

# National 4-H Hall of Fame 2014

## National 4-H Council



### **Norman E. Johnson**

**Vice President of Business Services, National 4-H Council**

Hometown: Deerfield, IL

Nominated by: National 4-H Council

#### **Major 4-H Accomplishments:**

Director of National 4-H Supply Service (initially part of the National Committee on Boys' and Girls' Club Work, later the National 4-H Service Committee, then National 4-H Council, and now 4-HMall.org) from 1953-1990. Appointed National 4-H Council Vice President of Business Services in 1987. 4-H Volunteer in Deerfield, IL in the 1960s. Chair of the National 4-H Congress closing banquet for years and coordinated physical arrangements for the event. Judge for 4-H Public Speaking competitions.

**Honors:** NAE4-HA Distinguished Service Award, National 4-H Council Second Century of Excellence Platinum Clover Award.

#### **Biography:**

Norman Johnson headed the National 4-H Supply Service for 37 years. He managed the 4-H Supply Catalog's outreach, product availability, sales and distribution to a rapidly growing 4-H club membership. Under his directorship, the 4-H brand was promoted nationally with his astute marketing skills. His selection of products were publicly displayed in virtually every community in the U.S. The catalog, with an expanding line of over 1,600 products, coupled with his partnerships with local extension agents and federal and 4-H Committee/Foundation/Council staff became extremely important in serving 4-H groups, providing ways to identify local activities and publicize 4-H throughout the country.

Under Johnson's management, the catalog became a pioneer among non-profit organizations. In 1986 educational materials were added, allowing extension staff, volunteers and members to find all products in one place. He was named National 4-H Council Vice President of Business Services in 1987. Grant Shrum, former National 4-H Council CEO, says: "He is credited with getting 4-H advertised locally, nationally and globally; his contribution was the skillful manner in which he promoted the program and publicized 4-H members, leaders, agents, and donors. The impact of Norm's work was felt and deeply appreciated at the local level as it gave people the chance to publicly identify their projects with the national 4-H movement"

#### **Quote:**

It was a privilege to work with great people throughout the 4-H organization for 37 years, including USDA staff, state and county Extension Service agents, club leaders and 4-H members. During this period of rapid growth and change in the structure of the 4-H organization, we developed and implemented new business, production and distribution models to better serve 4-H members and leaders and promote the 4-H brand both nationally and globally. One of the great personal satisfactions was in the planning for and chairing of the closing banquet for the National 4-H Congress, a post-Thanksgiving tradition for many years.

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## National 4-H Council



### Emmie Nelson

Program Coordinator, National Committee on Boys' and Girls' Club Work

Home: Town

Nominated by: National 4-H Council

#### Major 4-H Accomplishments:

Member of (4-H) Girls' Club in Bartow Co., GA. Hired in 1923 as a Home Demonstration Agent. Assistant state 4-H Club leader 1935-45. Joined National Committee on Boys' and Girls' Club Work as a 4-H Field Representative in 1945, working with National 4-H Awards program.

**Honors:** "Emmie Nelson Library" in hometown of Euharlee honors her efforts for a state grant to build the library. Honorary GA Master 4-H member. Received USDA special citation for service to 4-H. National Home Economics Fraternity Phi Upsilon Omicron honorary membership as "a woman of eminence". Grand Council of Epsilon Sigma Phi, National Honorary Extension Fraternity, certificate of Recognition-at-Large for outstanding service to Extension.

#### Biography:

Miss Emmie Nelson helped to build the achievement capacity of 4-H, strengthened its public/private partnership, and elevated the skills of young people to reach their peak performance. Her 4-H Club history began as a child in the (4-H) Girls' Club in Bartow Co., GA. Her career began in 1923 as a Home Demonstration Agent; in 1935 she became assistant state 4-H Club leader. In this role, she was responsible for statewide program planning, college 4-H Club activities, training of Extension workers and assisting with general supervision of 4-H. She was named an honorary Georgia Master 4-H member in 1945. In 1945 she joined the National Committee on Boys' and Girls' Club Work as one of the first 4-H Field Representatives.

In her national role, Miss Nelson assisted all state and county programs with leadership training on standards, criteria and processes of the National 4-H Awards program and worked with award donors. She was a consultant to the National 4-H Record Judging Committee for 12 years. At the 1951 National 4-H Conference, USDA presented Miss Nelson with a special citation for her service to 4-H. In 1954, she traveled to Puerto Rico to assist with 4-H Club programming. The "Emmie Nelson Library" in Euharlee is a tribute to her dedication to her hometown to establish essential services and preserve its heritage. A cabin at Rock Eagle 4-H Center is named for her, and her portrait hangs in Talmadge Auditorium.

