

Clover Lines

Making the Most of 4-H Publicity

Increasing community awareness is an important part of program sustainability. As we embark on the 100th year anniversary of the CA 4-H Youth Development Program in 2013, we have initiated a campaign called the Revolution of Responsibility to create positive change in every community and **increase visibility and awareness of 4-H**. We encourage all clubs and groups to join the Revolution of Responsibility now and apply for \$1,000 to carry out a service learning project in your community. The next round of applications are due September 15. For more information visit: <http://www.ca4h.org/Support/RofR/m>.

Tips to Advertise your 4-H Program

Increasing broad awareness of 4-H in your community can be done easily at no cost! Through Public Service Announcements (PSAs), 4-H programs can inquire about free advertising space with local newspapers and radio stations. Some media outlets have formal programs that donate specific time slots for non-profit organizations, while others make unfilled advertising space available free-of-charge. Contact your local radio or print media outlets to find out if they are able to partner with your 4-H program.

Follow these three easy steps to get started:

1. Choose the Right Advertisement

View [print](#), [radio](#), and [web banners](#) on the [Brand Toolkit](#).

Choose a print ad that suits your needs and send your selected print advertisement directly to your newspaper contact. There are also options to [customize your ad](#) with instructions on how to add your local contact information.

For radio and banner ads, send the ad of your choice directly to your contact at the selected media outlet.

2. Send Your Advertisement to Media Outlets

Call local newspapers and radio stations to ask if they have a PSA program or any available space they can offer to a non-profit. If they do, email the files or links to the [Brand Toolkit](#) website. Be sure to let your contact know there are instructions and format options in the toolkit that will allow them to find the best option that will work with their available space.

3. Be Prepared for Inquiries

When the advertisements run, you might get calls from interested parents, youth, volunteers and community leaders so make sure to be prepared to answer questions.

Information provided by the Youth, Families and Communities Programs, California State 4-H Office.

See more images
of 4-H at the Fair
on page 3.



Featured Club Happenings!

Santa Rosa Valley 4-H

70 members

President—Harrison Hargleroad & Treasurer—Elizabeth Paxson

Santa Rosa Valley 4-H has kids from 5 to 19 yrs in a variety of projects. We just returned from the fair where our kids exhibited in swine, lamb, mini-cattle, dairy goats, pygmy goats, small market livestock, photography, jewelry making, poultry, cavy and cake decorating. It was fun to see all of our kids running around the fair helping, working and having fun.

It is also great to see the friendships with kids in other 4-H groups. For our May meeting we invited our friends from the Las Posas 4-H and Somis 4-H to join us. It was a great meeting with a water balloon toss (throw) and presentations from the pygmy goat and horse group.

In July our horse project competed in the Youth Horse Fair. We have kids competing in all divisions. But most of all helping each other and having a great time. In May many of our members helped and competed in Super Field Day. Our poultry and cavy projects lead the activities this year.

One of our new projects this year is Dairy Goats. They have been milking, making ice cream, grooming and practicing showmanship all year in preparation for the fair. They also exhibited at Pierce College this year. Another new project is mini-cattle. I don't know if you saw them at the fair. But they are cute. Our small livestock projects have been growing. After the fair the members had a butchering day to process the animals for their buyers. We do everything together.

Our club also does several community service days - California Coastal Clean-up, TOTSOCE and Operation Gratitude. This some of our members went to retirement homes to make presentations with their animals. The seniors at the homes loved it. We plan to do more days this year.

Our club is big but we have become so close over the last year we can feel small. Kids cross over from one project to another and encourage each other. We are ready to have our kick-off meeting for the new year and we can't wait to start this all over again!



Announcing the New Highest 4-H Youth Award!

