

espconnection

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The Newsletter of Epsilon Sigma Phi

April/May 2016

Member Connections...Change, Challenge and Opportunity

Patricia Dawson, National ESP President



Patricia Dawson

It seems that no matter where we go, eventually the conversation will steer to the upcoming elections! Yes, it is time for your chapter to cast a ballot for our 2017 ESP officer

positions for North Central Regional Vice President, Southern Region Vice President as well as the National 2nd Vice President position. Thank you to the following

for agreeing to run for these critical leadership roles: Mark Blevins and Jennifer Bridge (National 2nd Vice President candidates); Nate Arnett and Doug Jardine (North Central Region Vice President candidates); and Jennifer Grogan, (Southern Region Vice President candidate). In addition, chapters may now cast their state ballots for Regional/ National Recognition Award honorees. Chapter ballots are due no later than May 15th...so please review the nomination packets and cast your ballot soon. **Your vote is**

important to our ESP future.

As I prepare this message we have reached the midway mark in our ESP year. Without a doubt, the past six months have been incredibly busy as ESP has conducted webinars, assisted with the JCEP Leadership and PILD conferences, hosted professional development conferences and honored members during state gatherings. I remain very proud of the wonderful work happening across the nation as we all strive to provide professional

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Come to Cape May in Fall 2016!

Jeannette Rea-Keywood, 2016 Conference Planning Committee Chair

“Turning the Tide” is the theme for the 2016 National Epsilon Sigma Phi Conference. The conference will be held October 24-27, in Cape May, New Jersey. The



conference will provide an opportunity to network with colleagues from across the nation and engage in professional development opportunities including guest speakers, concurrent seminar sessions, poster and ignite presentations, dialogue with administrators and the Ruby Lecture. Educational sessions will focus on emerging trends as well as new ideas, audiences, technologies and delivery modes. Full and half day tours will be available on Monday and afternoon tours on Thursday following the close of the conference. There will be a guest speaker and afternoon tour called “Proudly We Serve – War at the Shore” for Life Members and guests on Tuesday.

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2016 PILD Conference a Great Success!

Karen Reddersen, Public Issues Committee Member and Tau Chapter/MD Member

The Public Issues Leadership Development (PILD) Conference was held April 10-13, 2016, at the Hyatt Regency in Crystal City, Virginia. Over 300 delegates from across the nation actively participated in the conference, sharing knowledge, insights and best practices regarding our unified Extension message. The conference theme, "Innovation: The Story of Extension" provided the setting for Dr. Doug Steele, Director, Texas A&M AgriLife Extension Service and conference keynote speaker, to share the changes, challenges, and direction of Extension in the next 100 years. Dr. Sonny Ramaswamy, Director-NIFA, provided federal updates, and discussed emerging issues facing the country, challenging Extension to remain on the forefront to actively provide solutions to these complex areas. Ethan Orr, Assistant Vice President for Government Affairs and Community Relations, University of Arizona, shared his expertise and experience in the Arizona legislature with the group and led a two-part workshop in crafting our message.

The professional development breakout sessions were strong and included topics such as, Putting the Pieces Together: Leading Together; Innovation through Leader Development across the Life Span; and Urban Innovation-The New Extension Story. National Urban Extension leaders presented a national framework for urban Extension and the changing roles of Extension educators in a multi-layered urban landscape. To tie all of the learning over the two days together, a panel of volunteers, Extension educators and APLU members led a discussion on methods of communicating on Capitol Hill. This discussion included "hands on" activities and skits to exemplify ways to interact, as well as ways *not* to interact, with our legislators!



and present day view of understanding congress and its members.

Epsilon Sigma Phi (ESP) and NEAFCS combined their association meetings to host Dr. Frances Lee, Professor, Government and Politics, University of Maryland, who presented an interesting historical



2016 PILD Scholarship Recipients (L to R, Nozella Brown, Mary Ann Kizer, Meridith Berry, President Patricia Dawson, Carol Smathers, Pattie Carroll, and Johnny Barnes)

During the association time, the ESP PILD scholarship recipients were recognized and presented certificates by President Patricia Dawson. First time PILD attendees can receive scholarships from National ESP of up to \$600 to attend the conference.