#### Quote:

"That intangible quality called leadership is being methodically developed today in ... 4-H throughout the nation," said Miss Emmie Nelson, program coordinator for the National 4-H Service Committee. "These young people will be well prepared to assume the adult leadership role in the state and nation, as well." she said. *Lodi News-Sentinel*, April 4, 1969, page 8.



Georgia State 4-H Leader Bill Sutton recognizes Miss Emmie Nelson by naming a cabin in her honor at Rock Eagle 4-H Center.



On her 1969 retirement, Emmie Nelson received a floral still-life by American impressionist Gunnar Anderson at the 4-H Donor's Conference dinner sponsored by the Conrad Hilton Hotel management.

# National 4-H Hall of Fame 2014

## National 4-H Council



### Warren Schmidt

Director of International Programs, National 4-H Club Foundation

Hometown: Jefferson, WI

Nominated by: National 4-H Council

#### Major 4-H Accomplishments:

Member of a 4-H club and Collegiate 4-H in WI. Extension Youth Program Specialist in Ohio and Connecticut, Federal Extension Service Training Division. Coordinated the "Open House for 4-H Leaders of the World in 1950-51. Director of International Programs for the National 4-H Club Foundation (now National 4-H Council) 1952-1964. Negotiated the first contract between 4-H and the Peace Corps in late 1961. Senior Officer for Youth Programs, Rural Youth Division of the UN Food and Agricultural Organization (FAO) in Rome, 1965-1978. After retirement, became involved with the Collier County, Florida, 4-H program, chaired the 4-H county-wide Coordinating Committee and served on the 4-H Foundation Board; inducted to the Florida 4-H Hall of Fame, 2002.

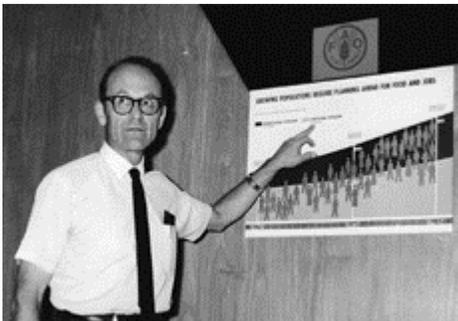
#### Biography:

Warren Schmidt joined a WI 4-H club in 1930. After college graduation, he became Extension Youth Program Specialist in Ohio and later Connecticut before joining the Federal Extension Service Training Division. In 1950-51, he coordinated the "Open House for 4-H Leaders of the World," creating the first international network of rural youth leaders. As Director of International Programs at National 4-H Club Foundation, Schmidt forged the first 4-H/Peace Corps partnership. This first step brought methods of 4-H education to the 4-S Club movement of the Brazilian Extension Service. Success of the Brazil project led to additional contracts in Venezuela, Uruguay, Malaysia and El Salvador and set the stage for future 4-H/Peace Corps cooperation.

Schmidt led a major expansion of the International Farm Youth Exchange. He chaired the 4-H Committee of People-to-People, established by Pres. Eisenhower, and served on The Experiment in International Living board. Then, as Senior Officer in the Rural Youth Division, UN Food and Agricultural Organization (FAO), Schmidt directed a World Rural Youth Leader Forum for leaders from across the globe. A world-wide strategy resulted for developing new educational programs similar to 4-H and strengthening existing programs. Upon retirement, he became involved with the Collier Co. (FL) 4-H program, where he chaired the 4-H Coordinating Committee and served on the 4-H Foundation Board.

#### Quote:

The central problem in the 'developing' countries over the coming decade will largely stem from uncontrolled population growth. This in turn can be expected to offset economic growth, expand unemployment, put increasing pressure on food supplies, further stimulate rural exodus and expand urban slums, and lead to increasing social and political unrest - not only within these countries but internationally. With over half of the population of these countries under 21 years of age and the bulk of this age group living in rural areas, rural youth should have a key role to play in this picture.



Warren at an FAO Population Workshop in Bangkok, 1974



Warren with seven IFYE Alumni who joined Peace Corps and were among the first 4-H/Peace Corps volunteers to Brazil in 1962-64.



Warren with some of the Rural Youth Leaders from around the world in 1951.