a variety of programs that help members learn to do by doing, while developing leadership, communications and life skills. Members are continually growing and cultivating their skills so that they can be anything they choose to be - including tomorrow's leaders.

The youth who participate in programs such as People Developing People are committed to their community's and the environment's sustainability. Sustainability is important to Alberta's future - the future they will steward.

Cenovus is committed to working with organizations - like Alberta 4-H - to build better futures, together.



Encana

Legacy Builder

Rod Garossino, Community Investment Advisor

Encana is very proud of our long-standing relationship with Alberta 4-H. It is a natural fit for us because we support rural heritage and share the 4-H values of building strong families and helping develop well-rounded, responsible, independent youth.

4-H accomplishes this with its strong community commitment, dedication to the protection of the environment, and development of vibrant leadership. Active participation in the 4-H program helps members develop the leadership skills they will use to effectively face life's many challenges and opportunities.

We thus believe that our investment in Alberta 4-H is an investment in our young people and, by extension, an investment in the long term sustainability of our communities.



Government of Alberta

Legacy Builder

Honourable Jack Hayden, Minister Alberta Agriculture and Rural Development

As Minister of Agriculture and Rural Development, I am pleased to extend my greetings to the members and volunteers of Alberta 4-H.

Agriculture is the largest renewable industry in Alberta and it remains a valued and essential part of our economy. Rural roots run deep in our province and Alberta has grown from a foundation based on a rural way of life into a place where anything is possible. Agriculture and rural living are intertwined and a revitalized agriculture industry will continue to assist and support our rural communities.

The youth of this province and 4-H play a vital role in the sustainability and development of rural Alberta. Alberta 4-H builds a network of individuals committed to strengthening rural communities and shaping the lives of youth and adults, many who have gone on to be successful and accomplished leaders in their communities.

The success of the Alberta 4-H program does not happen without hard working members and leaders. The level of commitment these individuals have to the program and rural development helps to ensure a strong and vibrant agricultural future in our province.

I thank you all for pledging your "head, heart, hands and health," to a prosperous and strong Alberta. I commend you on your hard work and leadership in rural Alberta.



Sponsor Comments

"How do you feel your sponsorship of Alberta 4-H is helping to create the leaders of tomorrow?"

Rural Alberta's Development Fund Legacy Builder

Brad Ferguson, Interim Manager

At Rural Alberta's Development Fund (RADF), we are happy to be a part of the Alberta 4-H program. This project, along with \$74 million we have invested in 66 other projects across the province, is helping rural Alberta grow, prosper and enjoy a better quality of life. That's our mandate and Alberta 4-H is certainly a welcome partner in achieving that.

One of the great outcomes of investing in a program like yours is that we know that the benefits will continue long after our funding ends. The next generation is being developed through the 4-H program, and they will continue 4-H's good work well into the future. This next generation of leaders will not only benefit 4-H, they will benefit the communities they live in too. And that's something we can all be proud of.

Rural Alberta Development Fund seeks to inspire and act as a catalyst for innovative, collaborative, community led projects which the growth, prosperity and quality of life in rural Alberta.



UFA Co-operative Limited Legacy Builder

Marla Esposito, Manager, Marketing Communications

UFA Co-operative Limited is deeply rooted in Alberta's rural communities and has been for more than 100 years.

Our roots continue to grow stronger by partnering with organizations like Alberta 4-H. We both know that strong leadership and community involvement are cornerstones of successful communities. Alberta 4-H is committed to creating leaders of tomorrow through leadership development programs. UFA supports a number of programs, including Achievement Days and the UFA Alberta 4-H Alumni Awards.

Through the Alumni Awards, UFA recognizes five young 4-H alumni between the ages of 20 and 35 who pursue post-secondary education, return to their rural roots and enhance their community as a 4-H volunteer for at least two years.

Together, Alberta 4-H, UFA and these emerging leaders are committed to the future of rural Alberta.



Penn West Energy 4-H Enhancer

Keith Luft, General Counsel & Senior Vice President, Stakeholder Relations

Penn West Energy is pleased to sponsor and provide funding to 4-H, which supports quality programming and leadership development for youth in our province. Great leaders are well-spoken, informed, and knowledgeable about a wide range of subjects. Leaders have exceptional relationship building skills and are recognized for their integrity and community involvement.

Alberta 4-H cultivates these leadership qualities through their unique programs, and through skilled leaders who teach and provide encouragement. The achievements of 4-H youth are well recognized and we're proud to watch their leadership take root in our communities. Penn West Energy continues to be impressed by the dedication of 4-H staff, volunteers, and participants and we feel included in your journey of leadership and learning through your e-mails and letters.

As always, we are extremely proud to be affiliated with 4-H and continue to be one of your biggest supporters! Congratulations on another successful year.



Regional Programs

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

South

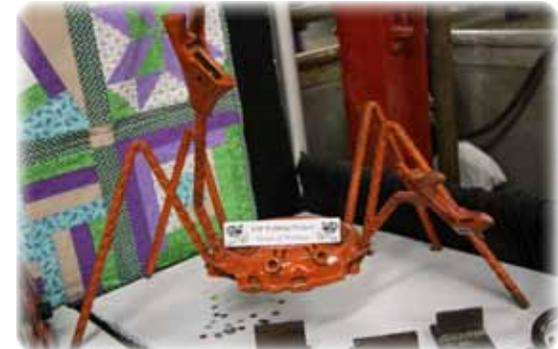
- South Region was once again number one in member enrolment, boasting 1097 members, (in 67 clubs, led by 343 leaders).
- Summer and winter Regional 4-H camps were very successful.
- February's Snowfest, held at Whispering Pines in Elkwater, hosted 55 junior and intermediate members from nine out of our 10 southern districts.
- Both junior and intermediate summer camping programs at Elkwater were filled to the max with enthusiastic members from across the region.
- Regional Judging competitions were sponsored by Meyers Norris Penny were held in Brooks (January) and Claresholm (April). These competitions saw almost 200 members learn to critique anything from beef cattle to flower arrangements.
- The Regional Horse Show was attended by about 120 members who also had the opportunity to

attend a variety of horse-learning sessions.

- This year the regional Communications competition, sponsored by KPMG and AltaLink, took place at Medicine Hat College with top senior speakers from each category - Public Speaking and Presentations - advancing to Provincials. The South was proud to host the 2010 Provincial Communications Competition at Lethbridge College.
- The Southern Celebration saluted our "Leading Leaders" - over 200 members, long term leaders and Friends of 4-H - for their achievements at the regional and provincial level during the past year. There was \$13,100 awarded in post-secondary scholarships to 27 South region members.
- Hurricane Hockey Night - Over 300 attendees.

Calgary

- The first Calgary Region 'school-based' 4-H club was formed out of Didsbury's Westglen School with 22 members.
- In the 2009-2010 club year members of the Calgary region took part in the Regional Scholarship and Bursary Program; Regional Record Book competition; Invitational Calgary Stampede 4-H Rodeo; Regional Curling Bonspiel (over 100 participants); Beef industry workshop (32 people) and Senior Ski Trip (100 participants).
- The Regional Celebration in Acme was hosted by Kneehill District and attended by over 200 members and leaders, awarding and recognizing the regional achievements of over 100 members and leaders.
- Regional Junior and Intermediate Fun Day - hosted by Foothills District at the Rothney Astrophysical Observatory with over 100 participants.
- Back after a long hiatus, the Winter Bonanza ran two weekends in February - one for Juniors, one



Regional Programs



- for Intermediates with over 50 members attending in total; organized and counselled by past and current 4-H members at River's Edge camp.
- "Hockey Night with the Hitmen" debuted, and was organized by Regional Key Members with over 400 participating 4-H family members.
 - Multi-judging competitions (3) - Over 450 4-H members building and proving their skills in critical evaluation and communication.
 - Regional Horse Show - Attended by almost 200 4-H members.
 - 4-H on Parade - The "Showcase" event for 4-H in the Calgary region! 528 members registered for the event, which is almost half of the Calgary region's member base, while 70 per cent of clubs are represented. Over 100 official 4-H volunteers and 2000-plus projects and entries were on display. A new 'spin' for 2010 was the "Urban Immersion" program where existing 4-H members could bring a friend to experience 4-H on Parade.

East Central

- Learning Day - Hosted by the Drumheller District, 4-H members learned about executive roles and communications, among other things.
- Fun Day - Held annually in Stettler, this year marked the return of swimming as one of the activities.
- Multi Species Judging Competitions (3) - This year, three districts hosted competitions: Flagstaff, Coronation and Provost. Members had the chance to participate in an educational workshop, and then judge a variety of species.
- Winter Camp - This popular event was held at Circle Square Ranch and was for 4-H members aged nine to 12.
- Rodeos (4) - Three clubs in the region hosted rodeos, which were open to all 4-H members. One club hosted a weekend event with a rodeo on both Saturday and Sunday.
- Rebels Hockey Game (with West Central).
- Regional Heifer Show (with West Central).