The Incentives and Recognition Advisory Committee is pleased to announce the launch of the California 4-H Diamond Clover Award. The Diamond Clover is awarded to the highest achieving 4-H youth members through an application and essay process. All youth who achieve the qualifications are eligible for this award. Applications may be submitted at any time during the year and while a young person is between 17 and 19 years of age. Each quarter, applications are reviewed by the Incentives and Recognition Advisory Committee and awards are given. Awardees are announced annually at the State Leadership Conference. Applications are available now for submission beginning July 1, 2012 at http://www.ca4h.org/Administration/Advisory_Committees/IR/

*October's Featured Club Happenings! will include an article from Somis 4-H.
Featured Club calendar is at http://ceventura.ucdavis.edu/Youth_Development/4-H/Newsletter/*

Ventura County Fair...

The VMO Council would like to extend our congratulations to all of the 4-H members who participated in this year's Ventura County Fair. Those that participated in the Youth Exhibits, the Small Livestock and the Large Livestock, we are very proud of all of you.

We understand that there was some confusion at the 4-H Awards ceremony on Sunday and we do apologize if any member who won an award was not recognized. We hope to be able to announce in the October Clover Lines those participants who did not get recognized.

Check out this collage of Fair memories shared through Facebook.



HERDSMANSHIP TROPHY MISSING

Can the club who has the Large Memorial Herdsmanship Trophy – please bring it to the 4-H office so that we can award it to the Club that has won it this year. This trophy is a perpetual trophy and can only stay with a club for a period of one year.



We appreciate having it brought back.

Seeking Volunteers

"Poise, confidence and self assurance grow each time a 4-H member makes a presentation."

Iris Kalich, Texas Agricultural Extension Service

In order to provide these opportunities for members, we offer Preliminary and County Presentation Days. We are currently seeking volunteers to organize and lead this event. If you are interested in assisting with this event, please contact the 4-H Office at (805) 645-1464.



Healthy Living

SURGEON GENERAL'S REPORT OUTLINES KEY STEPS TO FURTHER REDUCING TOBACCO USE AMONG YOUTH

Tobacco use among American middle school and high school students showed a slow decline from 2000 to 2011, according to a report from the Centers for Disease Control and Prevention. But when compared with other long-term studies, such as the Youth Risk Behavior Survey, the steep rate of decline from 1997 to 2003 has slowed noticeably. The report published today shows that in 2011 nearly 30 percent of high school males and 18 percent of high school females used some form of tobacco.

More than 8 percent of middle school males and nearly 6 percent of middle school females used some form of tobacco in 2011.



http://www.cdc.gov/media/releases/2012/p0809_youth_tobacco.html

Internships Available in Child Development, School-Age, and Youth Development Programs

INTERN IN MILITARY CHILD / YOUTH PROGRAMS

A partnership between the Cooperative Extension System and the Department of Defense has provided the funding for a national, military childcare/youth development internship program. Through this initiative, students and recent graduates have the opportunity to develop professional skills in childcare and youth development through practical work experience with military children, youth, and families. Interns are placed on military installations across the United States with limited opportunities for international placement and receive an hourly wage or stipend and assistance with travel expenses for their efforts. Current students may obtain academic credit for this experience if desired.

The Military Extension Internship Program will accept applications for the Spring 2013 class through Sept. 28th. More information and application materials can be found at www.ydae.purdue.edu/military. Specific questions regarding the internships may be referred to: Jessica Wandless, Purdue University Cooperative Extension Service Internship Coordinator, at jwandles@purdue.edu.

Clover Safe Notes

Clover Safe Notes Spotlight for September: GENERAL KITCHEN SAFETY (Note #36). More than 400,000 people were treated in hospitals for kitchen-related injuries during 2006. So, it's a good idea to review kitchen safety with 4-H members before any activity in the kitchen.

Clover Safe Notes can be reviewed and printed from the UCANR website at http://safety.ucanr.org/4-H_Resources/Clover_Safe_Notes_by_Number/

The website has safety training and safety coordinator resources on this page. Clover Safe Notes are useful when incorporated into appropriate projects or shared with the club during monthly meetings.



