

EXTENOVATIONS

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Thousands aided by Project Support

New associate director named

Dan Panshin has been appointed associate director, Human Resources Development. He will assume this position on August 12, replacing Gail McClure, who has been acting in that role since July 1984.



Panshin

Panshin comes to Minnesota from the National Oceanic and Atmospheric Administration, where, as director of the extension program, he had responsibility for the development and direction of expanded extension programming for the nation's major civil air and sea agency.

Panshin served for 10 years as an extension specialist in Oregon, and from 1981 to 1983 was assistant administrator of the extension service in the U.S. Department of Agriculture.

Many county extension offices looked like busy doctor's offices this past spring and winter. Farm families were lined up to get financial planning help. Agents with financial planning expertise were booked solid with farmer appointments for days at a time.

It was part of Project Support, a program started by the Agricultural Extension Service last fall to help farm families who needed financial planning, stress management and community support. Project Support was designed for three types of farm families, says Kathy Mangum, state coordinator of the program.

1. Those who could strengthen their operations through improved long-range planning and management.
2. Farm families who needed help in analyzing their short-term financial situations in order to make immediate credit and management decisions.
3. Families who had recently left farming, or would do so shortly.

Project Support helped 2,837 Minnesota farm families develop a plan to continue farming during the five-month period of December through April, according to reports from Minnesota county agents.

Statewide figures show that in addition to the over 2,800 families who have decided to continue full-time farming, 563 people have found ways to obtain off-farm income. Another 237 people have decided to leave farming.

"Our priority is to help people develop a way to stay in farming if it's at all possible," says Pat Borich, director of the University's Agricultural Extension Service. Borich implemented Project Support last fall.

But extension agents warn that those who got loans and developed plans this past spring or winter need to keep on top of their financial situation. Some agents say that it's too early to tell if people who got loans this year will be able to stay in farming past the next year or so.

"It's very important to do a lot of

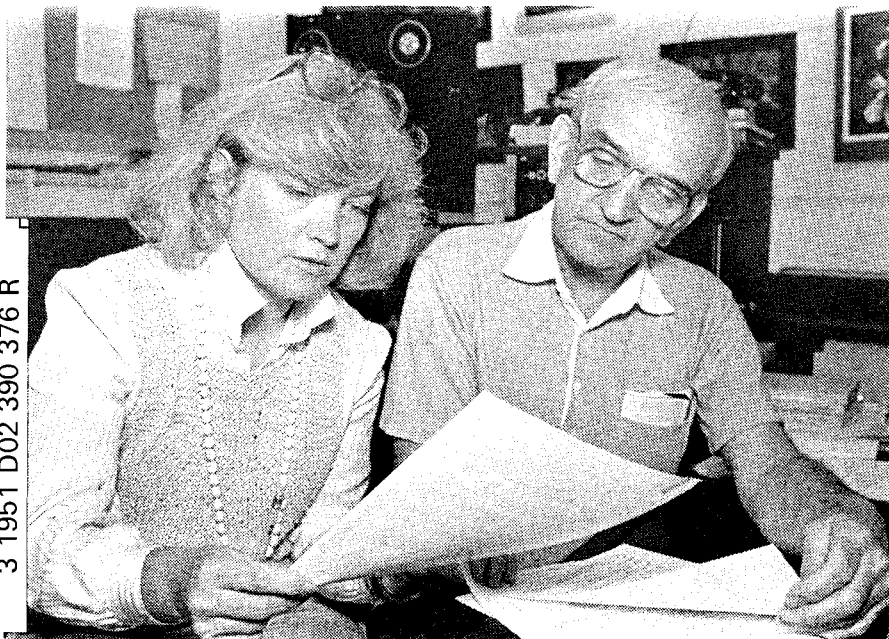
early planning for next year," advises Perry Fales, area farm management agent in Southwestern Minnesota. "Do some cash flow projections early this fall, when you have an idea of how many bushels you'll have to sell. Most people used higher planning prices than we're apt to see this fall. The only option is to face up to expected prices, talk to your lender and then try to cut costs."

Doug Ehlers, county agent in Stevens County, is one of many agents who've had more than a full schedule this past winter and spring helping farm families develop financial plans. "Doug is a genius at helping families with financial planning," says Catherine Huebner, a co-worker of Ehlers in Stevens County. "He has people lined up in the office for days at a time waiting for help with financial planning."

