

PITTSYLVANIA COUNTY - PLAN OF WORK - 1963

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A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Foods and Nutrition Year - 1963

The Situation

Studies show Pittsylvania County homemakers spend 1/5 of their income for food. There is a lack of Vitamin C, Vitamin A, and Calcium.

The Specific Problem:

There is a need for homemakers to plan their families' meals more carefully to include the daily food requirements and to plan the spending of their food dollars.

The Program Objective:

To improve food habits - buying and consuming.

Teaching Objectives	Source of subject matter	Method	When	By Whom
To help homemakers plan their meals for maximum nutritional benefits and minimum cost of money and energy	Extension Bulletins: "Better Nutrition Through Daily Meals" No. 131	Method Demonstrations	March October	H.D.C. Leaders Home Agents Local Home Economist
		Exhibits Timely Reports to Groups Radio Programs News Articles	March April Feb. Dec.	Home Agents Special Interest Committee Members

Evaluation:

Through formal and informal survey by agents and committee members, determine: a. Number of homemakers who changed food preparation techniques to conserve time and energy and to provide variety in meals with maximum nutritional benefits. b. Number who changed food shopping habits to save money.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Clothing, Year - 1963

The Situation

Many women desire information on the selection of clothing which is becoming to their particular person so they may make wise purchases, good investments, and stretch their clothing dollar. Many homemakers construct their own clothing but lack knowledge in selection of patterns.

The Specific Problem:

Homemakers lack knowledge in planning their wardrobes for economy and the satisfaction of a pleasing appearance.

The Program Objective:

To provide information on the selection of all types of clothing for homemakers and to teach construction methods for some of these.

Teaching Objectives	Source of Subject Matter	Methods	When	By Whom
To provide homemakers and 4-H Club girls knowledge in selection of suits, dresses, hats, and foundation garments	Extension Bulletins	Illustrated talks	Jan.	Agents
	Leaflet 54		Feb.	HDC Leaders
	Leaflet 58	Method demonstrations Workshops	Feb.	Leaders
	Leaflet 150		March	Agents
Circular 889				
To provide homemakers who sew with knowledge of selection of patterns and skill in construction of garments and hats	Extension bulletins:	Special interest Committee Work:	March April	Committee Members
	Circular 868			
	Bulletin 274	b. reports to groups		
	Commercial leaflets "Sewing Secrets" Coats & Clark	Workshops	Feb. & Mar.	Agents

Evaluation:

Through formal survey of Home Demonstration Club members and informal survey of others, determine the number who used information on selection of clothing; number who completed garments successfully in workshops and who practiced recommended sewing techniques in all their clothing construction.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

PROJECT AREA: EXTENSION HOME ECONOMICS

PHASE: Home Management Year 1963

The Situation:

About 1/3 of the women in the county are employed in full time jobs away from home. The median income is \$188 per capita. From a recent survey taken in women's organizations; it was found the biggest housekeeping problem of homemakers was time management, money management, second, and energy management third.

The Specific Problem:

The employed and the young inexperienced homemakers need to improve their skills of managing time, money, and energy. Also the homemakers who are involved in community organizations and affairs need this knowledge.

The Program Objective:

To help homemakers find easier and more satisfying ways to do the work of homemaking through better management of time, money, and energy.

Teaching objectives	Source of Subject Matter	Methods	When	By Whom
To provide homemakers with a knowledge of good home management practices	Extension Bulletins	Method demonstrations	Jan.	Extension Home Management Specialist, HDC Ldrs. Home Agents Committee members
	HM-68	News Articles	April	
	HM-63	Radio programs		
	Professional Magazines	Special interest	Feb.	
		Comm. work	March	
		s. report to groups		
To provide homemakers with knowledge of good money management practices	Extension Bulletins	Method demonstrations	May	HDC Leaders Home Agents
	Cir. 676			
	Cir. 786	News articles	May	
		Radio programs	June	

Evaluation:

Through survey at end of year, determine number who changed their home management practices involving time, energy, and money. The agent and committee members will conduct this survey.

