ALBERTA 4-H

CLUB YEAR
ANNUAL REPORT

October 1, 2010 - September 30, 2011

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Alberta 4-H Values

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.

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.

Alberta 4-H Partners

The mandate of the Partners is to work collaboratively to set the overall direction for the 4-H program in Alberta through the management of programs, projects, client support, communication and marketing, policy and organization finances.

4-H and Agriculture Education Branch

The Branch's responsibilities include the development and delivery of regional and provincial programming, online multi-media and print resource materials, as well as travel and award opportunities. The Branch implements internal and external communication and marketing directives through a variety of means including the website and social media. Branch staff work to meet the evolving needs of clients.

Alberta 4-H Council

The Council maintains the flow of communication between members, leaders, clubs, councils, and the Alberta 4-H Partners. The council guides the direction for 4-H policies, leads marketing initiatives, and manages Leader Screening processes.

7 Regions

55 Districts

379 Clubs

6,479 Members

4-H Foundation of Alberta

The Foundation's role is to operate the Alberta 4-H Centre and to seek, receive and administer financial resources to ensure the ongoing viability of the Alberta 4-H program. These responsibilities include acquiring and maintaining corporate partnerships, planned (estate) giving, charitable donations, pursuing grant opportunities and administering province wide club fund raising opportunities. In addition, the Foundation also administers district, regional, and provincial scholarships.

4-H and Agriculture Education Branch

As we embark on a new 4-H year, reflecting on the past one brings me a sense of pride and accomplishment. Over the past year we have taken the time to look at the research available to us, in addition to engaging in our own, to discover how best we can move forward with Alberta 4-H. We have begun to apply the knowledge gained to improve upon our program while maintaining stability.

The research reminded us that when youth are involved in ongoing programs like 4-H, there is a broad spectrum of positive influences, resulting in successful outcomes for individuals and communities in the future. Our 4-H program continues to provide young people with access to caring adults (leaders and volunteers) as well as responsible peers, and a number of developmental activities at the club, district, regional and provincial levels. These activities reinforce the values and skills that are associated with doing well in school and being a valued community citizen. We know our 4-H program in Alberta is one of the best. The structured learning, encouragement and adult mentoring that young people receive through their participation in 4-H plays a vital role in helping them achieve successes throughout their life.

Here at Alberta 4-H we are embracing new technologies, developing new programs, and creating new resources to keep 4-H current and relevant for the youth of today. Although change can be difficult, and paper work has been the one constant within 4-H, we are moving towards more streamlined processes and flow of information with reduced usage of paper! In the past year, we involved 4-H members, leaders and volunteers in the development of an on-line club and program registration system which launched in September. This huge project is only the start of our technology strategy which includes the redesign of our website, and the delivery of our club and project materials in electronic formats.

Our 4-H members are requesting additional programming for communication skill development. Last year "Something to Say" weekend training programs were launched to meet this need. Through the formation of the Sheep Advisory Committee we launched our first Provincial Sheep Breeding show. And thanks to the Equine committee, continued success of the Provincial Horse Show was ensured. Branch Staff continue to plan and implement the ongoing programs that are the core of our provincial programming. Club Week, PDP, LTCS, Beef Heifer Show, Provincial Judging, Leaders Conference, Dairy Show, Horse Classic, Selections, and Summer Camps all continue to be developmental programs that encourage our youth to become the best they can be.

We've developed new resources to assist clubs and councils to have effective meetings through effective governance processes. New materials to orientate parents, members and volunteers to the 4-H program, and materials to assist clubs in ensuring positive club experiences are created. All of these materials have been developed to keep Alberta's 4-H program strong. A 4-H program review has resulted in efforts to build programming that is oriented around entrepreneurial skill development. This programming information will be launched next year.

Alberta 4-H is a team of dedicated individuals. The club leaders, adult volunteers are the strength of this team, and the Branch staff thank you for your hard work and commitment. In 2013 we will be celebrating 100 years of 4-H in Canada, and I am looking forward to celebrating our achievements as well as the opportunities we provide for our future leaders. All the best in the coming year.

Marguerite Stark
4-H and Agriculture Education Branch Head
marguerite.stark@gov.ab.ca
403-948-8510

Contact the 4-H and Agriculture Education Branch for Information Regarding: programs, communications, resources and regional support.

Financial Summary

Revenue

	2010-11	%	2009-10	%
Member Fees	$259,680	7.3	$265,480	7.8
Program Fees	$235,179	6.7	$193,740	5.7
Corporate Sponsorship - 4-H Program/Project Support	$435,239	12.3	$411,473	12.1
Corporate Sponsorship - 4-H Regions, 4-H Districts, 4-H Clubs, 4-H Members	$1,140,607	32.3	$1,143,190	33.5
Federal Government - 4-H Program Support	$48,191	1.4	$41,821	1.2
Alberta Government - 4-H Branch Support	$1,412,973	40.0	$1,356,043	39.7
	$3,531,869	**100**	**$3,411,747**	**100**

Expenses

	2010-11	%	2009-10	%
Alberta 4-H Leader Training	$197,754	5.6	$184,976	5.4
Alberta 4-H Programs	$545,311	15.4	$490,178	14.4
Alberta 4-H Project Development and Supplies	$235,224	6.7	$237,360	7.0
Corporate Sponsorship - 4-H Regions, 4-H Districts, 4-H Clubs, 4-H Members	$1,140,607	32.3	$1,143,190	33.5
Alberta 4-H Provincial Programing - 4-H Branch Staffing, Infrastructures	$759,838	21.5	$702,803	20.6
Alberta 4-H Regional Programing - 4-H Staffing, Infrastructure, Support	$653,135	18.5	$653,240	19.1
	$3,531,869	**100**	**$3,411,747**	**100**

Alberta 4-H Council

What is the "Value" of 4-H? Is it tangible? Can it be held in your two hands or is it seen in the eye of a young member who has just completed their first communications activity and realized they lived through it? Is it in the memories of a senior member as he or she stands in the show ring for their last achievement day? Is it seen in the smile of an intermediate member as they display their group of pictures they worked so hard on? Or is it seen on the face of the Leader who has just wrapped up the last meeting of successful 4-H year and is watching as the members say good-bye for the summer?

We have all said "the program is so valuable" "the members get so much out of it", but to a stranger looking in, can we explain what this value is? As a leader/parent and 4-H volunteer I can tell you that I believe the value of the 4-H Program is immeasurable, and the best thing about it is that it means something different to every member, parent and leader. The things that each of us take away from the program, improved self-esteem, ability to speak or present in public, the ability to work with other people, learning a new skill, or simply belonging, all have a different value to each of us, and who are we to say that me learning to weld a napkin holder is more or less valuable than my best friend learning to trim her lamb?

I am a firm believer in "you get out of it what you put into it", but in order for members, leaders and parents to get the most out of 4-H, we need to have the best program we can, and luckily I believe Alberta does. As the Alberta 4-H Council it is our job to listen to the members and leaders of this province to ensure that their needs are being met to the best of our ability. It also means making decisions on their behalf to continually improve the program. We strive to listen to new ideas put forth from all areas of the 4-H family so that we can remain up to date in all facets of the program.

Needless to say I don't believe that the "value" of this program is tangible but I do believe that its value is far beyond what any one of us can fathom, and for some members and leaders it is "more than you can ever imagine", and because of that I am so pleased and grateful to be part of it.

Stacy Price
Alberta 4-H Council – President
calgary1@4hab.com

Contact Alberta 4-H Council for Information Regarding: policies, leader screening, Marketing Advisory Committee and working with 4-H at the grassroots level.

"I cannot begin to tell you how memorable, valuable and worthwhile the 4-H program has been for me. I can honestly say that the 4-H program has helped make me who I am today."

Alberta 4-H Member

Financial Summary

Operations for the fiscal year ending March 31

Revenue	**2010-11**	**2009-10**
Alumni Dues	$150	$285
Apparel Revenue	$805	$64
Cleaver Kids Registration	$2,660	$330
Interest	$601	$21
Operations Grant	$0	$30,790
Regional Dues	$64,430	$65,640
	$68,646	**$97,130**

Expenses		
Accounting Expense	$368	$357
Alberta Leaders Conference	$1,820	$1,370
Apparel Expense	$116	$1,986
Canadian 4-H Council Meeting Expense	$1,890	$1,774
Canadian 4-H Council Membership Expense	$600	$575
Canadian 4-H Council Sponsorship	$0	$250
Equipment Expense	$1,447	$748
Gifts	$0	$125
Golden Clover Award Expense	$466	$629
Grant Disbursements	$0	$30,790
Insurance - General Liability	$8,757	$8,249
Insurance - Accident	$6,146	$6,488
Insurance - D&O Liability	$1,000	$1,000
Leader Screening	$978	$264
Marketing Advisory Committee Expenses	$6,706	$6,752
Miscellaneous	$120	$0
Office	$268	$0
Ontario Leaders Conference	$709	$359
Telephone and Conference Call Expense	$3,427	$400
Travel - Alberta 4-H Council	$13,461	$12,654
	$48,279	**$74,770**
Excess of Revenues over Expenses	**$20,367**	**$22,360**

Fund Balances for the year Ending March 31	**2010-11**	**2009-10**
General Operating Fund	$90,389	$70,022
Casino Fund	$357	$356
Contingency and Reserve Fund	$30,000	$30,000
	$120,746	**$100,378**

4-H Foundation of Alberta

4-H provides many opportunities for our youth to develop personal and life skills, as the result of hands on experience. Our program would not operate successfully without the combined efforts of the many volunteers in our Alberta communities who provide their time, effort and dedication. Two of our volunteers were inducted into the Alberta 4-H Hall of Fame in January – Anita Mappin and Maryanne Sandberg. Congratulations Anita and Maryanne for the well deserved recognition, and thank you for your contributions and commitment to 4-H.

Congratulations also to the 2011 UFA 4-H Alumni Service Award recipients, Janette Bamford – DeWinton, Becky Pedersen – Edgerton, Shayna Pugh – Ponoka, Mark Tanner – Langdon and Jessica Verbeek – Morinville. Annually UFA recognizes five 4-H Alumni between the ages of 20 and 35 that have pursued post-secondary education, returned and remain committed to their rural roots with a minimum of two years community service.

We would like to extend a very special thank you to Carole Tkach and Tim Church who provided many years of service to the Foundation board. Both Carole and Tim served as Foundation chairs during their tenure. We welcome Morley Handford from St. Albert to our board of directors.

During the past year Henry Wiegman ended many years of service and dedication to the 4-H program in Alberta. We welcomed Carmen Stone – Manager, Corporate Partnerships, Barb Karlstrom – Finance and Administration Assistant and Vanessa Bosworth – Corporate Partnerships Co-ordinator to our team this past year.

The 4-H Foundation has some exciting sponsor announcements to make. Congratulations to Dow Canada, an Alberta 4-H Champion sponsor, in the 2011 celebration of 50 years of operations in Fort Saskatchewan. Thank you to three new corporate partners – Enbridge Pipelines Inc. has become the National Sponsor of 4-H Canada's Centennial celebration occurring in 2013, FortisAlberta, a Champion sponsor contributing to Alberta 4-H provincially and regionally, and MNP LLP, providing MNP 4-H Livestock scholarships and working with 4-H staff to help improve 4-H's record keeping procedures.

The Alberta 4-H Scholarship Program received additional provincial scholarships from Gloria Faye Metzler Memorial Scholarship, Isley Family Scholarship in Memory of Sonya Isley, Pibroch and District Agricultural Society and the Trevor Housman Memorial Scholarship. In 2011 we will be awarding 112 provincial scholarships totalling $92,125. During 2011 we introduced the Alberta 4-H online scholarship application with assistance from AgCall technical staff. We would also like to recognize the efforts of Jessica Patten, Executive Assistant, who supervised this project.