Many of those farm families who crowded extension offices last spring and fall were "new" to the county

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Home Report thrives on variety



Home Report host Cathy Dalglish and Communication Resources technician Joe Jovanovich go over the script for a segment of the Home Report. Cathy writes and voices the program, working in actual voice segments from specialists in a variety of areas. Joe weaves various voice segments and music into the finished two-minute programs, which air on radio stations throughout Minnesota and bordering states.

Twirl your radio dial in Park Rapids, Rochester, Alexandria or almost any other corner of the state and you may hear one of your colleagues from HEFL talking about home repairs, family stress, financial planning or some other homeowner-oriented topic on "The Home Report."

Now in its second year, "The Home Report" is broadcast by more than 60 radio stations in Minnesota and portions of surrounding states. The popular extension-produced series of two-minute radio features is

broadcast more than 100 times weekly on the state's radio stations, reaching an estimated 450,000 listeners each week, according to Bill Angell, housing specialist who has been involved with planning and promoting the series since its inception.

Why has this radio show caught on so well and enjoyed such wide listenership and station support? Irene Ott, HEFL program leader, credits both the highly professional format using Twin Cities journalist Cathy Dalglish as the host voice and the

cross-disciplinary nature of the subjects covered. In the program's first year, seven specialists were regular contributors, bringing listeners research-based information on topics ranging from lawn care to liability insurance, from appliance repair and do-it-yourself home improvements to wood refinishing and interior design decisions.

Ott is pleased with the way the program allows agents in every county to serve as local resources for the information being presented. In many cases, it was promotional efforts by county agents that gained the show a slot on their local radio stations' schedules. Agents also promote the program's topics in their columns and newsletters and stand ready to answer inquiries about the featured information if listeners seek it.

"The Home Report" was an experiment in one type of alternative delivery, tapping the vast potential of the state's radio stations to reach Minnesotans with extension information," Ott explains. "It was an exciting idea that needed full support from a variety of specialists as well as agents throughout the state to work, and it has worked well. It has gained visibility statewide for extension home economics and it has united specialists and agents into an important, interdependent Home Report team."

Although attempts to gain outside funding in the form of corporate underwriting have yielded only a \$1,200 gift from the Valspar Foundation, Ott says that Angell and others are con-

tinuing to explore additional revenue-raising methods to finance the show, which is distributed free to radio stations.

Project Support money has recently been added to the radio program's budget, and will widen the program's scope to include new specialists and researchers, primarily in the areas of financial management, coping with stress and family communication. Dottie Goss, family resource management specialist, will coordinate the weekly program's topics and specialists for the upcoming Project Support-dominated year.

Ott emphasizes that "The Home Report" evolved because a survey of broadcasters revealed an interest in high-quality, short news format programs. She adds that the program, "is written and produced to appeal to Minnesotans with a wide range of concerns about their homes and families. Although it is always difficult to evaluate the impact of mass media efforts, comments from radio station managers, which reflect their listeners' reactions, lead us to believe the program is on target and is reaching Minnesotans with important information. We hope that regular listeners will be in better positions to handle the financial decisions that come with home upkeep and ownership. In addition, I believe the coming months' programs will leave listeners better able to cope with the stresses of economic setbacks, which are currently so prevalent in rural Minnesota."

—DeeDee Nagy

Schneider returns from Africa tour

After his recent return from drought-stricken Africa, Byron Schneider, Minnesota 4-H leader, began seeking ways to help relieve "a very sad and desperate situation."

Schneider's visit to Sudan from June 17 to 27 was arranged by the American Refugee Committee. The

tour was sponsored by World Vision.

Much of Africa is suffering from prolonged drought and more than a million people, a quarter of whom are children, are expected to die in Sudan alone over the coming year. In addition to the indigenous food shortage, relief workers must contend with an

influx of starving refugees from Ethiopia. Though Schneider doesn't think direct 4-H youth involvement is practical in Sudan, he hopes 4-H can support the "heroic efforts" of a handful of Minnesotans working in the area.

4-H efforts could help provide re-

lief workers with simple necessities that we take for granted, according to Schneider, "like light bulbs, batteries, spare auto parts and soap." Another possibility includes assisting in the development of a refugee facility in northern Kenya utilizing Minnesota 4-H'ers in the construction of gardens and buildings.

