

esp connection

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The Newsletter of Epsilon Sigma Phi

April/May 2018

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**Mark your calendar:
2018 National ESP Conference
October 1-4, 2018, Manhattan, KS**

**June - Early Bird
Registration Opens**



A Busy Quarter for ESP

Beth Claypoole, National President



One of the busy times for our ESP leadership and members is during the first four months of each year. It is during this time that we are finalizing and attending the PILD (Public Issues Leadership Development) Conference in Washington, DC and the Extension Leadership Conference (formerly called JCEP Conference). During this time we are also getting out advertising for awards and scholarships, completing and submitting the applications for these awards, and the committees are selecting the awardees. Our new potential leaders are also completing applications and national voting is occurring for our regional VPs and 2nd VP for our national leadership team.

Thank you to the applicants in all of these categories. Take the time now to plan for your applications and nominees for next year – that is 2019/2020 – when all the applications and nominations are due in the spring of 2019. State Presidents received an email regarding the voting procedures for all of the awards and nominees. This is an excellent package for state leadership to review with potential applicants and awardees. Make sure that your state has a procedure for voting and for submitting applications. Plan now for next year!

I was really excited to see all the applications for committee membership! The entire Board looks forward to working with continuing and new members for the next couple of years. The Board is still in the process of finalizing committee membership and will let everyone know in the near future so that you can plan for attendance at our National Meeting in Manhattan, KS in October. Registration will also be on line within the month. All committee members who participate in the committee throughout the year and attend the national conference receive a \$200 stipend for the national conference.

My main goal this year was to get and see more members participating in ESP, and I think that is happening! We want to make this a welcoming and worthwhile organization to help you build your career in Extension. Learn everything you can about the resources and support that is available through ESP as you prepare tenure and evaluation packets. Make ESP part of your Professional Development goals.

Participate and ask. Attend a national committee meeting, they are open to all members. Find out one that interests you, contact the committee chair and participate in their next zoom meeting – you do not need to be a current committee member. Don't forget about the regional VPs/Committee Chairs and ask for their participation in your state committee meetings, they would be happy to participate via phone or zoom! (The new technology allows easy participation anywhere in the country!) Participate, participate! This is the only way you find out what ESP has to offer and what you can offer to other members within the association.

Thanks for all your participation! Beth

Join the ESP Latino Affinity Group

Lupita Fabregas, University of California Division of Agriculture and Natural Resources

In 2016, ESP made the decision to host and support the first Latino Affinity Group in any Cooperative Extension organization in the United States. This decision was based on the need of Cooperative Extension to openly discuss the approaches to reach and serve new audiences and reflect the new demographics of the United States. ESP understood that one of the best ways to approach these demographic changes is to support the development of Extension professionals nationwide to reach, engage, and better serve the growing Latino population in the United States. The ESP Latino Affinity Group mission is to advance the mission of the land-grant universities by ensuring, equity, inclusion and full participation of Latino/Hispanic youth, families and communities in the benefits and leadership of Cooperative Extension.

Who should join the ESP Latino Affinity Group?

Latino and Non-Latino Extension professionals interested in developing professional knowledge and skills to better serve the Latino Community in their counties and states.

How can you join the ESP Latino Affinity Group?

When you renew your ESP membership just select to be a member of the Latino Affinity Group

What can I expect from the Latino Affinity Group?

You can expect to be a part of a national network interested in professional development who will be actively promoting the participation and leadership of Latinos in all Cooperative Extension programs, respecting and incorporating of their values and contributions, advancing academic, research and practical knowledge of Latinos youth, families and communities.

Score a Home Run for ESP

Joanne S. Cavis, Resource Development and Management Committee, Alpha Beta Chapter, Georgia

Baseball season grabs sports headlines spring-summer-fall. . . Will ESP headlines say, "Member Scores Home Run for Team ESP" ???

ESP Team members, step up to the plate. YES! You can hit the ball out of the park! How? Get out your credit card or check book instead of a bat:

1. First Base: Give a monetary gift in honor /memory of your parent(s) to the ESP Development Fund instead of your usual gift to them;
2. Second Base: Give during the Matching Campaign and double your gift;
3. Third Base: Set the standard for your ESP Chapter;

Home Run!! Earn a tax deduction, support ESP Development Fund and move to the next Key Level.



Go to the [ESP Development website](#) and complete the ESP contribution form (or donate online) to honor/ memory your Mother in May and/or Father in June with a gift that makes a positive difference in the lives of so many Extension professionals.

