

## 4-H'er makes the case for healthier food and nutrition options for youth

For Eaton County 4-H'er Andrew Dow, visiting the Michigan Senate floor May 5 was a pretty hectic experience. Phones were ringing, bills were being introduced, people were rushing all over the place.

Andrew was the guest of state Sen. Virg Bernero, who that day was introducing Senate Bill 1189 to require public schools to adopt, implement and require other measures related to school nutrition.

Andrew, 15, was introduced that day as a youth "expert" on the issue of childhood obesity. His expertise comes from experience with a close friend.

"One of my friends was told by his varsity baseball coach that he had to lose 25 pounds to play during the spring baseball season," Andrew shared. "I thought that was pretty dramatic, and he was shocked. He went to his doctor and they made a plan and he started to lose the pounds."

This situation made Andrew choose this topic for his speech during the winter 4-H Communications Day at Michigan State University. After researching the causes and effects of obesity, he's

become an avid spokesperson on the issue.

"I couldn't believe how many problems relate to obesity – Type 2 diabetes, heart disease – and how many people die each year just from obesity alone," Andrew said.

He also learned that this issue is complicated by the amount of money that vending machines bring into schools.

"I think we would be better off putting milk in there, or even juice, more diet and caffeine-free pop," Andrew said. "Some kids don't like not having choices – this way they can, but healthier choices, and the schools still get to make some money."

Andrew will get to share his suggestion and what he has learned about the issue when he testifies before the Michigan Senate Committee on Education this spring.

He has already made local presentations to the membership of the Eaton County Junior Livestock Association and his 4-H club, The Gresham Grain Grinders, and he says he is looking forward to the opportunity to share what he has learned as his final ninth grade school speech project.

And Andrew's friend?



**Eaton County 4-H'er Andrew Dow (second from left) visited the Michigan Senate floor as a youth "expert" on childhood obesity and the guest of state Sen. Virg Bernero (second from right), who introduced a bill for public schools to require school nutrition measures. Andrew was joined by his mother Melanie Dow (far left) and Eaton County 4-H program assistant Anne Pease (far right).**

"He did make the baseball team and I told him I was quite proud of him," he said.

Food and nutrition issues are being addressed as part of the state 4-H youth development priority focus on youth personal development.

The new 4-H "Jump Into Foods and Fitness" curriculum and health-focused teen leadership training opportunities are giving 4-H members more opportunity to learn healthy eating and lifestyle habits and helping them to teach others what they've learned.

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# Communications director assumes foundation leadership

After 14 years of directing communications for Michigan 4-H Youth Development and the Michigan 4-H Foundation, Cheryl Howell assumed leadership of the foundation as executive director, effective June 1.

In this new role, Howell is responsible for overall management of the foundation, which includes solicitation, management and distribution of private support for Michigan 4-H, donor stewardship and cultivation, and oversight of the management of the foundation's business operations, including Kettunen Center, which the foundation owns and operates.

The executive director reports to the 30-member Michigan 4-H

Foundation Board of Trustees and MSU Extension's state 4-H leader and is responsible for building both internal and external partnerships to enhance and support 4-H programming statewide.

"With three years to go and just over 50 percent of the \$15 million *Campaign for 4-H* goal raised, foundation trustees are pleased to have in this executive role Cheryl's knowledge of 4-H and experience with both the foundation and the 4-H programs our work supports," said Victor Fulgoni III, Michigan 4-H Foundation president.

A communications graduate from the University of Tennessee in Knoxville, Howell joined the Michigan State University staff in

1988 as assistant director of development for the MSU College of Arts and Letters, MSU Libraries and Wharton Center. Her professional career also included time as a daily newspaper reporter, public relations director for Knoxville College and development and alumni affairs consultant for the State Technical Institute in Knoxville, Tenn.

"Cheryl brings many skills to this position that link directly to the needs of the Michigan 4-H Foundation. She is grounded in youth development, is a terrific



**Cheryl D. Howell**

communicator, has experience in development and fund procurement, and is ready to target her energy to leading the Michigan 4-H Foundation," said Cheryl Booth, state 4-H leader.

## Miller in new communications role

With Cheryl Howell assuming the foundation's leadership role, Abbey (Warren) Miller moves into the communications manager position, effective June 1.

Miller is the primary communications contact for the Michigan 4-H Foundation with responsibility for developing and implementing communications strategies to meet the goals of the foundation. This includes communications support for Kettunen Center and the Michigan 4-H Children's Gardens.