Agent uses cable to keep Anoka green



Taping the 30-minute program in a raspberry patch are Jeanne M. McNeill, Group W Cable—Anoka, Dick Swanson, Anoka County extension agent (holding the mike) and Lawrence Keillor, owner of the patch (photo by Dave Hansen).

His television studio is often a garden and his weekly half-hour show, "Grow With Anoka County," could reach 3,500 homes. Realistically, Dick Swanson, Anoka County extension agent, knows it's vastly fewer, but says, "I'm willing to give a talk to 20 people to get a good message across."

Jeanne M. McNeill, the location

origination producer who tapes Swanson's show for Group W Cable—Anoka, remarks, "The station gets calls if it comes on late because of a previous program. It's the type of show viewers can't find on commercial TV. He can give an immediate response to problems for gardeners working with the county's sandy soils." His material fits perfectly and

needn't be adapted for other soils or growing conditions, McNeill adds.

While he's doing one taping, an idea for another may develop, Swanson says. In the community of Ramsey while doing a program at Lawrence Keillor's raspberry patch, Swanson decided he ought to do one on mosquitoes, too. (Yes, this Keillor is an uncle of Garrison of Prairie Home Companion radio fame.)

Swanson admits this type of programming is not for everyone, but he thinks it fits his situation in Anoka County, a fast-growing suburban area where he has had experience with extension since 1953.

He likes to divide topics into several segments. For instance, the raspberry program began in the Keillor patch, a middle segment dealt with fertilizers appropriate for raspberries and the concluding segment was at a picnic table near the patch where Swanson showed some of extension's raspberry publications. If he mentions leaf discoloration or an insect problem, the camera may go in afterwards for closeups. He also likes to bring drainage or some other Community and Natural Resource Development concerns into a discussion whenever possible.

Swanson has to point out problems in the garden he's visiting, but he always accentuates the positive re-

membering, "you are a guest of the gardener you are interviewing."

Putting the show together and doing it is a major commitment of time for Swanson. There is a process of "getting keyed up for it the day before" while doing other parts of his job, he says. Though he performs like a veteran, the taping sessions are exhausting.

Swanson likes the one-to-one direct approach he has cultivated in his extension work. "A third of my calls this year have been referrals from commercial nurseries. Two or three times a year I send each caller a horticulture newsletter and four or five times a year I send an agriculture newsletter to everyone who has called here for information. In 32 years in Anoka County you still don't know everyone. I have 15 calls on my desk right now and only two of them are people I know."

"Anoka County may be unique," he adds, because it includes so many Twin Cities commuters who may not identify strongly with a suburban community. They can be difficult to include in meetings but they may want to flip a switch to watch an educational message on the cable system. His programs are aired two or three times a week in prime time, a slot anytime between 5 and 9 p.m.

—Mary Kay O'Hearn

Migrant kids follow star of north

"What excitement!" says 4-H program assistant, Doris Tibbetts, speaking of the new kids and their winning entries at the last Kittson County Fair.

The new kids are children of migrant workers who come to Kittson County every summer to help with the farming. They are students at the Kennedy Migrant School.

In June of 1984, Luann Hennum, a teacher's aide from the school came to the county office to ask if there were any educational programs that migrant children could participate in. Tibbetts searched the files and ran across information on short-term 4-H clubs. Since the migrants are in the county only about six weeks of the year, the short-term clubs seemed ideal.

Tibbetts and Hennum selected projects that could be done in a short time or that could be continued on the move. They met with teachers and other aides at the school to show the materials and propose the idea of forming a new club.

Then they met with the migrant students to see if the students were interested. "Very excited and eager to organize," is how Tibbetts describes the kids.

Many of the kids had never been part of an organized group and were anxious to get started. They were soon talking about electing club officers and decided to hold campaigns and have the election at the next

meeting. The club was well on its way.

At the next meeting, officers were elected and they chose a club name—Estrella Del Norte, meaning "star of the north." Twenty three kids enrolled and all were enthusiastic.

