

# espconnection

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The Newsletter of Epsilon Sigma Phi

December 2014 / January 2015

## Amtrak or Sleeping Car—The Choice is Yours

Ann Berry, ESP National President

I hope you had a good holiday season—one that brought peace, joy and fellowship. The season is also a time for reflection on the past year and goal-setting for the New Year. 2015 brings each of us an opportunity for growth, personal and professionally, as well as to mentor and serve. I know that I will strive to grow and serve strategically—saying the “best yes” to demands on my time. I encourage you to do the same.

I believe one of the “best yeses” we each can do is to commit to serving our association, through active participation in the professional development opportunities as well as each giving his/her talents to support our mission. If we each serve, then collectively we can make the greatest impact without burdening select members to “carry all the weight.”

This year you will continue to see references to our “ESP Train.” Our journey as an association will be determined by your individual choice of travel. Will you travel by Amtrak and have a year where you quickly reach your end destination without making any scheduled stops along the way? Or will you travel by sleeping car dozing through the year without seeing the scenery?



Ann Berry

Our ESP Train has departed from the station and one of the first scheduled stops you are encouraged to take is the JCEP Leadership Conference in Las

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## A Few Good Extension Professionals

Graham Cochran, ESP National 2<sup>nd</sup> Vice President



Drawing from US Marine Corps history, I thought “A few good Extension professionals” would be a good title for this article. In 1779, the USMC only needed a few men because the corps was a small group. For over 200 years, the term “A few good men” has been a slogan associated with the Marine Corps. Celebrating our 100 year anniversary in 2014 was a good

reminder of our own rich history in Extension. As we move into the next 100 years of Extension work, ESP needs a few good Extension professionals to step up and serve ESP at the national level. We are working on a new strategic plan and need your help to fulfil the ESP mission of excellence in the Extension System and professional development.

Answering the call to serve as a National ESP committee member and then as a board member has been one of the best decisions of my professional career. It has provided me

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## 2015 ESP Professional Development Opportunities

*Patricia Dawson, National President Elect and Professional Development Committee Chair*

Facilitating professional development for the Extension professional is one of the main purposes of our association. Your ESP Professional Development Committee is here to support your professional development needs as both an individual ESP member and as a chapter.

The Professional Development Committee is particularly involved in the solicitation, evaluation and recommendation of Poster Sessions and Concurrent Sessions for the National ESP Conference. The 2015 National Conference will be held October 4-7 in Coeur d'Alene, Idaho. The Conference theme is "Unlocking the Treasures of Your Future." We invite you to respond to the call for Concurrent Session and Poster Session proposals which is posted on our ESP website. All submissions are due March 15, 2015, and must be submitted via the ESP website, [www.espnational.org](http://www.espnational.org). One conference registration fee reimbursement (early-bird rate) will be given to the lead presenter of a Concurrent Session if that

presenter is a current ESP member and fulfills all requirements to receive a stipend. The top 10 poster sessions will receive a \$100 stipend.

Additional professional development opportunities include the JCEP Leadership Conference, February 11-12 in Las Vegas and the PILD Conference, April 12-15 in Crystal City, VA. The Professional Development Committee is also working to promote Professional Development Webinars and online resources to serve membership.

Current Professional Development Committee Members include: Beth Raney, PA; Beth Claypoole, NY; Renee Myers, AR; Zona Medley, GA; Marie Blythe, KS; Roberta Sigler, OH; Vicki Hayman, WY; Kathleen Riggs, UT; Carrie Stark, Annual Conference Representative, ID; and Patricia Dawson, OR. Feel free to share professional development ideas with any of these members.

*Patricia Dawson can be reached by email at [patricia.dawson@oregonstate.edu](mailto:patricia.dawson@oregonstate.edu).*

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the opportunity for growth as a professional and more importantly, the opportunity to develop new skills and wonderful friendships by working with colleagues from across the nation. I encourage each of you to consider serving ESP National in a committee leadership position or on the national board – you will gain far more than you give.

### **Service on one of seven national committees including:**

- Global Relations
- Membership Recruitment and Retention
- Marketing
- Professional Development
- Public Issues
- Resource Development and Management
- Scholarships, Grants & Recognition

To learn more about each of these committees and their duties, go to the ESP website and visit the ESP National Handbook under the "Handbook" tab. Most committees meet four to six times per year via conference call. A face-to-face meeting is held during the national meeting with a small stipend provided for those able to participate in the national meeting. To apply for a committee please click on the Committee

Application under the "Applications/Report" tab and complete the respective online form. Your chapter president will also need to complete an online support form on your behalf.