During the "Association Night Out" event, ESP hosted a lovely evening of networking and laughter at a local Italian restaurant - Kora. Over 30 ESP members attended the evening event and a good time was had by all.



On the final day of the conference, Extension faculty, staff and volunteers met with their federal legislators to share the great story of Extension and to share the numerous local, national and world-wide impacts being made to solve the complex problems facing us today. Extension plays a critical role in sustaining agriculture and the nation's food supply, improving water quality, building community vitality, fostering better nutrition and health, and helping youth build the future. The pride and accomplishments of our ESP members are evident as we share innovations that have set the course for both the present and the future of Extension.

Karen Reddersen can be reached by email at kredders@umd.edu.

Why Should I Attend ESP National Conference?

National Professional Development Committee

Epsilon Sigma Phi, the Extension Professionals Organization, is your opportunity to interact with Extension professionals from all disciplines and all positions within the system. This conference is your opportunity to focus on professionalism!

Consider what we learned from the 2015 Conference evaluations:

- Ninety-six percent of respondents considered annual conference a positive experience.
- Attendees included as many who have been Extension employees up to 10 years as have more than 30 years experience.

Demonstrating the diversity of our ESP membership, conference attendees were also members of national Extension associations including the Association of Natural Resource Extension Professionals, National Association of Community Development Extension Professionals, National Association of County Agricultural Agents, National Association of Extension 4-H Agents, National Association of Extension Program and Staff Development Professionals, and the National Extension Association of Family and Consumer Sciences.



(Come to Cape May Continued from page 1)

Cape May is the Country's oldest seaside resort and one of the one of the three largest commercial seaports on the East Coast. The site of the conference is the Grand Hotel, which overlooks the Atlantic Ocean and is located across the street from the beach. Cape May was recognized as one of America's top 10 beaches by the Travel Channel. The hotel has over 170 guest rooms and suites, a heated indoor pool and fitness center. Room rates are \$99.00 per night for single/double, \$119.00 for triple and \$139.00 for quad.

As the only city in the United States designated as a National Historic Landmark, Cape May is noted for its rich history of Victorian architecture and large number of well-maintained Victorian houses. Cape May hosts the second largest collection in the nation after San Francisco.

When asked for their most valuable take-aways from conference, the items included to:

- Meet other educators with a much different job description than my own,
- Network with educators from other states,
- Network with those outside my discipline,
- Gain a support network that will last my whole career,
- Renew confidence and enthusiasm,
- Increase understanding of what is going on in Extension throughout the U.S.,
- Gain a better understanding of the ESP organization including what national and local chapters are doing to engage and recruit members,
- Connect and reconnect with colleagues across the U.S.,
- Learn why it is so important to be a contributing member, and
- Renew a sense of purpose for my work.

Whether your interest in professionalism may include programming, keeping up with technology, leadership, or evaluation, there will be many choices among this year's presentations. Choose among concurrent sessions, posters, and Ignite/Lightning presentations, as well as opportunities for tours and events that capture the local environment. So these are just a few reasons to attend the 2016 conference in Cape May, New Jersey, October 24-27!

Cape May attracts visitors from around the world. It is designated as a top bird watching area in the Northeastern United States, especially in the fall. Over 400 bird species having been recorded in this area. Both the boardwalk and the Washington Street Mall (just .6 mile from the hotel), feature shops, restaurants, lodgings and tourist attractions. Sport fishing, marine mammal watching and other forms of eco-tourism are also available in Cape May.

Join the ESP Alpha Xi Chapter in New Jersey for the 2016 ESP Conference! For more information about the conference, visit the ESP Website: <http://espnational.org/en/2016-esp-national-conference> and like the Facebook page: <http://www.facebook.com/ESP2016TurningtheTide>

Jeannette Rea-Keywood can be reached by email at reakeywood@RCE.Rutgers.edu.

