

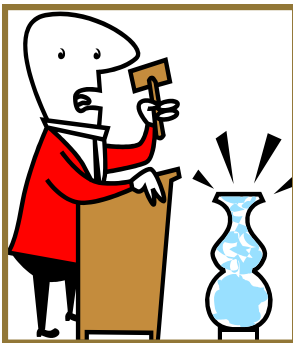
# espconnection

Number CXVI

The Newsletter of Epsilon Sigma Phi

July/August 2012

## Development Fund Auction Set for October 8th at 2012 ESP National Conference



The ESP Development Fund Auction is scheduled for Monday, October 8th. The auction serves as a major fund raiser for the ESP Development Fund annually with the proceeds being used to help fund scholarships and to grow the Development Fund. The Development Fund revenues are used to provide professional development opportunities for ESP members. In the last ten years, the

Development Fund has provided over \$345,000 in scholarships and grants to ESP members from all over the country.

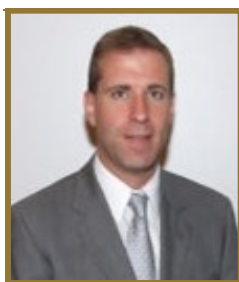
More details on the auction are on the conference registration pages at [www.espnational.org](http://www.espnational.org). All donations and purchases are tax-deductible contributions. Items suggested are – something unique that represents your culture, community, hobby or special interest and should be valued at \$30 or more. Chapters are encouraged to donate higher-quality, higher-valued items. A consignment form link is available through



(Auction Continued on page 2)

## The Morrill Act: An Inspired Act that has Benefitted All of Us

Justen Smith, National ESP President



For this edition of the *ESP Connection* I would like to highlight a significant event in the history of Extension. As you all know this is the 150th year of the signing of the Morrill Act ushering in the land-grant university system in the United States. What an inspired act that has helped millions of Americans over the past century and a half obtain world class education that otherwise they could not have afforded. I am a product of a land-grant

institution and cannot express enough the appreciation I have for being able to receive an affordable education that has opened many doors of opportunity. This past March I was able to attend the University of Kentucky's ESP annual conference in Bardstown. What a great chapter Kentucky has! Thank you Chuck Stamper and Alpha Kappa Chapter for being great hosts. Not far from Bardstown was the birthplace and childhood farm of Abraham Lincoln, the President that signed the Morrill Act into law. What a wonderful experience to be able to walk where President Lincoln once walked and it made me gain an even greater appreciation of how inspired and important the Morrill Act is. Of course because of the Morrill Act, years later the Smith-Lever Act was signed

(Morrill Continued on page 3)

### Inside this issue:

ESP's Recruitment & Retention Committee Issues a Special Invitation	2
It's Time to Put the FUN Back in Fundraising!	2
The Value of ESP to UME	3
What's Happening in Texas	4
Join the Challenge to Give	4
Best Practices in Marketing ESP	4
Georgia Tackles Obesity with UGA Initiative	5
Are You Taking Advantage of Your Membership?	5
Costa Rica Pura Vida International Study Tour	5
Why Do We Have a Development Fund?	6
Life Member Corner	7
Important Dates Ahead!	8

## ESP's Membership Recruitment & Retention Committee Issues a Special Invitation

Stacey Warner, Membership Recruitment & Retention Committee Member, Alpha Rho Chapter of Kansas

If you have never attended the National Epsilon Sigma Phi conference, the Membership Recruitment and Retention Committee would like to issue a special invitation to you to attend. You and other first-timers along with life members will be special guests at a welcome event that will be Sunday evening, October 7 from 5:30 to 7:00 pm at Battleship Memorial Park in Mobile, Alabama. Life members will also be invited.

Why should an ESP member attend the national conference?