Regional Statistics 2009-2010

Region	Families	Districts	Clubs	Members	Leaders
South	760	10	67	1079	343
Calgary	786	5	61	1065	299
West Central	653	6	57	953	322
East Central	437	6	39	635	223
Northeast	691	10	52	962	318
Northwest	828	12	65	1092	462
Peace	476	7	36	639	198
Total	4631	56	377	6425	2165

West Central

- Project Book Competition.
- Executive Training Workshop - Hosted by the Ponoka District, members learned about being on an executive and parliamentary procedure.
- Public Speaking and Presentations.
- Fun Day - The event is held at no cost to participants who have the chance to meet 4-H'ers from around the region and participate in games, crafts, and other activities.
- Winter Camp - Held at the Alberta 4-H Centre, this event was again full to overflowing and was for 4-H members aged nine to 12.
- Multi Species Judging - Members had the chance to participate in a judging competition, which included a variety of topics, including consumer decision making.
- Horse Show - Approximately 200 members participated in this very busy three day event.



Regional Programs

- Horse Workshops - These workshops allow members and or leaders to improve their horsemanship skills.
- New Horse Leader Workshop - New this year, this workshop was for new horse leaders and it gave them an introduction to the horse project and equine activities.
- Rebels Hockey Game (with East Central).
- Regional Heifer Show (with East Central).

Northeast

- Regional Project Book Competition - Each of the 10 districts submit their winning project books, which must achieve a minimum score before advancing onto the regional level.
- Six \$500 Regional Scholarships were awarded.
- Northeast Forum - This one-day celebration event invites leaders, members and family to attend workshops, training sessions and an appreciation awards banquet.
- Fall Fling - (100 members) Overnight junior camp held in late November that introduces members to the experience of a 4-H camp and provides skill and personal development learning opportunities.



- You Be the Judge - A day dedicated to developing members' skill in the areas of analysis, decision making, reasoning and articulating, all of which are involved in the craft of judging.
- 4-H Promotion Photo Contest - This is an annual opportunity for individuals or clubs to submit what they have done over the course of the year. The winner is determined in early February.
- Multi-Species Judging Competition - Done in partnership with Lakeland College and the Little Royal Judging competition.
- Project Marketing Workshop - This workshop is open to all members and leaders who are interested in looking at marketing with a fresh approach.
- Spring Fling (75 members) - Overnight intermediate camp; provides a taste of what summer camp would be like while providing skill development through a variety of activities.
- Communications Competition - This one-day event combines competition for junior, intermediate and senior level members for both Public Speaking and Presentations.
- Key Leader/Key Member training - During this half-



Regional Programs

day meeting, Key Leaders and Key Members from throughout the region are brought together for learning and sharing.

- Getting Ready for the Show - This training session for beef project members provides skills necessary for Achievement Day preparation.
- Beef Heifer Show - This one-day event is set up as a learning competition where members compete and showcase their animals in a number of female classes.
- UFA Slow Pitch Tournament - A family event, with a slightly competitive nature! Clubs are encouraged to bring full teams or enter as individuals and be placed on a team.
- Summer camps (2) - The Northeast's summer camps at Moose Lake are very popular and fill to their 70 member capacity each year, with one week dedicated to Junior-aged delegates and the following week to Intermediate.
- Horse Camp - This unique four-day event exposes members to a variety of disciplines within the equine industry.
- Horse Show - Set-up as a schooling show, this event is either a stand alone or held at the



conclusion of the Horse Camp. All participants are rewarded and encouraged, and it is a great opportunity for members who are not as experienced in larger open competitions.

- Executive Skills Workshops
- Leader Training Workshops

Northwest

- In the 2009-2010 club year, the Northwest region organized over 15 regional programs, with most programs seeing increased participation from previous years. This club year marked the initiating of a regional leadership training day.
- The 2009-2010 club year was also a notable one in the Northwest region in terms of leader recognition: the efforts of Melvin R. Clark (4-H Hall of Fame inductee); Linda Halun (Cooperators' 4-H Leader of the Year for Alberta); Michael Finnerty and Leslie Olson (UFA 4-H Alumni Volunteer Service Recognition Award recipients) were noted throughout the year, in addition to 112 leaders receiving their 4-H Volunteer Leader Recognition, including 35 individuals with 10 to 40 years of volunteering for 4-H.



- In addition to leader recognition, a number of Northwest members were noted as well: Erin Shaw (Premier's Award Recipient); Nicole Briggs and Katlyn Schiewe (1st Place, Provincial Presentations Competition); Erin Shaw (1st Place, Provincial Public Speaking Competition), Kristina Huisman, (Top Overall Judge, Provincial Judging Competition) and Danielle and Clara Philibert (2nd Place, Provincial Presentations Competition). In 2010, five members of the Northwest region received award trips at Selections, four at Provincial Judging; 27 received Provincial 4-H Scholarships and 13 were presented with Awards of Excellence, Platinum Level. Two members of the region were named Ambassadors, and nine as Key Members.
- Northwest 4-H Learning Day - A new program introduced on October 17 and hosted in Clyde. Sessions addressed communication, judging, leadership training, social issues and 4-H opportunities.
- Northwest 4-H Fair - Workshops for Life Skills and Other Animals project members and leaders attracted clubs to Bon Accord.



Regional Programs

- Frosty Fun Weekend - Winter camp at Camp Nakamun for Intermediate and Senior members.
- Communication Competitions for Public Speaking (2) and Presentations (2)
- Judging Competition - Held in Barrhead and featured 10 livestock and consumer choice classes.
- Horse Project Clinic for leaders and experienced members in a project leadership role.
- Northwest Regional Scholarships (5) were awarded.
- Focus on 4-H - This multi-faceted event included horse, beef, and canine shows, life skills workshops and bench show, judging competition, tractor/bike rodeo and several entertainment - based activities. Drayton Valley, July 2 to 5.
- Beef, Horse and Life Skills and Other Animals project record book competition took place in the fall, in addition to these project's committees actively leading their project groups through developing guidelines, training and discussion of appropriate project-related topics.
- Summer Camps - Increased numbers participated in a junior camp at Camp Mackinicholea and an intermediate camp at Camp Lessard.



Peace

- Regional Fall 4-H Leaders' Forum - An annual event for all leaders and parents. This program acts as a kick off to the fall with sessions, including Leader Level 1 training and registration packages being distributed.
- Equine "Train The Trainer" Workshop - Organized by Ridgevalley Riders and held in Valleyview for Equine Levels 1-3.
- 4-H Frosty Fest - This workshop day was filled with member activities organized by Key Members and Ambassadors and leader activities directed by council and Key Leaders; the Regional Beef and Horse committee groups also meet on this day. Held at Fairview High School November 28.
- Winter 4-H Camp - Held at E.E.Oliver School February 5-7; the camp was filled with indoor sessions with a 'tropical' theme, outdoor fun, and the ever-popular dance. The camp had 70 members ages 9-15 in attendance.
- Regional Public Speaking and Presentations Competitions - Hosted by the North Peace District Council for both intermediate and senior members. Five senior members advanced to Provincial Communications.



- Regional Rally - Held at NAIT (Fairview campus) April 17, the day offered livestock judging and consumer decision making workshops and competitions; a green house tour; pizza and games.
- Peace Regional 4-H Days - The weekend was full of horse, canine and bench shows; a judging competition; scrapbooking, photography, and a scavenger hunt.
- Summer camps (2) - Attended by 34 junior members, and 31 intermediate members.
- 13 provincial scholarships, 4 regional scholarships and 10 Regional Bursaries awarded. Fifty-nine Awards of Excellence awarded: 26 Bronze, 18 Silver, 13 Gold, 2 Platinum.
- Jodie Beddome, leader with the Peace River 4-H Multi Club, received the UFA 4-H Alumni Volunteer Service Recognition Award.
- 30 Leaders were recognized: 15 received their three-year pins; eight received 10-year pins and certificates; five earned their 15-year pins and certificates and one was recognized for 25 years.



Member Programs

Alberta 4-H is touted for creating tomorrow's leaders, and while that accolade is no small boast to live up to, this is a feat achieved through a variety of means.

There are, of course, the members whose skill and ability knows no bounds; the leaders, who tirelessly give of their talent and time; the parents and their unwavering belief in their children and the organization, and the corporate partners, whose support is instrumental in Alberta 4-H's continuously-held title of Alberta's number one rural youth organization. Another factor in the creation of leaders is training. A gamut of programs are offered to 4-H members on all levels of club programming, to all ages of members, in the areas of self and skill development, livestock showing and competition.