Thank you to ATB Financial for creating the "Why 4-H is Great" contest where ATB Branches and 4-H clubs teamed up to show why 4-H is great in their communities, with Fort MacLeod winning the 2010 contest. Thank you Encana for creating the 4-H Fights Hunger opportunity, where 4-H clubs and Encana staff raised funds and created awareness of local Food Banks.

To all of our corporate partners and donors, thank you for supporting 4-H in Alberta. Your funds and in-kind support allows our program to remain viable and continues to provide the best opportunity for youth to develop.

To our 4-H Partners – Alberta 4-H and Agriculture Education Branch and Alberta 4-H Council, thank you for the continued work and dedication you provide to maintain and enhance 4-H in Alberta.

In closing, we would like to thank the Board of Directors and our dedicated staff for ensuring the Alberta 4-H Centre continues to provide excellent service, while making it possible for the Foundation to maintain existing and add new corporate partners and donors.

Les Lyster
Chair,
Board of Directors

Bruce Banks
Chief Executive Officer
banks@4hab.com
780-682- 2153

Contact the 4-H Foundation of Alberta for Information Regarding: fund development and sponsorship.

4-H Foundation of Alberta Board of Directors

Chair - Les Lyster, Edmonton
Vice Chair - Shirley McClellan, New Brigden
Treasurer - Carol Arntzen, Sedgewick
Past Chair - Maryanne Sandberg, Fort MacLeod
Past Chair – Alberta 4-H Council - Sherry Howey, Valleyview
Director - Morley Handford, St. Albert
Director - Marie Logan, Lomond
Director - Arron Madson, Cochrane
Director - Clinton Ziegler, Vegreville

Ex-Officio Members

4-H Branch - Marguerite Stark, Airdrie
Chief Executive Officer - Bruce Banks, Westerose

Financial Summary

Operations for the fiscal year ending December 31

Revenue	2010	2009
Administration Fees	$610,576	$605,967
Branch Staff Revenue	$35,735	$14,329
Cookbook Sales	$21,041	$16,004
Donations	$31,180	$33,731
Facility Rentals	$283,935	$270,626
Investment Income	$411	$478
Grants	$109	$10,207
Souvenir Sales	$35,480	$46,474
Summer Staff Program Support	$101,375	$101,711
	$1,119,842	**$1,099,527**

Expenses		
Administration Fee Expenses	$52,474	$56,901
Advertising and Promotion	$3,377	$2,850
Branch Staff Expense	$35,735	$14,329
Calgary Office Rent	$3,600	$0
Cookbook Cost of Sales	$15,184	$13,699
Credit Card Transaction Charges	$3,367	$4,459
Director Travel and Expense	$8,540	$9,893
Food Supplies	$63,604	$64,055
Insurance	$21,351	$17,267
Maintenance and Repairs	$32,542	$41,159
Mileage and Travel	$34,778	$42,848
Office Expense	$21,431	$18,724
Professional Fee	$6,075	$5,850
Shipping Expense	$2,394	$3,525
Souvenir Cost of Sales	$28,726	$35,499
Summer Staff Wages and Associated Costs	$101,375	$101,711
Telephone and Utilities	$37,411	$37,225
Wages and Associated Costs	$611,015	$567,968
	$1,082,979	**$1,037,962**
Excess of Revenues Over Expenses	**$36,863**	**$61,565**

Financial Summary (con't)

Operations for the fiscal year ending December 31

Fund Balances for the fiscal year ending December 31

	2010	2009
General Operating Fund	$71,989	$54,113
Contingency and Reserve Fund	$130,000	$130,000
4-H Foundation Casino Fund	$2,082	$42,403
4-H Foundation Raffle Fund	$237	$237
Property and Equipment Fund	$1,040,710	$1,100,119
	$1,245,018	**$1,326,872**
Restricted Funds		
Alberta 4-H Legacy Fund	$549,511	$499,338
Alberta 4-H Scholarship Fund	$1,123,339	$1,002,588
Elmer and Ona Hansen Memorial Fund	$2,277,766	$2,121,390
Growing Alberta Fund	$316,089	$302,737
Leaders in Agriculture Award	$163,494	$197,912
	$4,430,199	**$4,123,965**
Trust Funds		
Agriculture for Life Fund	$140,239	$70,087
Alberta 4-H Alumni Fund	$462	$462
Alberta 4-H Council Casino Fund	$357	$356
Alberta 4-H Council General Fund	$146,000	$122,340
Alberta 4-H Magazine Fund	$33,295	$56,232
Alberta 4-H Program Trust Fund	$434,835	$509,070
Alberta 4-H Provincial Committes Fund	$13,819	$13,819
Alberta 4-H Sponsor Trust Fund	$409,248	$646,063
Healy Estate Trust Fund	$702,422	$702,151
	$1,880,677	**$2,120,580**
Total	**$7,555,894**	**$7,571,417**

Sponsors

Corporate sponsors have a tremendous impact on the Alberta 4-H Program and its ability to serve the youth and communities of our province. The partnerships made with our sponsors allow Alberta 4-H to continue to deliver programs with a high degree of excellence and to amplify the positive benefits of 4-H and the program's overall effectiveness.

Without sponsors and the strong partnerships that have been established, the technical training and skill development found in Alberta 4-H would not be as strong, innovative or successful. Our sponsors, who are innovators and leaders themselves, engage face to face and actively participate in the development of some of the province's most talented and community-minded youth.

The success of the Alberta 4-H brand, from the club to provincial levels, can be directly contributed to the financial and volunteer support of our sponsors. The Alberta 4-H program is unique among youth organizations of its kind, and that is thanks in large part to the great opportunities provided by sponsors - including innovative learning, travel and scholarship options. Our sponsors' belief in our province's youth will ensure that the Alberta 4-H program will continue to meet the evolving needs of its members and adult volunteer leaders through the production of relevant and applicable programs.

Sponsor Support to Alberta 4-H

	2010-11	%	2009-10	%
Corporate Sponsorship - 4-H Provincial Programs/Projects	$435,239	14.3	$411,473	13.9
Corporate Sponsorship - 4-H Regions, 4-H Districts, 4-H Clubs, 4-H Members	$1,140,607	37.6	$1,143,190	38.7
Federal Government - 4-H Program Support	$48,191	1.6	$41,821	1.4
Government of Alberta - 4-H Branch Program Support	$1,412, 973	46.5	$1,356,043	46.0
	$3,037,010	**100**	**$2,952,527**	**100**

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

Carmen Stone
Manager, Corporate Partnerships
cstone@4hab.com
403-869-3528

Pauline Copithorne
Coordinator, Corporate Partnerships
copithorne@4hab.com
587-999-2240

Vanessa Bosworth
Coordinator, Corporate Partnerships
bosworth@4hab.com
780-682-2153

Legacy Builders

$75,000 + annually in kind contributions and cash

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

ALTALINK

ATB Financial

SAFEWAY

cenovus ENERGY

encana natural gas

Government of Alberta

Rural Alberta Development Fund

UFA

Enhancers

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

Enhancers are involved in at least one of the club, district or regional program levels in addition to being involved at the provincial level. As members of the Alberta 4-H's second highest sponsor level, Enhancers contribute staff time, company resources and funding to support Alberta 4-H.

Canada

Alberta recycling

Calgary Stampede

NORTHLANDS

PennWest Exploration

Champions

$10,999 - $39,999 annually in kind contributions and cash

Champions are involved in at least one of the club, district or regional program levels in addition to being involved at the provincial level. As members of Alberta 4-H's third highest sponsor level, Champions contribute staff time, company resources, and funding to support Alberta 4-H.

Advocates

$2,500 - $9,999 annually in contributions

Advocates are involved in at least one of the club, district or regional program levels in addition to being involved at the provincial level.

- 4-H Foundation of Alberta
- Canadian Natural Resources Limited
- Federated Co-operatives Limited
- Jerry and 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
- Syngenta Crop Protection Canada
- TD Canada Trust
- Viterra
- West Central 4-H Region

Supporters

Up to $2,499 annually in contributions

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

- A & E Cappelle LN Herefords Scholarship
- Agro Equipment Olds
- Alberta Dairy Industry
- Alberta Equestrian Federation
- Alberta Federation of REAS Ltd.
- Alberta Holstein Association
- Alberta Lamb Producers
- Alberta Milk Producers
- American Youth Horse Council
- Andy Little Memorial Scholarship
- Archer Daniels Midland Company
- BASF
- Bayer CropScience
- Ben Crane
- Bill Janssen Memorial 4-H Scholarship
- BMO Bank of Montreal
- Calaway Park
- CIBC
- Canadian Cattlemen's Association
- Canadian Pork Council
- Canadian Seed Growers' Association
- Canadian Sheep Breeders' Association
- Canadian Wheat Board
- Cargill Incorporated
- Cindy Gray Memorial Scholarship
- Cole Lawrence Memorial 4-H Scholarship
- Dairy Farmers of Canada
- Dixon Shield Memorial Scholarship
- Dow AgroSciences LLC
- Earl Christopherson Memorial Scholarship
- East Central 4-H Regional Scholarship
- Edith Taylor Memorial Scholarship
- ExxonMobil Canada Scholarship
- George Pimm Memorial Scholarship
- Glen Bodell Memorial Scholarship
- Gloria Faye Metzler Memorial Scholarship
- Grande Prairie and District 4-H Council
- Greg McCoy Memorial Scholarship
- Growing Alberta Fund
- Interstate Battery Association
- Irene Leavitt Memorial Scholarship
- Ketchum Manufacturing Inc.
- Lethbridge College
- Lethbridge University
- Isley Family Scholarship in Memory of Sonya Isley
- Jaron Arntzen Memorial 4-H Scholarship
- Ken Edgerton Memorial Scholarship
- Marilyn Sue Lloyd Memorial Scholarship
- Marlin Travel
- Meadowbrook Greenhouses
- Merial Canada Inc.
- Minburn Wild Rose Scholarship
- New Horizon Co-op Scholarship
- Nicki Wrubleski Memorial Scholarship
- Norm Withers Memorial Scholarship
- Peace Regional 4-H Scholarship
- Pennington Memorial Scholarship
- Pibroch and District Agricultural Society Scholarship
- Pioneer Hi-Bred
- Ralph Cossey Memorial Scholarship
- Robertson Petroleum Scholarship
- Robert Sherwood Memorial Scholarship
- Rod Andrews Memorial Scholarship
- SeCan Association
- Shirley Story Trimble Memorial Scholarship
- Smuckers Foods of Canada Corp.
- The Co-operators
- Thomas Caryk Memorial Scholarship
- Tony Lefebvre Memorial Scholarship
- Trevor Housman Memorial Scholarship
- Tronia Systems Scholarship
- Unifarm - Woodgrove Local Scholarship
- Vermilion River 4-H District Scholarship
- Walter Lipkewich Memorial Scholarship
- Wawanesa Insurance
- West Central Regional 4-H Light Horse Committee
- Western Producer Scholarship
- Wetaskiwin District 4-H Council
- Wetaskiwin District 4-H Memorial Scholarship
- Wheat Board Trust Fund Scholarship

4-H Foundation of Alberta 2010 Donations

Donors to Alberta 4-H Programs

- CIBC
- Loblaw Companies Limited

In Memory Donations

- Cindy Gray
- Trevor Housman
- Gloria Metzler
- Cole Lawrence
- Sonja Isley
- Jennifer Lavigne
- Jaron Arntzen
- Greg McCoy
- Elizabeth Durie
- Helen Ball
- Darrel Knie
- Jerry Klinck
- Beatrice Magee
- Charlie Lindberg

Alberta 4-H Centre Facility

- Alberta Surface Right Assoc. - Westerose
- Garry and Sheila Toews
- STRY Rural Electrification Assoc.
- Calgary Region 4-H Council
- Balzac Seed Cleaning Plant
- Northwest Region 4-H Council
- Maryanne Sandberg
- Neil and Joan Stone
- Telus Corporation
- Gerald and Margaret Hall

Legacy Fund

- Ryan Smith - Champion Auctions
- Milo and District Agricultural Society
- Gerald Hall
- Elnora Clip and Stitch
- Balzac Seed Cleaning Plant
- PennWest Petroleum Ltd
- Jim Sattler through United Way of Alberta
- Leonard Tufty through United Way of Alberta
- Olson Silver Co.