I surveyed my Extension colleagues in Kansas as to why they attend this event. Here are their responses:

*"The National ESP Conference provides the unique opportunities that are experienced at a Galaxy Conference and it happens EVERY YEAR!"*

*"The content of this conference is built around the core competencies that apply to all Extension professionals."*

*"Attending this conference allows me to develop professionally in areas outside my subject matter expertise. I remember one workshop in particular - "Civility in the Workplace." This session would never have happened at my other professional meeting."*

*"As a member of NAE4-HA I regularly attend that conference. I decided to go to the National ESP Conference when it was within driving distance. I was glad I did. I was able to connect with a different group of Extension professionals and learn from them. This is a smaller conference which makes for a different atmosphere. As a result of attending I became more involved in my local chapter."*

*"This conference provided sessions on leadership and professionalism. I enjoyed meeting with agents from other states as I gained ideas for new and improved programming."*

*"This conference provides networking across all Extension disciplines. It is a smaller group of people so allows more one-on-one interaction with colleagues from all across the country."*

*"I appreciate the 'cross-pollination' that happens when professionals from all disciplines from all across the country gather together."*

If you haven't attended an ESP conference before, or if it's been awhile, this is the year to participate!

Stacey M. Warner can be reached by email at [swarner@ksu.edu](mailto:swarner@ksu.edu).



(Auction Continued from page 1)

the website. All you need to do is print and complete the form to provide required information.

Drop off auction items near the Registration Table on Saturday, Sunday or Monday before noon. If you want to ship a non-perishable item in advance, ship to arrive between September 24 and October 5 to:

ESP Auction/Jim Todd  
Mobile County Extension Office  
Jon Archer Ag Center  
1070 Schillinger Road North  
Mobile, AL 36608

Jim Todd can be reached with shipping questions at [toddjim@auburn.edu](mailto:toddjim@auburn.edu) or his Office phone at 251-574-8445.

## It's Time to Put the FUN Back in Fundraising!

Peggy Compton and Cara Carper, RDM Committee Members and Alpha Sigma Chapter Members

**Be sure to attend Concurrent Session II (CS-12) at 10:30 on Tuesday, October 9 at the ESP National Conference.**

Whether your ESP Chapter is trying to generate a few thousand dollars or a few hundred thousand dollars, this session will energize and inspire you. We will cover 1) purposes for fundraising, 2) common (and not so common) ways to increase contributions to your chapter, 3) creative ways to encourage and recognize donors, and 4) ways to tap into retirees and life members. Learn examples of fundraising activities that can be used at your local conferences and events, or to beef up your endowment fund. Each chapter will leave the session with something to jump start their fundraising efforts, so please join us and encourage others to join in the FUN!



## The Value of ESP to UME

Nick T. Place, Marketing Committee, Tau Chapter Member

I appreciate this opportunity to share thoughts about the value of Epsilon Sigma Phi (ESP). I have been involved with ESP for many years as a County Educator/Director, Assistant Regional Director, State Specialist and now as an Associate Dean and Associate Director. Personally, I have found ESP to be highly valuable to my professional and personal development. Through ESP I have been able to learn about organizational change, sound leadership, effective communication, global connectedness and emerging issues facing Extension. In addition, ESP has provided excellent opportunities for connecting with Extension professionals from across our land-grant system.

In my current role as Associate Dean and Associate Director of University of Maryland Extension (UME), I have

observed strong organizational value from ESP. In Maryland, we have had very strong involvement with ESP over many years, and this is evidenced in a very high level of commitment at both the state and national levels. We have had numerous UME professionals who have taken on significant leadership responsibilities for ESP, and this has served to increase the leadership capacity of those who have served in these roles. In addition, this engagement by UME professionals has led to increased visibility of University of Maryland Extension at the national level. ESP has provided an excellent venue for our UME professionals to present papers, posters and workshops where they have been able to share their scholarly work which helps build a strong reputation for greater success with promotion and tenure within our University of Maryland system.

One of the things I've most appreciated about ESP is the organization's strong emphasis on Extension's interdisciplinary work. Much of our work today in Extension requires effective interconnectedness across all disciplines and types of clientele we serve. Such approaches must be at the forefront of how we approach our Extension work along with the development of our next generation of Extension leaders; both are highly critical for ensuring that Extension has a strong and sustainable future. Epsilon Sigma Phi has epitomized these foundational approaches of Extension throughout its existence, and this is why I am such a strong supporter of ESP.



*(Morrill Continued from page 1)*

into law again ushering in the era of the Extension system. All of us in ESP have been blessed to be involved in this great system. Extension has helped the citizens of this nation through World War I, the Great Depression, World War II, and most recently the great recession. Extension is as important today as it was in the beginning. We have evolved to meet the ever changing needs of our clientele. ESP is committed to provide professional development opportunities to help all of you as professionals in meeting the demands of an ever changing clientele and ever changing Extension system.