ESP Public Issues Committee Offers “Diversity Awareness Webinar Series” Beginning May 17

Paul Lachapelle, National Public Issues Committee Member and Alpha Chapter/MT Member

Please join us for a series of FREE webinars covering diversity issues related to our Extension programming. Following is the information for each of the webinars.

Title: “Health and Well-being Among Rural LGBT Persons - a New North Central Development Committee”

Date & Time: Tuesday, May 17 at 1pm EST (noon CST, 11am MST, 10am PST)

Presenter: [Jenifer K. McGuire](#), PhD, MPH Associate Professor, Extension Specialist, Department of Family Social Science, University of Minnesota

Description: This webinar will provide an overview of NCDC229, a developmental committee through Agricultural Experiment Stations that focuses on research and outreach for LGBT persons in rural environments. We will share the latest updates and activities of the initiative as well as extend an opportunity for people to join.

Title: “Working with Extension Agents on LGBTQ Issues”

Date & Time: Tuesday, June 14 at 1pm EST (noon CST, 11am MST, 10am PST)

Presenters: [Katie Conrad](#), M.S. Ph.D. Candidate, Department of Child & Family Studies, University of Tennessee Knoxville
[Ann Allgood Berry](#), Ph.D. Professor & Consumer Economics Specialist, Department of Family & Consumer Sciences, University of Tennessee Knoxville
[Paul Lachapelle](#), Ph.D. Associate Professor, Extension Community Development Specialist, Department of Political Science, Montana State University

Description: This webinar will provide an overview of diversity-related materials and opportunities in Tennessee and Montana. Conrad will describe a new publication titled “Lesbian, Gay, Bisexual, Transgender (LGBT) Youth and Families: An Informational Guide for Agents” and discuss how this and other empirically-based materials can be used to facilitate attitudes, knowledge, and professional work with the LGBTQIQ community. Berry will bridge this discussion to Extension agents and faculty. Lachapelle will describe a recent “Safe Zone” training for Extension faculty and staff; The Safe Zone program increases awareness and acceptance of LGBTQIQ (lesbian, gay, bisexual, transgender, queer, intersex, questioning) individuals. Safe Zone Allies are dedicated to supporting members of our community who identify within the LGBTQIQ spectrum and offer safe, welcoming places for all members of the community.
www.montana.edu/safezone

Title: “Creating Inclusive Extension Spaces and Programming”

Date & Time: Tuesday, June 21 at 1pm EST (noon CST, 11am MST, 10am PST)

Presenter: [Katherine E. Soule](#), Ph.D. Youth, Families, & Communities Advisor, San Luis Obispo & Santa Barbara Counties, Agriculture & Natural Resources, University of California

Description: This webinar will provide an overview of national efforts to create inclusive Cooperative Extension programming for youth and families who identify as members of LGBTQ+ communities. This discussion will consider how

program areas outside of youth and families may begin to address inclusion for their colleagues and clientele.



To join the FREE Webinars:

Go to <http://msuextensionconnect.org/commdev> then:

1. Ensure that the “Enter as a Guest” option is selected and type your Full Name. Then click “Enter Room.”
 2. You will listen to the audio via your computer speakers. To call in for questions or comments, dial (605) 477-2100; participant code: 742340#. NOTE: If you phone in, please mute your computer’s speakers to avoid feedback (if you don’t intend to ask questions, you don’t need to phone in and can save the toll charge and listen to the audio on your computer’s speakers).
- If you encounter any technical difficulties before or during the session, please call 406-994-6694 or email commdev@montana.edu.
 - You can join us on your mobile device: <http://www.adobe.com/products/adobeconnect/feature-details/adobe-connectmobile.html>

If you are not able to join us for the live webinars, we will be recording the sessions and emailing the archive link. For more information, please contact paul.lachapelle@montana.edu or (406) 994-3620.