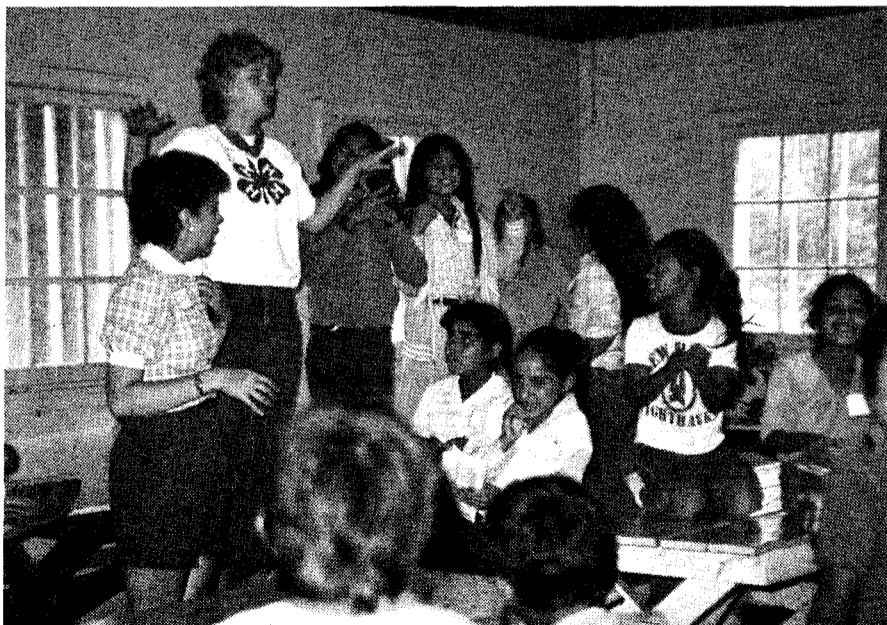
Teachers from the school served as project leaders and Hennum became club leader. Junior leaders from other clubs gave an entomology demonstration. Many of the children enrolled in entomology because it was a project they could do even on the move.

At the fair, the kids of Estrella Del Norte climbed off the schoolbus clutching armloads of projects for exhibit: cookies, bug collections, art, crafts, you name it. They were especially proud of their club booth; it was so colorful.

The projects were conference-judged just like those of any long-term 4-H members and there were many winners. The excitement reached its pitch when a special treat arrived—premium checks! Many had never received checks before but soon learned how to endorse a check and cash it.

With the check they received for the booth entry, the members voted to start a savings account so the club could continue in 1985. The club did continue and many of the same kids are back.

Junior leaders from other clubs, teachers, teacher's aides, program as-



Day camp counselors Tammy Swenson and Jennifer Hilde explain rules for a game to the migrant children at Lake Bronson State Park. Although rainy weather forced more indoor activities, the children learned about trees and plants of northern Minnesota and visited a Kittson County farm to see the animals and learn about farming in northern Minnesota (photo by Kennedy Migrant School staff).

sistants and Mary Jenkins, the county agent, have all combined efforts to organize the one-day 4-H Migrant Day Camp which was held again this year. The camp opened with flag and club pledges, readings and songs. During the day the kids learned about nature in Minnesota and shared stories about the states they had come from and the places they had been. Follow-

ing the camp was a visit to the H. Hildi farm where the club enjoyed a picnic, volleyball and horseback riding.

Erlyce Larson, resource teacher at the Kennedy Migrant School, has been with the program from the start and has reason to feel gratified. When the Kittson County Fair opens on July 11, Estrella Del Norte will be there.

—Henri Drews

In brief . . .

Janie O'Connor, Itasca County, was a co-recipient with Tom Henderson, director of social services, Brown County, of the 1984 Minnesota County Achievement Award for Community Services. The award was given in recognition of the Brown County "Living Resourcefully" television program.

The Minnesota 4-H Foundation announced in June that the Austin Mutual Insurance Company of Minnesota contributed \$1,000 to fund farm safety programs and projects. \$250 of the grant will be used to purchase an upcoming film on tractor safety, and the remaining \$750 will be made available to counties to support local 4-H farm safety efforts. Austin Mutual will provide similar grants annually.

Swift County extension agents **Patricia Dingels** and **Dorothy Rosemeier** developed a cooperative program between 4-H and home economics to assist teenagers with financial management. A study series called "Money Sense," piloted through 4-H this year, will be used in the local school system next fall.

Shirley Baugher, HEFL, was appointed chair of the leadership development committee for the American Home Economics Association. The two-year appointment began in June 1985.

25 people recently completed training as volunteer food preservation consultants in the Northeast District. Training was held in three locations by district trainer agents Jill Kokkonen (Hubbard Co.), Linda Bradley (St. Louis Co.) and Lynn Ihrke (Anoka Co.).