Donors to 4-H Clubs

- McLeod Valley Greenhouse - Whitecourt 4-H Multi
- Har-De Agri Services - Leduc 4-H Beef and Edson 4-H Multi
- Fort McLeod Veterinary Clinic, Silver Automotive, and Bridge City Chrysler - Fort Macleod Midnight Riders
- Community Donations - 881 Outriders 4-H Horse Club
- Jacinthe Radke - Bon Accord 4-H Club
- TELUS Corp - Lakemere 4-H Beef Club
- Sheriff's Posse - Winfield 4-H Gait Riders
- Ron Winter - Lethbridge Coaldale 4-H Beef
- RBC Royal Bank - Lacombe Outsiders 4-H Multi Club

Donors to 4-H Councils

- Community Donations - Building Fund - Provost 4-H District Council
- Spectra Energy - Medicine Hat and District 4-H Beef Council
- Red Deer Community Foundation - Stettler District 4-H Council
- Art Froehlich - Southern Alberta Regional 4-H Council

Funding Secured by Canadian 4-H Foundation

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
- Archer Daniels Midland Company
- BASF
- Bayer CropScience
- BMO Bank of Montreal
- Canadian Cattlemen's Association
- Canadian Pork Council
- Canadian Seed Growers' Association
- Cargill Incorporated
- CIBC
- Dairy Farmers of Canada
- Dow AgroSciences LLC
- Farm Credit Canada
- Ketchum Manufacturing
- Loblaw Companies Limited
- Marlin Travel
- Merial Canada
- Pioneer Hi-Bred
- RBC Foundation
- Sears Canada
- SeCan Association
- Smuckers Foods of Canada Corp.
- Syngenta Crop Protection Canada
- TD Canada Trust
- The Co-operators
- Wawanesa Insurance

Sponsor Comments - Legacy Builders

"In your view, how does your company's investment in Alberta 4-H add value to communities in our province?"

Government of Alberta

Honourable Jack Hayden, Minister Alberta Agriculture and Rural Development

As Minister of Agriculture and Rural Development, I would like to take this opportunity to express gratitude and appreciation for the Alberta 4-H Program and its focus on the development and well-being of the province's youth. The Government of Alberta has been a proud supporter of the 4-H program for many years, and the program never fails to impress with its clear contribution to the sustainability and development of Alberta's rural communities.

4-H is Alberta's longest running youth program and an integral part of this province's heritage. Since the program's establishment in 1917, the monthly meetings, fundraisers and community events put on by the 4-H program has given local youth a sense of belonging and an opportunity to learn the skills necessary to make them the leaders of tomorrow.

The Government of Alberta values the hard work and tireless efforts of 4-H's more than 6,400 youth and over 2,200 volunteer leaders. Thank you for your contribution to our province.

AltaLink

Scott Thon, President and Chief Executive Officer

A person who can confidently communicate and express his or her thoughts is a person capable of inspiring a community. Through Alberta 4-H's communications program, members across the province enrich their communities by developing invaluable communication skills.

AltaLink is proud to be the Presenting Partner of the Alberta 4-H Communications program. As Presenting Partner, AltaLink contributes to the development of more than 6,400 members who have the opportunity to learn and improve their public speaking and presentation skills.

From the club to the provincial level of Alberta 4-H, AltaLink is committed to supporting 4-H members achieve the confidence to communicate, contribute and inspire Alberta's communities.

ATB Financial

Terry Andryo, Senior Marketing Manager, Agriculture

Like Alberta 4-H, ATB Financial is committed to strengthening Alberta's rural communities by investing in our youth who are destined to be the leaders of tomorrow. Alberta's largest and only home-grown financial institution, ATB is proud to support the number one youth organization in our province.

ATB takes an active role in the Award of Excellence Program, provides ring numbers for competitions, funds scholarships and supports events such as the Provincial 4-H Judging competition, Senior Members' Conference and Leaders' Conference. In 2010, with the help of former 4-Her and the 2010 Canadian Country Music Association Male Artist of the Year, Gord Bamford, ATB Financial successfully launched the "Why 4-H is Great" campaign collaboratively.

For over 70 years, ATB has worked with Albertans to cultivate their entrepreneurial spirit and foster success from the ground up. We look forward to our continued partnership and anticipate future opportunities to see this partnership grow.

Canada Safeway

Betty Kellsey, Public Affairs Manager, Alberta

At Canada Safeway we view our investment with 4-H as an investment directly into the future of our communities. It has been our experience

that the youth and families who participate in 4-H activities are dedicated community members who give back much more than they receive. This is accomplished through each member's active involvement in their clubs and their communities to learn about life skills such as fiscal responsibility, public speaking and working as a team to accomplish goals. The 4-H pledge of Head, Heart, Hands and Health remains at the core of each of the programs you operate, and this is what truly helps to build our future leaders throughout our province.

Encana

Mike Forgo, Vice-President Business Services and Stakeholder Relations

Encana is a long-time proud supporter of Alberta 4-H as part of our commitment to support rural lifestyles and families in communities where we operate. We're proud to help enrich the 4-H experience with support for Club Week, Leaders Conference, the Key Member program and the 4-H Ambassador program. We see that 4-H clubs across our operating area give kids the confidence and skills they need to be successful and productive, supporting Encana's mandate to help build strong and sustainable communities where we live and work.

Rural Alberta's Development Fund

Gitte Sorensen, Communications and Program Coordinator

With agriculture playing a large role in Alberta's economy, the need for a skilled and diverse workforce becomes increasingly important. Our youth are the leaders of tomorrow, and the Alberta 4-H programs provide leadership, entrepreneurial and business skills to young adults, laying the foundation for their future success. RADF's investment is helping create a sustainable model for Alberta 4-H, by broadening funding sources. With the new funding model in place, partnerships and revenues are increasing, new 4-H programs are being developed and implemented and more youth are participating in 4-H programs. The skills learned through the 4-H programs will help shape future community leaders, ultimately resulting in stronger rural communities.

UFA Co-operative Limited

Jessica Barrie, Community Investment Manager, Member and Customer Experience

UFA has been proud to partner with Alberta 4-H in our province's rural communities for more than 75 years. Fostering the next generation of leadership in Alberta's agricultural communities is critical for the sustainability of farming families and our province's agricultural economy, which is why 'Generations of Support - Youth, Family & Agriculture' is the at the heart of UFA's community investment commitment.

UFA's contributions to 4-H programs like the 4-H Alumni Volunteer Service Award provides a platform from which we can support and recognize outstanding volunteer leaders. Similarly, through our support of local Achievement Days, UFA helps to fund and support leadership and development skills so each can be given the best opportunity to showcase their 4-H project. We celebrate and reward these individuals because after pursuing post-secondary education, they have returned to their communities and are serving to enhance and inspire the future generations of Alberta farmers.

Sponsor Comments - Enhancers

"In your view, how does your company's investment in Alberta 4-H add value to communities in our province?"

Agriculture and Agri-Food Canada

Honourable Gerry Ritz,
Minister of Agriculture and Agri-Food and Minister for the Canadian Wheat Board

Congratulations to Alberta 4-H on another successful year. As a 4-H'er, I know first-hand the ability of 4-H to build community leaders, foster entrepreneurial skills and help start young people out in agriculture. Our Government is proud to support your great work through a national investment in 4-H of $3 million through *Growing Forward*. Together, we're helping tomorrow's farmers by investing in young farmers today. Keep up the great work!

Alberta Recycling

Betty Gray,
Communications Manager

Rural communities across Alberta have benefited from the partnership that began in 2002 between Alberta Recycling and the 4-H Foundation of Alberta. Through the annual "Electronics & Tire Roundups" clubs to date have collected 500,000 scrap tires and 37,000 old computers and televisions from farms and centres throughout the province, ensuring these materials get recycled. Alberta Recycling has proudly funded the roundup program and congratulates the over 60 clubs that have participated in this worthwhile endeavour.

Calgary Stampede

Robert Wise,
Agriculture Manager

The Calgary Stampede recognizes that 4-H members and leaders are an integral part of our community. We are honoured to partner with Alberta 4-H as an investment in youth in agriculture. By providing a range of opportunities for these groups to contribute, from supporting Communications competitions to clubs' involvement in showing projects at 4-H on Parade to gathering 4-H youth to improve and learn new skills at 4-H Rodeo, the Calgary Stampede values the relationships that have been created.

Northlands

Richard L. Andersen,
President and Chief Executive Officer

Northlands is proud of its partnership with Alberta 4-H. During 2010-11, hundreds of 4-H members participated in 4-H Day at Northlands Farm & Ranch Show and 4-H Family Day at Farmfair. 4-H members and their families had the opportunity to learn new skills, meet new people and experience all the great programs offered at both events. Northlands will continue to encourage the growth of today's current agriculture industry and further the education of tomorrow's agriculture career leaders.

Penn West Energy

Nicole Collard, Public Affairs Specialist

We're proud to support challenging and interesting programs for youth and clearly recognize their value. Our employees hold fond childhood memories of their own 4-H experiences, staff volunteer at Alberta 4-H events, and parents have youngsters enrolled in a variety of programs. Our involvement with Alberta 4-H helps us grow as neighbors, friends and leaders. Most importantly, our 4-H investment provides leadership development opportunities that we can share with each other and future generations.

"Throughout the time that I have spent in 4-H, I have come to realize that 4-H is simply not possible without our wonderful sponsors."

Alberta 4-H Member

Sponsor Comments - Champions

"In your view, how does your company's investment in Alberta 4-H add value to communities in our province?"

Agriculture Financial Services Corporation

Leah Jones, Supervisor, Community Relations

The partnership that AFSC has with Alberta 4-H is crucial because it helps us stay connected to rural Albertans. By investing in their youth, we are helping to shape and develop future leaders that are passionate about making rural Alberta a great place to live and work.

Alberta Beef Producers

Alberta Beef Producers is a proud supporter of Alberta 4-H. We believe in the positive messages they deliver to our youth and the life skills they provide. By investing in the scholarship programs, ABP is investing in the future of Alberta's youth and their ability to succeed as outstanding members of the community.

AMA Insurance

Julie Rafuse, Marketing Analyst

The Alberta Motor Association Insurance Company has been a major sponsor of Alberta 4-H since 1999. We support 4-H's values of encouraging the development and personal growth of rural youth. We also believe in giving back to the communities we have been part of since 1926. We are members helping members, Albertans helping Albertans.

Canadian Association of Petroleum Landmen

Terry Cutting, Land Consultant, McNally Land Services Ltd.