Social Media Explained

Jocelyn Koller, Tau Chapter/MD Member

Hashtag? Tweet? Instagram? What do all of these terms have in common? Social media. Do you feel lost in the myriad of social media platforms? The graphic shown to the right (Source: <http://www.geek.com/geek-cetera/social-media-explained-with-donuts-1466613/>) may help to quickly explain the difference between the various types of social media, but we'll delve deeper into three of the most common: Facebook, Twitter, and Instagram.

Facebook: This social media allows users to have a wall in which they can post statuses, photos, and videos. Users request and accept friendships to view their friend's statuses in their timelines. Then, you can "react" to these postings by clicking a like, love, haha, wow, sad, or angry emoticon/image. Some other options include messaging other users, joining groups, or creating events. Wonder what your friends at the ESP Alpha Kappa Chapter are up to? Head over to their Facebook page to find out! Shout out to Kentucky for a great ESP Chapter Page! (Just imagine we're clicking the like button on your posts right now! J)

Twitter: This social media platform is all about what is happening right now. Brevity is the key with Twitter as you have less than 140 characters to get your message across. Therefore sometimes tweets contain shorthanded messages such as, "b4 its 2 late, remember 2 register 4 ESP National Conference."
#capemay2016 #espisawesome #turningthetide. And, then there's that hashtag. A hashtag is the

number sign followed by a word or phrase without any spaces. It is used to group together posts on a specific topic. You can use hashtags on Facebook, Twitter, and Instagram. For example, search #4HNYS to see many tweets, posts, and instagrams about the 4-H National Youth Science Day! #4HSTEM #whodoesntloverockets?

Instagram: This social media is all about the photos and video. Users can post a photo and then use filters to make the photo look cooler. Wish your photo had more contrast or a bluer tone? There's filters for that, unless you decide to type #nofilter, then everyone will know that it's an unfiltered photo. Once you have your account, then you can start to follow other Instagrammers. Simply, press the magnifying glass at the bottom and begin searching. Then, once you are following your favorite coffee shop you can 'love' their photo of their iced marshmallow coffee with warm beignets by double tapping the photo on your phone's screen. Also, if you'd like to message the coffee shop to say, "I can't wait to try your new Iced Marshmallow Coffee!" then press the world bubble and type away. Lastly, you can tag your friends too by using the '@' symbol. Therefore, you could say @EpSiPh let's meet and discuss the ESP National Conference Schedule over Iced Marshmallow Coffee! What do you think? #caffeinated #coffee4talkie #esnationaleconference

There are free apps for all of the above social media. For android phones, visit your Google Play Store and for iPhone users, go to



the Apps store to download the apps.

Lastly, a point of caution when using social media: remember what goes online, stays there forever... even if it has been deleted. And in some cases, such as Twitter, you can't edit your tweet, only "delete" it. Therefore, use an overabundance of caution when posting to social media. It can be a great online tool, but perhaps it is wise to reflect before you start typing that tweet which may be broadcasted to the world.

Best of luck with your posts, tweets, and instas!
#friendtheESPnationalfacebookpage

Jocelyn Koller can be reached by email at jckoller@umd.edu.



Internationalizing Extension: Working Locally and Globally Simultaneously to Eliminate Hunger and Extreme Poverty

Barbara Brown, ESP Life Member, National Global Relations Committee Member, and SC ESP Global Relations Chair



At the 2013 Galaxy IV Conference a poster displayed an approach to eliminate hunger and poverty – both locally and globally simultaneously. America has hunger in all 3,144 counties/county equivalents (2014, Feeding America, Map the Meal Gap). Global hunger is estimated by the World Hunger Education Service at approximately 798 million people with

98% of those in developing countries (2014-2016 estimates). Yet, America has hunger in every county also; why? How can hunger and extreme poverty be eliminated – both locally and globally? The poster proposed that people from the United States and from developing countries engage in mutually beneficial community projects to build rewarding partnerships, and economic development, through dialogue, education, relationships, and Extension community action projects. Projects could happen independently locally and globally, but participants could share resources, questions and answers, lessons learned, and outcome information. The dialogue could lead to joint endeavors related to education, trade, or humanitarian efforts, and this “soft power” approach can strengthen food and national security, as well as civic life for both societies. Within international relations studies Soft Power is defined as the ability to influence behavior in order to achieve a desired outcome.