COUNCIL CORNER

Highlights from the Ventura County 4-H Council



The next meeting will be **Wednesday, September 26, 2012 at 7p.m.** at the 4-H Office. All leaders, parents and members are welcome to attend. Leaders and members 14+ vote on business at the meeting. We hope that you will join us!

If you would like to work on a committee, serving as a council member or add an agenda item for discussion by the Ventura County 4-H Council, please contact Jenean Bass, Council President by email at venturaco4hcouncil@gmail.com. Agenda items should be received at least 2 weeks prior to the meeting for inclusion.

The Council's page on the VC 4-H website is http://ceventura.ucdavis.edu/Youth_Development/4-H/Ventura_County_4-H_Council/

Salute to Volunteers

It is time to start the selection process for the **2013 Salute to Excellence 4-H Volunteer Awards**. The National 4-H Salute to Excellence Volunteer Recognition Award recognizes 4-H volunteers who demonstrate exemplary service to 4-H, while promoting service through volunteerism as both an opportunity and a privilege. Additional information is available at

<http://www.4-h.org/resource-library/grants-awards/opportunities/salute-to-excellence-awards/>.

The categories are as follows:

1. The **Volunteer of the Year Award** is for individuals who have served as 4-H volunteers for **less than 10 years** at the local, county, district or state level.
2. The **Outstanding Lifetime Volunteer Award** is for individuals who have served **10 or more years** at the local, county, district or state level.

Mail completed nomination packet(s) to the State 4-H Office, Attn: Shannon Dogan, University of California, Davis, One Shields Ave., DANR Bldg., Davis, CA 95616. If you FED EX the packet please send it to the State 4-H Office, Attn: Shannon Dogan, DANR Building, 225 Hopkins Road, Davis, CA 95616. Nominations should be received by **October 2, 2012** to be considered.

The State 4-H Office will verify with county 4-H staff that the volunteer is enrolled and in good standing. All nomination packets will be reviewed by the 4-H Incentives and Recognition Advisory Committee who will recommend one nominee for each category to the Associate Director of 4-H Program and Policy for final approval. Please note there is no limitation on the number of nominees from each county.

2012 4-H State Leaders Forum

Brrrring! Wake up to the possibilities that await you at the 2012 California 4-H State Leaders' Forum! The conference will be held at the beautiful Asilomar Conference Grounds in Pacific Grove, from November 9-11. So, log on to <http://ucanr.org/slf2012> for complete details. Registration is online or using printable forms. Reservations for the Asilomar lodging/meal package are now being accepted.

Highlights of this year's Forum will include:

- A keynote address by Nancy Franz of Iowa 4-H that will transform the way you present 4-H to your community.
- A schedule that balances informative workshops with time to enjoy the Asilomar Conference Grounds and state beach.
- Assemblies filled with both fun and information including "Minute to Win It" competitions between 4-H sections.
- Opportunities to network with your 4-H peers from throughout the state.
- \$60 registration; \$235.50-374.50 per room. Room reservations due by September 9 at <http://www.ca4h.org/files/141178.pdf>

Remember: It only takes a minute to register, so act now. "He who gains time gains everything." ~ Benjamin Disraeli



Gear up for 4-H NYSD with these great tools!

Whether you hold your NYSD event on October 10, 2012, during summer camp or at a science event at your local museum, we can help you prepare to share the experiment in your community.



Get started by watching our How-To Video

Discover the *4-H Eco-Bot Challenge* with our easy step-by-step video. Use this three minute video to train facilitators or provide context the scientific exploration of environmental issues. This kid-friendly approach to the experiment takes participants through Parts 1 & 2 of the National Science Experiment and invites them go beyond Bailey Beach to make an impact in their community.