HOME DEMONSTRATION CLUB PROGRAM

The Home Demonstration Club program will emphasize home management and nutrition for 1963. Time management will be stressed and a study of hospital insurance will be made. It is hoped that members will study the use they make of their time and find means to improve or change their time management.

Other than the planned program, members will also receive information and training in many phases of civil defense.

The 1964 program will be planned by the Home Demonstration Club presidents and Program Development Chairman after discussions have been held in each club concerning outlook information and what is needed in the county.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Project Area: AGRICULTURAL PRODUCTION, MANAGEMENT
AND NATURAL RESOURCE DEVELOPMENT

PHASE: Agronomy - Corn Production, Fiscal Year: 1963

THE SITUATION:

Corn for grain and corn silage are important feed crops needed to expand county livestock production. The 1962 estimated average yield of corn for grain was 35 bushels, silage 15 tons per acre. It is further estimated that at least 1/4 of the more than 26,000 acres normally grown is produced on soil not best suited for corn. County average yields are far below the figure required to break even on production cost. Few farmers are following the best production practices.

THE SPECIFIC PROBLEM:

Low grain and silage yields on most farms in the county.

THE PROGRAM OBJECTIVE:

To raise the yield of corn for grain and silage as a means of producing economical feed for livestock or for sale.
By continuing the all-purpose corn fertility demonstrations.

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
Conduct four All-Purpose Corn fertility demonstrations.	State Agronomy Staff	1. Hold County-Wide tour and community meetings at demonstrations	July Aug. & Sept.	Agt. & Agro. Committee
Assist producers of corn for grain and silage to:		2. Harvest demonstration plots and hold community meeting.	Sept. Oct.	Demonstrator, Agro. Com. & Agt.
1. Become familiar with and understand the latest recommended corn production practices.	VPI Cir. 541 - 100 Bu. Corn Per Acre	3. Complete write-up on each demonstration.	Oct. Dec.	Agt. with assistance of demonstrator
2. Become familiar with and understand the use and value of insecticides to control earth born insects.	VPI Cir. 871 - Corn For Silage	4. Analyze results and plan for their use.	Dec.	Agt., Agro. Committee
3. Demonstrate the use of herbicides and value derived from weed control in corn production.	VPI Bul. 97 - A Handbook of Agronomy VPI Multilith MA - 2 Alfalfa and Corn Silage Bul. 205 - Farm Weeds			

TEACHING OBJECTIVES	SOURCE OF SUBJECT MATTER	METHODS	WHEN	BY WHOM
4. Acquire necessary skills and methods in applying these practices	Cir. 728 - Chemical Weed Control Guide for Va.	5. Organize subject-matter material	Jan.	Agt. with Specialist contact
	VPI Mimeo - Agronomy - 20 Ton Silage Club	6. Involve Agronomy Committee to help plan and execute a county corn production program.	Jan.	Agt. with Specialist contact
	VPI Mimeo - Agronomy - Procedure in Estimating Corn Yields	7. With committee, make plans for demonstrations, meetings, publicity, and other activities	Jan.	Agent
	VPI Mimeo - Agronomy - Corn Yield Data Sheet	8. Select demonstrators for complete production demonstrations and train demonstrator	Jan.	Agt. and Agro. Committee
	VPI Leaf. 84 - So You Want To Have Your Soil Tested	9. Submit soil samples for demonstration areas.	Feb.	Agt. & Demonstrators
	VPI Ext. Fm. 48 - Soil Record Sheet	10. Make plans for and hold community meetings on corn production.	Feb. & March	Agent
	Cir. 614 - Control Corn Southern Rootworm	11. Send corn production recommendations to farmers.	Feb.	Agt. & Specialist
		12. Type soil in demonstrations	Mar.	Agt. & Specialist
		13. Make final plans with demonstrators fertilizer recommendations, variety recommendations, etc.	Mar. & Apr.	Agent
		14. Apply Insecticide	Apr.	Agt. & Demonstrator
		15. Erect sign for demonstration	May	Demonstrator
		16. Give publicity to locations, names of demonstrations and purpose of demonstrations.	May	Agent
		17. Apply Atrazine to corn plots	May	Agt., Demonstrator, & Prof. Worker
		18. Visit demonstrations and plan community field meetings at them.	June	Agt. & Agro. Comm.

