



# IFYE Association of the USA, Inc.

*Peace Through Understanding*

## IFYE Update – June 2021

### 2021 Fall IFYE Program Cancelled

Ken Gordon, Executive Director

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Due to continued worldwide concerns of the COVID-19 pandemic, all IFYE partnering countries have cancelled their IFYE programs for all of 2021. In addition, outreach to other countries not already aligned with IFYE has not provided other alternatives. Thus, the IFYE Board of Directors has regrettably been forced to cancel the 2021 fall IFYE program.

“We were ready to go,” said Alan Lambert, National Program Director. “Our qualified and vaccinated IFYEs were set for our fall program, but without a partnering country we have nowhere to send them.” However, most of our 2021 IFYEs have indicated they are interested in participating in 2022.

### Early Application Dates Announced

Ken Gordon, Executive Director

Applications for the 2022 IFYE Exchange program will be accepted starting August 1.

“We are very excited to open our application process early,” said Alan Lambert, IFYE National Program Director. “As countries begin to open later this year and early next, we will be well positioned to begin our 2022 program,” he added.

Young adults interested in applying for the program should visit the IFYE website at:

<https://ifyeusa.org/foreign-exchange-program>.

Once on the landing page, click on the Outbound Participant Application to begin the process. All applications are reviewed and interviews scheduled. Once approved, the selected participants will experience a four-month orientation process that will culminate in Washington D.C. prior to departure to host countries.

### 2021 National IFYE Conference



“Piecing Together World Peace”

September 23 – 26, 2021

Branson, Missouri

Conference location – Radisson Hotel.

Full-time registration - \$250 until August 15

Check the website, <https://ifyeusa.org>, and click on the Branson postcard spotlight to view the schedule, tours, 1970 and 1971 anniversary celebrations, a virtual option, and to register.

If you wish assistance in securing a hotel roommate and you have already registered, complete the “supplemental form” on the conference website or contact Vicky Warren ([vwarren@ifyeusa.org](mailto:vwarren@ifyeusa.org)). If you have not registered, you may add this request to your registration form.

## **What's in a Logo?**

Jan Wood, President

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Our IFYE logo is a mark we are all familiar with. But what does it mean? Parts of the logo make perfect sense. Our Mission, Vision and Guiding Principles speak to the meaning of our logo. The globe with the meridians and parallels and the word IFYE is clear. But is there additional meaning and symbolism in our logo? Did our founders have a specific reason in designing the clouds? The original logo's outline and trademark used a "twisted rope" effect. What does that represent? If you have any knowledge regarding the symbolism behind the globe design, please pass that knowledge on to the Board or to Executive Director, Ken Gordon. We would like to include that explanation in our IFYE history.

## **What's in a Name?**

Jan Wood, President

When people ask, "What does IFYE mean," we usually say, "It used to be International Farm Youth Exchange and then it became International 4-H Youth Exchange and now we are just IFYE."

Our logo is trademarked and owned by IFYE, so no one else can use it. The title "International Farm Youth Exchange" is not trademarked; therefore, another organization could adopt those words as their own. We can no longer use "4-H", so we cannot trademark "International 4-H Youth Exchange."

In recent months, your Board of Directors and the Marketing Committee have discussed protecting the words "International Farm Youth Exchange". If we trademark these words, they must be used regularly in our communication and outreach efforts.

When asked "What does IFYE mean?" we could say "Originally known as International Farm Youth Exchange" or "Founded as International Farm Youth Exchange in 1948."

Is it important to trademark "International Farm Youth Exchange?" Is it important to share our original name? Is there another way or is it necessary to explain the letters "IFYE?" Please share your opinion.

## **Finance Committee**

Carolyn Hansen, Finance Committee Chair

[chansen@ifyeusa.org](mailto:chansen@ifyeusa.org)

IFYE Family members are consistently generous with time and financial support. Without your gifts, we are not able to continue our program of providing premier international cultural exchanges. No doubt COVID-19 has affected our organization; yet staff and Board members continue to work on programs and activities that will position us to be in a strong position when world travel opens to us.

Your Finance Committee continues to review expenses and revenues to ensure we are using our dollars wisely. This includes researching various resources and services such as Foundation Search and GrantWatch to find new donations and grants. We encourage your assistance in identifying names of businesses, individuals, and organizations that support our mission and vision. We will do the "heavy lifting" if you forward contact information.

Your commitment to this organization is amazing!! Thank you!