Perpich signs extension funding bill

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Extension Director Pat Borich, standing third from right, was present when Governor Rudy Perpich signed the bill providing funding for the Agricultural Extension Service in Minnesota during this spring's legislative session (Minnesota Senate photo).

Direct approach relieves budget nightmare

Consider this scenario.

You're six months into a new position as county extension director of the most densely populated county in the state. Overnight the county commissioners eliminate extension from the county budget by reducing it to zero.

A nightmare? This was Jim Kemp's predicament in 1976 in Hennepin County when, in one grand swoop, discretionary funds were cut by the Hennepin County Board of Commissioners.

On a Saturday morning, the state director of extension and a dozen or so others were sitting in Kemp's office ready to help map strategy to recover the funds. Many phone calls and many peoples' efforts later, commissioners restored the 1977 funds at \$85,924, a \$5,398 increase (7 percent) over the previous year.

"Our aim was to have the money reinstated, but with no embarrassment to anyone," Kemp says. But the experience was a message to him that the advice he had received on how to handle the budget might have been OK in the past, but it wasn't for the future. Kemp decided "better communication with the County Board of Commissioners was a 'must.'"

Now, eight years later, the 1985 Hennepin County extension program budgets will total over a million dollars. Hennepin County's portion is \$352,400, a \$42,532 increase, up 13 percent from the previous year. Since 1977 there has been a 275 percent increase in funding on the county level.

Jim Kemp suggests that any county can "begin developing the same kind of record that has yielded results." Some of what's worked in



E.F. (Bud) Robb, Jr., chairs the Hennepin County Extension Committee but separates that role from membership on the Hennepin County Board of Commissioners as he talks with Jim Kemp, Hennepin County extension director, in the Government Center, downtown Minneapolis (photo by Dave Hansen).

Hennepin can work in any county to make extension visible, Kemp says. In May 1984, he gave a presentation to the M.E.T.R.O. Conference of North Central States, meeting in Cincinnati, on this very subject. His advice has been sought by county extension directors in several states.

He believes in a direct approach. "Extension needs to be creative in educating commissioners. There's no magic formula—it's merely feeding them information on a regular basis." During his first year and a half with extension in Minnesota he tried to meet with each commissioner individually. (Kemp has served 28½ years in extension—in Colorado, Pennsylvania and Indiana before Minnesota, this being his first county

extension director position.) "We try to be reasonable people—we listen—if the commissioners don't have the money, we try to take our share of the cuts."

Kemp sees the communication effort of his office as "building respect for the program rather than a relationship based on personalities." The commissioners know there will be no surprises, nothing off the wall or overbudgeted and that we are giving them the programs the people want."

Once, Kemp took two new apple varieties, examples of the university's research resulting in new products for the public, to a board meeting. He described the background, the process of their development and extension's role in

educating consumers to use new varieties. A sack of each variety went home with the commissioners.

In March 1984, an inner city youth program headed by a VISTA volunteer was going to stop because its funding had run out. With the extension advisory committee's approval, Kemp requested a grant of \$47,625 for nine months. When he went up to the marble halls of the government center, some of the program's jazz dance group went along. They danced for the commissioners, a visible display of what they were learning—and the commissioners still remember it. The commissioners provided the additional grant.

In 1984, \$194,861 of the Hennepin County extension budget came from major grants. Some foundations have application deadlines, but many will respond throughout the year to groups it believes deserving," Kemp says. He learns of potential grants from the Council on Foundations, the library and other extension resources and directors.

In addition to having a brochure which describes their programs and contributions, the county staff sends a quarterly report to the seven county commissioners and others to describe the educational programs in progress. The chair of the county extension committee is also a commissioner, but clearly separates his two roles.

It's budget time again and the process is starting all over, but Kemp doesn't ever expect to have the 1976 scenario repeated now that the budget is solidly grounded in two-way communication.

—Mary Kay O'Hearn

SUPPORT

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agents. Ehlers says he knew most of the farmers he worked with. But statewide, there were 15,143 people reached through individual consultations. And 40 percent of them were "new" clients of the extension service, says Kathy Mangum, state coordinator of Project Support. Mangum says extension agents:

—Spent 12,386 hours consulting with people on a one-to-one basis.

—Provided 8,425 people with educational information via the telephone.

—Gave farm management information to 16,528 people participating in group meetings.