Key Member Training

August 20 - 22, 2010

The travel theme of this year's Key Member Training weekend proved to be a hit, with Key Members embracing the pre-assigned "Are We There Yet?" scavenger hunt and coming to the weekend prepared with their found items, which included everything from McDonalds ketchup packs to parents' yearbooks.

As travelers embarking on a journey, Key Members spent the weekend becoming familiar with not only the roles and responsibilities of their new position, but also the tools and resources that are available to them through hands-on learning sessions, guest speakers, group work activities, and idea swapping.

A trip through the corn maze at Lakeland College and a try at a 4-H-ized version of "The Amazing Race" saw members employing their communication, leadership and decision-making skills in a fun, active environment.

Via a resume and interview application, 4-H members ages 15-20 are selected by their District Council to serve a one-year renewable term as club and district-level all-stars.

Senior Members' Conference

January 29 - 31, 2010

The 2010 edition of Senior Members' Conference (or "SMC" for those who know it well) proved to be worthy of its "filled-to-capacity-months-prior-to-its-application-deadline-date" title, packing the dorms of the Alberta 4-H Centre to the max January 29-31.

The 93 senior-aged members who attended the program will have several highlights to cherish for years to come: a surprise visit by Canadian country-music star and former 4-Her Gord Bamford; an inspiring keynote address and Saturday morning session by Ryan Porter, a touted motivational speaker with his "Make Your Own Lunch" talk series; an afternoon of outdoor winter games, in addition to an afternoon of rotate-a-sessions, which covered all manner of topics, such as resumes, finances, healthy eating and post-secondary options. Scholarships, a roundtable discussion and an Ambassador Q&A session rounded out the weekend, with members heading home, already anxious for SMC 2011.

Designed and planned by an organizing committee of Alberta 4-H Ambassadors, SMC delegates are introduced to a full gamut of sessions, resources, situations, ideas and solutions that will help them to be successful in their future endeavours.

Provincial Selections

April 30 - May 3, 2010

The Provincial Selections program has been recognizing senior members' leadership, facilitation and community involvement for the past 53 years. This year saw 123 members attend the program, all hungry for small group discussions, group activities, creative challenges and a spot on one of the national and international award trips. If that wasn't incentive enough, there are two other opportunities awarded at Selections: 14 delegates are named as Alberta 4-H Ambassadors, and one senior member is chosen as the Premier's Award winner, Alberta 4-H's most distinguished member award.

In addition to these awards and distinctions, members attend Selections, which in 2010 was hosted by Olds College in Olds, AB, for the opportunity to advance their communication skills, to flex their leadership muscle and to make new friends and memories. Members are encouraged to facilitate the discussions in their small groups, support and motivate those in their group, and devise a solution to a team challenge. These elements of the program require confidence, communication and group mobilization skills, all of which members have been developing throughout their 4-H career.



Member Programs

Ambassador Training

May 8 - 9, 2010

The 2010 version of Ambassador training boasted an excellent turnout by first and second-year Ambassadors, with everyone being eager to get their Ambassador year off to a roaring start.

Ambassadors officially started their training Saturday morning at the Alberta 4-H Centre, going over the expectations, challenges and opportunities that come along with being an Ambassador. As part of this discussion, time was spent sorting out the details associated with Alberta 4-H provincial activities, as Ambassadors are expected to help out with at least one provincial event a year. Talks were had throughout the weekend regarding marketing, media, time management, protocol and professionalism, with bowling and socializing being Saturday night's order of business.

The Alberta 4-H Ambassador program sees a team of 28 senior-aged 4-H members being selected, based on a two-member-per-region requirement, to fill a two-year term spent promoting the 4-H program to members and non-4-H-members on a regional and provincial basis. Their responsibilities range from volunteering at provincial shows, submitting articles to the *4-H Magazine*, attending events as 4-H representatives, helping out at regional programs and activities and generally, continuing to be the exceptional 4-Hers that they have been throughout their 4-H career.

Summer Camping Programs

July and August, 2010; programs held at the Provincial 4-H Centre, as well as various regional camps through the province.

Setting Sail was the theme that set the tone for the 2010 summer camping program season, with almost 700 delegates attending Alberta 4-H's provincial and regional programs.

Designed to introduce 4-Hers to summer camping programs, Junior members saw their summer camping fun framed by the theme, *All Aboard*. Despite the fact that for many delegates, ages 9-12, this was their first prolonged time away from home, campers excelled in the various skill and knowledge sessions, large group games, and personal development.

In order to ensure the consistent growth and development of Alberta 4-H members, the activities and knowledge sessions planned for Combined and Intermediate camps build on the learnings acquired at Junior camp, challenging delegates to take their skill and personal development to the next level. This year's Combined camp delegates tried their hand at *"Casting Off"* as they embarked on the next phase of their 4-H journey, with a five-day schedule packed full of activities to increase their self awareness and skill development.

Delegates at Intermediate camp found themselves *"Raising the Sails"* as they took part in Appreciation sessions, which introduced delegates to concepts or issues for them to contemplate, as well as the "exclusive-to-Intermediate-Camp" overnighter.



Member Programs

Leadership Through Counseling Seminar (LTCS)

June 30 - July 4, 2010

With such a wide offering of summer camping programs, Alberta 4-H needs to have a strong counseling staff who are trained, enthusiastic, and ready to mentor junior and intermediate-aged campers at both regional and provincial summer programs.

Designed in a "train the trainer" format, LTCS is truly the epitome of 4-H's motto, "learn to do by doing" with 69 of LTCS's soon-to-be-counselors being given the opportunity to help plan and execute the activities and skill sessions that occur throughout the week-long program. Delegates are coached by Alberta 4-H's provincial summer program staff, and together, the program staff and the delegates run through what a typical week at camp would look like. In this way, delegates get to see, and practice, effective techniques in terms of facilitating skill sessions, addressing difficult situations and encouraging group participation. Delegates are also trained in first-aid, risk assessment and crisis management.

With this year's theme of "Taking the Helm" delegates eagerly took to the task of getting to know one another, and embracing a teamwork mentality, all the while, growing as individuals in the way of leadership, communication, decision making and professionalism.

People Developing People (PDP)

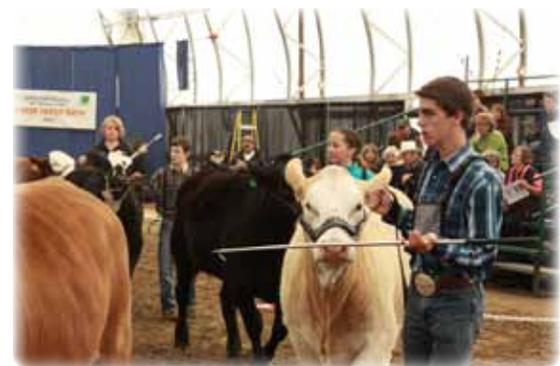
PDP 1 and 2: July 18 - 23, July 25 - 30;

PDP Plus: August 15 - 20, 2010

The foundation of the People Developing People program is rooted in teamwork, leadership and awareness, with PDP 1 and 2 focusing on enhancing environmental sustainability, while delegates at PDP Plus grow in their knowledge of how to strengthen rural communities. This year's theme of "Navigating the Seas" was an apt fit for the PDP program, as delegates were given the tools and knowledge necessary to take their learnings and return to their clubs, peers and communities as more informed and involved citizens.

One of the major parts of the People Developing People program is the forum, which is a group challenge that delegates are presented with at the outset of the program. Using information from the week's guest speakers and group discussions, delegates come up with a solution to address the challenge. These solutions are presented to a panel of judges on the final night of the five-day program.

PDP Plus delegates were given the task of creating and planning a community event. Delegates, who had been divided into groups with fellow members of their district, came up with a diverse offering of ideas, ranging from a Canadian Cancer Society fundraiser to 4-H promotional activities. Ideally, PDP Plus delegates will then take these plans back home with them and organize their event or fundraiser in their community, school or club.



Member Programs

Summer Synergy

July 12 - 17, 2010

A partnership involving Alberta 4-H, Calgary Stampede, Olds Agricultural Society and Olds College, "Summer Synergy" hopes to become the 'destination of choice' for summer youth livestock shows. Developed and nurtured by dedicated volunteers and industry support, Summer Synergy's vision is to produce a rural youth showcase that is recognized regionally, provincially, nationally and internationally as the premier celebration of achievement and opportunity for the advancement of youth. Olds Agricultural Society (OAS) is tremendously proud of the inaugural presentation of Summer Synergy and is confident that a strong foundation has been forged for future productions.

Summer Synergy provides countless opportunities for the rural youth of Alberta including Alberta Junior Angus, Charolais, Hereford and Simmental Associations. It showcased 341 youth and over 600 head of livestock, celebrating excellence in both skill and production.