**Service on the ESP National Board** – we are looking for a few good Extension Professionals to apply for the following positions to be elected in 2015:

- Regional Vice President – West Region & Northeast Region
- National 2<sup>nd</sup> Vice President - Northeast Region

The best way to learn more about work as a board member is to explore the ESP website or talk with one of us. Our contact info is on the website under the "Contact Us" tab. Details on how to apply are available on the website as well under the "Forms" tab.

We need a few good Extension Professionals – consider this opportunity to serve, make a contribution to the profession, and to develop yourself. Applications are due no later than April 1st...no fooling!!

Please feel free to contact me at [cochran.99@osu.edu](mailto:cochran.99@osu.edu) if you have any questions.

## 2014 ESP National Conference a Huge Success

Patricia Dawson and Marie Blythe, Professional Development Committee

Hats off to Alpha Lambda Chapter, Indiana, for their leadership in organizing and hosting the 2014 ESP National Conference. Without a doubt, the conference proved successful in providing a multitude of professional development opportunities as well as time for association business, networking and social interaction. Evaluation results for this year's conference noted the following:

**When asked to indicate how well the 2014 ESP National Conference met the following conference goals, participants responded favorably:**

#	Question	Very Well	Fairly Well	Average	Not Too Well	Not At All Well	Total Responses	Mean
1	Provided professional development	64	26	2	1	0	93	1.35
2	Provided opportunities to make scholarly presentations on research and program accomplishments.	62	27	4	0	0	93	1.38
3	Recognized regional and national award recipients	75	16	2	0	0	93	1.22
4	Provided for face-to-face national committee meetings	68	15	5	0	1	89	1.33
5	Raised funds for ESP National Development Fund	72	12	7	0	0	91	1.29

**When asked if participants planned to implement any professional practices or ideas learned about through the conference:**

**96% of participants responded with a resounding YES**

Conference participants shared numerous examples of practices or ideas gained through participation in the ESP National Conference that they plan to implement in their programming ranging from adaptation of new curriculum models or evaluation tools to potential program speakers for upcoming events.

We encourage you to save the dates for the 2015 National Conference scheduled for October 4-7, 2015 in Coeur d'Alene, Idaho. You can be assured that the event will provide excellent professional development opportunities as well as numerous ways to connect with peers from across the nation.

A special thank you is extended to Marie Blythe, KS, and fellow members of the National ESP Professional Development Committee for their work in designing and conducting the conference evaluation.



## Resource Development & Management Committee Gears Up for 2015

Nate Arnett, Resource Development & Management (RDM) Committee and Ohio Chapter Member

Your Resource Development and Management (RDM) Committee had a productive 2014 and are looking forward to exciting things in 2015. A few highlights from our committee in 2014:

- Welcomed several new committee members including Lyle Hansen (Idaho; West Region), Mark Stillwell (Missouri; North Central), and Sandy Corridon (Maryland; Northeast).
- Great fundraising efforts with your support during the 2014 National Conference.
  - \$4,101 was raised through the auction
  - An additional \$3,400 was raised on behalf of President Jeff Myers through donations for the ESP Key that was presented to outgoing president Jeff Myers
  - Individual contributions to the Development Fund totaled \$5,142
  - **Total contributions from 2014 National Conference to the Development Fund = \$12,643!**
- Grew total Development Fund assets to just over \$500,000.

The RDM Committee met in Indianapolis and again in December to work on plans for 2015. Looking ahead for the RDM Committee...

- Expanded annual fund campaign
- Professional development – to show we don't always come with pledge cards in hand, our team is planning several webinars in 2015 in the area of fundraising/development to help expand your chapter's capacity to fundraise. Drawing from expertise of development officers at our universities, we will provide trainings to hone your skills. Keep your eyes out for future information in the newsletter.

...and now for the plug to give to the ESP Development Fund. Did your holiday spending go under budget, has your state ESP chapter seen a surplus in funds??? ESP makes it easy for you to support the Development Fund. Check out how by going to the ESP Website and selecting the "Development Fund" tab from the left hand column menu.