EVALUATION:

1. Determine through formal or informal methods:
 - a. Percent of Agronomy Committeemen attending meetings and participating in activities.
 - b. Number of demonstrations planned; number completed.
2. With the assistance of Agronomy Committeemen, Professional Agricultural Workers and through personal contacts and/or questionnaire, determine the number of farmers in community who visited demonstration and how much they understood the practices followed.
3. After two or three years, an evaluation will be made to determine the number of farmers changing practices and the results in yields obtained.
4. Determine the hours the hour labor returns to compare with return from other crops produced.

A MAJOR EMPHASIS - EDUCATIONAL PLAN

Project Area: 4-H Electric Project, Year -1963

The Situation

Major emphasis will be placed on the electricity project since the adult leaders in the county, along with the club officers met in August 1963.

The Specific Problem

To select and carry out a project that will serve as a basis for well-rounded, and interesting 4-H Club demonstrations throughout the school year.

The Program Objective

To promote interest in the 4-H clubs by providing demonstrations that will be stimulating as well as educational

Teaching Objective	Source of Subject Matter	Methods	When	By Whom
1. To promote electrical safety.	Virginia Elec. Power Co.	Demonstrations - Selection, Care and Use of Electrical Appliances For Girls	Dec.	Agents
2. To familiarize 4-Hers with proper care and use of electrical appliances.	Derby Food Company Kelloggs Food Co.	Proper Selection and Care of Electrical Bulbs In The Home	Feb.	Agents
3. To instill a knowledge of good shopping habits.	V.P.I. Supply Room	Film - Man Enough For The Job	Nov.	Agents
4. To teach proper lighting in the home.	Film - "Man Enough For The Job"	Lectures - Electrical Safety During Christmas Common Electrical Terms	Dec. Jan.	Agents Agents
5. To give each 4-Her a basic understanding of electrical terms commonly used		Tour - Electrical Appliance Dealers Home Visits - Individual Training For Boys and girls doing out-standing work on Elec. project Selection of Boy and girl to attend 4-H Electric Congress in Richmond	June April August	Agents & 4-H Members Agents Agents

EVALUATION

1. Participation of 4-Hers in County Contests.
2. Number of members completing the project.
3. Demonstrations given by club members in regular club meetings.
4. Comments by parents and adults.

SMALL GRAIN

Low yields of small grain is the major problem on all farms throughout the county. A very few farmers produce anywhere near the maximum yields or benefiting from full soil capabilities.

The main educational objective this year will be to provide information to farmers on value of obtaining the maximum yields. This will be done by continued emphasis on: 1. proper selection of soils 2. soil sampling and testing, 3. better fertilizer and liming practices, as indicated by soil sampling data, 4. complete rotations, 5. use of good quality seed and seeding at the proper time in the fall or in the case of oats, in the spring, 6. topdressing with additional nitrogen where needed, in February or not later than early March 15. Use of the latest recommended varieties for the county.

Newspaper publicity, meetings, radio, circular letters and personal visits will be used to get the information to farmers.

GRAIN BORGHUM

Continue to urge increase in acreage of this crop in the county with all the latest recommended information needed to produce maximum yields. Also, value of grain as feed for livestock.

DAIRYING

Many of the county grade A producers are still under-feeding dairy cows. This results in low milk production per cow. The DHIA records for the 12 herds on test in the county are still below the state average for DHIA members.

Emphasis will be continued on the production of high quality forage. This includes pastures, hay and silages. The objective will be continued this year to stress the importance of increased production per cow by the use of: 1. more high quality forage produced on the farm, 2. increase use of good silage in production of and high per acre yield, 3. reduce amount of concentrates presently being fed. 4. continue a strong disease control program, major emphasis being on Mastitis control in all grade A dairies in the county, 5. stress the importance of better feeding and better care in producing replacement heifers, 6. continue emphasis on artificial breeding of dairy cattle.