—Provided family stress management information to 20,832 people participating in group meetings.

—Provided 9,194 people with family resource management information as they attended group meetings.

—Trained 14,928 agency or business representatives in farm and family economic and stress management.

—Worked with 12,140 agency or business representatives to develop community support networks for farm families.

Southwestern Minnesota is probably the area of the state that's been hit hardest by the farm crisis. Agents in 20 southwestern counties helped 1,382 farm families develop a strategy to continue full-time farming.

One financial planning tool used

by agents was FINPACK, a computerized program developed by extension's farm management specialists. Though financial planning was used to aid farm families in crisis, those who had no immediate problems also found it useful. "These families are saying 'we don't have an immediate financial problem, but we don't want one either,'" says Giles Roehl, county extension director in Cottonwood County. "Our most important objective is to keep family farm units viable," he says.

Roehl developed detailed farm financial plans for 115 farm families since last December. He's had face-to-face consultations with 1,063 people and reached many more through group meetings. "What's remarkable is that agents are doing their 'regular' jobs on top of the extra Project Support commitment," Mangum says.

Here are some quotes from people reached through Project Support, as reported by extension agents throughout the state.

From southwestern Minnesota:

"I don't know whether I dare tell Dad about our tremendous fertilizer over-use in the past." (from a farmer following a consultation on fertilizer recommendations and budgeting)

"I didn't realize we could get all this help and information at the county extension office." (from the wife of a handicapped farmer)

"I am glad to have the help from the extension office. Learning where and when I can get information about money savings, I am able to

stretch my budget and serve my family better meals." (from a young mother attending a lesson on food costs and budgeting)

"My wife and I raised eight kids on this farm and have lived here together 38 years and now we might lose our place. Thanks for all the help you've given us—we didn't know where to turn. We were ready to give up." (from a 65-year old farmer about to lose his farm)

From northwestern Minnesota:

"I would recommend this to any farmer who is serious about knowing more about his operation."

"Every farmer should run the program." (from two farmers commenting on the FINPACK financial planning program)

"This is the only place I could find information on where we were financially."

"Didn't realize the potential financial trouble we were in . . . allowed us to make some changes."

"If I had not taken this course and follow-up work with you, I would not be farming today." (four farmer comments from a farm financial management series)

From southeastern Minnesota:

"It is sad to see people hurting to the core and tears streaming down their cheeks, but also gratifying to receive a strong handshake in support of one's efforts." (a county agent)

"We really need a support group network and you are to be commended for your effort to organize

one in your county." (a Minnesota farm advocate)

"I sure wish there would have been a group like this when my family lost our farm and our business last year." (a high school student talking about a teen support group)

"Thank you so much for the effort you are putting forth to help me get my milk production back up." (a dairy farmer)

From northeastern Minnesota:

"The banker was really impressed when we brought the FINLRB and cash flow and were able to tell him exactly how we can pay our bills in the year ahead."

"This software computer disk program helped me decide not to buy more land. I'm doing okay now. I could have gone deeper in debt."

Director Borich encourages anyone who needs help—or knows of someone who does—to contact a county extension office. Or, call the Project Support Hotline toll-free at 1-800-843-4334. "If you wish, your name will be kept confidential. You will be treated with respect, dedication and professional competence," he adds.

"Our field staff has worked very hard on Project Support. One of our agents was in the hospital, having tests for a heart problem. Against his doctor's recommendation, he insisted on leaving the hospital and being driven to a meeting where he made a presentation as part of a Project Support activity. That's the kind of dedication I'm talking about."

—Jack Sperbeck

Legacy expresses family's values



As the Dakota County Livestock Judging Team, Clement Chase (left) and John Howland (right) won every state team contest and individual judging honor for 1923. Chase went on to become a Pipestone County agent.

Bittersweet Hill farm is a pleasant 384-acre piece of land in Waterford Township near Northfield, Minn. The State Agricultural Society designated it as a "Century Farm" in 1976 because it had been the Howland family business for over a hundred years.

The seven children of Frank and Abbie Simpson Howland grew up on this family homestead while it was a prosperous Holstein dairy farm.

John Howland died January 14, 1985 at age 81. He was the last surviving member of this family of seven brothers and sisters, none of whom ever married. John's will provided that the bulk of the Howland family estate be left to the Minnesota 4-H program.