Team ESP --- You're up to bat in the bottom of the first inning. Team RDM scored 10 runs in the top of the first! You've got some catching up to do.

Go to the plate NOW and score that home run for Mom, Dad, Grandma or Grandpa. OR, What about a birthday gift to honor a special person in your life during the Matching Campaign season?

YES!!! You can score a home run before **August 31st**. Which team wins? Stay tuned and follow the game, run by run.

The ESP Development Fund "Matching Campaign" began in April with an anonymous donor contribution of \$10,000 to be used to match gifts to ESP until August 31, 2018, or earlier, if the match has been met.

ESP: The Best-Kept Secret?

Jocelyn Koller, Maryland Tau Chapter, Marketing Committee

Have you talked with your colleagues lately about Epsilon Sigma Phi? Have you shared about the wonderful opportunities for ESP members? If not, here are 12 ways to advertise National ESP and your state chapter:

1. Practice (and give) your ESP elevator speech to colleagues! Provide information such as the National ESP mission and vision. Don't forget to mention how to join National ESP and your state chapter! Here are some examples of elevator speeches:

<https://esnational.org/en/>

2. Ask leadership for the opportunity to discuss ESP at local, regional, and state meetings.

3. Share with colleagues the amazing professional development opportunities that are available at the National ESP Conferences. And, mention that this year's conference is in Manhattan, Kansas from October 1-4. Stay tuned for registration information!

4. Nominate a colleague for an ESP Award. There are many recognition opportunities:

<http://esnational.org/images/documents/Membership/Benefits-Recognition-2014.pdf>

5. Chat about the scholarship and grants that are available to members. Visit this link for more details:

<http://esnational.org/images/documents/Membership/Benefits-Scholarship-Grants-2014.pdf>

6. Purchase ESP luggage tags. These are great gifts for the traveling Extension professional! Buy supplies here:

https://esnational.org/images/Marketing/sale_items.pdf

7. Invite others to follow and like National Epsilon Sigma Phi on Facebook at: <https://www.facebook.com/esnational/>

8. Follow and like your State's ESP Chapter Facebook Page! If you don't have a Chapter Facebook Page yet, consider starting one!

9. Read the ESP Connection Newsletter to stay informed about the organization. From professional development opportunities to committee updates to new ESP partnerships- it's all there! Click this link to read current and archived newsletters... and forward the link along to colleagues: <https://esnational.org/en>

10. Display your ESP Marketing Kit at an upcoming event! The kit includes a table display, customizable ESP brochure, pocket folders with marketing documents to recruit and retain members, thank you cards, bookmarks, post-it notes, luggage tags, letter slitter, keychains, pens, and a flash drive. To order, please visit: https://esnational.org/images/Marketing/sale_items.pdf

11. Is a colleague retiring? Consider purchasing a life membership as a retirement gift!

12. Register and invite others to attend one of the upcoming ESP National Webinars! For information about the May 9th webinar, follow this link: <https://esnational.org/images/Webinars/2018-digital.pdf>.

There are many ways to advertise National Epsilon Sigma Phi. Don't let our organization be the best-kept secret. Invite others to be a part of a fraternity that invests in the Extension professional!



2018 Public Issues Leadership Development Conference (PILD) A Great Success!

Jennifer Grogan, ESP Southern Region VP and Public Issues Committee Chair

The PILD Conference was held April 8-11, 2018, at the Hyatt Regency-Crystal City in Arlington, Virginia. Nearly 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, "Cultivating a Climate of Civil Dialogue" provided the setting for Carolyn Lukensmeyer, Executive Director of the National Institute for Civil Discourse, to share her very thought-provoking keynote presentation, "Incivility and Political Dysfunction: How Did We Get Here and What Can We Do?".

Of great interest to all delegates, including the volunteers in attendance, was the Panel Discussion, "Cooperative Extension's Value Proposition for Federal, State, and Local Partners," which featured Sonny Ramaswamy, Director of USDA, National Institute of Food and Agriculture; Doug Steele, Director of the Texas A&M AgriLife Extension Service; and Nick Place, Dean and Director of University of Florida/IFAS Extension. Another highlight of this year's conference was John Noltner's "A Peace of My Mind Philosophy & Photography" presentation. On the first morning of the conference, John, founder of A Peace of My Mind, shared an introduction to his civil dialogue concept; that afternoon, he photographed delegates and recorded their answer to the question, "How have you cultivated civil dialogue in the past year?" He produced a 10-minute video of the photos and delegates answers to the posed question which he shared during his cap-note address Tuesday afternoon. It was very clear that most Cooperative Extension professionals are well respected cultivators of civil dialogue within their communities!