As a sponsor, the CAPL has created a partnership with Alberta 4-H that will allow for today's youth the ability to "Learn to do by Doing". The CAPL believes that Alberta 4-H - which develops leadership, communication, technical and life skills of its members - will add value to the communities across our province.

Dow Chemical Canada ULC

Shawna Bruce, Public Affairs Manager

At Dow, we're proud to be active community partners and supporters of 4-H Alberta; specifically, 4-H's People Developing People (PDP) program. The PDP program supports young members in our communities, by enhancing their leadership and decision-making abilities, thereby fostering Dow's philosophy on community sustainability.

Farm Credit Canada

Clem Samson, Vice President, Western Operations

Working with 4-H youth who love agriculture helps communities and FCC ensure that agriculture significantly contributes to our economy, provincially and nationally, to the tune of $130 billion nationally each year and one in eight jobs.

FortisAlberta

Kate George, Communications Advisor, Community Investment

We partnered with Alberta 4-H because we see the value that 4-H clubs bring to the communities we serve every day. Rural Albertans are proud of their history, and they know how to work together to make their communities stronger to continue to thrive. We know how important grass-root, volunteer organizations are to this culture and 4-H is at the heart of that.

Sponsor Comments - Champions

"In your view, how does your company's investment in Alberta 4-H add value to communities in our province?"

Gas Alberta Inc.

Randy O'Hara, President and CEO

Both our organizations have strong rural roots. Gas Alberta has provided rural communities with natural gas for over thirty-five years and Alberta 4-H is the leading program in the communities in which we serve. We are proud to sponsor such an exceptional program that helps to develop Alberta's youth.

Kubota Canada Ltd.

Don McClughan, Regional Sales Manager Alberta

Kubota Canada is very proud to be involved with Alberta 4-H. We feel that by offering sponsorship dollars to the local 4-H shows, they are in turn able to pass this on to the kids to improve and grow their shows to enhance their 4-H experience.

Lakeland College

Josie Van Lent, Dean, Agriculture Sciences and Human Services

Lakeland College believes that supporting Alberta 4-H is a great way to get involved in the development of the communities we serve as the 4-H movement helps youth develop teamwork, leadership and public speaking skills. These are skills that they can draw on throughout their lives to contribute to the growth of their communities.

MEGlobal

Brenda Gheran, Contributions

MEGlobal ultimately sees supporting Alberta 4-H as an investment in people. 4-H programs teach life skills, provide opportunities for growing leaders, and demonstrate that hard work is rewarding and fun. Learning to do by doing applies throughout life and promotes a "can do" attitude. These are building blocks of community sustainability.

"Sponsorship funds allow us to keep our costs low and concentrate on providing a great program!"

Alberta 4-H Leader

Monsanto

Trish Jordan, Public and Industry Affairs Director

4-H supports rural youth and encourages them to advocate for their communities and agriculture. We see that as an excellent way to ensure communities remain vibrant. Supporting 4-H and programs like it is one way we can give back to rural communities and the farm families that have helped us be successful.

Olds College

Jeff Suderman, Director of Student Recruitment

At Olds College, we believe that the goal of education is to develop global-minded citizens who will use their skills to contribute to the development of a better future for all people. We find that 4-H shares a similar passion and appreciate their partnership in this endeavor.

Alberta 4-H Regions

Alberta 4-H consists of seven regions that have varying numbers of members, clubs and districts. During the Club Year, regions host a variety of activities, events and programs that aim to meet the needs of their members and leaders at a local level. From communications to judging workshops, camps to clean-ups, rodeos to horse shows, member scholarships to leader recognition - the regions keep 4-Hers on the move!

Regional Statistics

Region	Members	Leaders	Families	Clubs	Districts
South (1)	1,099	335	728	66	10
Calgary (2)	1,098	334	770	62	5
West Central (3A)	987	341	642	60	6
East Central (3B)	620	252	421	39	6
Northeast (4)	889	329	612	51	9
Northwest (5)	1,193	475	904	65	12
Peace (6)	593	176	435	36	7
Total	**6,479**	**2,242**	**4,512**	**379**	**55**

"4-H has helped me to become more independent, confident, aware, and knowledgeable. It has given me the opportunities to learn in a fun environment with my friends and family by my side."

Alberta 4-H Member

Regional Programs

Member Opportunities

Learning

4-H members are encouraged to "learn to do by doing", and through a variety of events and programs held within the Alberta 4-H regions they are able to do just that. Beef learning days, horse camps and clinics, and other project specific workshops give delegates the chance to expand upon their skills in a hands-on environment. These opportunities challenge members to explore their project in a way that they previously haven't.

Alberta 4-Hers are constantly being encouraged to embrace the aspects of 4-H that extend beyond their project; travel, judging, or taking on an executive position for example. Regions are actively extending opportunities to members via general learning days, executive training workshops, collaborative Key Member/Key Leader training, or Something to Say – a program that helps intermediate members improve their communication skills. Additionally, each region offers a judging clinic that is dedicated to developing skills such as analysis, reasoning and articulation of thoughts and ideas – skills widely used in 4-H and in day-to-day life.

Fun and Friends

Alberta 4-H regional events or programs have a good balance of fun and learning, though some of the regional events really give members the chance to settle into the fun part while making new friends and catching up with old ones. Certain regions choose to organize a fun day, some spend an evening cheering on their local WHL team, while others have a day where all of their 4-Hers hit the slopes together.

Alberta 4-H sincerely appreciates the time individuals contribute towards their regions. Dedicated volunteers and alumni make regional 4-H activities possible, with regional camping programs being no different. Regional camps are something that members look forward to, so much so that almost every program is full to capacity with a wait list! Whether it is Fall or Spring Fling, Summer Camp or Winter Bonanza, these programs give members a taste for 4-H camp as well as the opportunity for personal and skill development.

Competitions

Many Alberta 4-H members take part in regional events to showcase their skills and to engage in some friendly competition with their peers. Each region hosts a communications competition that allows members who have placed in the top spots for either public speaking or presentations at the district level to compete against each other for the opportunity to advance to the Provincial Communications Competition. Regional judging competitions give members a chance to put their analysis, reasoning, and articulation skills to use in hopes to advance to the Provincial Judging Competition.

While each club or district holds an achievement day, members may also compete with their projects at a regional venue such as a rodeo, beef heifer, horse, or sheep show. Many regions also organize a multi-day event that welcomes a wide variety of projects for showcasing and competition, and encourages networking between members, leaders and volunteers! In addition to testing members' skills and projects, certain regions also give members the opportunity to compete against each other with their record books.

With such an abundance of skill amongst Alberta 4-Hers, the regions provide no shortage of opportunities for it to be showcased and for some friendly rivalry to occur.

Achievements and Awards

The Award of Excellence medallions are meaningful for members in that they represent their continuing hard work within Alberta 4-H. Each year, regions are proud to present members who have attained the respective amount of diary points with bronze, silver, gold and platinum awards.

Alberta 4-H encourages its members to pursue post-secondary education upon completion of high school. Regions are helping to alleviate some of the financial burden that is associated with this goal by giving out a number of scholarships and bursaries each year.

Within the Alberta 4-H regions, members are recognized at various levels for their achievements throughout the 4-H year. This lets members know that their hard work has been noticed and to keep up the excellent work next year!

"The workshops were outstanding, the events well organized, and overall one of the best conferences I have attended, 4-H and professionally. The best things I hope to share from the conference will be your sense of unity and excitement for 4-H, it was truly contagious"

Now a better Montana 4-H Leader

Leader Opportunities

Training and Networking

In addition to providing members with an array of programs and events, the Alberta 4-H regions offer their volunteer leaders many learning and networking opportunities. Volunteer leaders are the backbone of 4-H clubs, so it is essential that they are provided with the most up-to-date information and tools needed to run an effective club. Leader oriented events include a variety of sessions with pertinent information and learning objectives. Additionally, some project specific training may be provided as well.

4-H leaders are dedicated individuals that do a great deal for the Alberta 4-H program, therefore it is important that they are provided with opportunities to network and exchange ideas with each other. The Alberta 4-H regions supply their leaders with a variety of times and places which they can do just that.

Achievements and Awards

The Alberta 4-H regions understand the importance of their volunteer leaders, as well as the importance of making sure those leaders know how valued they really are. Regions celebrate their leaders via years-of-commitment recognition, development or chaperone opportunities, as well as awards of distinction.

Working with Communities

Partnerships

Alberta 4-H is all about strengthening and working with communities. The Alberta 4-H regions, and the communities they are involved with, have a mutually beneficial relationship whereby they work together to ensure positive outcomes all around. Continuing along this path of working in the spirit of community and partnership is of utmost importance to Alberta 4-H.

Philanthropy

Alberta 4-H clubs are often recognized for "giving back" in various ways. Regions within Alberta 4-H are commended for fostering a philanthropic spirit in their members and clubs, and for the resulting time and money that is given to a variety of worthwhile causes.

Provincial Programs

Each year approximately one quarter of 4-H members and leaders take part in provincial-level programming. Alberta 4-H is purposeful in the planning and design of programs to ensure that we are meeting the 20 identified KASA objectives of the 4-H program, along with engaging our clients to ensure that programs remain relevant. Provincial programming is a key component of the 4-H program, as members who participate in provincial-level programming remain in 4-H on average for two more years than those members who participate only at the regional level, and four years longer than members that never venture beyond the club level. Our programming offers a wide spectrum of opportunities concentrated on building leaders through personal development and project-based learning, with a key focus on building life-long networks and having fun.

KASA Objectives

The twenty identified KASA objectives are what Alberta 4-H uses to evaluate each program's positive impact on participants. The acronym KASA stands for Knowledge, Attitudes, Skills and Aspirations, and each program aims to meet at least one objective from each area.

Knowledge objectives focus around the increase of awareness, understanding, and problem solving capacity needed to affect practices or behaviors. Attitude objectives target the outlook, perspective, viewpoints or opinions that are needed to affect practices or behaviors. Skill based objectives aim to affect the verbal or physical abilities needed to influence practices or behaviors. And finally, objectives related to aspirations aim to shape the ambitions, hopes or desires that are needed to affect targeted practices.

Program Review

Completed July 2011

The purpose of the program review was to ensure that Alberta 4-H is providing a broad spectrum of programming at both the provincial and regional levels. This review was conducted via focus groups with leaders and senior members as well as by a data analysis of program outcomes and participation.

Through the program review, the Alberta 4-H Branch discovered that there is indeed a broad spectrum of programs being offered by region, objective, member, leader and age; with progressive opportunities for Alberta 4-H members within and across objectives. And while leaders and senior members couldn't identify programs that could be removed to make place for new ones, both groups felt they would like to see an increased level of provincial and regional opportunities.

The following recommendations are currently being addressed by Branch Program staff members:

- Increase usage of objectives that are currently at a low level of occurrence. For example, Alberta 4-H is currently developing an Entrepreneurial Program for club level usage
- Increase focus on awareness of agriculture/ agribusiness, improving farm safety, group-mobilization skills
- Identify processes to determine priority areas for project events at the provincial and regional levels as well as to add, cancel or drop programs

Senior Members' Conference

January 28-30, 2011

This program is unique in that the planning and organization is facilitated by the Alberta 4-H Ambassadors; who in the developmental stages aim to create a program that provides knowledge and resources that are of particular importance to the ensured success of senior members in their future endeavors.

During this time of year in Alberta, some find it hard to look forward to anything other than spring. But one thing that 88 senior 4-H members had been excitedly anticipating was the 2011 Senior Member Conference (SMC).