She has worked on the communications team as the foundation's graphic designer since December 2001. She is a 2001 Michigan State University graduate with bachelor's degrees in agriculture and natural resources communications and animal science.

## Kettunen Center names marketing coordinator

Laura Hamlin joined the Michigan 4-H Foundation staff as Kettunen Center's marketing coordinator May 10.

Hamlin is responsible for identifying new clients and marketing Kettunen Center to those potential clients. She will encourage current clients to rebook and seek referrals from them. She will also assist in marketing 4-H volunteer workshops at Kettunen Center.

Hamlin is a senior at Michigan State University majoring in agriculture and natural resources communications and will graduate in May 2005. Before accepting this position, Hamlin served as a trustee for the Michigan 4-H Foundation. She was the first youth member to be elected to the foundation's board of trustees.

## Calendar

**June 20-25—Elderhostel Intergenerational Summer Program** at Kettunen Center. Grandparents & grandchildren enjoy educational learning opportunities together. Call (231) 829-3421 for details.

**June 23-25 — 4-H Exploration Days.** This annual event brings over 2,000 young people to MSU. The State 4-H Awards assembly will be June 24. For details, visit 4-H online at <http://www.msue.msu.edu/cyf/youth/expodays.html>.

**June 24 — 2004 4-H Emerald Clover Society induction ceremony** at MSU's Kellogg Center. Reserve dinner tickets by phone at (517) 353-6692 by June 15.

**June 27-30 — 4-H Learning Science Through the Arts Camp** at Kettunen Center. This camp combines art and science for youth 9-14 years old. 4-H and non-4-H youth can attend. Call (231) 829-3421 for details.

**August 12 — Deadline for ordering an inscribed brick** for placement in the Michigan 4-H Children's Garden and/or Kettunen Center. A gift or paid pledge of \$250 to the Michigan 4-H Foundation entitles you to make this permanent memorial or tribute.

**October 1 — Michigan 4-H Foundation annual meeting** at MSU's Kellogg Center.

Explore, Experience, Achieve:

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## Corporate gifts give boost to 4-H programs

Beginning this summer, young people representing diverse populations in Wayne, Oakland, Monroe, Saginaw, Sanilac and Cass counties will join environmental teams that will explore and build awareness of their local environments using today's technology tools.

These teams are part of the 4-H Reaching Environmental Awareness and Action in Communities Together or 4-H REACT team initiative funded by three-year grants totaling \$165,000 from **Dow Chemical Company** and **DTE Energy Foundation**.

The REACT initiative is designed to increase youth environmental stewardship skills, technology literacy, and help 4-H better adapt environmental learning to meet the cultural, economic and ethnic needs of diverse populations.

"We are pleased to extend our partnership with the Michigan 4-H Foundation for its REACT: Reaching Environmental Awareness and Action in Communities Together program," said Karla Hall, secretary of the DTE Energy Foundation, which provided inaugural funding to strengthen three critical 4-H program areas.

DTE Energy Foundation's partnership with 4-H Youth Development connects to their commitment to community support in education and the environment and development and diversity, which with



**Corporate gifts from Dow Chemical Company, DTE Energy Foundation and Pfizer are funding innovative 4-H environmental and outdoor education programs.**

leadership and achievement are part of its four LEAD priorities.

In addition to financial support, the Dow Chemical Company has also offered its employees as volunteers to support 4-H youth learning around environmental issues.

"Young people need to understand and appreciate their environment and those elements that affect their environment," said Smallwood Holoman, Jr., manager of Dow Promise. "If Dow can be a part of that understanding, be that through sponsorship and/or Dow volunteers, then we want to contribute to that education."

REACT aligns with Dow's commitment to community investment in environmental education and community development by exposing diverse youth to the potential of professional careers in the natural and environmental sciences.

### Pfizer continues as foundation's largest annual corporate donor

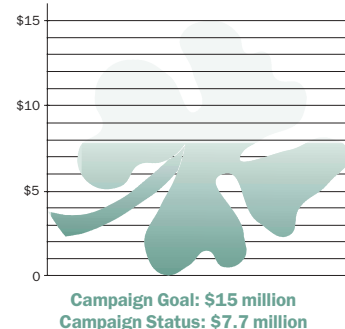
**Pfizer Animal Health, Inc., of Kalamazoo, Pfizer Global Research and Development of Ann Arbor, and Pfizer, Inc.,** were joined by the **Pfizer Foundation of New York** to provide a \$50,000 grant to support statewide 4-H youth leadership training in environmental science, veterinary science and equine science, and to increase global and cultural education opportunities statewide and 4-H club development in Kalamazoo.