PILD Speaker, Carolyn Lukensmeyer

Twelve professional development breakout sessions, along with a poster presentation category, were offered during the conference. These offerings provided, both extension professionals and volunteers, ideas of how to better tell the story of Cooperative Extension to our supporters and funding groups. Throughout the conference, speakers and panel discussions were used to tie all the learned information together with methods of communicating on Capitol Hill.

Because the National 4-H conference was convening the same time as PILD, the 4-H delegates were invited to join PILD delegates at our conference on Tuesday afternoon for a time of state planning for hill visits. Most 4-H delegates participated with their state PILD delegates during their Wednesday congressional and agency visits.



PILD Panel Discussion

The ESP Association time during PILD was both educational and fun for the thirty registered ESP members at the conference. Rachel Welborn, Program Manager for the Southern Rural Development Center, presented the educational program for our ESP Association meeting. Janet, who recently served as chair of the ECOP Rapid Response Team on Civil Dialogue on Race Relations, summarized tools available to assist us with civil dialogue facilitating and told us about an opportunity which will be available for each state to prepare a civil dialogue facilitators train-the-trainer team. Janet said that training information should be sent out from state extension administration.

(PILD continued on page 5)

(Continued from Page 4)

Our ESP Association dinner was held at the Founding Farmers Restaurant on Pennsylvania Avenue in Washington, DC. A night of networking and delicious food was enjoyed by all!

During the JCEP / ECOP / NIFA Leadership Luncheon hosted by Kathy Tweeten, our own ESP National Past-President and current JCEP President, each association presented their value proposition / statement. ESP National President-Elect, Mark Blevins, presented the following info, which is a work in progress, for ESP.

Epsilon Sigma Phi adds value to the Extension Profession and each Extension Professional with the following:

- * *A national network of all layers of Extension*
- * *No barriers of subject matter*
- * *A strong focus on Leadership and Communication skills*
- * *Mentors for the principles and practice of Extension by Retired Life Members*
- * *A wide variety of Professional Development and Scholarship Opportunities*
- * *A strong endowment for sustainability*
- * *We wrote the Extension Professional's Creed*



Maryland PILD Delegates



Georgia PILD Delegates Making Hill Visits

The first-ever, PILD post-conference workshop, ***Civil Dialogue in the Public Arena***, in partnership with ECOP’s Rapid Response Team on Civil Dialogue on Race Relations, was held from Wednesday, April 11 at 2:30pm until Thursday, April 12 at 11:15am. The workshop was taught by Gwen Whiting, Director of Training and Leadership Development at Everyday Democracy, and by Rachel Welborn. Approximately 45 folks registered to participate in the workshop which introduced participants to the basics of civil dialogue convening, facilitation, and moving to action. Participants had the opportunity to experience and practice some of the processes and skills needed to help lead effective dialogues.

I hope you will plan to participate in the 2019 PILD Conference!

NEW TAX LAW MEANS CHARITABLE IRA ROLLOVERS MORE ATTRACTIVE THAN EVER!

Doug Beech, Resource Development & Management Committee Contributor and Life Member, Alpha Rho Chapter, Kansas

One of the major provisions in the new tax law just enacted (Tax Cut and Jobs Act, Dec. 2017) roughly doubles the amount of the standard deduction that taxpayers can claim on their Federal income tax return. It is estimated that approximately 90% of taxpayers will find that it is no longer to their tax benefit to itemize deductions on their tax return. Thus, relatively few donors will be able to take advantage of the deduction for charitable gifts.

But, for donors age 70 ½ and older who own IRA accounts, the Charitable IRA Rollover provision will still provide them with a tax benefit for their charitable giving even if they don't itemize deductions. This is because IRA withdrawals that meet all the requirements (to be discussed later) are **directly excluded** from the taxpayer's adjusted gross income, thus avoiding the income tax that would otherwise be owed on the IRA withdrawal. In addition, since these withdrawals reduce adjusted gross income, they may help donors: 1) avoid or reduce income taxes on Social Security benefits, 2) avoid higher Medicare premiums, and 3) avoid surtaxes on net investment income. Plus, to top it off, **Charitable IRA Rollovers count toward satisfying the account owner's IRA required minimum distribution (RMD) for the year.** Note also that depending on the donor's state of residence, state income taxes may be reduced.