There were several highlights at the conference that are sure to stick with the delegates for years to come: partaking in a focus group whose ideas will influence the revamped Alberta 4-H website; participating in the 2nd Annual Battle Lake Winter Games; a thought provoking keynote address by Brenda Robinson, purveyor of wellness and positive working skills; in addition to time management, scholarship, and resume sessions, delegates visited various select-a-sessions which covered the topics of healthy eating, financial management, post secondary survival and program brainstorming. Toss in some games, a movie night and a dance where all of the delegates were showing their 4-H pride by sporting green – and you've got a formula for a successful SMC!

Provincial Selections

April 29 – May 2, 2011

The Provincial Selections program is designed to educate and reward Alberta 4-H senior members. The educational portion of the program is unique in that it allows members aged 16-20 the opportunity to explore various aspects of their future through small group discussions, task related group interactions, and a team challenge exercise. The recognition portion of the program gives members the chance to earn one of 52 spots on six national and international award trips. In addition to the award trips, 14 delegates are named Alberta 4-H Ambassadors and one delegate is named the Premier's Award winner – Alberta 4-H's most distinguished member award. Awards are given based on members' yearly diary points, a quiz score, leadership and communications skills as well as peer and facilitator scoring.

The theme for the 54th Annual Provincial Selections was "Navigating the Future"; encouraging 123 members to focus on future realities such as moving out, budgeting and managing change. Learning more about themselves and their club, as well as ways to optimize both personal and club performance, were also key components of the 2011 Provincial Selections programming.

Ambassador Training

May 7 – 8, 2011

After they are awarded their two year term, 28 Ambassadors come together for a weekend in May to train and prepare for their busy term ahead. With their mandate being to promote Alberta 4-H to members and non-members at the regional and provincial levels, the Ambassadors' responsibilities range from attending events as 4-H representatives, submitting articles for the 4-H Magazine, helping out at regional and provincial programs or events in addition to exemplifying the leadership, communication and personal development skills that the Alberta 4-H program aims to instill in all of its members.

This year at Ambassador Training, Bruce Banks versed Ambassadors on the role that 4-H's sponsors play in supporting the program, and the importance of saying "Thank-You". With Social Networks playing a more prevalent role in many of our members' lives, the Ambassadors were eager to find out how they can be used as an effective marketing tool. Ambassadors also learned about alternate marketing techniques, dealing with media, effective communication and making oneself approachable. The Ambassadors utilized their time well by planning the 2012 Senior Members' Conference, scheduling their year ahead and even saving some time for fun!

Summer Synergy

July 9- 17, 2011

This year was Alberta 4-H's second year of involvement with the Summer Synergy program in Olds; held in partnership by Calgary Stampede and Olds Agricultural Society. Taking a collaborative approach with Alberta 4-H's programming, Summer Synergy is held in union with Alberta 4-H's Provincial Sheep, Beef Heifer and Dairy Shows. Summer Synergy fits with these programs due to it's commitment to providing a venue by which youth in agriculture can showcase their excellence in both livestock production and skill development.

While many Alberta 4-H delegates show at the Provincial programs, they may also compete at Summer Synergy alongside non-members. Additionally, Synergy provides the opportunity for youth in agriculture to have an experience with the junior breed associations, access signature components and to be awarded with scholarship funds. Alberta 4-H looks forward to continuing in cooperation with Summer Synergy as it engages the public and enhances the profile of the rural lifestyle and primary livestock production.

"There is never a dull moment, you will grow and flourish, no matter how grown and wise you may think you are."

Alberta 4-H Member

Provincial Programs

Provincial Beef Heifer Show

July 10-12, 2011

2011 marked the 35th year for the Provincial Beef Heifer Show. Delegates who attend the Provincial Beef Heifer Show can broaden their knowledge of showing, fitting and judging beef cattle. Through organized competition, 4-H members display their grooming, project knowledge, judging and showmanship skills. Amongst the competition and learning is a whole pile of fun, socializing, and awareness creation around the beef breeding project.

The 2011 edition of the Provincial Beef Heifer Show proved why Alberta's beef industry is in fine hands moving forward. The Show Team Judging Competition allowed members to work together as judge and a ring-man; while the senior "You're Hired" competition gave each participant a mock interview with individualized feedback on how they did. These events, in addition to the judging competition, showmanship classes, team grooming and marketing contests all happened alongside of the confirmation classes. Over the three day period, the Provincial Beef Heifer Show was constantly abuzz with animals, members, parents and leaders gearing up for the next challenge. Seeing how their hard work and efforts come to fruition at the province's largest youth beef show is something that our members look forward to coming back to again and again.

Provincial Diary Show

July 13–15, 2011

The Provincial Diary Show reached its 65th anniversary this year. This is not only a big accomplishment for Alberta 4-H, but also for the members and volunteers who continue to make the show such a success. The mandate of this three day event is to give the members who are enrolled in the dairy project the opportunity to expand their knowledge in the project area, as well as to compete in a variety of skill and confirmation classes.

This mandate was most definitely met in the 2011 year with 60 members gathering in Olds for three days of youth competition and fun. Dairy judging and show ring judging were some of the first items on the agenda. A dairy husbandry quiz was given to challenge members' knowledge of practices related to keeping a dairy cow or herd, as well as milk production. Clipping competitions were held for all age groups in addition to competitions in showmanship and confirmation classes. Members identify the Provincial Dairy Show as a prime opportunity for continual learning in the dairy project area – and this year proved to be no different!

Provincial Horse Classic

July 27-29, 2011

The Provincial Horse Classic program is geared towards Alberta 4-H members in the horse project. This three day program allows members from across the province to come together for the opportunity to compare knowledge, attend clinics, compete and socialize with fellow 4-Hers.

In its 17th year of operation, the Provincial Horse Show was once again able to provide its attendees with the growth opportunities that they are always on the lookout for. This year the program hosted 60 light horse project members from 21 clubs, many of which were completely new to the event. Registered delegates were automatically entered into the hippology contest which tested their knowledge in four phases that included: quizzes, judging, identification stations, and a team problem. The Marketing Challenge competition returned for a second year to Provincial Horse Classic, giving delegates the chance to flex their marketing skills by preparing and pitching their project to a judging panel at the show.

Based on their individual hippology points, the top four participants were able to advance as representatives of Alberta 4-H at the Western Regional 4-H Horse Classic in Denver, Colorado in January of 2012. The four who came out on top were Stacey Barry, Stephanie Kinee, Jennifer Wrubleski, and Cassandra Crick.

Provincial Horse Show

August 9-11, 2011

Due to the success of the first ever Provincial Horse Show in 2010, Alberta 4-H has decided to make it an annual event. This program is meant for Alberta 4-H members who are registered in the horse project, who ride at a 4-7 level. The Provincial Horse Show gives members the chance to showcase their project animals, as well as their riding skills, through the various events offered. Also, the program allows for the exchange of ideas to occur between regions, clubs, leaders and members, in addition to lasting friendships being made!

Proving that the Provincial Horse Show can be an ongoing success, the 2011 edition hosted 119 horses entered in 123 diverse classes, with competitors coming from all corners of the province. Some of the most popular classes this year included: english, jumping, dressage, handi horse, western, riding, trail and gymkhana with delegates participating with their young, junior and senior horse projects.

Summer Camping Programs

July and August, 2011

During July and August of 2011 popular programming was offered at various regional locations, as well as at the Provincial 4-H Centre

Through the summer camping programs, delegates are able to experience 4-H beyond the club level, learn a variety of skills imperative to their personal development, as well as build relationships with old and new friends. Alberta 4-H knows that no matter the reason for coming to camp - they come back because of the exceptional experience they never forget.

These programs have been specifically developed for the age-groups that they target, and are facilitated by a team of qualified staff and well trained volunteers. A great deal of research and thought goes into the program planning and delivery, as each program type builds upon the previous one and has specific sets of developmental objectives that aim to be met.

Junior camps host delegates between the ages of 9 and 11 years of age. These camps give the delegates the opportunity to learn about themselves, form basic skills, make new friends and participate in fun outdoor activities. Those who attend Combined camp are between the ages of 10 and 13 years. At this program delegates are given the opportunity to take part in the activity planning process, work in a team, further develop skills, and of course have fun and form friendships. Intermediate campers are between the ages of 12 and 14. This program has an environmental focus and encourages large group interactions, planning activities for the group, as well as some self-determination of how time is spend at camp. Each program challenges delegates to: learn more about themselves, 4-H, agriculture and the environment; have fun and to be healthy; as well as to grow as individuals and acquire skills for the future.

Provincial Programs

Leadership Through Counseling Seminar (LTCS)

June 27- July 1

The Leadership Through Counseling Seminar program is meant for delegates who have an interest in developing leadership skills and working with younger 4-H members in their club or camping environment. LTCS helps delegates build leadership skills through sessions in risk, crisis, project and behavior management, event coordination, creativity and much more. Mentoring relationships are promoted between staff and delegates in addition to delegates being encouraged to work on their own personal development. The rich and rewarding experience of LTCS also prepares, trains and places suitable counselors for Alberta 4-H regional and provincial summer camps.

This year at LTCS, 80 aspiring counselors gathered at Battle Lake to showcase and build upon their leadership skills. Small groups of delegates took on the responsibility of planning and facilitating various sessions allowing them to experience and react to how things may not always go exactly as planned. Delegates left the 2011 edition of LTCS with bolstered skills and a back pocket full of tricks for making every delegate's experience with 4-H fun and rewarding.

People Developing People (PDP)

PDP 1 & PDP 2: July 17-22, July 24-29
PDP Plus: August 21-26

Alberta 4-H is very proud of its People Developing People programming. These three programs are available for intermediate members to embrace the opportunity to learn about positive leadership, work as a team and participate in experiential learning and self chosen interest sessions. Participants at these programs are able to become more aware, as well as discuss and evaluate the role they play within both local and global issues.

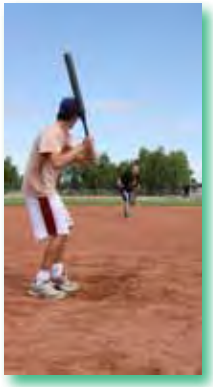
Each PDP program also allows delegates to participate in a topic-specific forum at the end of the program that fosters a deeper understanding and commitment to either the environment, agriculture or community involvement. This year, PDP 1 had delegates working on presentations for a forum on sustainable agriculture and rural living, with session on Environmental Farm Plans (EPPs), agricultural/rural opportunities, community engagement and sustainable living. PDP 2 saw delegates through preparation for a forum on entrepreneurism and business skills with sessions on innovation, business proposal planning, agricultural/rural opportunities and networking. Delegates attending PDP Plus were given the opportunity to learn about building sustainable and spirited communities with sessions on youth engagement/perception, event coordination, rural issues and social advocacy.

Club Week

July 19-24, 2011

Club week has long been known as the most essential program for senior Alberta 4-H members. With a focus on self reflection, this week-long journey allows delegates to look inward and intensively work on their self-development and personal awareness. Delegates are encouraged to identify their weaknesses, build areas that will help them overcome future obstacles.

Club Week 2011 attracted 100 delegates from across the province, in addition to some international delegates! Small groups were the core of Club Week, with delegates spending a lot of time exploring topics that encouraged them to reflect upon themselves and the world around them, as well as things they may not have previously thought about. Small group facilitators provided a supportive environment, allowing delegates to trust in the process and to be honest. Delegates participated in numerous sessions ranging from media influence/pop culture, goal setting and citizenship – just to name a few. As always, those guests who came to speak about overcoming adversary were particularly thought provoking. The final banquet concluded the week of self discovery with an invigorating motivational speaker that left delegates energized to take on the world and their future.