Make all this information available to dairymen through newspaper publicity, radio, talks, circular letters, meetings, personal contacts and farm visits.

FARM & HOME DEVELOPMENT

In 1962 we had nine farmers on the VPI Electronic Record Keeping Program. All farmers are satisfied with the program and plan to continue during 1963.

There will be five new farmers enrolled for 1963 making us a total of fourteen.

A breakdown as to type of farming show: four grade A dairys, one grade B dairy, four general, three tobacco, one livestock and one poultry.

All farmers are encouraged to keep complete and accurate records that can be analyzed and the compared with other farmers engaged in the same type production.

We plan to have at least five crop enterprise accounts kept by different farmers. These records will then be used when talking with other farmers about a particular crop. The records will show how much labor and when needed, all costs and income, yield and T.D.N. produced per acre and machinery use.

A farm management school is planned for about twenty selected farmers. If others are interested, we will plan to start another group in 1964.

The basics of farm management will be taught. Some of the subjects will be: The Managerial Process, Calculating Machinery and Labor Costs, Budgeting Livestock and Crop Enterprises, Buying Fertilizer and Ways Resources Can Be Used.

Other Farm Management Agents in this district will help with the school.

SOIL & WATER CONSERVATION

Soil & water conservation is a problem on a majority of the county farms. Too many farmers are still neglecting the conservation of natural resources.

Pittsylvania County has just completed its first year as a single county district with considerable accomplishments. Plans for 1963 will be to demonstrate to farmers throughout the county the proper practices to control soil and water run-off to better protect and manage forests and use of wildlife programs.

Complete demonstrations are planned for the county whereby all cooperating agencies in the district will make a contribution to the demonstration. This will include all phases of farm management of soil and water run-off, forestry, wildlife and other practices of importance to the farm plan.

A strong plan of work for the year will be drawn up with major emphasis on small watersheds - one project is already pending. It is planned to complete the necessary ground work and surveys required before this project can be constructed. This program will be pushed very vigorously throughout the year.

The county agent will continue the educational program to explain ACP cost share program and other phases of conservation work during the year.

This work will receive publicity through the regular channels as well as through meetings and individual contacts and visits.

AGRICULTURAL ECONOMICS

This phase of work is becoming so important that topics have been included in the Second Annual Pittsylvania County Farmers Institute to explain certain phases of outlook information and background on tobacco work as well as farm management practices on tobacco farms. These meetings have been scheduled for January and February.

One agent is assigned to the farm economics program on farm management work. This agent is working with fifteen farmers on record keeping as well as many other farm management problems as time permits. This program is one of the major programs in the extension plan of work.

Farmers are increasing their requests for information on farm economics from year to year. More work will have to be done on this than has been done in the past. Outlook information is very important to farmers. This information will be passed on as fast as it is received at the county agents office.

Publicity will be given through newspapers, radio, circular letters, meetings, farm visits and individual contacts.

AGRICULTURAL ENGINEERING

The county agent and staff will continue in assistance to county farmers with construction problems by:

1. providing assistance in locating building suitable sites, farm building plans and arrangements of farm structures,
2. give assistance to farmers on irrigation problems.
3. work with farm machinery owners and dealers on adjustment of machines, efficient use, cost figures and maintenance problems.

HORTICULTURE

A limited amount of peach production, home gardens, nut and small fruits cover a majority of the horticulture work for the extension staff.

The agents will continue to take care of requests for information on this phase of work, urge peach growers to attend the fruit schools held each year.

Home gardens producers will be given information on vegetable garden production by our Associate Extension Horticulturist, V.P.I. during the institute program. Information on disease and insect control will be furnished throughout the year.

The extension staff receives more calls each year on landscaping, turf problems, shrubbery and flower production from home owners. Requests require the agent to make many home visits to homes and farms.

One radio station asked the county agent to put on programs directed to city and home owners regarding landscaping, care of lawns, shrubbery, flowers, etc.