That's a lot of potential tax benefits! Spending time with your tax advisor now, early in the tax year, should be a priority in order to determine the extent of these benefits for you personally, and **in order to coordinate** your RMD with any Charitable IRA Rollovers you choose to do.

In a nutshell, for a very large majority of donors age 70 ½ and older, Charitable IRA Rollovers should now be the charitable giving "vehicle" of first choice and consideration.

WHAT ARE THE REQUIREMENTS FOR A CHARITABLE IRA ROLLOVER?

There are a number of very specific rules that must be met in order to have a qualifying Charitable IRA Rollover. The major ones are as follows:

- ⇒ The IRA owner must be age 70 ½ or older **on the date of the gift.**
- ⇒ Total rollover gifts may not exceed \$100,000 per IRA holder per calendar year.
- ⇒ Gifts must be made from IRA accounts only. Gifts from other retirement plans such as 403(b)s, 401(k)s, or Keoghs are not eligible.

- ⇒ **Distributions must go directly from the IRA provider to the charity. The donor cannot take possession of the funds.**
- ⇒ Gifts must go to a public charity (such as the Epsilon Sigma Phi Development Fund). Gifts to donor advised funds or private foundations are not permitted.
- ⇒ The gifts must be outright. Rollovers to charitable gift annuities or charitable remainder trusts don't qualify.

Consultation with your tax advisor regarding these rules is recommended.

MAKING A CHARITABLE IRA ROLLOVER GIFT TO NATIONAL ESP

If you decide that you would like to take advantage of this outstanding giving provision to make a gift to National ESP, first contact your IRA provider and inform them that you wish to make a Charitable IRA Rollover (technically referred to as a "qualified charitable distribution", or QCD) from your IRA account. Ask them to issue a check in whatever amount you decide, made payable to the Epsilon Sigma Phi Development Fund to be sent to Epsilon Sigma Phi, 55 Walton Place Dr., Newnan, GA 30263. Next, it is also recommended that you contact Greg Price, ESP Executive Director, at the address above or by phone at 470-347-0394, and inform him of your upcoming Charitable IRA Rollover gift and provide him with a few pertinent details, such as the amount of the gift, name of the IRA provider, and the IRA account number from which the gift is coming. This is so Greg can easily match you up with your gift which is coming directly from your IRA provider, since sometimes checks from IRA providers don't clearly indicate the donor.

Sincere thanks for considering a charitable gift from your IRA to National ESP!

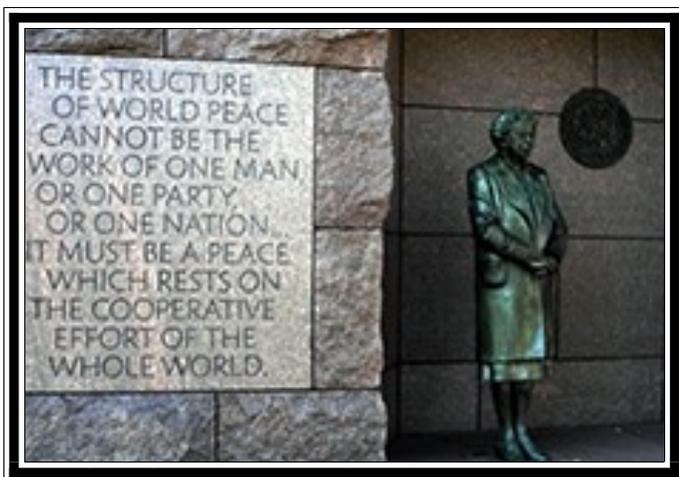
Doug Beech can be reached by e-mail at dbeech@ksu.edu.



Reflections from PILD

Erin Yelland, Alpha Rho Chapter, Kansas

Franklin Delano Roosevelt was arguably one of the most profound and transformational leaders in our nation's history. If you have visited the FDR memorial in DC, you have had the privilege to walk among some of his most inspiring and memorable words – not the least of which is pictured below.



Although this quote is situated next to his 'better seven-eights', as Gregg Hadley would say, these words were actually spoken during his address to Congress following the Yalta Conference in 1945. Seventy-three years later, these words spoke volumes to me, not because we are tasked with combating Nazism and the peace and civilization of the world, but because we are working together, cooperatively, to enhance the well-being of individuals, families, and communities across our great state. When talking about the work of Extension, I often say that we cannot do it alone, and indeed, we cannot. But, what we can do is work together to develop partnerships and purposeful initiatives that will move us, even if ever-so-slightly, towards our mission and goals. I firmly believe that without wonderful organizations like ESP, we may not be as successful in these endeavors.