Nate Arnett can be reached by email at [arnett.67@osu.edu](mailto:arnett.67@osu.edu).

## Spotlight on ESP Professional Development Grants

Kendra Wells, Scholarships, Grants & Recognition Committee Member and Life Member

Epsilon Sigma Phi annually awards Professional Development Grants up to \$1,000. The grants are awarded to interdisciplinary teams to plan and conduct a project with an appeal to a broad audience of Extension professionals. The deadline for submission of the ESP Professional Development Grant applications for review by the ESP Scholarships, Grants, and Recognition (SGR) Committee is December 1. Depending on the availability of funds, the application process may be re-opened for March 1 or May 1. In 2014 projects were implemented by ESP Chapters in Florida, New Jersey, and Missouri.

Stephanie Toelle, University of Florida, shared details of Alpha Delta's project, "Empowering Yourself and Others Through Energetic Leadership" presented by national ESP president, Jeff

Myers. The program was a part of the Extension Professionals of Florida (EPAF) annual conference in August, 2014. Alpha Delta chapter applied for the ESP Professional Development grant to support a strong element of professionalism, with an emphasis on life balance, as a part of their annual meeting. The ESP Professional Development grant paid for the speaker's conference expenses. The three-hour seminar examined aspects of personal and professional leadership, energy, life balance and satisfaction and included three tools for this self-examination: the life wheel, consisting of 8 segments of our lives; an 8-prong leadership wheel; and an energy chart, focused on the thoughts, beliefs, emotions and behaviors of ourselves, stakeholders, and others. By the end of the seminar the 28

participants had used the tools to begin setting a foundation for: 1) life balance; 2) better communication to utilize energy effectively in leadership; and 3) the skills to extend and facilitate further learning.

We'll highlight the intent and outcomes of other chapter Professional Development Grant projects in upcoming issues of the *ESP Connection* and we'll be looking for your chapter's application in the near future. You can find an application on the website by clicking on the "Forms" tab on the homepage. Look for copies of successful PD grant applications on the ESP website or contact a member of the Scholarships, Grants, and Recognition (SGR) Committee for more information.

Kendra Wells can be reached by email at [kendrawells@gmail.com](mailto:kendrawells@gmail.com).

## Marketing ESP

*Lora Lee Frazier Howard, Marketing Committee Member and Alpha Kappa/KY Chapter Member*

The Marketing Committee conducted a survey at the National Meeting in Indiana. We wanted to know what items members would purchase or like to see ESP utilize to market our association for new members.

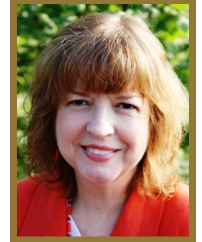
Members were given a variety of choices to choose from for membership recruitment:

- 84% brochures for new employee packet
- 64% email message with membership form attached
- 76% displays at state gatherings
- 33% displays at sister associations
- 53% freebies with ESP logo (pens, stickers, bookmarks)
- 56% articles for state newsletters
- 4% Facebook notices

What would you like for National ESP to offer to promote the association?

- 16% t-shirt with logo
- 42% polo shirt with logo
- 27% dress shirts with logo
- 33% pins with logo
- 29% notecards
- 18% key chains
- 29% luggage tags
- 49% flash drives

We also asked about effective marketing campaigns you had observed other associations using and received a variety of responses: discount conference fee for new members or first timers, 50 new members in 50 days, discount dues for first year, free membership drawing for new or potential members. Other suggestions were mouse pads, notebooks, calendars, vertical displays, YouTube, caps, car decals, magnets for car or refrigerator, chip clips, and wide brim hats for sun protection.



Your National Marketing Committee is working to provide you with material you need for marketing our ESP association in your state. Please let us know if you have any suggestions.

*Lora Lee Howard can be reached by email at [lhoward@email.uky.edu](mailto:lhoward@email.uky.edu).*



## Your 2015 Marketing Committee

*Jeff Myers, Past National President and Marketing Committee Chair*



I wanted to take a moment to introduce you to your 2015 ESP Marketing Committee. Our committee members include: Joanne

Cavis, GA; Mary Keith, FL; Lora Lee Frazier Howard, KY; Michelle Parrott, TN; Doug Jardine, KS; Sandra Wick, KS; Barbara Brody,

OR; Karol Dyson, MD, and myself. We are representing each of you and have the charge of marketing ESP which covers written marketing materials, to social media, to promotional items with our ESP logo; bottom line, it encompasses all that creates the public face of ESP. Please let any one of us know your thoughts/suggestions! We are currently planning a survey to chapters and

members about your interest in specific marketing items and possible Marketing Tool Kits. When you receive the surveys, please let us know your thoughts! If you want to engage in our committee in an unofficial capacity know that all are welcomed to participate!