The most moving speech I have ever heard on the Morrill Act was from Dr. Waded Cruzado, President of Montana State University, during the National Extension Directors Conference in Florida this past March. She stressed the need for land-grant universities to go back to their roots and provide high-quality, low-cost, higher education to the citizens of the United States. Many land-grant institutions have raised their admission requirements so high that students (those students the land-grant system was created for)

are being excluded. ESP's Regional Vice President, Kathy Tweeten, was able to record Dr. Cruzado's speech during a recent conference in North Dakota. This speech, along with speeches from Dr. Doug Steele and Tom Isern, are available for all of you to watch at: <http://www.ndsu.edu/landgrantsummit/videos/>



Thank you, Kathy, for making these inspiring speeches available to all of us. Hearing these speeches helps me remember why I became involved in Extension in the first place. I felt so rejuvenated in hearing the importance of the land-grant system and Extension. I hope all of you feel inspired and rejuvenated as well. I wish you all a wonderful and safe summer and I'll see you in Mobile in October.

## What's Happening in Texas

Lindy Tefteller, Public Issues Committee Member,  
Alpha Zeta Chapter of Texas

Extension is looking toward the future to save us money, time, and our sanity when it comes to our program area state association conferences. Having assisted with two state association conferences, I personally know how difficult and time consuming it is to put together a successful conference. All five state associations and administration are working together to find the best solution for this venture to happen in the near future by holding a collective state conference every 3 to 4 years. We have pros and cons for doing this; regardless, how will this positively impact our county, sponsors, vendors and our families? Here are a few points to consider: Budget cuts across the country could affect our sponsor and vendor funding, counties are maximizing their dollars, and less time will be spent away from home.

Since ESP is a professional development association without a state conference, we elected to support other Extension association conferences with offering our services by sponsoring and providing one of the breakout sessions for professional development. Topics we are working on are "How to Make Your Awards Application Stand Out" and "Identity, Emotions and Language in Conflict over Public Issues: How successful we are at dealing with conflict." We will be asking for ESP members to volunteer to help with this project after more progress is made.

Another positive collaboration is that the ESP State Awards Recognition will be presented at either 4-H, Ag, Specialist or FCS state conferences this summer. Since our venue in College Station is no longer available, each association graciously allowed us to present our awards at their state meetings, getting more positive exposure for our members. Each recipient will decide which association conference they will attend and a board representative will proudly do the honors of the presentation to our members.

Lindy Tefteller can be reached by email at [mrtefteller@ag.tamu.edu](mailto:mrtefteller@ag.tamu.edu)



## Join the Challenge to Give

David Ross, RDM Committee Chair

The ESP Board and National Committee members were challenged to donate to the Development Fund and 76 percent of current members have given both money and their time to ESP leadership. New donations since a committee challenge in March 2012 have added \$1,905.00. Total member donations in 2012 have totaled \$ 12,283.

Less than 15 percent of the general membership of 2,310 active and 3,272 life members have participated in the campaign to grow the Development Fund. The challenge now is for more of you members to support the ESP Development Fund.

For ESP to provide the professional development opportunities through grants, scholarships and training, member recognition and other support, we must continue to grow the Development Fund. Can you give \$20, \$50 or \$100 now or set up a giving plan for annual giving? If everyone gave just \$20 it would raise the endowment by \$111,600 which would raise about \$5,000 more annually to support our members.

Details on giving are available online under "[Development Fund Giving](#)." You can call the ESP National Office at 208-736-4495 with your credit card to donate.

David S. Ross can be reached by email at [dsross@umd.edu](mailto:dsross@umd.edu).

## Best Practices in Marketing ESP

Debbie Temple, Marketing Committee Member, Alpha Kappa Chapter of Kentucky

One of the responsibilities of the Marketing committee is to "help identify, share, and promote "best practices" in marketing among our chapters across the country."

In 2011 several Best Practices in Marketing were identified through the state presidents' report at the PILD conference. Follow-up was done with a sampling of state chapters, who had reported purposeful endeavors that had proven to be successful in marketing ESP and their individual chapters. Some of those Best Practices included: offering a professional development seminar the day before the annual meeting, opening it up to all employees and exhibiting a display of chapter accomplishments at other Extension professional development meetings.