[Watch the 4-H Eco-Bot Challenge Video>](#)

Find Free Event-Planning and Promotional Toolkits

Download our free youth and facilitator guides, plus customizable materials including NYSD bookmarks, flyers, and banners. Tell your community about your 4-H NYSD event with our promotional toolkits, which include 4-H Science fact sheets, template press releases and media alerts.

[Head to the 4-H National Youth Science Day page to download these materials>](#)

Purchase the 2012 National Science Experiment Kit

The pre-sale is over and kits are now in stock! . If you haven't placed your order, visit the 4-H Mall to purchase your [4-H Eco-Bot Challenge kit](#), which includes enough materials for ten youth and one facilitator to participate. Each kit is \$22 and will arrive within 5-7 days.

Questions? Email 4HNYSD@4-H.org.

New Adult Leader Certification Orientation—Sept. 12th

Volunteering is not as scary when you know what the job entails. Ask your club leader or project leader exactly what you can do to help. Attend trainings and learn more from the job descriptions below.

Club Leader <http://www.ca4h.org/files/4771.doc>

Activity/Event Volunteer <http://www.ca4h.org/files/4770.doc>

Project Leader <http://www.ca4h.org/files/4772.doc>

Resource/Key Leader <http://www.ca4h.org/files/4773.doc>

Enrollment Coord. <http://ceventura.ucdavis.edu/files/79835.doc>

The New Adult Volunteer Leader Certification Training has been scheduled for: **Wed., Sept. 12, 2012 6-8 p.m.** Don't miss out -- R.S.V.P. today!

The training will be held at the 4-H Office. Please use the set of doors that face the condominium complex at 669 County Square Dr. Ste. 100, Ventura, CA 93003-9028.

The training will begin promptly at 6 p.m.

Participants must attend the entire training in order to complete this portion of the certification process.

R.S.V.P. required. Please include in an e-mail to venturafourhrsfp@ucdavis.edu:

1. Your First & Last Name.
2. Your phone number.
3. Your mailing address so we can mail you the fingerprinting forms.

As soon as you receive the forms in the mail; contact a fingerprinting facility & schedule your fingerprinting appointment.

4. The name of the club you are volunteering for.



- **Design Squad (PBS)**

<http://pbskids.org/designsquad/>
The DESIGN SQUAD NATION Web site is the online companion to the television series airing on PBS Kids. The site targets kids ages 8 and older and features interactive games/contests, engaging video and creative activities, with great ideas for meetings, etc.



- **Science Buddies (nonprofit based in California)**

<http://www.sciencebuddies.org/>
The award-winning, non-profit Science Buddies empowers K-12 students, parents, and teachers to quickly and easily find free project ideas and help in all areas of science from physics to food science and music to microbiology.

- **EGFI (American Society for Engineering Education)**

<http://www.egfi-k12.org>
Committed to promoting and enhancing efforts to improve K-12 STEM and engineering education. EGFI has an interactive web-site, a magazine, teacher and student e-newsletters, and poster, flash cards and kids' book.

4-H Library

The Growing Interest in Energy Conservation and Generation on the Farm



<http://www.extension.org/pages/26649/introduction-to-sustainable-farm-energy-use-conservation-and-generation>

In the last few years, interest in alternative energy and energy conservation has skyrocketed due to unstable fuel prices and the desire to move toward renewable and sustainable energy sources. At the same time, technologies to conserve energy as well as convert feedstocks to biodiesel and ethanol have improved significantly.

Across America, farms are generating their own energy using wind turbines, solar panels, or anaerobic digesters, with some selling the excess electricity back to the grid. Other producers are experimenting with on-farm biodiesel and ethanol production, or researching new energy-related crops and business opportunities in anticipation of developing cellulosic biofuel technology and markets. This online curriculum explores these topics and more.

4-H Office

The 4-H Office is open (except for County designated Holidays) Monday through Friday, 8 a.m. to 5 p.m.