"It is one of Pfizer's roles to support the community, and this is in line with that role," said Tony Benitz, executive director of Pfizer external technology. "4-H provides leadership development opportunities to youngsters, so

we're helping to train future citizens that may one day become pharmaceutical employees."

Pfizer's 2004 support for Michigan 4-H Youth Development programs through the Michigan 4-H Foundation builds on a more than 30-year relationship that began with Pharmacia and Upjohn.

**Campaign for 4-H Status**  
May 2004





# Kettunen Center “jumps into foods and fitness”

Kettunen Center is integrating a new theme in its programs for this year – “Jump into foods and fitness.”

The Family, Foods and Fitness Project, supported by **Yoplait of Reed City**, is a joint effort between Kettunen Center and MSU Extension 4-H and Family and Consumer Sciences programs in Osceola, Lake and Mecosta counties, as well as local school districts in those counties. The project focuses on good nutrition and physical fitness and is based on the new MSU Extension Children, Youth and Family Programs curriculum “Jump Into Foods and Fitness” (4H1602) and other MSU Extension research-based curricula.

“This is a yearlong program focusing on health, food and fitness,” said Kama Sterret, Kettunen Center assistant program coordinator. “We need to give kids new ways to learn how to be healthy and make healthy choices.”

One of these is the Outdoor Fun and Fitness Course, created by Kettunen Center program staff members for youth ages 9 to 11. It is portable and adaptable for home and school environments. The course uses jump ropes, hula hoops, streamers, stretching, walking and other exercises to teach the importance of healthy nutrition and physical fitness.

Students will be recruited from local schools in the three counties to participate in the Outdoor Fun and Fitness Course during a 4-H TRACKERS one-day field trip or

multi-day camp. 4-H TRACKERS is Kettunen Center’s outdoor and environmental education program for elementary school-aged youth. The schools will receive a per student subsidy and will also receive instructional packets for the Outdoor Fun and Fitness Course so they can set up and use the course at school. The program will focus on activities that promote healthy eating and lifestyle choices. For instance, yogurt, donated by Yoplait, and trail mix will be served as snacks, rather than less healthful snacks.

This summer’s 4-H Learning Science Through the Arts Camp at Kettunen Center will also focus on making it fun to eat right and

stay fit. The camp will feature making exercise equipment such as jump ropes and hula hoops, exploring yoga and tai chi, and creating tasty and healthy snacks.

**Agrim Industries** is funding eight 4-H teen leaders from the three counties to promote and teach the new “Jump Into Foods and Fitness” curriculum to local school groups, recruit local youth to attend the 4-H Learning Science Through the Arts Camp and showcase an educational display of this community service work at their county fair. Four of the teens will be camp counselors.

“It gives them an opportunity for their own identity in the project,” said Andrea Grix, Kettunen Center program coordinator.

In addition, Osceola, Lake and Mecosta counties will each host a free Kids and Family Fun, Food and Fitness Day for their communities, and Kettunen Center will host a Family Fun, Food and Fitness overnight camp for families this fall. At each of these events, family members will participate in the Outdoor Fun and Fitness Course and other activities from the “Jump Into Foods and Fitness” curriculum facilitated by the eight 4-H teen leaders, Kettunen Center program staff members and MSU Extension county staff members.

“This is one more opportunity for parents and kids to immerse themselves in foods and fitness,” Sterret said.

## A.G. Kettunen’s family joins 4-H’ers at induction ceremony



**Arne G. Kettunen, state 4-H leader from 1925 to 1956, was inducted posthumously into the National 4-H Hall of Fame March 22 at the National 4-H Conference in Chevy Chase, Md. Representing A.G. Kettunen are Margaret (Kettunen) Zegart, his daughter and her nephew, Paul A. Kettunen. They are pictured with Michigan 4-H delegates to the National 4-H Conference: Lisa Champion, Macomb County; Olivia Cohn, Washtenaw County; and Kacy Hermans, Midland County.**

# Springtime means it's outdoor garden time!

It's springtime again, and the outdoor 4-H Children's Garden is blooming for its visitors.

Elizabeth Driscoll, known in the garden as "Ms. Liz," is the Michigan 4-H Children's Garden new education coordinator. Driscoll assists Norm Lownds, Michigan 4-H Children's Gardens curator, with the garden's school, 4-H and family programs.

"It's really exciting, especially when you get parents or grandparents with young kids," Driscoll said.