These and other listed best practices can be found under "Marketing" in the menu on the left-hand side of the National website. It is the hope of the Marketing Committee that chapters across the country will find this listing useful as they strive to promote ESP and the benefits to becoming a member of this great association.

Debbie Temple can be reached by email at [Debbie.Temple@uky.edu](mailto:Debbie.Temple@uky.edu).



## Georgia Tackles Obesity with UGA Initiative

Jeff Christie, Public Issues Committee Member, Alpha Beta Chapter of Georgia



Nationally, two-thirds of adults and nearly one-third of children and teens are currently obese or overweight. Every state in the nation is facing challenges related to obesity, a condition which has almost universally reached epidemic status.

As a state, Georgia has one of the highest rates of obesity in the nation and is one of only seven states to have doubled its rate of obesity in the past 15 years. One of every three adults in Georgia is obese, and another 37 percent of Georgia adults are overweight, bringing the combined level of overweight and obesity in adults above 65 percent. Furthermore, 40 percent of Georgia children are overweight or obese.

For Georgia, this translates to an estimated \$2.4 billion annually – the equivalent of \$250 per Georgian each year – in direct health care costs and lost productivity from disease, disability and death. People who are obese have average annual medical expenses more than \$1,400 higher than those who aren't overweight.

In response, The University of Georgia launched a major campus-wide Obesity Initiative in June 2012 to help the state address its growing epidemic of childhood and adult obesity,

*(Obesity Continued on page 6)*

## Are You Taking Advantage of Your Membership Benefits?

Susan Morris, RDM Committee and Life Member, Tau Chapter

Did you know that one of your ESP membership benefits might help you attend the Public Issues Leadership Development (PILD) conference? Or support your attendance at the National ESP Conference? Or fund a special project or professional development opportunity that's important to you? Are you taking full advantage of your ESP membership benefits?

Alpha Omicron Chapter President, **Peter Wulfhorst** (PA), received a Richard R. Angus Professional Development Scholarship that helped defray his 2011 conference expenses in Syracuse, NY as he *"learned how to be a more effective voice for Extension."* Another 2011 Angus scholarship recipient, **Robbie McKinnon** (AR), values *"the connections made during the ESP annual conference."* Supported by a PILD scholarship, **Stacey Warner** (KS) *"shared how the Extension system can be a part of the solution to some of the current challenges facing Americans"* with her congressional delegation in Washington, DC in April 2011.

We encourage you to investigate what membership benefits are offered by Epsilon Sigma Phi – **your** professional association! Member scholarships (\$500-600), mini grants (up to \$1,000) and national conference stipends (\$100-200) are available to Epsilon Sigma Phi members. Check [www.espnational.org/membership-benefits.html](http://www.espnational.org/membership-benefits.html) for more information.

Susan Morris can be reached by email at [skmorris1@verizon.net](mailto:skmorris1@verizon.net).

## Costa Rica Pura Vida International Study Tour

**DATES:** February, 13 – 27, 2013

### PROGRAM HIGHLIGHTS:

- National Biodiversity Institute
- Meet with Agriculture Office – U.S. Embassy
- Short Host Family stay
- Visit a local school and stay at CATIE and Earth Universities
- Coffee production systems
- Meet with a cooperative or women-owned business
- Visit a pineapple plantation, the coast, rainforest and volcano national park
- Boat ride to view wildlife

**PARTICIPATION:** The program is limited to approximately 20 adults. First come, first served.

### PROGRAM COST (Estimated):

Fee covers round trip airfare from D/FW to San Jose, in-country transportation, lodging, entrance fees, native guide, academic coordination, instructors, activities, materials/equipment and most meals.

Double occupancy – \$2,595.00

Single occupancy - \$2,795.00

Airfare will determine final program cost.

