



Featured 4-H Alumnus



Kim McConnell

Hometown: Hamiota, Manitoba
(currently lives near Okotoks, AB)

4-H Club: McConnell 4-H Beef Club

Years in 4-H: 10 as a member & 10 as a volunteer

Projects: Beef

Favourite Leader: Bruce Paterson because he taught me discipline and pursuit of excellence.



Sustainable Agriculture
& Food Security

Career History: Farm boy. After graduation from University of Manitoba with BSC in Agriculture, I worked in agri-business and then founded a marketing communications agency focusing on agriculture; AdFarm. Today AdFarm has offices throughout North America.

Current Employer/Position: Founder of AdFarm

My 4-H Story:

- Member of the McConnell 4-H Beef Club from 1964-1974.
- Received many project, club, public speaking and national awards.
- Joined Canadian 4-H Foundation as a director. Elected Chairman in 2013, presently past chair.

Single Greatest Attribute:

- 4-H gave me confidence to run a meeting, speak in public, meet people and pursue new opportunities.
- Without 4-H, I would not have accomplished many of the things that provided me a successful career. I truly believe 4-H and the support of my loving parents enabled me to accomplish many things in life.... including being inducted into the Canadian Agriculture Hall of Fame.

Learn To Do By Doing