Provincial Judging Competition

August 5-7, 2011

This year Alberta 4-H's Provincial Judging Competition saw 45 of the province's top member-judges gather in Vermillion for some serious competition in analysis, ordering, and reasoning. A new class for teams to judge this year was Consumer Decision Making; here judges were given a study guide prior to the competition to prepare for determining the best consumer product. Among the other classes were light horse, sheep, swine, dairy, goats, crop identification as well as two beef classes. Competitors made their choices in the morning and communicated their oral reasons to the judges in the afternoon. The Provincial Judging Competition is a challenging program that expects members to be prepared and to work hard.

Up for grabs at the Alberta 4-H Provincial Judging Competition were various opportunities to move on to compete at high caliber national and international competitions. For the National 4-H and Youth Judging Competition in Regina, four individuals each for junior and senior teams were awarded attendance. Four judges were selected to represent Alberta 4-H at the Northern International Livestock Exhibition (NILE) in Montana. Four delegates will also travel to Denver to for the Western 4-H Round Up, in addition to the recipient of the Denver National Western Stock Show trip.

Key Member Training

August 19-21, 2011

Alberta 4-H's Key Member Program is designed to attract delegates who are between the ages of 15 and 20 and are interested in leadership, mentorship and event facilitation. They must have enthusiasm for the program as well as a desire to learn more about it! Key Members are selected for their one year term by each of their districts. During their term they will act as a mentor, promote events, plan workshops, facilitate two-way communication, distribute resources as well as generally help out at the club and district levels.

The Key Member Training weekend gives delegates the opportunity to expand the leadership, mentorship and networking skills needed for their supportive role. Key Member Training allows them to develop working relationships, learn more about the Alberta 4-H organization - and their role within it, as well as network with members from across the province.

This year, a good portion of the 44 Key Members came out for the weekend to pick up the tips and techniques that will aid them in assisting Alberta 4-H members at the club and district levels. Full of knowledge and ideas, they'll be busy all year long.

Provincial Awards

Alberta 4-H members are known for always putting forth their best effort, no matter what the task. Whether it's for their commitment and contribution to the program, or excellence in a particular area such as communications, Alberta 4-H is proud to recognize its members and their accomplishments!

Premier's Award

Recipient chosen annually at Provincial Selections

Each year, one outstanding member is chosen at the Provincial Selections program to represent Alberta 4-H as the Premier's Award recipient. He or she represents their fellow Alberta 4-H members at the following year's Provincial Leaders' Conference, as well as at the Selections Award Breakfast. Additionally, they will attend one event per region at the request of the Regional 4-H Specialists. Other highlights that come with being the Premier's Award recipient include being a guest speaker at various agriculture events, acting as a representative to corporate partners or media present at events and meeting both the Premier of Alberta and Minister of Agriculture and Rural Development. The recipient also gets to experience sitting in the Legislative Assembly while it is in session, and being formally introduced to the House by the Minister of Agriculture and Rural Development.

The recipient of this year's prestigious Premier's Award was Amanda Hughes of Calmar, member of the Calmar Heart of the Country 4-H Club. Her active 4-H career is exemplary, having taken part in a wide range of Alberta 4-H projects and programs while maintaining a strong connection to her club and community along the way.

Provincial Communications

April 1, 2011

As one of the Provincial Communications participants put it, "it is really important for youth to have a voice, and to be heard".

The communications aspect of Alberta 4-H develops that voice in its youth. Each year junior, intermediate and senior 4-H members must complete a new and original communication activity, and are judged and given feedback at each level of competition. The two main forms of communications activities are public speaking and presentations, but other activities such as emceeing an event or banquet, or leading a project workshop may be done instead. Through these communications activities members learn basic communications techniques, communication strategy application, outline creation, how to get a point across and how to conduct research.

There are four levels of communications competition that senior members must make their way through prior to advancing to Provincial Communications.

In the public speaking and presentation categories, the top two senior members from each of the seven regions are invited to provincials. This year there were 14 public speakers and 21 presenters at the event. The caliber of performance is extremely high at this level of competition, but three competitors came out on top.

Provincial Public Speaking Champion and Advancement to Canadian Young Speakers for Agriculture Competition:

Zane Perreault

Provincial Presentations Champions:

Jessica Perreault and Katelyn Godwin

Ambassadors

Chosen annually at Provincial Selections

Ambassadors' mandate is to promote Alberta 4-H to members and non-members at the regional and provincial levels. Their responsibilities range from attending events as 4-H representatives, submitting articles for the 4-H Magazine and helping out at regional and provincial programs or events. Ambassadors also are to exemplify leadership, excellence in communication and personal development - skills that the Alberta 4-H program aims to instill in all of its members.

Each year at the Selections program, 14 Ambassadors are named to a two-year term, with each of Alberta 4-H's seven regions selecting two senior-aged members as their representatives. It is then 730 days of promoting the 4-H program! Ambassadors also coordinate the annual Senior Members' Conference, with its tendency to fill to capacity months in advance being a clear indicator of its quality!

"4-H has been such an influential part of my life and I look forward to getting to share my love for the 4-H program during my time as the Premier's Award recipient"

Amanda Hughes, 2011 Premier's Award Recipient

2011 Alberta 4-H Ambassadors

Peace
Brian Lentz, Whitelaw
Jenny Nichiporik, Hotchkiss

Northeast
Breanne Durie, Vegreville
April Ockerman, Dewberry

Northwest
Amanda Hughes, Calmar
Stacey Woywitka, Legal

East Central
Katelyn Dietrich, Forestburg
Trevor Molzan, Oyen

West Central
Lindsey Salomons, Lacombe
Jennifer Wrubleski, New Sarepta

Calgary
Jordynn Jamieson, Dalemead
Sawyer Daley, Carstairs

South
Adriane Good, Brooks
Kaitlynn Bolduc, Stavely

Award of Excellence

Awarded continually upon merit

For 23 years, Alberta 4-H has been recognizing the leadership, project work, program and community involvement of each of its members through the Award of Excellence program. Since the program's inception over 24,000 Awards of Excellence medallions have been granted.

Record keeping is an essential part of the Alberta 4-H program; and based upon the activities recorded in their yearly 4-H diaries, members' accumulated points are put towards the earning of a bronze, silver, gold and platinum award. In the 2010-2011 club year, 1000 Alberta 4-H members earned the following Award of Excellence medallions:

Bronze: 454
Silver: 276
Gold: 194
Platinum: 76

Provincial Awards - Travel

Opportunities to travel throughout the province, nation and world are available to Alberta 4-H members. The connections made in addition to the skills, experience and personal growth acquired by escaping one's comfort zone, are invaluable to our members. Meeting different people, and seeing and trying new things, allows 4-Hers to further build upon their repertoire of skills and experiences that will serve them well upon returning to their clubs and communities, and well into their future.

Through the below competitions, award trips, and exchanges our members were able to expand their horizons with travel during the 2010-2011 Club Year.

NILE Livestock Evaluation Competition

Billings, MT
October 10-14, 2010

Rosie Templeton (Coaldale), Lindsey Salomons (Lacombe), Aydon Almberg(Czar), Adriane Good (Brooks)

National 4-H Members' Conference

Toronto, ON
November 3-7, 2010

Jillian Hihn (Heisler), Kendra Kelly (Priddis), Jenalyn Myggland (Wainwright), Cara Noble (Manning), Rebecca Reich (Tomahawk), Leanna Santangelo (Lethbridge), Janice Tymofichuk (St. Paul), Aaron Wasserman-Bitzer (Hardisty)

Canadian Young Speakers for Agriculture

Toronto, ON
November 5-7, 2010 in conjunction with the Royal Agricultural Winter Fair in Toronto

Erin Shaw (Gibbons)

Canadian National 4-H & Youth Judging Competition

Regina, SK
November 21-23, 2010

Lindsey Douglas (Delburne), Kristina Huisman (Barrhead), Taylor Isley (Langdon), Troy Lyster (Mayerthorpe), Jacob Onyschuk (Legal), Stephanie Rasmussen (Didsbury), Gail Verleysen (Vermilion), Rebecca Reich (Tomahawk)

National Western 4-H Roundup

Denver, CO
January 5-10, 2011

Tessa Nybo (Sundre), Luke Marshall (Innisfail), Cara Noble (Manning), Katelyn Dietrich (Forestburg), Amanda Hughes (Calmar), Lindsey Salomons (Lacombe), Lauren Crick (Lacombe), Mykayla Sorensen (Stettler)

National Western Stock Show Collegiate Judging Competition

Denver, CO
January 12-17, 2011

Cameron Olson (Rocky View)

USA National 4-H Conference

Washington, DC
March 31 – April 7, 2011

Rebecca Tokariuk (Lethbridge)

National 4-H Citizenship Seminar

Ottawa, ON
April 8-14, 2011

Shelby Crick (Lacombe), Valentina Gabert (Fort Saskatchewan), Ryan Gauthier (Donnelly), Wyatt Hanson (Airdrie), Rebecca Joseph (Chipman), Lacey Martin (Red Deer), Devon Parkinson (Airdrie), Shelby Patten (Winfield), Michelle Schuepbach (Claresholm), Chantel Shapley (Acadia Valley)

Garfield Weston Foundation 4-H International Exchange

Taiwan
June 29 – August 26, 2011

Jenna Logan (Grovedale)

Japanese Exchange

Japan

July 6 - August 4, 2011

Delaney Hayes (Hines Creek), Nicole Basnett (Worsely), Emma Schaber (Olds), Marissa Logan (Grovedale), Hayley White (Didsbury), Amanda Wild (Peace River), Nicole Nawrot (Dewberry)

Montana 4-H Congress

Bozeman, MT

July 10-17, 2011

Byan Lentz (Whitelaw), Troy Lyster (Mayerthorpe), Stacey Woywitka (Legal), Jennifer Wrubleski (New Sarepta)

4-H Alberta/Northwest Territories Agriculture Development Tour

Yellowknife, NWT

July 11-20, 2011

Aydon Almberg (Czar), Brandon Bollum (Airdrie), Brittany Brayford (Newbrook), Ryley Corcoran (Ardrossan), Sarah Crooymans (Bow Island), Taylor Finstad (Etzikom), Jeanine Foot (Red Willow), Kelly Gallelli (Crossfield), Trisha Gauthier (Kitscoty), Ethan Gourley (Calgary), Brett Jones (De Winton), Amy Kraemer (Cochrane), Lisa Lastiwka (Willingdon), Justin Matile (Strathmore), Trevor Molzan (Oyen), Kathleen Nester (Cessford), Jenny Nichiporik (Hotchkiss), Adam Nixdorff (Airdrie), Dallon Prior (Irma), Tylene Rana (Seven Persons), Emily Ritchie (Turner Valley), Sara Van Sickle (Mayerthorpe), Colin Verbeek (Morinville), James Yamemcuk (Hairy Hill)

California 4-H Exchange

UC Davis, CA

July 29-31, 2011

Nicole Briggs (Gibbons), Remington Shandro (Willingdon)

Seminar on the United Nations and International Affairs

Goldeye Centre

August 14-19 or 21-26, 2011

Sawyer Daley (Carstairs), Kelsie Fenton (Cochrane), Kaitlyn Grudecki (Acadia Valley), Meghan Smook (Vegreville)

Alberta Youth Entrepreneur Camp

Eagle's Nest Ranch, AB

August 21 – 27, 2011

Tyla Peach (Castor)

"I saw lots of different things that could improve our 4-H program, but I also saw that there is a lot of things Alberta 4-H is doing exceptionally well, and it makes me proud to be a part of that."