TOBACCO PROGRAM

The allotted acreage for Pittsylvania County in 1963 will be approximately 17,392 acres. This is a 5% decrease from the 1962 allotment. A total of 4340 farms have flue-cured tobacco allotments. High quality and yields of tobacco will be the ultimate goal in the extension tobacco program.

The extension staff will emphasize quality tobacco this year due to the fact that approximately 30% of the entire 1962 crop in the old belt was received by tobacco stabilization program which is a loan program to farmers. This tobacco was not bought by companies and had to be stored for future sale. Companies objected to the quality, stating that it showed bleach, slick and washed out characteristics, undesirable for their trade purposes.

Farmers will be cautioned to fertilize more intelligently, using their knowledge of the soils that they have to work with, taking in consideration their past history of tobacco production on these soils, using soil sampling data as a means to determine the lime requirements and fertilization necessary to produce a crop of good quality tobacco. Another important factor will be proper spacing, placement of fertilizer, rotations, topping and sucker control, as well as harvesting ripe tobacco and proper curing.

Disease and insect problems will continue to take much of the agents time throughout the summer months. These are becoming real problems on many of the tobacco farms. Correct identification is important and proper control measures are necessary.

Varieties and their selection are becoming more of a problem each year since certain varieties are discounted due to extremely heavy production of one variety. When these varieties are put on a discounted list it is necessary for the farmers to choose between other varieties. With new varieties coming on the market each year it is creating a real problem and a lot of confusion among tobacco growers. Agents are called upon more and more to give information on the characteristics, both favorable and unfavorable for new varieties. This takes up considerable time, both in the field and in the office.

Publicity is given to all phases of tobacco work through newspapers, radio, circular letters, meetings, individual visits and contacts.

LIVESTOCK PROGRAM

Livestock is considered a supplemental source of income to the average farmer. Beef cattle production is limited due to so many small farms. The average size of the farms in the county is 107 acres.

Sheep production is not increasing due mainly to the many hazards experienced by the producers, mainly dogs and parasite problems.

Emphasis will be placed mainly on feeder pig production and increase of this project on farms in the county. Also, assisting farmers in producing and marketing better quality feeder calves.

It is the feeling of the livestock committee and the agents that certain phases of livestock production would fit in well with the average farming operation, especially during the winter months to supplement the farm income and better utilize the labor during off season for tobacco production. It is felt that brood sows would fit well on many farms in the county with the demand for feeder pigs strong, the extension agent will emphasize and stress this program as an effort to increase interest in livestock production.

Meetings will continue to be held by the livestock producers association of the county with emphasis on marketing. Publicity will be given the project through the newspapers, radio, circular letters, meetings, individual contacts, home visits.

COUNTY -WIDE FARM INSTITUTE

Pittsylvania County will conduct its Second Farmers Institute in January and February of 1963. Topics to be discussed will be tobacco - 1963 varieties and plantbed management, disease and insect control and production practices. Dairying - The feed and care of dairy calves and heifers for replacement, the production of high quality forage, disease and insect control. Livestock - Feeder pig production, forage production, pasture, hay and silage; livestock diseases and their control. Agricultural Economics - Role of Foreign Trade on Flue-Cured Tobacco, Sound Management programs for Flue-Cured Farms, and What Are the Choices. Forestry - Assistance Available to Woodland Owners through Agencies Located in the County, Pulpwood vs Sawtimber, Hardwood vs Pine. Horticulture - Grow Vegetables in Pittsylvania County, Increase Your Vegetable and Garden Yield, Learning to Live with Radiation. Also, discussion groups for home economics of interest to the ladies will be included.

Speakers for the institute will be specialists from the departments at V.P.I. and will bring the latest information on the topics to be discussed. The professional agricultural workers council is sponsoring this institute and publicizing it throughout the county, urging farmers and farm women as well as civic and business leaders to attend the institute.

The 1963 program will consist of three meetings and is hoped and expected the attendance will be much larger than the 1962 institute. Newspaper publicity, radio, circular letters, announcement of meetings were made inviting all interested to attend the 1963 sessions.