*Jeff Myers can be reached by email at [jmyers15@umd.edu](mailto:jmyers15@umd.edu).*

## Now Receiving ESP Recognition Applications

Mike Knutz, Scholarships, Grants & Recognition Committee Member and Gamma/OR Chapter Member

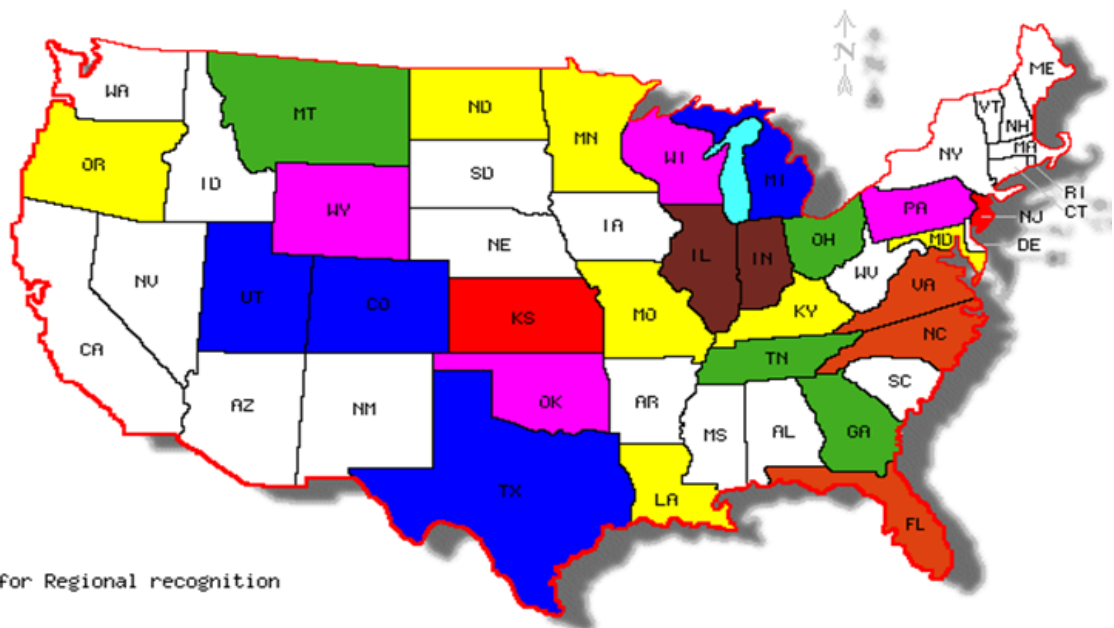
The work of Extension is impacting the lives of millions across the country and it's time for those people who play a key role in delivering programs to be recognized. It is apparent from the illustration below (*taken from a poster shared at the 2014 National ESP Conference*) that most ESP Chapters could greatly improve their efforts in recognizing their members. In 2013-14, there were 104 applications received for 40 awards in 10 recognition categories. Only four chapters nominated members for 70% of these awards; 24 chapters did not offer any nomination applications for recognition.

The Scholarships, Grants and Recognition Committee urges those who serve in chapter leadership to provide encouragement to your members by nominating worthy candidates for ESP recognition or asking them to apply. All ESP members can support

your colleagues by encouraging worthy members to complete recognition nominations. Please consider thinking of those ESP members and even Extension volunteers who have demonstrated outstanding efforts in Extension work and join the effort to recognize them for their service.

To learn more about the various ESP recognition categories, please check out: <http://www.espnational.org/images/documents/Membership/Benefits-Recognition-2014.pdf>. Check with your Chapter ESP President or Recognition Committee Chair for more detailed information on the submission process and chapter deadlines. Contact SGR Committee members for additional assistance.

Mike Knutz can be reached by email at [mike.knutz@oregonstate.edu](mailto:mike.knutz@oregonstate.edu).