What made this family value and trust 4-H so much that 4-H became the beneficiary of the family's ac-

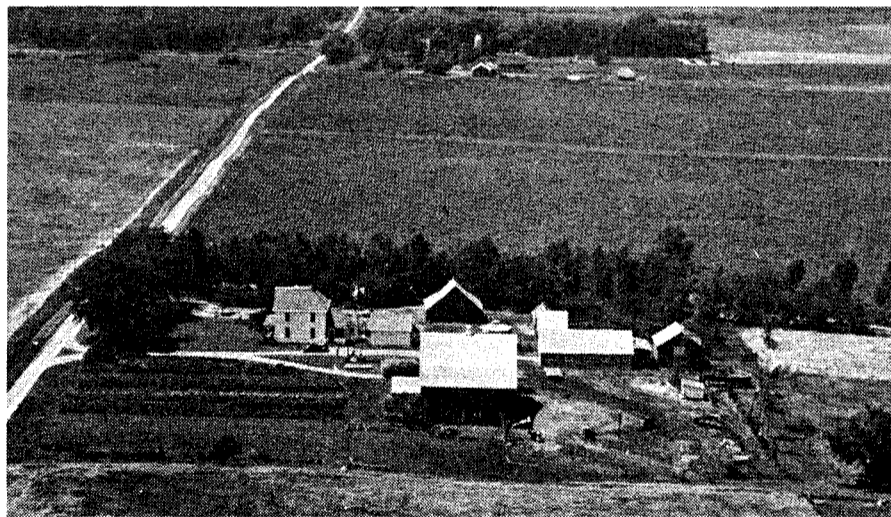
cumulated fortune, worth over a half-million dollars? What human connections caused "The Howland Family Endowment for Youth Leadership Development" to be formed?

Of the seven siblings, two had direct 4-H experiences. John was half of a champion 4-H dairy judging team from Dakota County in 1923. The other member of the team was Clement Chase who became a county extension agent. John's experience could have been a factor in the decision to give 4-H the family wealth. He kept the tall silver loving cup shined and on display in their home.

Perhaps the youthful involvement of Isabel in winning the 1916 Boys and Girls Club Bread Baking contest made a lasting impression. That club was the forerunner of 4-H. Throughout her life, Isabel kept the congratulatory letter and the one dollar Dayton's gift certificate which she won in that contest.

Elmer was a long-time officer of the Agricultural Stabilization and Conservation board. He worked in St. Paul and spent every weekend on the family farm. His St. Paul home was the house of cousin Leonard Harkness who may have had a major influence on the Howlands. Harkness worked on the farm as a hired hand during the 30s and 40s and became the state 4-H program director in 1949, a position he held until his retirement in 1980.

Perhaps it was the Howland's trust for the Agricultural Extension Service of which 4-H is a part. Former Dakota County extension agent, Clarence Quie, recalls visiting the farm several times. He says, "Sarah Howland was quite active on the county extension committee in the 1940s." They seldom missed a county fair.



Aerial view of the Howland farm, circa 1960.

The family prided itself as a model of agricultural progress over their decades of farming. Often they were the first to adopt new and better practices. Threshing machines to tractors, swing churns to motor driven appliances for the farm and home; the Howlands were industrious and inventive.

Besides John, Isabel, Elmer and Sarah, the other siblings, Clinton, Phoebe and Blanche worked on the farm from childhood. Some established adult careers off the farm, but all came back to the Howland homestead in their later years. Each died passing on the inheritances.

John was the last surviving member. In his will he asked that the value of the estate be used to establish the Howland Family 4-H Fund for Leadership Development. The estimated value is between \$500,000 and \$750,000.

Jim Lewis, director of the Minnesota 4-H Foundation calls this first major gift, "a gift for the future of Min-

nesota 4-H." Lewis says, "It is humbling that one family felt so strongly about providing opportunities for young people. They committed their life's resources to Minnesota 4-H."

Why the Howland's gave so much to 4-H and the university may never be fully understood, but development officers recognize the potential of such a gift to produce perpetual income for the 4-H program. Perhaps if a family name can't be passed on to children, the next best thing is to perpetuate it in an endowment.

The Howlands will not be forgotten. 4-H brightened their lives and they, in turn, will brighten many other lives through their gift. David Phillips, director of the University Foundation knew the Howlands. He says of them, "When they finally had to decide where to place their assets, the Howlands chose to express the values of their hearts."

—Henri Drews