The Olds College "Evening of Excellence" featured inspiring speakers including the Minister of Agriculture and Rural Development, the Hon. Jack Hayden. The final day, the Calgary Stampede Supreme Showcase, awarded the Supreme Champions and emphasized the merits of post secondary education through just under \$40,000 worth of scholarships. Opportunities exist in all facets of the event including increased participation, sponsorship, scholarships, industry synergies, transition to renowned clinicians, adult programming, signature components, achievement showcases and overall heightened awareness of unique programming.

Provincial Beef Heifer Show

July 12 - 14, 2010

As a component of the first-ever "Summer Synergy" program that took place at the Olds Agricultural Grounds this summer, the 34th Annual Provincial Beef Heifer Show helped to showcase the livestock, and the youth who work with them, of more than 40 clubs from across the province.

With three full days of programming, there was rarely a dull moment at Beef Heifer Show, with 118 members involved in judging, marketing classes, and a grooming competition. On day two of the show, showmanship classes ruled the show ring, in addition to the senior members' "You're Hired" interview competition, where applicants applied to a mock job with a complete resume and cover letter, and were then adjudicated based on their interview performance and their application.

The last day of the Provincial Beef Heifer show focused on conformation, with competing members spending the day getting their animals ready for the show ring, and getting themselves ready to have all of their hard work come to fruition for another club year. With almost 200 head of beef cattle competing, this show remains the province's largest youth beef show.

Provincial Dairy Show

July 14 - 16, 2010

The Provincial Dairy Show saw a change in location this year, with the show being held in Olds in conjunction with the Summer Synergy program.

Dairy Show's first order of the day was judging, with members being given the chance to judge different classes of yearling and milking cow classes. In the evening the team judging classes took place, where members had to work in pairs to judge a set of dairy calves.

The next day it was down to business with the clipping competition where members had two hours to clip and prepare their dairy animal for presentation.

A new focus this year was in the area of marketing where 4-H members had to make a 'pitch' to a potential buyer of their calf, their ability to manage a sale or the dairy industry on the whole.

On the final day all clubs competed in the showmanship and conformation classes, which took place in the Olds Agricultural Society's MegaDome. To end off the show, awards were given out to members for all of their categories. There were 60 4-H members exhibiting over 120 head of dairy cattle in the 64th Annual show, which is also a qualifier for the esteemed "Western Canada Classic" dairy show.



Member Programs

Club Week

July 21 - 26, 2010

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

Throughout this year's six-day program there was a variety of sessions and activities for the 119 Club Week delegates to participate in. Small group discussion topics ranged from family, friends and self-esteem to relationships and pop culture, in addition to the talks delivered by various guest speakers who spoke on overcoming adversity, human rights, opportunities in agriculture and a keynote address on reaching beyond one's horizons given by Olympic gold medalist, Kyle Shewfelt.

As the week progressed, there were many different social activities for the delegates to take part in. From a masquerade dance to a luau, talent show to a basketball game, delegates had the chance to interact, express themselves and be creative many times throughout the week.



Horse Classic

July 28 - 30, 2010

With over 50 members from 16 Alberta 4-H light horse clubs plus over 30 volunteer leaders on hand, the 16th Annual 2010 Provincial 4-H Horse Classic was a resounding success with new faces and clubs from throughout the province coming to attend this year's event program.

The way that the program is run encourages participants to use their knowledge and experience as much as possible. There were three industry/project clinics, as well as programming that actively develops 4-H members' skills by testing horse knowledge and working on team and individual activities.

Everyone registered for Horse Classic competes in the hippology contest, which tests members' equine knowledge through four phases - quizzes, judging, identification stations, and team problem. New this year was a Challenge Marketing competition, where members had the opportunity to test their marketing skills by preparing materials in advance, and then pitching their product to the judging panel at the show.

The top four competitors - based on individual hippology points - qualified for the Denver Western 4-H Horse Classic Award Trip, which happens in January, 2010. Amanda Hughes, Lindsey Salomons, Hannah Jensen and Lauren Crick are this year's trip recipients.

Provincial 4-H Judging Competition

August 7, 2010

Fifty-four judging experts from across the province gathered at the 24th Annual 4-H Provincial Judging Competition for a day of intense analyzing, ordering and reasoning. Bright and early on Saturday morning, competitors were introduced to the task before them: to judge a total of ten classes - two classes each of swine, horse, beef, sheep and dairy - with written and oral reasons being needed for each class.

This year at Provincial Judging a new concept was tried out. Judges who had won trips in 2009 were invited back to compete for the senior team, who will go on to compete at the Canadian National 4-H and Youth Judging Competition in November at Agribition in Regina. The recipients of this trip were Kristina Huisman, Jacob Onyschuk, Taylor Isley and Stephanie Rasmussen. The winners of the junior team to Agribition are Lindsey Douglas, Troy Lyster, Rebecca Reich, and Gail Verleysen.

The recipients for October's Northern International Livestock Exhibition (NILE) in Billings, MT, were Rosie Templeton, Lindsey Salomons, Aydon Almborg and Adrienne Good. Cara Noble, Tessa Nybo, Katelyn Dietrich and Luke Marshall earned their way to the Denver Western 4-H Round Up, which is held in January 2011. Cameron Olson was awarded a trip to the Denver National Western Stock Show Collegiate Competition in January.



Member Awards

Alberta 4-H is a huge advocate for celebrating achievement, which could be because when you're involved with an organization like 4-H, where being exceptional comes as easily to members as breathing, there is never a shortage of achievements.

Award of Excellence

Awarded on a continual basis

For 22 years, Alberta 4-H has been recognizing the leadership, project work and community involvement of its members through the Award of Excellence program. Initially introduced as a program to increase member retention and tenure, since its 1988 inception this program has distributed over 23,000 Awards of Excellence medallions.

Based on the activities recorded in their yearly 4-H diary, members accumulate points, which are put toward the earning of a bronze, silver, gold and platinum award. In the 2009-2010 club year, 1024 Alberta 4-H members earned the following Award of Excellence medallions:

- 417 Bronze
- 268 Silver
- 248 Gold
- 91 Platinum



Ambassadors

Chosen annually to serve a two-year term

Alberta 4-H Ambassadors have their work cut out for them, with their mandate being to represent youth and 4-H by exemplifying the leadership, communication, and personal development skills for which Alberta's 4-H program is recognized. But of course, the 4-H members who are selected to become Ambassadors are up for the challenge due to their keen leadership and interpersonal skills, professional disposition, and dedication to the 4-H program.

Each year at Alberta 4-H's Selections program, 14 Ambassadors are named to a two-year term, with each of 4-H's seven regions selecting two senior-aged members as their representatives. It is then 730 days of promoting the 4-H program across the province, and within one's own region, to members and non-members alike at events like Leaders' Conference, any number of provincial summer livestock shows and exhibitions, regional workshops and communication events, school activities, community parades, fairs, and so on and so on and so on!

Ambassadors also coordinate the annual Senior Members' Conference (SMC), and if the conference's tendency to fill up months in advance is any indication, year after year, the Ambassadors continue to do an amazing job of making sure that SMC's itinerary is the exact-right mix of learning, networking and fun.

2010 Alberta 4-H Ambassadors

South

Leanna Santangelo, Lethbridge; Michelle Shuepbach, Claresholm

Calgary

Kelsey Cartwright, Calgary; Kendra Kelly, Priddis

East Central

Lorisa Schilling, Halkirk; Brendon Wakefield, Coronation

West Central

Jenalee Blackhurst, Rocky Mountain House; Shelby Patten, Winfield

Northwest

Lesley McCoy, Westlock; Erin Shaw, Gibbons

Northeast

Jenalyn Myggland, Wainwright; Janice Tymofichuk, St. Paul

Peace

Ryan Gauthier, Donnelly; Cara Noble, Manning



Member Awards

Premier's Award

One member selected annually

To be named the Alberta 4-H Premier's Award winner, one must be selected out of a group of nine candidates, each of whom have completed a three-person-panel interview. This group of nine are chosen from a group of more than 100 delegates who have all been through a weekend of small group discussions, large group activities, team work challenges, and the submission and review of member's yearly 4-H diaries. And so, the candidate who is able to set themselves apart following that entire process certainly is one deserving of Alberta 4-H's most prestigious member award.

This year's recipient was Erin Shaw, a nine-year 4-H veteran and member of the Bon Accord 4-H Club. As the 2010 representative for Alberta 4-H, Erin will be present at a number of member and leader programs throughout the year, making addresses at provincial member and leader events. Erin will also attend one event in each of the seven 4-H regions in the capacity of the Premier's Award winner, as well as act as a representative of the program to any corporate partners or media who may be present at events.