In early April, I was given the opportunity to attend to PILD – or the Public Issues Leadership Development Conference – hosted by the JCEP in Crystal City, VA. This year's theme was "Civil Dialogue in the Public Arena." Timely and relevant, don't you think? Dr. Carolyn Lukensmeyer, Executive Director of the National Institute for Civil Discourse, was the keynote speaker and the title of her presentation was "Incivility and Political Dysfunction: How Did We Get Here and What Can We Do?." She beautifully laid out just that, and challenged us all to change the script from incivility to civility, and in doing so, contribute to

saving our democracy. A simple, but incredibly impactful, step we can take to improve civility, she said, is to learn more about the Civility Pledge, sign it, and adopt those practices into our own lives. To learn about the Civility Pledge, visit revivecivility.org.

Additionally, I had the opportunity to learn from other leaders in Extension across the country, participate in A Peace of My Mind, meet with National Program Leaders from USDA NIFA, and attend sessions preparing for our visits on the Hill. One of the most valuable part of this conference, though, brings me back to FDR and his idea of "cooperative effort" – and that was networking. Are there Extension professionals in our state who you have never met? I would venture to say that most of us

would say, "yes!" By attending PILD, my list got a little bit shorter. Not only did I have the pleasure of meeting people from Kansas whom I had never met, but of course I met numerous others from across the country that are passionate about Extension and working together for a common cause. Some of the best networking occurred during ESP's night out, where nearly 30 of us gathered to dine, network, and brainstorm how to make ESP even better.

Our trip culminated by visiting some VIPs on the Hill – our own Senators, Congressmen, and Congresswomen. It was an honor to represent K-State Research and Extension and help to paint the picture of the relevant and timely work we are doing in the state. I was especially impressed by our 4-H delegates, who beautifully and confidently represented KSRE's 4-H program and the profound impact it has had on their lives.

This was one of the best conferences I have had the privilege of attending (shhh...don't tell my other professional organizations!), and I was honored to represent the Alpha Rho Chapter of Epsilon Sigma Phi. Thank you for entrusting me to be a leader in our organization, and thereby giving me the opportunity to represent us at PILD.

In closing, I would like for you to consider how ESP has benefited your professional career. Who have you met that you otherwise might not have? What cooperative efforts have developed with an ESP colleague? Then, share that good word with others and invite them to become members of our organization. Together, we can make a difference.



Epsilon Sigma Phi
Your Key to Professional Excellence

Professional Development Webinar

This webinar is presented on behalf of ESP to support our mission of professional development. Our organization provides its members with many other benefits. If you are interested in joining ESP, email the National ESP office, esppoffice@espnational.org for membership information.

AGENDA

(Time 1:00 - 2:00 EDT)

- 12:45 Log-in
- 1:00 Welcome – Peggy Compton
Introduction of Presenter
- Social media, e-newsletter, and website marketing best practices
- Software for creating editorial/shared calendars, and visual graphics
- Content strategy, branding, and creating effective “Call to Action” buttons for digital media
- How our social media team has increased our engagement with social media
- 1:50 Q&A Discussion
- 1:55 Wrap-up Discussion
- Evaluation – Peggy Compton

Questions About The Webinar?

Email: mark.platten@colostate.edu

Learn Digital Marketing Strategies To Promote Your Programming!

Wednesday, May 9, 2018

1:00 PM Eastern, 12:00 Noon Central,
11:00 AM Mountain, 10:00 AM Pacific

Click Here to Register and Attend:

<https://learn.extension.org/events/3404>

Workshop Presenter:

Amy Cole

Digital Media Program Director
University of Arkansas
Cooperative Extension Service
aacole@uaex.edu



Epsilon Sigma Phi (ESP) is dedicated to fostering standards of excellence in the Extension System and developing the Extension profession and professional.



Epsilon Sigma Phi National Office
55 Walton Place Drive
Newnan, GA 30263



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Important Dates for Your Calendar!

MAY

- May 9, ESP Professional Development Webinar
- May 15, Deadline for Chapters to submit ballots for National Recognition and Voting for National Officer Candidates

JUNE

- June 1, Announcement of National Recognition and Scholarship Recipients and National Officer Election Results
- June, Early Bird Registration Available for ESP National Conference in Manhattan, KS, October 1-4, 2018

JULY

- July Issue of *ESP Connection* distributed

Feel free to call or email your ESP National Office for questions or suggestions.

espoffice@espnational.org

470-347-0394