

espconnection

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The Newsletter of Epsilon Sigma Phi

January/February 2014

Are You Up for the Challenge?

Jeff Myers, National ESP President

While there are a few of you who have been spared, I can safely say this has been a winter to 'test' most of us with cold temperatures that we have not faced for a long time. And the question always comes up, 'are you up for the challenge?' Maybe you see where I am going with this thought.....being up for the challenge is rooted in what one had done to prepare in advance. For each of us as Extension professionals and Epsilon Sigma Phi members being prepared in part means engaging in professional development. We have many exceptional opportunities unfolding in 2014 that can be part of your professional development plan.

Just around the corner is the JCEP Leadership Conference in Memphis. I am looking forward to meeting some of you there! The conference, titled 'Empowering Leaders for the Next Century,' will be the first to include concurrent sessions by participants selected through an RFP process. JCEP's goal is to build a conference that includes, yet goes beyond, Association leadership development to create greater value for all JCEP members. And then in less than two months, many of us will convene in Washington, DC for the JCEP 2014 Public Issues Leadership Workshop (PILD). This will be a particularly exciting year for PILD coinciding with the Extension's Centennial Celebration of the Smith-Lever Act.

If you have not already made plans to attend PILD, please give consideration to join us for this extraordinary year!



It's not too early to plan on joining us in Indianapolis beginning October 6 for our national conference, "Extension Professionals: Racing into the Future." Our Purdue members are diligently working to host an outstanding national conference not to be missed. The RFP for concurrent sessions is available on the website and they are due March 15th.

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PILD & McKinney Scholarship Winners Announced

Graham Cochran, SGR Committee Chair

ESP, through the Development Fund, funds over \$16,000 a year in scholarships and stipends to provide opportunities for professional development for our members. We are proud to announce the following PILD and McKinney scholarship winners for 2014, which are a part of our annual scholarships:

PILD Scholarship Recipients - \$600 each

Kate Shumaker – Ohio
Kevin Tatum – Georgia
Jennifer Wilson – Kansas
Mark Platten-Colorado
Lynda Zimmerman-Missouri

McKinney Scholarship Recipient - \$500

Barbara Dunn Swanson

Check Out These Elevator Speech Contest Winners!

Luke Erickson, National Public Issues Committee Chair

The Public Issues Committee promoted an elevator speech contest at Galaxy. The purpose of the elevator speech was to briefly and accurately describe Extension to someone who is not familiar with Extension. Following are the winners of the contest, and each will receive a \$25 gift card from the ESP National Board for their efforts. Congratulations to the winners!

Extension is the part of our University that fulfills the mission of land grant universities to bring the research and knowledge to the people and communities of Missouri. You may be familiar with our youth program – 4-H. We also work with farmers, help community governments teach nutrition to school children and provide resources for people who need information on just about anything. We have an Extension office in almost every county. Where do you live?

Meridith Berry
University of Missouri Extension

What is Extension? We provide not only research-based information from your land grant university, but help you to develop skills to use that research. We are here for you!

Sandra Wick
Kansas State University Extension

You have never heard of Purdue Extension? We are representatives of Purdue University housed in the county to provide informal education to the people of the county. We use science-based information to inform and assist people with the questions that they may have in everyday life. We offer program and educational assistance in agriculture, horticulture, family resource management, parenting and youth development, just to name a few. You may have heard of the 4-H program? 4-H is a very successful youth engaging program that we offer in this county. In short we live in the county, to know the county, and to use the educational resource of the land grant universities to make life better for the people of our county and state. Please call or stop by our office and learn more of what Purdue Extension can do for you. Here is my card.

Phil Sutton
Purdue Extension,
St. Joseph County

Dr. Daryl Buchholz, Ruby Award winner at this year's annual meeting, shared a great example of an elevator speech as part of his Ruby Lecture:

Extension provides practical education you can trust – to help people, businesses, and communities solve problems, develop skills, and build a better future. Our focus in Kansas is on solving grand challenges in our state around water, health, feeding the world, vitalizing our communities, and growing tomorrow's leaders. We are Kansas State University in your local community. We have numerous opportunities for you to get involved in making serious progress on each of these grand challenges. Will you join us?

Dr. Daryl Buchholz, Kansas State
University Extension

These are terrific examples of elevator speeches, and should give us all some ideas in preparing our own elevator speeches for briefly and effectively describing Extension to local leaders and clientele.

Luke Erickson can be reached by email at Erickson@uidaho.edu.



Visit the ESP website at
www.espnational.org

(Are You Up Continued from page 1)

I will put another shout out for membership recruitment. Chapters submitted their rosters to the National Office by February 1st. This does not mean that membership recruitment ends on that date! When you think about the value that ESP has brought to you professionally, use that energy as your incentive to invite new colleagues to ESP (or returning members to the fold). Our strength is magnified by each new member and the expertise they bring to the organization.