To top everything off, the Premier's Award winner and their family is invited to the Alberta Legislature for a luncheon, where they are introduced to the Minister of Agriculture, and of course, the Premier of Alberta. They are also given the experience of being able to sit in the Legislative Assembly while it is in session, and are formally introduced to the House by the Minister of Agriculture.



Communications

Competition held annually in early spring

When asked to name the skill found to be most useful, almost all 4-H alumni respond with "communication". The ability to present ideas, articulate opinions, motivate an audience, run for an election, chair a committee, be a voice at a boardroom table – all of these are situations that 4-H members navigate through with ease, confident in the research, presentation and delivery techniques that they have learned through Alberta 4-H's communications program.

As a mandatory component to a member's successful completion of their club year, members must give a prepared speech or presentation at their club's annual communications' competition. Senior-aged members whose speech or presentation won their way to regionals are given the opportunity to battle wits against the best in the province. In both public speaking and presentations, the top two communicators from each of the seven 4-H regions are invited to Provincials. The winner of the public speaking competition is awarded the Grant A. Fletcher Memorial Award and advances to the Canadian Young Speakers for Agriculture (CYSA) competition, which takes place as part of the Toronto Royal Fair in November.

Provincial Public Speaking Champion

Erin Shaw, Bon Accord 4-H Club (Gibbons)

Provincial Presentations Champion

Nicole Briggs, Gibbons 4-H Light Horse Club (Gibbons)

Katlyn Schiewe, Gibbons 4-H Light Horse Club (Gibbons)



Member Awards - Scholarships

The success Alberta 4-H strives to help its members realize extends far past club involvement, meetings, and diaries, to a member's post secondary endeavours.

Due to the generous support of corporate partners, private donors, district and regional councils and community patrons, Alberta 4-H is able to offer its members the opportunity to realize up to \$2500 in scholarship funds to put towards their learning at a post-secondary institution. In the 2009-2010 club year, Alberta 4-H awarded over \$80,000 to 106 members in provincial post-secondary scholarships, with \$25,000 being awarded through 69 regional scholarships. For a full listing of the district and club-level scholarships that were awarded to members across the province, please visit the Alberta 4-H website at www.4h.ab.ca.

To those who have contributed resources to Alberta 4-H's scholarship fund, your commitment to the 4-H program and your desire to see the youth of this province grow into tomorrow's leaders is truly the greatest investment that you can make; thank you for it.

4-H Foundation of Alberta

Stephanie Danielsen, Delia

A & E Cappelle LN Herfords

Brittany Walker, Sangudo

Agriculture Financial Services Corporation

Rebecca Zadunayski, Vimy

Alberta Beef Producers

Adeleen Bayes, Trochu; Jessica Brousseau, St. Paul; Amanda Doyle, Fort Macleod; Caitlin Gillen, Brooks; Courtney Hihn, Heisler; Matthew Malyk, Airdrie; Gina Sutter, Millet; Trista Tesolin, St. Lina; Kristina Szybunka, Sangudo

Andrew Little Memorial

Chelsea Walker, Valleyview

ATB Financial

Lindsay Douglas, Delburne; Thomas Hilderman, Camrose; Allison Miller, Edmonton; Erin Shaw, Gibbons; Allison Zuidhof, Lacombe

Bill Janssen Memorial

Gina Lougheed, Red Deer

Calgary 4-H Alumni

Reanne Anderson, Busby; Kevin Bolduc, Stavely

Canadian Wheat Board

Jory Stenger, Cypress Country

Cindy Gray Memorial

Emily Wall, Stirling

Cole Lawrence Memorial

Amanda Kuschminder, Pickardville; Kasara Van Hecke, Busby

Dixon Shield Memorial

Amy Glessman, Barrhead

Earl Christopherson Memorial

Stephanie Kuester, Dixonville; Stacy Nichiporik, Hotchkiss;

East Central 4-H Region

Bailey Almborg, Czar; Kristen Carlson, Daysland; Kelsey Hedley, Consort; Nichole Johnson, Craigmyle; David Smith, Coronation; Matthew Viste, Hanna

Edith Taylor Memorial

Leah Sallis, Sexsmith

Encana Corporation

Danielle Frederickson, Gwynne

ExxonMobil Canada Ltd.

Sarah Kassian, Thorhild; Ashley Reinhardt, Strathmore

George Pimm Memorial

Natalie Wild, Peace River

Glen Bodell Memorial

Kaylie Bruner, Evansburg

Greg McCoy Memorial

Brittney Davies, Dapp

Growing Alberta

Jolene Noble, Manning

Irene M. Leavitt Memorial

Kate Fullerton, Lundbreck

Jaron Arntzen Memorial

Amber Marcinkoski, Strome



Member Awards - Scholarships

Jerry and Margaret Hall 4-H

Cody Coleman, Innisfail

John M. Romanchuk

Jordan Bremmekamp, Peers; Lacey Fowler, Saskatoon;
Jason Schonknecht, Barrhead

Ken Edgerton Memorial

Kasey Reber, Woking

Marilyn Sue Lloyd Memorial

Alexia Hoy, Barrhead

Minburn Wild Rose

Danielle Charron, Mannville

New Horizon Co-op

Jenna Rosvold, LaGlacé

Nicki Wrubleski Memorial

Jesse Baron, Brooks; Mechteltje van de Brake, Lacombe;
Sarena Verbeek, Morinville

Norm Withers Memorial

Preston Komarnisky, Holden

Norma Jean Gray

Randi Ashbacher, Arrowwood; Jennifer Danielsen, Delia;
Lindsey Grover, Stettler; Kennan Hedey, Consort; Lorne
Howey, Fox Creek; Kristina Huisman, Barrhead; Charmayne
Kading, Cessford; Stacey Kading, Cessford; Robyn
Ockerman, Lindbergh; Emily Puch, Pincher Creek; Jocelyn
Templeton, Coaldale; Luke Wrubleski, New Sarepta

Peace Region

Thomas Hostettler, Bluesky; Jessica Kuester, Dixonville

Pennington Memorial

Gina Grabler, Barrhead; Kayla Spitzer, Barrhead

Ralph Cossey Memorial

Karly Bourbeau, Bonnyville

Robert Huff 4-H

Greg Borduzak, Vimy; Kody Czwill, Athabasca; Ryan
Davidson, Loughheed; Risa Iwasiuk, High Prairie; Monika
Ross, Granda Prairie; Ruth Schuepbach, Claresholm; Krista
Van Sickle, Onoway; Amber Watt, Wainwright; Marissa
Weleschuk, Ponoka

Robert Sherwood Memorial

Samantha Sperber, Rimbey

Robertson Petroleum

Jason Crebbin, De Winton

Rod Andrews Memorial

Meagan Spitzer, Barrhead

Shirley Story Trimble Memorial

Leanna Risk, Edmonton

Thomas Caryk Memorial

Kaitlyn Hockley, Dixonville

Tony Lefebvre Memorial

Darrell Soetaert, St. Albert

Tronia Systems

Trevor Deagle, Consort; Garilyn Morria, Innisfail

Vermilion River 4-H District

Carleen Haverslew, Vermilion

Walter Lipkewich Memorial

Kelsey Crooks, Vermilion

West Central 4-H Region

Joann Mathon, Innisfail; Katherine Murphy, Wetaskiwin;
Meghan Patten, Winfield

Western Producer

Stacey Domolewski, Taber

Wetaskiwin District 4-H

Janelle Cameron, Millet; Jennifer Gainer, Falun

Wheat Board Money Trust

Jennifer Alexandre, Falher; Katelyn Kozak, New Sarepta;
Josée Marcoux, McLennan; Amy Mayner, Bluffton; Hal
Nixdorff, Airdrie; Erica Reid, Daysland; Roberta Templeton,
Coaldale

Woodgrove Unifarm Local

Reanne Verbeek, Calahoo



Member Travel Awards

Through a variety of means – competitions, award trips, exchanges – 4-H members hit the road this past year, touring across the country, across North America, and even across an ocean or two. With travel comes perspective; with perspective comes wisdom and with wisdom comes confidence, maturity, introspection and curiosity, which are attributes that the 4-H program strives to impart to its members.