**NOTES:**  
Number of Chapter applications for Regional recognition

# Life Member Corner



## What Are Life Members Doing in Retirement?

Patricia Powley, Life Member

Patricia Powley, an ESP Life Member since 2004, always wondered about retirees that said, "I don't know how I had time to go to work!" "They're retired, they should have lots of time," she thought. Well it wasn't long before Patricia learned that in retirement, one can get involved in many new things that use that "free" time.

Patricia has stayed involved with committee work with ESP as a life member and with NEAFCS. She attends the annual sessions of both organizations. It's one way to stay connected to two organizations that had been important to her before retirement. She particularly has always enjoyed her membership in ESP because of its broad focus and its variety of member expertise.

After retirement, she also joined the local garden club and became treasurer, became treasurer of a local

community organization, became hospitality chairperson for twelve hospitality teams at her church, planned a recent Blue Star Memorial Highway Marker dedication at a Pennsylvania turnpike service plaza and travels as much as possible. Each year, Patricia travels to a foreign county and was in England as this article was being written.

She also works as a receptionist with Lifeline from time to time in Pennsylvania and in Florida during winter months. Patricia now asks herself, "how did I ever have time to go to work?"

Each month this space will feature another Life Member telling what he/she is doing in retirement.

Patricia Powley can be reached by email at [plpowley@gmail.com](mailto:plpowley@gmail.com).

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Vegas. I hope to see many of you there! Remember, the Leadership Conference is open to all members; attendees do not have to hold an office in your chapter. The conference theme is "Leading through Trust" with David Horsager as the keynote speaker. He is a producer, professor, business strategist and national best-selling author of *The Trust Edge*. He also has a 4-H background. This year chapters will receive \$500 to help with participant's costs. Early Bird registration is January 16.

The train will stop in Washington, D.C. in April for you to participate in the JCEP Public Issues Leadership Development. Past attendees have stated that it was one of the best experiences of their professional lives.

Other sites along the ride this year you want to consider saying yes to include viewing the Elevator Speech videos on YouTube that were shared in Indianapolis, as well as the videos of the keynote speakers at the National Conference in October. If you or other members in your chapter were not able to attend the 2014 meeting, it would be worth your time to watch them. Perhaps your chapter membership could incorporate them into one of your meetings?

The Plans of Work for the National Committees have been finalized. Several of the committees have planned webinars that you will want to consider. The Membership Recruitment and Retention Committee will host "Tools to Increase ESP Membership in Your

Chapter" on January 13. Be on the lookout for other webinars throughout the year.

Of course it is not too early to put the 2015 National Conference stop on your calendar. October 4-7 in Coeur d' Alene, Idaho. The conference planning committee is hard at work putting together another great professional development event. The Request for Proposals is on the website and are due March 15. Please consider submitting a proposal for a concurrent session or poster.

I look forward to our continued journey this year and welcome you to join us on our ride! Encourage others to join us on the ride!

Ann Berry can be reached by email at [aaberry@utk.edu](mailto:aaberry@utk.edu).

Plan now to attend the  
2015 ESP National Conference  
in spectacular  
Coeur d'Alene, Idaho,  
October 4-7, 2015.

Check the ESP website for more  
information as it becomes available!



## MARK THESE DATES ON YOUR CALENDAR!

### JANUARY

- Register for 2015 JCEP Leadership Conference (Early Bird ends January 16)
- Register for 2015 PILD Conference
- Collect and Submit 2015 Membership Dues
- January 31, Deadline for Electronic Submission of Chapter Reports for JCEP Leadership Conference

### FEBRUARY

- February 1, Postmark Deadline for Payment of 2015 ESP Membership dues to determine Voting Delegates at National Council Meeting and eligibility for Recognition Programs and Scholarships
- February 9-10, JCEP Winter Board Meeting
- February 11-12, JCEP Leadership Conference, The Tropicana, Las Vegas, NV
- February 25, Deadline for *ESP Connection* articles to the National Office

### MARCH

- February / March Issue of the *ESP Connection* distributed
- March 1, Deadline for Electronic Submission of Recognition Nominations including the online National Recognition Submission Form
- March 1, Deadline for Electronic Submissions of Scholarship Applications (Angus Professional Development Scholarship and Professional Development Grants)
- March 1, Deadline for Electronic Submission of Friends of Extension Nominations
- March 20, Last day for PILD Early Bird Registration