


TO: Northeast Extension Directors ([ne-cesdirs@umail.umd.edu](mailto:ne-cesdirs@umail.umd.edu))  
FROM: Lavon L. Bartel ([lbartel@umext.maine.edu](mailto:lbartel@umext.maine.edu))   
SUBJECT: National 4-H Council Board report for June 2001

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**National 4-H Council**  
**Prepared for the Northeast Regional Directors Meeting—Penn State**  
**June 24-27, 2001**  
*Presented by Lavon Bartel*

Don Floyd reports the Centennial Initiative conversation continues to gather momentum and create tremendous enthusiasm. Senator Bob Dole and Ambassador Tom Foley have agreed to be the Honorary Co-Chairs of this initiative. AOL agreed to help build the web presence for this massive mobilization of our 4-H movement. Legislative representatives, Bill Leshner and Randy Russell, have indicated that Congressional Leadership is considering moving the legislation supporting the 4-H Centennial Conversation out of the Senate Agriculture Committee. The plans by Senators Lugar and Harkin are to discharge the bill from the Committee and move it to the Senate floor for consideration in the near future. However, before this is done there is a desire to obtain the maximum number of Senate Sponsors for this legislation. Thus, we were asked by Council to contact your U.S. Senators (and Congress Representatives) as soon as possible asking them to co-sponsor Senate Bill 657 and House Resolution 1388. 4H Council remains committed to making sure this will be "new" money coming to the 4-H and Extension programs.

Don and the staff have all been working hard to achieve the four priorities they established for FY 2001:

1. Strengthen 4-H Council relationship with Co-operative Extension.
2. Clarify the Vision Mission and Customers.
3. Conduct a major brand study and use the results to create a strong brand management program.
4. Assess and evolve resource development efforts.

In addition, the National 4-H Youth Development Leadership Trust has been working hard and is building a powerful team effort.

Information regarding National 4-H Council can be found at: [www.fourhcouncil.edu](http://www.fourhcouncil.edu)

Actions required: There are no actions necessary at the time by the Northeast Extension Directors. I would be happy to answer any questions you might have regarding Council work, or if there is something I don't fully know about will refer the questions to President Don Floyd, should you so desire.

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