NILE Livestock Evaluation Competition

Billings, MT

October 11 - 15, 2009

Jennifer Alexandre (Falher), Kristina Huisman (Barrhead), Taylor Isley (Langdon), Kristy Oatway (Rycroft), Nathan Sereda (Bow Island), Stephanie Rasmussen (Didsbury), Kelsey Cartwright (Calgary), Tyler Kueber (Killam)

National 4-H Skills Conference

Brandon, MB

October 23-24, 2009

Lynette Lastiwka (Willingdon), Kasara Van Hecke (Busby)

National 4-H Members' Conference

Toronto, ON

November 3 - 7, 2009

Danielle Charron (Mannville), Jamie-Lee Danielsen (Delia), Lindsey Douglas (Delburne), Kristina Huisman (Barrhead), Jared Hunter (Didsbury), Michelle Leslie (Sedgewick), Amy Schoenknecht (Hay Lakes), Matthew Yakemchuk (Hairy Hill)

Young Speakers for Agriculture

Toronto, ON

November 5 - 7, 2009 (held in conjunction with the Royal Agricultural Winter Fair in Toronto)

Rosie Templeton (Coaldale)

Canadian National 4-H & Youth Judging Competition

Regina, SK

November 22 - 24, 2009

Lindsey Grover (Stettler), Kasara Van Hecke (Busby), Stacy Woywitka (Legal), Jacob Onyschuk (Legal)

National Western 4-H Roundup

Denver, CO

January 7 - 10, 2010

Jennalee Blackhurst (Rocky Mountain House), Jolene Garber (Milk River), Christina Hager (Hayter), Edith Wouters (Innisfail), Kathleen Linder, Matthew Paton (Rocky Mountain House), Sarah Richards (Airdrie), Katie Garber (Milk River)



National Western Collegiate Judging Competition

Denver, CO

January 14 - 17, 2010

Luke Wrubleski (New Sarepta)

USA National 4-H Conference

Washington, DC

March 18 - 25, 2010

Rosie Templeton (Coaldale)

National 4-H Citizenship Seminar

Ottawa, ON

April 9 - 15, 2010

Ted Andrew (Youngstown), Alyssa Bergo (Ardmore), Talisa Chelick (Hines Creek), Alison Ditner (Evansburg), Stacey Domolewski (Taber), Robyn Fisher (Fairview), Haley Scott (Lacombe), Katelyn Smith (Coronation)

Garfield Weston Foundation 4-H United Kingdom Exchange

June 3 - July 11, 2010

Alexia Hoy (Barrhead)



Member Travel Awards

Montana 4-H Congress

Bozeman, MT

July 4 - 11, 2010

Paul Diachyshyn (Waskatenau), Kristy Oatway (Rycroft), Matthew Paton (Rocky Mountain House), Jennifer Ruskowsky (Wetaskiwin)

Alberta/Northwest Territories Development Tour

Yellowknife, NWT

July 12 - 21, 2010

Arlet Bowhay (Sundre), Janessa Brewin (Taber), Kelsey Cartwright (Calgary), Scott Crebbin (De Winton), Melanie Danielsen (Delia), Rayel Douglas (Delburne), Jolene Garber (Milk River), Blair Harty (Foremost), Lars Iversen (Olds), Dana Kamlah (Lacombe), Lesley McCoy (Westlock), John Murphy (Wetaskiwin), Lacey Oczkowski (Pincher Creek), Kendra Rawluk (Lougheed), Samantha Salmond (Fairview), Lorisa Schilling (Halkirk), Jerri Schweighardt (Bassano), Charmayne (Sahpley (Acadia Valley), Stuart Smith (Lethbridge), Emily Steeves (Bluffton), Dalyce Unruh (Hays), Ryan Uytdewilligen (Coaldale), Alan Valin (Lethbridge), Brendon Wakefield (Coronation)

California 4-H Exchange

UC Merced, CA

July 29 - August 1, 2010

Severen Litwin (Vegreville), Erin Shaw (Gibbons)

Seminar on the United Nations and International Affairs

Goldeye Centre, AB

August 15 - 20 or 22 - 27, 2010

Harley Morison (Airdrie), Caitlind Smook (Vegreville), Leah Murphy (Duchess)



Alberta Youth Entrepreneur Camp

Eagle's Nest Ranch, AB

August 15 - 21, 2010

Andrea Croymans (Bow Island), Nicole Larson (Hanna), Veronica Minchau (Hanna), Sydney Perozak (Airdrie)

Canadian/Japanese Exchange Outbound Program

Summer 2010

Jason Drefs (High Prairie), Laine McKay (Valleyview), Harley Morris (High Level), Kristine Murray (Picture Butte), Monica Murray (Picture Butte), Jaden Plontke (Valleyview), Hayley White (Didsbury)



Leader Programs

In a world where the biggest complaint is that there isn't enough time, 4-H leaders take on more, and they do this willingly, not for themselves, but for the commitment that they have to seeing Alberta's youth flourish and grow and succeed.

As part of Alberta 4-H's commitment to leaders' continued learning and self development, the following programs were held during the 2009-2010 club year.

Key Leader Weekend Training

October 23 - 25, 2009

The 2009 Key Leader Training Weekend included a combined session by the 4-H partner groups - Branch, Council and Foundation - on Branding Alberta 4-H, which was presented by MAC, the Marketing Action Committee. Along with updates on provincial 4-H programming, opportunities, and resources, the Key Leader Training program focused attention on working with new families, clubs and their meetings, school 4-H clubs, sponsorship and fundraising, as well as the changing role of a Key Leader. In January, 2010 the 4-H Key Leaders met at Leaders' Conference for a session with Karen Dawson on the Leadership Challenge.

Alberta 4-H Key Leaders volunteer with district councils and local clubs to enhance 4-H experiences. Focusing on leadership training, assisting new clubs and leaders, and promoting 4-H, these experienced 4-H volunteers are a major strength in the Alberta 4-H program. In 2009-2010 64 individuals contributed to the 4-H program as Key Leaders. A number of districts address succession planning for their Key Leaders through shared positions. UFA Cooperative Limited and Alberta Agriculture and Rural Development sponsor the Alberta 4-H Key Leader Program.

Provincial 4-H Leaders' Conference

January 8 - 10, 2010

Alberta 4-H Leaders' Conference welcomed 264 exceptional volunteer 4-H leaders to the Red Deer Lodge for what would be a weekend of rejuvenation, reflection, inspiration and education.

Session topics offered a variety of options, ranging from internet safety to personality testing to conflict resolution to organizing a multi-club. The conference didn't stop there though, there was also a lot of awarding! The 2010 Golden Clover recipients were Dixie Crowson, Linda Gooch and Muffy Knox, who were nominated based on their hard work and dedication to the 4-H Provincial Equine Advisory Committee's Horsemanship DVD set.

The 2009 Premier's Award winner, Rosie Templeton, spoke during Saturday's luncheon, offering up accolades for leaders' influence on members' future; Saturday evening's Sponsor Recognition banquet based on 85% attendance rate among Alberta 4-H's corporate partners.

The 2009 Hall of Fame inductees were also named at Leaders' Conference, with Ellen Bonde of the Chinook 4-H Riders Multi Club and Melvin Clark with Gibbons 4-H Light Horse Club being honoured for their respective 32 and 45 years of volunteer service with the 4-H organization.

Provincial 4-H Equine Leaders' Forum (PELF)

February 20 - 22, 2010

Put on by the Provincial 4-H Equine Advisory Committee (PEAC), the sixth bi-annual Provincial 4-H Equine Leaders' Forum (PELF) educated equine project leaders on new skills and approaches to project work, equine-related health issues, industry developments.

Session topics were varied with experts being brought in to talk on a range of industry-related subjects such as biting and osteopathy, the importance of the farrier-client relationship, equine parasites, denistry, and hoof care. Enhancing a 4-H member's experience was also focused on, with specialists in the field being brought out to show leaders how to teach mounting skills through games, introduce leaders to the idea of drill teams and how they can be incorporated into the club dynamic, as well as a session on how dressage is applicable to riders and horses of all ages and levels. The "how-to" of planning and hosting a horse event on a club, district and regional level was also presented.

A "Judge's Viewpoint" gave the insider's perspective on what a judge is looking for in the show ring, while a presentation on horse-related judging activities showed leaders how those activities could be used to increase their members' knowledge and confidence.



Leader Awards

Alberta 4-H volunteer leaders are the backbone of the 4-H organization, and every leader deserves to have their efforts applauded daily. The following awards were handed out in the 2009-2010 club year in an effort to recognize the exceptional dedication, contribution and involvement of those involved in the 4-H program, without whom, some of 4-H's most amazing initiatives, feats and accomplishments would have never come to pass.

Golden Clover Award

Nominations accepted annually

Based on peer nomination, the Golden Clover Award recognizes individuals or groups who have exhibited outstanding leadership while initiating a special contribution such as an innovative idea, program, activity or event that has made a significant difference to Alberta 4-H. The Golden Clover Award is awarded annually at the Saturday evening at the Alberta 4-H Leaders' Conference.

The 2010 Golden Clover recipients were Dixie Crowson, Linda Gooch and Muffy Knox, who were nominated for the award based on their hard work and dedication to the 4-H Provincial Equine Advisory Committee's Horsemanship DVD set, which was a resource created for Alberta 4-H Equine project leaders.