Phone (805) 645-1464 ■ Fax (805) 645-1474

Tisha Fisher (805) 645-1464

4-H Assistant – Enrollment, Mailings, Pins, Equipment Check Out, 4-H Calendar, Event Support, 4-H Library, General Information, *Clover Lines* Editor

E-mail: tifisher@ucdavis.edu

Gwyn Vanoni (805) 645-1482

4-H Program Representative - Military 4-H Liaison, Council & Leader Support

Email: gwvanoni@ucdavis.edu

Rose Hayden-Smith (805) 645-1466

Strategic Initiative Leader, Sustainable Food Systems; 4-H Youth, Family and Community Development Advisor; Food and Society Policy Fellow

E-mail: rmhaydensmith@ucdavis.edu

CLOVER LINES ARTICLE SUBMISSIONS:

It is best to e-mail articles about your Group's activities and events to the 4-H Office. Please e-mail your articles to CloverLines@ucdavis.edu

DEADLINE FOR SUBMISSIONS IS THE 1st MONDAY OF EACH MONTH FOR THE FOLLOWING MONTH'S ISSUE.

The University of California prohibits discrimination or harassment of any person on the basis of race, color, national origin, religion, sex, gender identity, pregnancy (including childbirth, and medical conditions related to pregnancy or childbirth), physical or mental disability, medical condition (cancer-related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or status as a covered veteran (covered veterans are special disabled veterans, recently separated veterans, Vietnam era veterans, or any other veterans who served on active duty during a war or in a campaign or expedition for which a campaign badge has been authorized) in any of its programs or activities. University policy is intended to be consistent with the provisions of applicable State and Federal Laws. Inquiries regarding the University's Nondiscrimination Policies may be directed to the Affirmative Action/Equal Opportunity Director, University of California, Agriculture and Natural Resources, 1111 Franklin St., 6th Floor, Oakland, CA 94607, (510) 987-0096.

UC Cooperative Extension
U.S. Department of Agriculture
University of California
800 S. Victoria Ave., L#4941
Ventura, CA 93009

RETURN SERVICES REQUESTED

Official Business
Penalty for Private Use \$300

September

4-H Calendar

http://ceventura.ucdavis.edu/Youth_Development/4-H/NewsMain/

To help ensure you receive e-mails from us, be sure to add to your Safe/Green/Accept e-mails lists: tifisher@ucdavis.edu,
4-HOnline [\[mailto:no-reply@4-HOnline.com\]](mailto:no-reply@4-HOnline.com), gwvanoni@ucdavis.edu and rmhaydensmith@ucdavis.edu

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|---------|---|
| 9/2 | Ormond Pointe Path Tours with All-Stars 1-3 pm |
| 9/3 | 4-H Office Closed for Holiday |
| 9/10 | Somis 4-H <i>Featured Club Happenings!</i> article due |
| 9/8 | So. Section Council Meeting @ Mt. San Antonio College |
| 9/12 | New 4-H Leader Orientation/Certification 6-8 pm |
| 9/15 | County Record Book Judging |
| 9/22-23 | Thrive Master Training in Ontario |
| 9/24 | Special Record Book Awards Interviews |
| 9/26 | 4-H Council Meeting @ 4-H Office 7 pm for Leaders and Youth (9 th grade+) |
| 10/1 | Club Officer Training 6-8 pm @ 4-H Office |
| 10/7-13 | National 4-H Week |
| 10/9 | Club Officer Training 6-8 pm @ 4-H Office |
| 10/10 | 4-H National Youth Science Day |
| 11/4 | Ormond Pointe Path Tours with All-Stars 1-3 pm |
| 11/9-11 | State Leaders Forum |
| 11/22 | 4-H Office Closed for Holiday |



NATIONAL OCTOBER 7-13, 2012 4-H WEEK

Online Promotional Toolkit is available for outreach efforts during National 4-H Week at
<http://www.4-h.org/resource-library/promotional-toolkits/>

The toolkit includes press release templates, ads, logos, and much more to help make the most of local impact for this national week of celebration and awareness.