The Association for Natural Resources Extension Professionals (ANREP) awarded the poster a “Green Award” in Extension Sustainability Programming, but the project has never fully been

initiated. Similar projects are functioning; but hunger and poverty still exist! Internationalizing Extension is still a work in progress, and Americans everywhere and 780 million others in the world are still hungry and living in poverty.

Dr. Otto Gonzalez, Director of the Center for International Programs, National Institute of Food and Agriculture (NIFA), U.S. Department of Agriculture (USDA), recently shared his insights on the topic; “Solutions we develop for problems here in the U.S. could benefit other parts of the world. But in an increasingly interconnected world to efficiently solve problems here we may need information and cooperation from beyond our borders. When Extension professionals from the U.S. have been able to lend their expertise and collaborate overseas with counterparts in other countries they have shared the rich lessons of cooperative Extension from our country. They have shown the importance of real communication with the farmers, listening as well as telling, and of why it is vital to link Extension with research and education. But the international experience also helps us here at home too. As one of our USDA/NIFA national program leaders for international told me: U.S. Extension personnel use cross-cultural lessons learned in international projects to better address needs of a diverse U.S. clientele, and help Americans succeed in a global economy.”

When I asked a friend what she thought of the goal related to hunger and poverty, she focused on food waste in the developed countries, particularly America. She is an African American New Farmer Extension Program participant, who also has a graduate

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development and leadership experiences for our Extension colleagues. ESP continues to remain strong with a membership of over 5,300 annual and life members which is a testimony to the value of our organization. An example is the recent PILD Conference where ESP was represented with over 46 members, our largest delegation to date. Thank you to David Crawford, OH, and Ann Berry, TN, for serving on the 2016 National PILD planning committee, as well as to Karen Reddersen, MD, who is serving on the 2017 PILD team. The event proved flawless with excellent speakers and concurrent sessions.

Your National ESP Board recently returned from our Mid-Year Board meeting which was held in Old Town San Diego. Despite our setting in a historic 1880's Stage Coach Inn, we were fully engaged in discussions centered on how to best move ESP forward using the 2016-2018 Strategic Plan as our guidepost. We continue to capitalize on the latest technology for reporting and meeting management systems, professional development delivery as well as ways to enhance our ESP National website. If technology is your niche feel free to contact any board member to assist us in our journey. Lastly, it is not too early to make plans to attend our National ESP Conference in Cape May, New Jersey, October 24-27,

2016. While professional development remains our conference cornerstone, plan time to explore the beautiful historic Victorian homes and natural resources in the Cape May area. We are in for a treat as the entire city of Cape May was declared a National Historic Landmark in 1976! As we move into the second half of the year please know that the Board's efforts are on behalf of you, our members. If there is any way we can better serve you feel free to contact any of your National Board of Directors or our National Director, Bob Ohlensehlen.

Patricia Dawson can be reached by email at patricia.dawson@oregonstate.edu.

Life Member Corner



In Memory - Alberta Johnston, ESP Gold Key Contributor

Nancy Kershaw, Gamma Chapter, Oregon

Alberta Johnston, ESP life member from Oregon, passed away on March 15, 2016, after a short illness. Alberta was a great ESP supporter and was one of only five individuals who have made contributions at the \$5,000-\$14,999 level to the ESP Development Fund. Duane Johnson, National ESP past president, and I had the opportunity to visit with Alberta in December 2015 and reminisce about her Extension and ESP experiences.

Alberta was born in Hickman, Nebraska. She began her 4-H experience as a 4-H/Home Economics agent in Wyoming, became an Extension specialist in Montana and Oregon, and eventually became the Oregon State University Deputy Director of Extension. After Alberta's retirement from OSU Extension Service in 1991, she agreed to serve a six-month stint as the Interim Executive Director of the Oregon 4-H Foundation, to oversee a regional 4-H trustee training conference Oregon was hosting. That six-month job turned into a 20-year volunteer career.