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN
 PROJECT AREA: COMMUNITY AND PUBLIC AFFAIRS
PHASE: Rural Area Development, Year - 1963

THE SITUATION:

More than 85% of the farm income is from a one crop system, tobacco. The county per capita income for 1961 was \$900 below the city of Danville, located in the county, and \$822 below the state average. The number of farms has decreased almost 25% since 1955. Each year more people are seeking work off farms, a majority of them are working in the Danville, or Altavista areas, A few in adjoining counties. The total resources of the county needs to be studied more closely to see what is needed for an overall county economic development program.

SPECIFIC PROBLEM:

Lack of suitable county-wide, representative committee to identify major problems and plan for their solutions.

THE PROGRAM OBJECTIVE:

To organize and maintain an effective RAD committee and necessary sub-committees for the purpose of making a complete analysis of the county situation and determining problems and possible solutions.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
To take the leadership in: the organization the orientation the function the maintenance of an RAD committee and appropriate sub-committees.	District Agents Program leader Chambers of Commerce Technical Panel Printed materials:	Meet as a county staff to clarify purpose and function of RAD Committee	Jan .	All County Staff
	1. Releases on RAD	Meet with the technical panel	Jan & Feb.	All County Staff
	2. Bulletins: "Working with Committees" "Leadership Development" by D. R. Fessler.	Make initial contacts with key individuals to explain RAD	Jan.	All County Staff and other appropriate professional workers.
	3. County Planning Commission	Call meeting of key leaders to discuss RAD Select RAD Committee.	Jan. Jan.	All County Staff All County Staff plus technical panel & key local leaders.

ORGANIZATIONAL OBJECTIVES	SOURCE OF ASSISTANCE	METHODS	WHEN	BY WHOM
		First meeting of RAD Committee - emphasis on orientation.	Jan.	All County Staff
		Follow-up meetings of the RAD Committee	Feb. Mar. & Apr.	All County Staff
		Establish appropriate sub-committee as need arises.	Apr.	All County Staff plus RAD Committee members and professional workers.
		Continuous work with RAD Committee and Sub-Committees.		All County Staff

EVALUATION:

Use "Criteria for Program Development" as a guide in evaluating the process followed.

Devise questionnaire to be used with committee members to determine their knowledge of RAD, their interest in the committee and its purpose,

A MAJOR EMPHASIS - ORGANIZATIONAL PLAN

PROJECT AREA: 4-H AND OTHER EXTENSION YOUTH PROGRAMS

PHASE: 4-H Adult Leaders Association, Year - 1963

The Situation:

At the present time there are only two active community 4-H clubs in the county. One of which was recently formed. By the formation of new community clubs and re-activating the old community clubs we feel that many of the outstanding club members who are entering high school can be retained, since most of the high schools will not permit senior clubs in the school.

The Specific Problem:

Many club members have to drop 4-H Club work after entering high school because of lack of a senior club in their area.

Program Objective:

To increase the effectiveness of the county 4-H program by providing opportunities for older 4-H boys and girls to remain in 4-H Club work after entering high school.

Organizational Objectives	Source of Assistance	Methods	When	By Whom
1. To stimulate interest on the part of adult leaders and older 4-H members in Pittsylvania County in the formation of senior and Community 4-H Clubs	Outstanding Senior 4-H members Adult 4-H Leaders Professional, business and Civic organizations	1. Meetings of leaders, parents prospective members to discuss details of forming a club 2. Home Visits 3. Posters, radio, Newspaper articles 4. More interesting meetings and well planned activities	Jan. Feb.	Agents Leaders
2. Strengthen County Honor Club by stimulating interest among all 4-H members and increasing the number of honor club meetings from two to six a year.	Bulletins, Radio, Newspapers State 4-H Agents (ideas & suggestions)		June	Agents

EVALUATION:

1. Number of clubs organized.
2. Number of members who attend meetings regularly
3. Number of members who participate in county and district contests, share the fun program, camp attendance and camp leadership.