The outdoor Michigan 4-H Children's Garden summer season is filled with fun family learning opportunities. One of this summer's highlights is Garden Chefs with Ms. Liz, a new weekly program through which the whole family can learn how to make easy, healthy, fun food through hands-on activities related to growing plants in the garden and cooking with them.

Kids (and adults) of all ages are invited to Stories in the Garden, a free program offered in collaboration with the East Lansing Public Library. Teens read and bring stories to life in the garden throughout the summer.

"That's one of my favorite programs," Driscoll said about Stories in the Garden. "Some teens even dress up in costumes or bring puppets."

During Kid Curator Days, kids make hands-on plant science discoveries in the garden with Dr. Norm.

Other summer garden programs include Peter Rabbit Day, a time to drink chamomile tea, explore Mr. MacGregor's Garden and start your own garden; Movie Night when families are invited to sing, dance and watch a special movie in the garden; Important Plants, a day to learn about how plants are important in our everyday lives; and Bug Day, when you can explore everything about bugs.

The outdoor garden is open daily from dawn to dusk until Oct. 31. Admission is free,



**The 4-H Children's Garden summer season is filled with fun family learning opportunities such as Stories in the Garden, Garden Chefs and Kid Curator programs.**

but there is a \$5 parking fee. Free parking is available upon purchase of a garden membership for \$50 at the information station in the 4-H Children's Garden or at the visitor's center. For more information about the Michigan 4-H Children's Gardens, visit <http://4hgarden.msu.edu> or call (517) 355-5191.

## Gov. Granholm launches "Travel Michigan" tour from 4-H Children's Garden

Michigan Gov. Jennifer Granholm used the Michigan 4-H Children's Garden to announce her June 2004 Travel Michigan tour where she will highlight what she calls Michigan's "hidden treasures."

"Here we are at the Michigan 4-H Children's Garden," Granholm said. "I had never been here before, but what a wonderful hidden treasure."

Gov. Granholm will travel to a few of Michigan's lesser known attractions, museums, events, restaurants and other state destinations to promote summer travel.

Granholm was welcomed to the gardens

### Summer 2004 Outdoor 4-H Children's Garden Calendar

June 20—Father's Day Picnic

June 24—Peter Rabbit Day

June 29—Garden Chefs Day

July 6—Garden Chefs Day

July 6—Kid Curator Day

July 6—Stories in the Garden

July 8—The Wonders of Plants

July 13—Kid Curator Day

July 13—Garden Chefs Day

July 14—Bug Day

July 20—Kid Curator Day

July 20—Garden Chefs Day

July 22—Stories in the Garden

July 26—Important Plants!

July 27—Kid Curator Day

July 27—Garden Chefs Day

August 6—Garden Day for Adults

August 11—Stories in the Garden

August 12—Movie Night

August 19—Harvest Festival

# VANTAGE

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*Vantage* is published three times per year for members of the Michigan 4-H Foundation. The foundation uses funds solicited from individuals and organizations to support 4-H youth development programs and train volunteer 4-H leaders throughout Michigan. The foundation also owns and operates Kettunen Center, the state 4-H leadership training facility in Tustin.

The Michigan 4-H Foundation is licensed to solicit charitable gifts by the state of Michigan (MICS 2751). A report containing percentages of charitable contributions expended on program administration and fundraising is available by request.

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# *N*In the News

## MSU undergraduate sorority raises \$1,000 for Michigan 4-H

The Michigan State University Sigma Alpha sorority raised more than \$1,000 to support Michigan 4-H and Kettunen Center. Each year the undergraduate student sorority, a professional agricultural and natural resources sorority that promotes scholarship, leadership and service, hosts a rubber duck race on the Red Cedar River at MSU. The sorority sells ducks to be entered in the race and chooses an organization to donate half of the proceeds to. This year members chose to support Michigan 4-H.

## M4-HYCC receives John Hannah Award

The Michigan 4-H Youth Conservation Council (M4-HYCC) received the John Hannah Award March 11. The award recognizes superior MSU Extension programs and is considered to be the most prestigious Extension award. The M4-HYCC is a statewide 4-H club that gives teens an opportunity to voice to state legislators their opinions on current environmental issues. The M4-HYCC is supported by gifts and grants to the Michigan 4-H Foundation.

## Seevers receives honorary doctorate from MSU

Gary L. Seevers, whose major gift to the Michigan 4-H Foundation launched the first technology applications for the Michigan 4-H Children's Garden, received an honorary doctor of business degree May 7 from Michigan State University recognizing his national contributions as an accomplished economist and financial market specialist.