Your National Board also wants you to know that while we are a year away from our new strategic plan, we are going to begin our efforts at our Mid-Year Board meeting in March. We have engaged Mary Ellen Waltemire, retired Regional Director, University of Maryland Extension, to facilitate this process. We are excited to have the results from the Marketing Committee's Professional Development Survey to help provide background as we approach this process. We will also be intentionally gleaning input from your ESP representatives at the JCEP Leadership Conference. If you have any input you would like to provide on the future of ESP, please touch base with any one of us on the National Board.

We have had several webinars produced recently by two of our committees. The first is 'Scholarships, Grants and Recognition Made Easy' developed by our SGR Committee. Second was 'ESP Chapters Tracking Members and Paying Dues Demystified' presented by the Membership, Recruitment and Retention Committee. Both webinars had excellent

attendance! If you missed either one, you can find them on the National ESP website.

Lastly is a reminder to Chapters about the 2014 President's Theme Award. This year's President's Theme is 'Growing the Extension Professional – the next 100 years' and is at the heart of the award. We hope you are being creative and recording your Chapter activities to put your Chapter 'in the running' for this award.

Here are the basic criteria:

- This is a Chapter Award,
- The theme, 'Growing the Extension Professional – the next 100 years' – that may mean a creative Chapter professional development venture, a Chapter marketing campaign, a unique membership drive,
- It will take place between now and September 1, 2014 – we welcome entries that are new for your Chapter or recurring,
- You will create a two-minute video and a one-page summary that can be loaded on ESP's YouTube site, and
- The winning Chapter will be recognized at our National Conference in Indianapolis. The Chapter will receive a \$500 cash award.

We hope each Chapter will join us in this opportunity to showcase the great work being done in your local Chapters!

Jeff Myers can be reached by email at jmyers15@umd.edu.

Showcase Our Logo With Pride!

Patricia Dawson, ESP National 2nd Vice President

Promoting our ESP Association can be done in a variety of ways. In addition to bookmarks, note cards, luggage tags, pens and more you can now "wear" our logo. ESP members can order polo shirts and windbreakers with the ESP logo! These new items were premiered at the ESP Galaxy IV exhibit and were well received. The polo shirts come in two different styles and fabrics. The shirts are available in green, white or tan in both women and men's sizes. The pique mesh knit polo is \$28 and the micro pique knit shirt is \$32. The windbreaker is lightweight and available in green for \$38. If you need an extra-large for any of the clothing items, please add \$2 for each "X".

Your shirt or jacket may be ordered by contacting our ESP National Office at espoffice@espnational.org. The order form for general supplies with the ESP logo such as notecards or logo pins is available on the website... click on the "Resource" tab and scroll to supplies for the PDF order form.



National Leadership Opportunities Available for You

Patricia Dawson, ESP National 2nd Vice President

Stepping up to serve as a National ESP committee member has been one of the best decisions of my professional career. It has provided me 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 would encourage each of you to step up to the plate and apply to serve in an ESP national committee leadership position – rest assured, you will gain far more than you give. The seven national committees include:

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

To learn more about each of these committees and their duties, go to the ESP website and click on the “Resources” tab. Then click on the first item in the dropdown box – “Handbook” and scroll to the respective committee. 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. If you are currently serving in a committee role, don’t forget to complete the re-appointment online form in order to continue with the committee.

Most committees meet four to six times per year via conference call. A face-to-face meeting is held during the national meeting; however, we realize that not all committee members will be able to travel due to budget constraints. Those able to participate in the national meeting receive a small stipend (\$200) towards the cost of attending the sessions. Our goal is to have Life Members and every region represented on each of our committees. The committees are limited in size, thus don’t delay... sign up today. Applications are due no later than April 1st...no fooling!!

Please feel free to contact me at patricia.dawson@oregonstate.edu if you have any questions.

“Revolutionary” Chapters Support the ESP Endowment Fund

Doug Harlan, Resource Development & Management Committee Member and Alpha Nu Chapter/IL Member

At our November 2012 Annual meeting, Illinois’ Alpha Nu Chapter found itself in an enviable position - the Chapter had accumulated a sizable amount of excess funds. During the Chapter’s business meeting, the Chapter membership began a serious discussion of what to do with those funds. After working our way through options such as providing additional scholarships, hosting a statewide professional development opportunity and supplementing member costs to attend national conferences, we still found ourselves with funds to distribute.

I then made a recommendation to donate a portion of the funds to the National ESP Endowment Fund. What a revolutionary idea!! Several chapter members offered testimonials regarding financial support for professional development received through National ESP. New chapter members began asking questions

such as “how can I apply for funding for professional development.” It seemed that the revolution was catching hold.