Alberta 4-H Member

Provincial Awards - Scholarships

Alberta 4-H supports its member's desires to peruse their future endeavors through attending post secondary education. Alberta 4-H recognizes that by assisting members with the financial burden of this pursuit, they are helping the youth of today become the leaders of tomorrow.

Support from Alberta 4-H comes in the form of scholarship funds that are put towards member's learning at a post secondary institution. This is all made possible by the generous donations from corporate partners, private donors, community patrons, as well as district and regional councils. Alberta 4-H offers members the opportunity to individually realize up to $2500 in provincial scholarship funds. In the 2010-2011 club year Alberta 4-H awarded $85,000 to 105 members in provincial post secondary scholarships. Regional scholarships and bursaries are also available, with $25,000 being awarded in the 2010-2011 club year. In addition to provincial and regional funds, there are some district and club-level scholarship and bursary funds.

Alberta 4-H, as well as all scholarship and bursary recipients, would like to thank those who have contributed resources to the fund. Your investment in our youth is one that you will continue to see grow for years to come.

4-H Foundation of Alberta
Kelsey Hedley, Consort

A & E Cappelle LN Herefords
Amanda Kuschminder, Pickardville

Agriculture Financial Services Corporation
Cody Coleman, Innisfail

Alberta Beef Producers
Jodi Gueutal, Myrnam; Chelsea Heryford, Gem; Amanda High, Fort Macleod; Courtney Hihn, Heisler; Kristina Huisman, Barrhead; Melanie Marcoux, McLennan; Brittney Matejka, Ponoka; Jaylene Schussler, Burdett; Krista Williams, LeRoy

Andy Little Memorial
Randi-lyn Voss, Hythe

ATB Financial
Jodie Carlson, Daysland; Jamie-Lee Danielsen, Delia; Jolene Garber, Milk River; Stephanie Heryford, Gem; Rebecca Tokariuk, Lethbridge

Bill Janssen Memorial
Gina Sutter, Millet

Canadian Wheat Board
Greg Borduzak, Vimy

Cindy Gray Memorial
Ted Andrew, Youngstown

Cole Lawrence Memorial
Valentina Galbert, Fort Saskatchewan; Allison Miller, Edmonton

Dixon Shield Memorial
Andrew Kuschminder, Pickardville

Earl Christoperson Memorial
Stephanie Kuester, Dixonville; Brittany Smith, Strathmore

East Central 4-H Region
Kristen Carlson, Daysland; Cassie Davidson, Lougheed; Samara Froland, Hughenden; Kristen Hedley, Consort; Michelle Leslie, Sedgewick; Jeremy Molzan, Oyen

Edith Taylor Memorial
Jenna Rosvold, La Glace

Encana Corporation
Emily Van Maarion, Medicine Hat

ExxonMobil Canada Ltd.
Adeleen Bayes, Trochu; Ashley Reinhardt, Strathmore

George Pimm Memorial
Robyn Fisher, Fairview

Glen Bodell Memorial
Emily Gruber, Edmonton

Gloria Faye Metzler Memorial
Emily Puch, Pincher Creek

Greg McCoy Memorial
Reanne Andersen, Busby

Growing Alberta
Lindsay Stanko, Lomond; Trista Tesolin, St. Lina

Irene M. Leavitt Memorial
Kelly-Ann Taschuk, Two Hills

Isley Family Scholarship in Memory of Sonya Isley
Amanda Van Hierden, Fort Macleod

Jaron Arntzen Memorial
Charlynn Ness, Lougheed

Jerry and Margaret Hall 4-H
Kari Bergerud, Edgerton

John M. Romanchuk Memorial
Lindsey Grover, Stettler; Jason Schonknecht, Barrhead; Rebecca Zadunayski, Vimy

Ken Edgerton Memorial
Jodi Ross, Grande Prairie

Marilyn Sue Lloyd Memorial
Josee Marcoux, McLennan

Minburn Wild Rose
Deanna Jackson, Minburn

Nicki Wrubleski Memorial
Julie Cameron, Millet; Robyn Ramey, Ponoka; Jennifer Ruskowsky, Wetaskiwin

Norm Withers Memorial
Ashton Lutz, Holden

Norma Jean Gray
Ilona Bastiaansen, Bow Island; Dustin Coleman, Innisfail; Alison Ditner, Evansburg; Kalynn Dobos, Camrose; Jerrid Driedger, Calgary; Lesley McCoy, Westlock; Sarah McCrae, Vermillion; Karla Ness, Lougheed; Kristy Oatway, Rycroft; Jordyn Prior, Irma; Rosie Templeton, Coaldale; Edith Wouters, Innisfail

Peace Region
Ethan Lentz, Whitelaw; Jenna Logan, Grovedale

Pennington Memorial
Erin Loogman, Westlock; Danielle Philibert, Pickardville

Pibroch & District Agricultural Society
Andria Carlyon, Dapp

Ralph Cossey Memorial
Amber Watt, Wainwright

Robert Huff 4-H
Janessa Brewin, Taber; Joshua Iwan, Taber; Rebecca Joseph, Chipman; Troy Lyster, Mayerthorpe; Cara Noble, Manning; Lauren Ovinge, Scandia; Lorisa Schilling, Halkirk; Jocelyn Templeton, Coaldale; Ramie Wynder, Aetna

Robert Sherwood Memorial
Calee Dufva, Bashaw

Rod Andrews Memorial
Vance Kremp, Edmonton

Shirley Story Trimble Memorial
Isabel Davis, Edmonton

Tony Lefebvre Memorial
Kristina Szybunka, Sangudo

Trevor Housman Memorial
Ryley Labant, Woking

Tronia Systems
Hilary Davis, Edmonton; Erin Malyk, Airdrie

Vermilion River 4-H District
Kaitlyn Barlow, Vermilion; Kathleen Bykowski, Vermilion

Walter Lipkewich Memorial
Robyn Ockerman, Lindberg

West Central 4-H Region
Danielle Frederickson, Gwynne; Gina Lougheed, Red Deer; Samantha Sperber, Rimbey

Western Producer 4-H
Ruth Schuepbach, Claresholm

Wetaskiwin District 4-H
Janelle Cameron, Millet; Anthony Murphy, Wetaskiwin; Shelby Patten, Winfield; Paul Zimmerman, Wetaskiwin

Wheat Board Money Trust
Lacey Fowler, Minburn; Jared Sundquist, Stavely

Woodgrove Unifarm Local
Stacey Woywitka, Legal

Provincial Programs

To ensure that the dedicated leaders with Alberta 4-H have the opportunity to grow, and stay up to date on new initiatives and techniques, we offer a variety of "train-the-trainer" programs on an annual or biennial basis. The following programs were offered to leaders to aid them in their quest to see Alberta's youth flourish now and well into the future.

Key Leader Program

This year, 65 individuals lent their knowledge and skills to others in their district and region as a 4-H Key Leader. They act as knowledgeable contacts and deliver workshops at district and regional programs in addition to training, coaching and mentoring other 4-H leaders to be effective contributors to clubs and committees.

Two opportunities at the provincial level enabled Key Leaders to receive training and program updating. Key Leader Training Weekend addressed both new and/or changing 4-H program components and tools for working with people within the local 4-H community. A workshop on appreciative inquiry, led by Jim Taylor, introduced a different approach to finding solutions. The Key Leaders also learned the about proposed delivery of electronic 4-H resources, coaching Key Members, effective meetings, Cleaver Kids, sponsors, social media, and activities for District Councils.

The Key Leader Session at the Alberta 4-H Leader's Conference addressed ways of assisting other leaders through coaching, effective feedback, and handling challenging people. Fern Richardson led the group through a series of activities and discussions to enable the Key Leaders to develop strategies for working with people in their clubs.

A display to promote the AB 4-H Key Leader programs was also developed.

Provincial Leaders' Conference

January 14-16, 2011

The Alberta 4-H Leaders' Conference is held each year to give leaders the opportunity to come together for a weekend of learning, networking and fun. Each of the Alberta 4-H regions takes a turn hosting on a rotating basis; planning sessions for new and veteran leaders. Sessions have objectives that range from training, informing, personal and professional development. Leaders' Conference also gives Alberta 4-H the opportunity to recognize and award volunteer leaders in front of their peers; the Golden Clover Award is presented and two individuals are inducted to the Alberta 4-H Hall of Fame.

This year, for the 68th Annual Leaders' Conference, the Calgary Region asked leaders' to embrace the theme of "Show Your 4-H Colors". With a series of speakers, sessions and special evenings, the 2011 edition of Leaders' conference was a success. Henry Wiegman graciously accepted the Golden Clover while Anita Mappin and Maryanne Sandberg were inducted to the Alberta 4-H Hall of Fame. Premier's Award recipient, Erin Shaw, demonstrated her excellent speaking skills with a heartfelt thanks for all that leaders do for members. All of Alberta 4-H's supporters, partners and sponsors were recognized for their dedication to the program, and leaders most certainly left feeling energized and knowledgeable!

"I've never regretted one second of the time that I have volunteered with 4-H. I hope to stay involved with the program for as long as I can."

Alberta 4-H Leader

Provincial Beef Leaders' Update (BUD)

October 23-25, 2010

Beef Leaders' Update is a biennial weekend-long event held at the Alberta 4-H Centre, organized by the Beef Advisory Committee (BAC). BAC's role is to promote and enhance 4-H beef projects and programs; as well as to advise the Alberta 4-H Council and Branch on policies and programs. Beef project leaders attend BUD for project-related training, industry updates, keynote speaker insights and the opportunity to interact with their fellow leaders.

For the 5th Beef Leaders' Update, there was so shortage of opportunities for leaders to become more knowledgeable of the beef project and to build upon their skills. In their select-a-sessions leaders learnt about the ins and outs of Traceability, preventative vaccination programs, parasite treatments, treating sick project animals, injuries and specific blemish conditions; as well as how to diversify beef project offerings and improve the marketing of calf sales. Leaders were also instructed on how to make halter breaking a safe and enjoyable experience, in addition to clipping and fitting. Feedback was collected from leaders on the beef pilot project, and activities were offered to help leaders be able to teach project material more effectively. Speakers at the event left leaders even more excited to go back to their clubs with all that was learned!

"Alberta 4-H has amazing members, volunteers and programs that will change your life."

Alberta 4-H Member

Provincial Awards

Leaders are a crucial part of our program, and therefore Alberta 4-H endeavours to recognize the effort and time they put towards the program as much as possible. In the 2010-2011 club year, individual leaders were formally recognized with the following awards to applaud exceptional dedication, contribution and involvement in the 4-H program.

Golden Clover Award

Nominations accepted annually

Peer nominated and selected by an Alberta 4-H Council committee, individuals or groups that are awarded the Golden Clover exhibit outstanding leadership at the club, district, regional and provincial level while initiating a special contribution such as an innovative idea, program, activity or event that has made a significant impact on 4-H in Alberta.

The 2011 recipient was Henry Wiegman, a long-time Alberta 4-H staffer and visionary. Henry wore many 4-H hats over his 30 plus years in the program, from Regional and Livestock Specialist, Sponsor Liaison to Director of Fund Development. His passion for the 4-H organization and its members and leaders paved the way for many of 4-H's current-day programs; as well, Henry was responsible for advocating for the corporate partnerships that enables Alberta 4-H to continue to be the province's number one rural youth organization.