Alberta also continued as an active ESP life member, attending state meetings and giving generously of her time and money to the Gamma Chapter, as well as National ESP. Alberta's yearly donations to the Gamma Chapter helped the chapter provide stipends to officers to attend JCEP and PILD, as well as providing some scholarship funds for first time National Conference attendees.

During her volunteer commitment to Extension and 4-H, Alberta was recognized as a "National Friend of Extension" by ESP. She also was inducted into the Oregon and National 4-H Halls of Fame. She cherished these recognitions and they hung with pride in her home.

Through Alberta's contributions and those of others, both large and small donors, to the National ESP Professional Development Fund, we are able to provide stipends for members to participate on National committees, attend National conference as a voting delegate or to present a workshop, and to provide recognition for the top poster presentations. The fund also provides scholarships for graduate study and professional development, internships in public

policy, personnel management and administration, support of research to enhance local programming, recognition for Extension professions, and more.

In the column "Why Giving is Important to Me," December 2015/January 2016 *ESP Connection*, by Margaret Viebrock, she wrote that many people said something like "I believe in ESP because it is the only professional organization whose mission is to develop the Extension professional." This sentiment was echoed by Alberta Johnston when we last spoke. Alberta was one of the first people to encourage me to participate in ESP and she set the example for giving back. At that time I was new to Extension and had a young family, and not much disposable income. But I will always remember her encouragement and support, and now with my family grown and having worked for Extension for 30+ years, it's my turn and all of our turn to keep our profession strong.

Alberta touched many lives, and she will be greatly missed. "It's important to remember that each of us has benefitted because someone gave before us." wrote M. Viebrock, and that rings true for me as well.

Tax deductible contributions to the ESP Development Fund will support ESP's continued leadership in professional development opportunities and recognition programs for current and retired Extension professionals by helping to endow sufficient resources to sustain current scholarships, professional development opportunities, and recognition programs for Extension professionals and the potential for new initiatives.

So, in memory of Alberta Johnston, or the significant ESP member in your life, please consider making a contribution of any amount. If you have given before, please consider making another contribution. You can find more information about the ESP Development Fund and can make a donation via credit card at: <http://espnational.org/en/development-fund>. Just giving a little each year multiplies into a fund that supports the Extension profession and builds future leaders. It's a fund that "keeps on giving."

Nancy Kershaw can be reached by email at nancy.kershaw@oregonstate.edu.



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Important Dates for Your Calendar!

MAY

- May 15, Deadline for Chapters to submit ballots for National Recognition and Officer Candidates
- Early Bird Registration Available for ESP National Conference in Cape May, NJ, October 24-27, 2016

JUNE

- June 1, Announcement of National Recognition and Scholarship Recipients
- Early Bird Registration Available for ESP National Conference in Cape May, NJ, October 24-27, 2016
- June 25, Deadline for ESP Connection articles to the National ESP Office

JULY

- June / July Issue of ESP Connection distributed
- July 31, Early Bird Registration ends for National Conference in Cape May, NJ, October 24-27, 2016



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degree in health education. She shared an article on food waste with statistics from the UN and this web-link: <http://www.thinkeatsave.org/>. She said, "We waste enough to feed the hungry. The barriers are the policies and rules more than access and education. There is enough; however, more people must be willing to share. Our waste may not feed the world but it could keep millions from being hungry. It would be an excellent beginning!"

Considering the working locally and globally-simultaneously theme, what kind of civic engagement community development or student service learning project could Extension support to change western societal behavior and at the same time share our behavior change knowledge and lessons learned to support a change in developing countries? During my own visit to Vietnam and Cambodia in 2007, I saw a lot of entrepreneurial youth initiatives. How can westerners partner with young entrepreneurs in developing countries to support them while we are reducing food waste in America?

For more information, contact: Barbara A Brown, Barbara.a.brown13.bb@gmail.com, ESP Life member, National Global Relations Committee member, and SC ESP Global Relations Chair.