I am happy to report that the revolutionary fires still burn within the Alpha Nu Chapter. In fact, the chapter will be voting at our spring meeting in March to make a “Revolutionary” donation to the National Endowment Fund.

The Alpha Nu Chapter now wonders what other “Revolutionist” chapters exist in ESP. Will your chapter become a member of the revolution and support the National Endowment Fund?

Doug Harlan can be reached by email at dharlan@illinois.edu.



Share Your GREAT Programs at the National ESP Meeting

Travis West, Professional Development Committee and Alpha Eta Chapter Member



Winter weather has many of us making decisions about cancelling or rescheduling programs because we care about people and their

well-being. I think it is safe to say if we didn't care about people we wouldn't be Extension employees! The last thing on your list right now might be showcasing your great programs through a poster or concurrent session at the National ESP Conference in Indianapolis, but the March 15 deadline to submit a proposal is quickly approaching. So, let's take some of that unexpected down time from a cancelled or rescheduled program and submit one of your many great programs for presentation on October 6-9, 2014 while we celebrate "Extension Professionals: Racing into the Future".

Why consider presenting at an ESP National Meeting?

- Top 10 posters at the National meeting receive a \$100 stipend
- Concurrent sessions presenters are eligible for one \$200 stipend for presenting
- Programs are exposed to colleagues from all program areas
- Presentations and posters go through a rigorous review process
- Strengthens your promotion and tenure documents
- It's great to share our programs with others nationwide.

Now where do I start?

- Look at your reports and select a program/ event that you think is a "point of pride" for your programming efforts
- Go to <http://espnational.org>

- Look in the right hand column under "Upcoming Deadlines" for the link to the RFP site
- View the themes and starting filling in the fields of information
- Most of the information you need is probably already reflected in your reports

The process is easy and we are all doing GREAT programs that need to be highlighted for others to see. Also, don't think you have nothing to contribute, because we all have those "nuggets of gold" in our programming endeavors. I look forward to your submissions and joining you in October as "Extension Professionals: Racing into the Future."

Travis West can be reached by email at west.222@osu.edu.

ESP Alpha Xi Chapter Reports on Mini-Grant

Dr. Barbara O'Neill, Alpha Xi Chapter Treasurer and T⁵ Conference Co-Chair

The Alpha Xi Chapter of Epsilon Sigma Phi received a \$1,000 mini-grant from National ESP to conduct a full day conference called *T⁵: Teaching Technology Tools and Tips Together*. A modest registration fee was also charged with a reduced fee for ESP chapter members. Part of this money was used to purchase flash drives, branded with the ESP logo, for each participant. The purpose of the T⁵ conference was to build the knowledge and skills of Rutgers Cooperative Extension (RCE) faculty and staff to use technological tools including distance education platforms, educational videos, and social media.

A total of 61 persons attended the conference representing all facets of RCE (e.g., support staff, county faculty, and state specialists) as well as a few faculty members of the Rutgers School of Environmental and Biological Sciences (SEBS) who

are not employed by Cooperative Extension. The program included a keynote speaker, workshops conducted by RCE faculty (selected following an RFP and peer review process) and roundtable discussions facilitated by staff of the SEBS Office of Communications.

All of the conference presentations are archived at <https://sites.google.com/site/espalphaxi/home/news-and-announcements/upcoming-events>. Thus, the information presented at the T⁵ conference has a longer shelf life beyond the day of the event. The T⁵ conference format was also replicated at the Extension preconference to the 2013 Association for Financial Counseling and Planning Education (AFCPE) meeting.

(Alpha Xi Mini Grant Continued on page 6)

Looking for Quick Cash with Interest?

Karma Metzgar, Membership Recruitment & Retention Committee Member

Looking for quick cash with interest? Epsilon Sigma Phi has a deal for you. Did you know that for your annual \$40 dues investment, you can turn it into up to \$200* in quick cash annually!

Any deal always has some footnotes in the fine print. Here is the deal. That quick cash is your “interest” in serving on a national committee (and attending the national meeting). What you have to do is apply by April 1 to serve on one of the national committees and attend the national committee meeting at the national conference. You’ll find the application on the <http://esnational.org> website under the **Applications/Reports tab**.

Committees include:

- Global Relations
- Marketing
- Membership Recruiting and Retention
- Professional Development
- Public Issues
- Resource Development and Management
- Scholarship, Grants and Recognition

Other ways to get a return on your investment:

- Voting delegate--\$200
- Concurrent Poster at ESP--\$100
- Concurrent Session/Workshop at ESP--\$200
- JCEP--\$300 per chapter
- Plus several scholarship opportunities (\$500-\$600)

What it takes is your “interest” in applying for these opportunities, and the return on investment is the

reward one gains from networking with other ESP members, experiences from serving on committees and in other leadership capacities. Serving on a national committee is great experience—and one to start on early in your Extension career. I did some quick calculations on my return on investment (interest) the past several years.