Alberta 4-H Hall of Fame

Nominations accepted annually

Leadership, initiative, passion and commitment are just a few of the attributes people would use when describing the Alberta 4-H Hall of Fame's latest two inductees - Anita Mappin and Maryanne Sandberg. Humility and modesty also describe these two ladies, with both being in complete shock when Jack Hayden, Minister of Agriculture and Rural Development, officially announced their induction in November of 2010. Anita and Maryanne joined 73 other inductees who have demonstrated significant initiative and leadership and have made a positive impact at a local, district, regional and provincial 4-H level.

Anita and Maryanne have been long-time leaders in their respective 4-H communities, as well as volunteers at the regional, provincial and national levels. Their dedication to the 4-H program has spanned over 40 years collectively, and has seen both women sit on numerous committees and councils in addition to leading 4-H clubs.

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

Nominations accepted annually

The Co-operators and the Canadian 4-H Council have been working together to recognize 4-H leaders across the country for the past ten years with the 4-H Volunteer Leaders of the Year Awards. Successful candidates are selected based on their outstanding level of dedication and support to 4-H. They are selected on an annual basis and as part of the award, receive a $100 gift card and 4-H products.

One of this year's recipients was Terri Ormberg of Rimbey, Alberta and the Rimbey 4-H Beef Club. Terri's club nominated her for her 19 years as a leader, as well as her exceptional level of community involvement. Her club said "Terri is always available for advice and tips...even though her own children are no longer in 4-H... She really helps keep our club organized, even with a lot of younger members."

There are more than 8,000 volunteers that help more than 24,000 youth "Learn to do by doing" across Canada, and the Canadian Council would like to thank them all.

Provincial Awards - Travel

To enhance their own learning and leadership development, Alberta 4-H volunteer leaders are encouraged to partake in a number of conferences, forums and workshops. These events allow our leaders the opportunity to network with fellow leaders across North America and to return to their clubs, districts and regions with fresh ideas and renewed energy.

Leader development opportunities are also a way of rewarding their commitment to the 4-H program and acknowledging their unwavering support of Alberta 4-H members. Chaperoning opportunities are also available to our 4-H leaders.

Development Opportunities

Montana 4-H Leaders' Forum
Deer Lodge, Montana
September 23-26, 2010

Anna Meakin (Morinville)
Della Joseph (Chipman)
Janette Weisenburger (Delburne)
Melody Swaren (Stettler)
Margo Comstock (Strathmore)
Arlene Henderson (Bashaw)

"As a leader I left the forum renewed in my purpose, energized and enthused to continue my role in the 4-H program."

Alberta 4-H Leader on Western Regional Leaders Forum

National 4-H Volunteer Leaders' Conference
Toronto, Ontario
November 3-7, 2010

Jo-Ella Stevens (Sexsmith)
Lorri Klyne-Karim (Sherwood Park)
Blake and Mary Prior (Irma)
Calvin Hogberg (Leslieville)
Janice Hoover (Delia)
Leisa Gallelli (Crossfield)
Andy Pittman (Picture Butte)
Stacy Price (Crossfield)

Ontario 4-H Leaders' Conference
Waterloo, Ontario
February 25-27, 2011

Laurie Fisher (Fairview)
Margaret Scott (Bonnyville)

Western Regional Leaders' Forum
Seattle, Washington
May 7-14, 2011

Terri Huculak (Willingdon)
Dana Zadunayski (Vimy)

Chaperone Opportunities

National Western 4-H Roundup
Denver, CO
January 5-10, 2011

Carolyn Templeton (Coaldale)

National 4-H Citizenship Seminar
Ottawa, ON
April 8-14, 2011

Shelley Sallis (Sexsmith)

Montana 4-H Congress
Bozeman, MT
July 10-17, 2011

Helen Andrews (Round Hill)

Alberta/Northwest Territories Development Tour
Yellowknife, NWT
July 11-20, 2011

Jackie Blahun (Mayerthorpe)
Laureen Kosheiff (Fairview)

Communication and Resources

Alberta 4-H Family Calendar

Back by popular demand for a second year was the Alberta 4-H Provincial Program Calendar. Programs are a key component of 4-H and offer a variety of opportunities for learning, life-skill development, and friendship. The calendar offers 4-H families provincial program dates, deadlines and descriptions along with 4-H facts and figures. In addition, exchange trips, scholarship applications, and volunteer awards are highlighted.

Alberta 4-H Website

The Alberta 4-H website is the online hub for 4-H information. Containing contact information, event applications, contest details, press releases, partner and organization information, a job board and on-line resources - just to name a few, www.4h.ab.ca is the place for 4-Hers to be. Our website is continually updated so viewers are encouraged to check back often for the most up-to-date happenings in the world of 4-H.

4-H and Social Media

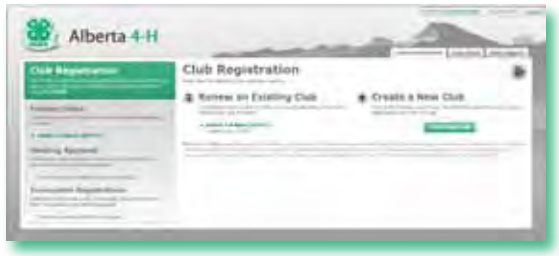
Social Media has become an important communications avenue between Alberta 4-H and its members, parents, leaders, alumni and friends. The Alberta 4-H Facebook page launched in early January and has quickly become an exciting and active way to engage our followers. Regularly updated, the page has all the information, pictures and discussion needed to make it an important communication tool.

Alberta 4-H Magazine

The Alberta 4-H Magazine is distributed to 4-H families across the province three times a year, once in the spring, fall and winter. The magazine is one of Alberta 4-H's main communication tools, offering 48 pages of news and events at the national, provincial, regional, district and club levels, as well as member highlights, leader achievements, and sponsor generosity. The magazine also includes information on exchanges, programs, other opportunities and staff. This promotional piece's arrival is anxiously awaited by all 4-H families.

Alberta 4-H Online Registration and Payment System

The Alberta 4-H Online Registration & Payment system launched its first phase in September. A great deal of research and planning went into the design of the system, with the vision being to create secure and efficient online processes for club registration, ordering club supplies, provincial program registration and leader screening. With the second phase set to launch in January, Alberta 4-H aims to continually make things better for our members, families and volunteers.



Great Meetings, Great Clubs and the Tools to get you There - Executive Training CD

Alberta 4-H is excited to introduce this new executive training resource, which is an interactive eLearning tool (in that it is delivered electronically via CD-ROM and online) designed to help each member of a club's executive better understand their role on the Executive, the responsibilities associated with that role and how to do that job well. "Great Meetings, Great Clubs" is available through the "Resources" section of the Alberta 4-H website. Every registered club also received a CD-ROM version of the resource in the 2011 Alberta 4-H Fall Mailout. "Great Meetings, Great Clubs" was a Growing Forward funded initiative.

New and Exciting

Provincial Sheep Show

The Alberta 4-H inaugural Alberta 4-H Provincial Sheep Show took place this summer from July 13-15 in Olds. This show featured 23 enthusiastic members from across the province, eager to show and compete with their projects at the provincial level for the very first time. This provincial show was able to draw approximately one third of all Alberta's sheep project members. Participants competed in a variety of classes and competitions that included judging, trimming, combing and conformation.

The Alberta 4-H Provincial Sheep show was started up in response to the sheep industry experiencing its strongest market acceptance in years, and the resulting eager 4-H sheep project members and families ready to learn more and raise awareness around sheep production and husbandry.

Something to Say

The Something to Say regional program was developed as a result of an identified need for additional communication and intermediate level programming within Alberta 4-H. The purpose of the program is to highlight communication through four session topics that include: communication, public speaking, presentations, and impromptus. This program lasts twenty four hours, giving members a taste of the camp environment in a personalized workshop setting with skill development sessions and fun activities.

This year the Something to Say program was run successfully in preliminary regions. The program will go forward as a permanent initiative within each region. Regions will rotate between three different modules, so that returning participants may come back and learn something new.

"Why 4-H is Great" Contest

ATB branches and 4-H clubs across the province vied for an opportunity to host a community concert with Gord Bamford, based on their video presentation submissions that highlighted "Why 4-H is Great" for the community, province and the agriculture industry. Congratulations to contest winners: Tyrion Rosiechuk, the ATB Killam Branch and the Flagstaff 4-H District.

4-H members and alumni across Alberta also convened at the Alberta 4-H Centre at Battle Lake on Monday, August 8th, to watch the final six contestants audition for the opportunity to be Gord Bamford's opening act at the "Why 4-H is Great" community concert held in November. Congratulations to Alyssa Barbero of Pincher Creek and Christina Folsom of Hill Spring who were selected to open for Gord Bamford.

4-H Fights Hunger

This year select 4-H clubs participated in Encana's Race Against Hunger program through the newly-created 4-H Fights Hunger opportunity. 4-H clubs helped to raise food, funds and awareness for food banks during the summer months when donations are fewer, despite constant community need.

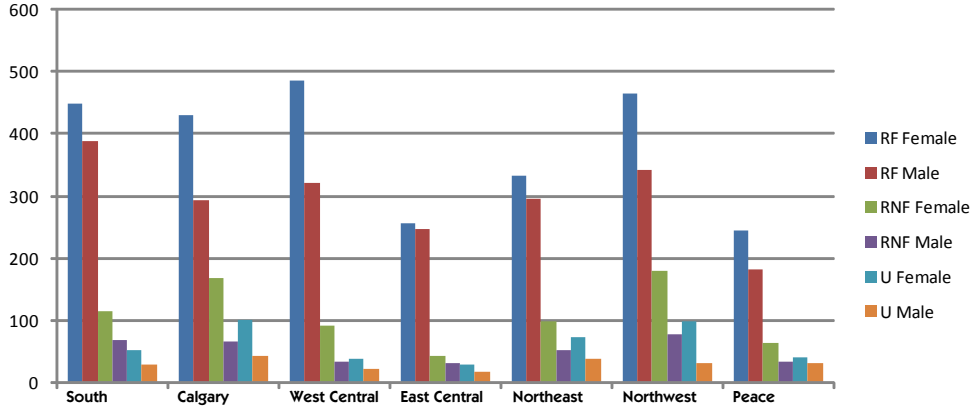
4-H members used and built upon skills such as marketing, community service and public speaking in order to support the Race Against Hunger. The Race Against Hunger program ran in Grande Prairie, Drumheller and Ponoka WPCA Dodge Pro Tour Stop locations. Overall, the Race Against Hunger raised $57,533 and 13,815 pounds of food, with Encana matching every dollar for dollar and two dollars per pound of food collected.

Trends in Enrollment

Membership Statistics

	2010-11	2009-10
Members	6,479	6,443
Average Tenure of Members	3.45	3.45
Leaders	2,242	2,165
Average Tenure of Leaders	4.99	5.08
Clubs	379	377

Member Residence Statistics*



***Residence Definition**
Rural Farm (agriculture sales>$250 per annum; population ≤75)
Rural Non-Farm (population ≤75)
Urban (population >75)

Most Popular 4-H Member Projects

	2010-11	2009-10
Beef	4,596	4,698
Horse	2,721	2,804
Crafts	323	380
Sheep	413	407
Canine	650	666
Foods	452	330
Creative Options/Leadership	320	284
Small Engine	188	172
Clothing	151	110
Environment	217	232
Woodworking	76	99
Dairy	158	159
Photography	248	243
Exploring 4-H	183	143
Small Animal	93	90
TOTAL	**10,789**	**10,817**
Total Project Enrollment	**11,174**	**11,182**
% of Total Project Enrollment	**97**	**97**

"It's a great program where you meet new people, have fun, and develop skills and decision making for the real world. I love it!!"

Alberta 4-H Member

www.4h.ab.ca

Government of Alberta

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