4-H Volunteer Hall of Fame

Nominations accepted annually

This year's Hall of Fame inductees were Ellen Bonde of the Chinook 4-H Riders Multi Club and Melvin Clark with Gibbons 4-H Light Horse Club, who, respectively, have 32 and 45 years of volunteer service with the 4-H organization.

"I feel tremendously honoured having been chosen for this distinction, and to have been nominated by those equally as dedicated to the program is a very humbling experience," Ellen reflected in her induction speech.

Melvin Clark felt that this honour was the perfect way to cap off his years of dedication to the program. "Given the amount of time that I have been with the organization, I joke about being a 4-H 'lifer'. But when you consider the skill development, technical training, communication practice and confidence that all come about as a benefit of being involved in the 4-H program, those skills truly are with you for a lifetime."

Inductees are people who have demonstrated significant initiative, leadership, and have had a positive impact at a local, district, regional and provincial 4-H level. More than 70 men and women have been inducted into the 4-H Hall of Fame since the award was initiated in 1971.

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

Nominations accepted annually

Linda Halun was this year's Alberta recipient of the National Volunteer of the Year Award. Linda, who is a leader with the Radway 4-H Multi Club, received her 20-year leader pin in 2009.

In the nomination that Linda's club submitted, they summarized Linda's contributions in the following way: "She is the core of our community, which helps keep our hamlet going."

Halun has been involved with the Radway Agricultural Society for a number of years, volunteers with the Radway Historical Society, and has also been active in local sports and as an educator; a profession she recently retired from.

For the past nine years, The Co-operators and the Canadian 4-H Council have been working together to recognize 4-H leaders across the country. The Co-operators award provincial winners with a certificate, and a \$100 cash prize. From this group, a national winner is chosen in a lottery for the Grand Prize of \$1,000 cash award, and a trip to the 4-H Annual Conference and General Meeting, held in May of each year.



Leader Travel

Each year, Alberta 4-H has a number of conferences, forums and workshops that volunteer leaders are encouraged to take part in as a means of enhancing their own learning, creating opportunities to network with fellow leaders across the continent, rewarding their commitment to the 4-H program, and acknowledging their unwavering support of 4-H members. Several chaperoning opportunities also exist for leaders.

Development Opportunities

Montana 4-H Leaders' Forum

Sidney, MT

September 24 - 28, 2009

Cheryl Coleman (Innisfail), Debby Dobko (Kathryn), Arlene Good (Brooks), Lynne Lyster (Mayerthorpe), Marvin Molzan (Oyen)

National 4-H Volunteer Leaders' Conference

Toronto, ON

November 4 - 8, 2009

Sally Barkwell (Peace River), Charlene Carey (Lloydminster), Dorothy Carlson (Cherhill), Andrea Church (Airdrie), Jeffery Harvey (Ponoka), Monica Harvey (Ponoka), Karen Rosvold (LaGlance), Meridith Van Maarion (Medicine Hat)

Ontario 4-H Leaders' Conference

Waterloo, ON

February 26 - 28, 2010

Sherry Howie (Fox Creek), Nonavee Kary (Veteran)

Western Regional Leaders' Forum

Albuquerque, NM

March 11 - 14, 2010

Lorraine Parkinson (Airdrie), Jocelyn McKinnon (Staff), Martha Wrubleski (New Sarepta)

Chaperone Opportunities

NILE Livestock Evaluation Competition

Billings, MT

October 13 - 17, 2009

Chaperones - Cameron Horner (Staff) and Wayne Horner (St. Paul)

National 4-H Members' Conference

Toronto, ON

November 4 - 8, 2009

Chaperone - Ginny Smith (Staff)

National Western 4-H Roundup

Denver, CO

January 7 - 10, 2010

Chaperones - Leila Hickman (Staff) and Kathleen Linder (Stony Plain)

National 4-H Citizenship Seminar

Ottawa, ON

April 9 - 15, 2010

Chaperone - Jessica Hainstock (Staff)

Montana 4-H Congress

Bozeman, MT

July 5 - 10, 2010

Chaperone - Christine Lentz (Staff)

Alberta/Northwest Territories Development Tour

Yellowknife, NWT

July 12 - 21, 2010

Chaperones - Jalisa Barnett (Staff), Toni Harley (Staff), Joanie Tremblay (Staff)



Special Initiatives

Marketing Survey

In 2009, a strategic review of the 4-H program was launched in an effort to provide Alberta with a benchmark to evaluate its level of youth engagement and provide recommendations on how to improve member recruitment and retention.

The Alberta 4-H Members Attraction and Retention marketing survey was conducted on many fronts - one-on-one interviews, an online survey, and focus groups - as well as cross-examining Alberta 4-H to youth's participation in extracurricular activities and other youth organizations. The members, leaders and parents of Alberta 4-H were willing survey participants, with online surveys garnering a 23 per cent return rate.

The results of this survey, and the thoughts and suggestions of the Alberta 4-H Family, will be used as Alberta 4-H moves forward in the areas of member recruitment and retention, website re-design, family involvement, resource development, family orientation and leader training.

Clever Kids

In the fall of 2009, following a survey initiated by the Alberta 4-H Council, 10 clubs applied to pilot a "Clever Kids" project for members ages six-eight. The Alberta 4-H Council supported and encouraged these clubs to develop a program involving underage youth and to report back their successes and challenges. This marked the first year of a three-year pilot project, which will run until the end of the 2011-2012 club year. Thirty-eight youth referred to as "Clever Kids" were involved in various club activities and projects across the province, dedicated parents and leaders assisted them in learning about commitment, some project skills and 4-H.

As of September 1, 2010, this pilot is available to all Alberta 4-H clubs, providing they meet the specific pilot requirements that resulted from the evaluations received. As a pilot, the Clever Kids idea is being tested and monitored in an effort to gauge its affect on the Alberta 4-H program, and its effectiveness as a project/program. The information, feedback and evaluations gathered throughout the course of the three year pilot will help the Alberta 4-H Program determine if, and how to best implement Clever Kids as an official part of Alberta 4-H.



Provincial 4-H Horse Show

August 10 - 12, 2010

To finish off the 2009-2010 club year, the Provincial Equine Advisory Committee (PEAC) developed an inaugural horse show for all Level 4 - 7 Alberta 4-H members. It was a huge success in its very first year, featuring over 80 members from all regions with 100 horses in 118 classes. To best measure the success of this brand - new event, here are the words from the [member and leader]'s mouth:

“ . . . the Provincial Horse Show was one of the smoothest running and most organized 4-H events that I have been to in my 8 years as a 4-H member. I would like to thank the organizing committee on their good work. . . . I had a great time and I hope to attend the show again next year!”
Katie Garber (Milk River Multi, Member)

“My daughter Emma participated in the Level 4 events at the show and although she may not have placed in all of her events, she was able to show well and recognize the quality of riders and horses in attendance and take great pride in being among them.”
Teresa Russian (Stavelly Stampede, Leader/Parent)



Resources

In an effort to stay true to the values of the Alberta 4-H program, everything pertaining to resources and services, from presentation, to delivery medium to end use was reviewed and analyzed, and subsequently, changes were required to ensure that Alberta 4-H maintains its status as Alberta's #1 rural youth program of choice by remaining relevant and up-to-date to members and leaders.

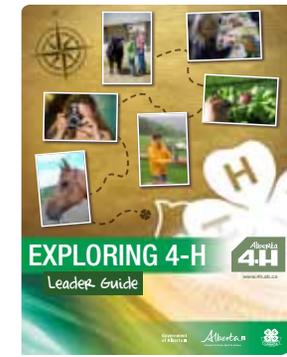
New Look

Member and Leader Project Guides, Record Books on Project CDs

Alberta 4-H has amazing resources. Thorough, age-appropriate content explained in easy-to-understand language makes 4-H's member and leader project guides second-to-none, and this is something that will never change about 4-H's resource material.

However, it was time for the outsides of the project guides to match the insides, which is why this fall, quite a few of the resources that will be sent out to clubs will be sporting new covers that better reflect what 4-H is: youth-focused, fun, interactive, social, and hands-on.

Examples of Alberta 4-H's "New Look"



Certificate of Appreciation

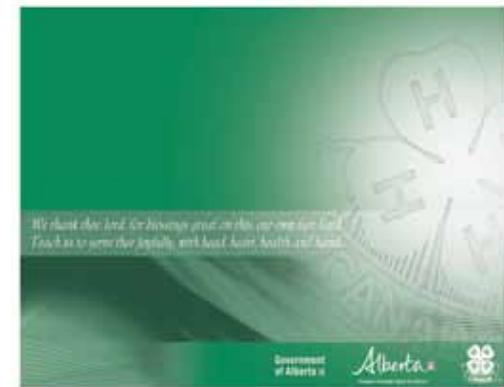
Presented to _____

Thank you for supporting the Alberta 4-H program through your participation in _____

Marguerite Stueb
Marguerite Stueb, 4-H and Agriculture Education Branch
Alberta Agriculture and Rural Development

Council or Club Representative

Date: _____



Resources

CD-Based Learning Resources

Three new CD-based resources were sent out in the fall of 2010: the Club Executive Pack, Alberta 4-H Policy and Procedures, and Club Registration and Supplies.