Dues Paid	Returned	From
\$40	\$300	JCEP
\$40	\$200	Voting delegate
\$40	\$200	Concurrent workshop
\$40	\$200	Committee Member
\$40	\$200	Committee Member
\$40	\$200	Committee Member
\$40	\$500	Administrators Scholarship
\$280	\$1800	542% return on investment

So, it was quick cash for my interest! Why don't you start your investment now by applying for one of the national committees and watch your “interest” grow!

Do you know of someone retiring from Extension? Honor them with a life membership to ESP. Life membership dues are \$200. Life members also can get a return on investment for serving at the national level as mentioned above. In addition, there are a limited number of reduced registration fees for the national ESP conference.

Karma Metzgar can be reached by email at metzgark@missouri.edu.

(Alpha Xi Mini Grant Continued from page 5)

Participants at that conference were provided access to the Rutgers ESP T⁵ materials and vice versa. Of the 61 persons who attended, 22 responded to an online evaluation survey, a 36% response rate. Incentives (gift cards) were used to encourage participation. Over half of the respondents rated the conference “very valuable” and “extremely valuable” and a third rated it

“valuable.” Four in ten respondents (41%) said they learned a lot and 54% reported some knowledge gain. Over half (55%) of respondents gave the conference an overall rating of “very good” and 13% rated it “excellent.” The weakest part of the conference, according to both evaluation scores and comments, were the roundtable discussions facilitated by the Office of Communications. In hindsight, they needed to have more structure.

Many respondents gave specific examples of how they planned to use information from the T⁵ conference. Some examples include hosting a webinar, using smartphone apps, trying Dropbox, and launching a Twitter page. A follow-up evaluation to assess behavior change will be conducted in early February.

Barbara O'Neill can be reached by email at oneill@aesop.rutgers.edu.

Life Member Corner



This and That

Robert Ohlensehlen, National Executive Director

Just a reminder that Life Members can access any of the *ESP Connection* newsletters online at espnational.org. If you have internet capability and would be willing to receive notifications that the newsletter is online it would save us about \$4.00 per Life Member per year and reduce paper waste. If you're willing to receive your newsletter in this format all you need to do is to send us your email address at esppoffice@espnational.org and we will add you to our notification list. Thank you!

If you have something of interest to share with your fellow Life Members you can send it to the National ESP Office and we will be happy to use it in the Life Member Corner of the *ESP Connection*. We have received some interesting letters from Life Members over the years and are happy to share them with others.

Often times we receive word of the passing of our former members from Life Members who have kept in contact with their former colleagues. This is very helpful as we try diligently to see that all of our members who have passed away are included in our annual Memorial Service that we hold at national conference each year.

Keep in mind that as a Life Member you have all the rights and privileges of an annual member. We have several Life Members who continue to serve on national committees. We strive to have at least one Life Member on each one of the national committees to provide a perspective that can only come from one who is retired.

Most Life Members are probably not interested in recognition and awards, but we do have scholarships for professional development and for opportunities to attend national conference. It's always good to see our Life Members at annual conference to be able to share in the experiences they had while they were working and the experiences that they have gained after leaving Extension. Many retirees have done a lot of travel after they retired, but there are also a lot of retirees who have gone on to new careers in their retirement.

Remember if you have anything to share please feel free to contact us at the National ESP Office at (208) 736-4495 or ESP National Office, 450 Falls Avenue, Suite 106, Twin Falls, ID 83301 or email us at esppoffice@espnational.org.

Important dates for Your Calendar!

FEBRUARY

- January/February Issue of *ESP Connection* distributed
- February 1, Postmark Deadline for Payment of 2014 ESP Membership dues to determine voting delegates at National Council Meeting and eligibility for Recognition Programs and Scholarships
- February 9-11, JCEP Winter Board Meeting
- February 11-13, JCEP Leadership Conference, Sheraton Memphis Downtown, Memphis, TN

MARCH

- 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)
- March 1, Deadline for Electronic Submission of Friends of Extension Nominations
- March 18-20, Mid Year Board Meeting—Baltimore, MD
- March 25, Deadline for *ESP Connection* articles to the National Office

APRIL

- March/April Issue of *ESP Connection* distributed
- April 1, Deadline for Electronic Submissions of Nominations for National Committees
- April 1, Deadline for applications for Regional Vice Presidents (Southern Region and North Central Region) and 2nd National Vice President.
- April 6-9, PILD Conference, Westin, Alexandria, VA

**EPSILON SIGMA PHI NATIONAL OFFICE
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Don't miss the 2014 ESP National Conference in Indianapolis, Indiana!



**ESP National Conference
October 6-9
Indianapolis, Indiana**

espnational.org
The Official Website of Epsilon Sigma Phi