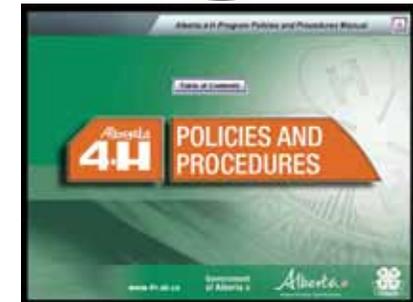
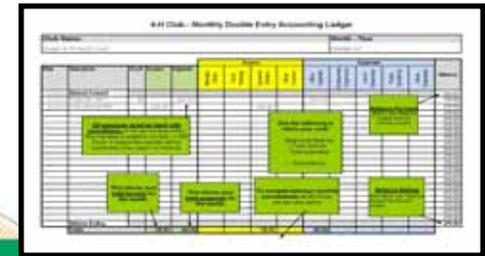
The Club Executive Pack CD includes the roles and responsibilities of the Executive members including the Club Reporter Manual, the Secretary's Record Book and an updated Treasurer's Record Book. Also included is the 4-H Meeting Pack, expectations of members, leaders and parents, and appreciation supplies for volunteers.

The Alberta 4-H Policy and Procedures CD has every Alberta 4-H Policy on it, as well as an Appendix and Glossary of Terms for quick and easy reference.

The combined Club Registration and Supplies CD contains forms for club registration and club supply ordering, in addition to the Club Supply Catalogue and sponsorship application forms.

The PDFs included on these CDs are printable, fillable and saveable. Some might say that these resources will enable Alberta 4-H's members and leaders to have a more effective, and efficient, club experience.

As Alberta 4-H moves towards the development of more CD-based resources and works on a new and improved website, opportunities including surveys and workshops will be held to capture the input of the 4-H Family on how Alberta 4-H can best stay on top of the ever-changing world of technology.



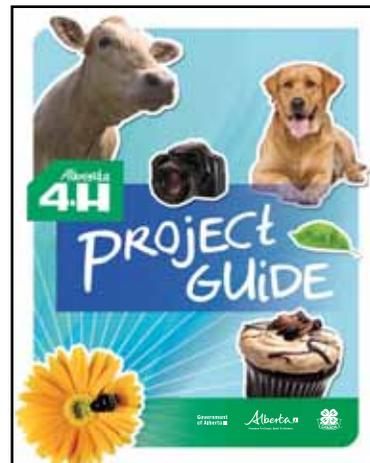
Resources

Promotional Resources

Program Calendar

Knowing that Alberta 4-H's programs are a HUGE part for why members and leaders love the organization, it was decided that a new approach to promoting the programs and distributing the registration forms would be taken.

For fall 2010, rather than flipping to the middle of the 4-H Magazine for the 24-page Program Booklet, families were mailed a Program Calendar. This new promotional piece includes program descriptions and application deadlines and event dates for Alberta 4-H's programs. Application forms for upcoming programs were included inside the calendar, with 2011 spring and summer program registration forms being mailed out to families in the early part of 2011.



4-H's Project Guide

As part in package of the project material, comes the guide that explains and promotes each project area offered by Alberta 4-H.

"From Paper to Podium" Communications CD

Alberta 4-H is proud to introduce the new communications resource, "From Paper to Podium," which is an interactive, eLearning tool (in that it is delivered electronically via CD-ROM and online), designed to give members all of the information and helpful tips necessary to be successful in their 4-H communication experience.

Complete with interactive games, printable PDFs, downloadable worksheets, supplementary video and hosts who will walk you through the entire resource, "From Paper to Podium" will serve as a complementary training tool for leaders to use when coaching members on their public speaking skills, or to provide members the opportunity to do further exploring, practicing and learning at their own pace and on their own time.

"From Paper to Podium" is available through the "Resources" section of the Alberta 4-H website (www.4h.ab.ca). Every registered club also received a CD-ROM version of the resource in the 2010 Alberta 4-H Fall Mailout.

"From Paper to Podium" was a Growing Forward - funded initiative.



Communication

Alberta 4-H Magazine

As one of Alberta 4-H's main communication tools, the Alberta 4-H Magazine offers 48-pages of member highlights, leader achievements, and sponsor generosity. Distributed on a quarterly basis for members of the 4-H Family to enjoy, the magazine is also where information on programs, exchanges, upcoming opportunities, and staff contact information can all be found. The magazine is also a platform through which to promote the program to potential members and leaders.

For the Spring 2010 edition of the Alberta 4-H Magazine, a few subtle changes were introduced, a new font, Sky Serif, was launched onto the glossy pages of the magazine. Vertical side-of-the-page section headers are now included so readers can easily see where they are in the magazine. A black border was also put around each photo in an effort to make the images "pop" and using photos as full-page backgrounds was explored.

So now, in addition to the magazine being a fun read ("Did I make it into any of the photos?" or "I didn't know that you could do an exchange to Finland?"), it hopefully looks a little snazzier as well.



Alberta 4-H Website - www.4h.ab.ca

The Alberta 4-H website offers information on programs, activities and events happening in the province. It not only stocks the information on the event, but it has the registration papers, ready to be printed off at the click of a finger.

Go to www.4h.ab.ca to find the latest program press releases or contact information, not to mention downloadable resource material like extra record book pages, and member and leader project guides. Clubs can now be registered online, and grant and scholarship applications can be found on the 4-H website as well.

Visit www.4h.ab.ca, and check back often!



Trends in Enrolment

Most Popular 4-H Member Project Categories: 1999-2010

Project	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10 Year Change %	5 Year Change %	1 Year Change %
Beef	6775	6436	6279	5940	5934	5664	5259	5059	4958	4816	4698	-31	-17	-2
Horse	4198	3727	3989	4209	4259	4261	3652	3282	3295	2953	2804	-33	-34	-5
Crafts	539	605	579	537	494	443	431	390	310	386	380	-29	-14	-2
Sheep	546	502	523	473	439	354	409	397	392	372	407	-25	15	9
Canine	209	306	336	392	373	377	561	535	557	665	666	219	77	0
Foods	331	347	346	399	314	300	259	225	302	289	330	0	10	14
Creative Options / Leadership	246	201	231	201	307	351	217	258	315	259	284	15	-19	10
Small Engine	233	230	275	250	246	337	272	198	144	179	172	-26	-49	-4
Clothing	340	328	285	256	226	198	141	115	153	151	110	-68	-44	-27
Environment	9	81	143	164	189	212	233	228	249	197	232	2478	9	18
Woodworking	203	186	198	154	173	172	195	144	122	99	99	-51	-42	0
Dairy	279	139	154	122	119	114	158	137	154	159	159	-43	39	0
Photography	115	91	146	111	114	75	115	97	187	247	243	111	224	-2
Exploring 4-H	-	-	-	-	-	-	-	53	111	99	143	-	-	44
Small Animal	-	-	79	97	95	73	115	102	85	113	90	-	23	-20
Total	14023	13179	13563	13305	13282	12931	12017	11220	11334	10984	10817	-23	-16	-2
Total Project Enrollment	14650	13822	13975	13761	13713	13463	12508	11652	11890	11389	11182	-24	-17	-2
% of Total Project Enrollment	96	95	97	97	97	96	96	96	95	96	97	1	1	1

Membership Statistics: 1999-2010

	99/00	00/01	01/02	02/03	03/04	04/05	05/06	06/07	07/08	08/09	09/10	10 year change (%)	5 year change (%)	1 year change (%)
Members	8610	8590	8581	8179	8018	7791	7108	6717	6688	6563	6443	-24	-17	-2
Average Tenure of Members	3.26	3.3	3.35	3.44	3.47	3.55	3.64	3.59	3.48	3.43	3.45	5	-3	1
Leaders	2966	2802	2627	2609	2524	2521	2406	2386	2297	2175	2165	-27	-14	0
Average Tenure of Leaders	4.5	4.7	4.8	4.9	4.9	4.9	4.9	4.9	4.9	5.09	5.08	13	4	0
Clubs	464	454	454	442	423	422	409	398	399	383	377	-17	-11	-2



CONTACT US

Have a question? We have the answers!

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www.4h.ab.ca



Alberta 4-H Annual Report for the Club Year 2009-2010

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