### FOR MORE INFORMATION CONTACT:

Dan James, Professor and Extension Specialist Emeritus  
Director, Global Connections

E-mail: [djworld04@sbcglobal.net](mailto:djworld04@sbcglobal.net)

Phone: 214-766-6323

## Why Do We Have a Development Fund?

*Duane P. Johnson, Past National President and Member of RDM Committee*

Membership dues provide the financial support base for regular and ongoing national and chapter activities. In 1985 there was a decision to focus on increased service to members through Professional Development and Recognition. A few members stepped forward to provide funds to establish the National ESP Development Fund to be invested with the hope of raising additional revenue to support these two objectives. A small group of savvy ESP members undertook the responsibility through a Board of Trustees to manage these funds. Although their efforts were successful for the time it became apparent that greater efforts for private tax-exempt contributions of endowed funds were necessary to be successful in expanding support of professional development opportunities for ESP Members. To this end in 2002 a kickoff of a fundraising campaign to increase the tax deductible endowed fund was initiated during the National ESP Conference in Lexington, KY. In 2003 a major effort was undertaken to encourage all members to give \$75.00 during the 75<sup>th</sup> year of Epsilon Sigma Phi and this effort continued in 2004.

In 2005 ESP launched the Campaign to establish a \$500,000 endowment by 2007 that would annually provide \$25,000 to support professional development which would ensure that Extension Professionals remain the educational leaders of tomorrow. This effort continues today as we still are striving to reach this goal and to expand the endowment to meet the needs of National ESP Members and Extension Professionals. The Development Fund currently provides 4 - \$500.00 Richard Angus Professional Development Scholarships, 4 - \$500.00 Administrative/Leader Scholarships, 4 - \$600.00 Public Issues

Leadership Development Scholarships and \$150.00 of the \$300.00 stipends to each chapter attending the Annual JCEP sponsored Leadership Development Conference. These are available to all ESP Members.

In addition, the endowment provides 4 – Professional Development Mini Grants of up to \$1000.00 to state chapters to assist them with localized professional development programs and initiatives.

Also, the Development Fund supports the National ESP Recognition Program which has eleven categories annually recognizing Extension professionals and teams of Extension professionals for professional accomplishments and excellence. The National DSA Ruby Recognition Program and the Friends of Extension are also supported by this fund.

The National ESP Development Fund is for the benefit of all “ESP Members supported by ESP Members.” **We are asking for your help by making annual contributions and pledges (large or small)** to ensure the continued and expanded support for scholarships and member benefits. Details on donating are at <http://espnational.org/development-fund-giving.html>.

*Duane Johnson can be reached by email at [duane.johnson@comcast.net](mailto:duane.johnson@comcast.net).*



*(Obesity Continued from page 5)*

as well as the increasing incidence of overweight infants. To develop this initiative, UGA will blend obesity-related instruction and research activities with its powerful public service and outreach components to develop obesity prevention and treatment programs that can be implemented by Georgia communities, employers and healthcare providers. More than 90 UGA faculty members, including Cooperative Extension administrators, specialists and agents, are active in collaborative teams focused on areas ranging from basic research on obesity to innovative after-school exercise programs.

One of the key components of the Obesity Initiative is community engagement. As a land-grant university, UGA develops community programs through Cooperative Extension and other

Public Service and Outreach programs. Strong ties to Georgia communities allow implementation of translational research projects to demonstrate real-world effectiveness. Collaborations are developing with local hospitals and health care agencies to integrate obesity prevention and treatment strategies into healthcare.

The initiative also will coordinate the study and development of state and national public health policies and economic strategies to address obesity and metabolic disorders. In addition, a Campus-Wide Obesity Prevention Program will be developed for UGA students, faculty, staff, and retirees. This program will serve as a template that can be modified and used in other organizational settings in Georgia and throughout the U.S.

*Jeff Christie can be reached by email at [jeffch@uga.edu](mailto:jeffch@uga.edu).*

# Life Member Corner



## I Thought You Were Retired!

*Patricia L. Powley, Life Member, Alpha Omicron Chapter to Pennsylvania*

Recently, when I told my father that I was on several national committees and that I was planning to attend the ESP National Conference in Mobile, Alabama this year, he asked why? "Why are you going to these meetings and being on committees? You're retired!" he exclaimed. That started me to thinking – just why am I so involved; why do I feel committed to national organizations that I'm a Life Member of when I have been retired for over eight years?

My first reaction to his question was, "as long as I can move, I want to be involved because someday I won't be able to move." It was a glib answer, but then I began to think more deeply and came up with more concrete reasons: (1) I love travelling to different places; (2) I enjoy the comradeship of being with former co-workers from across the US; (3) working on committees with so many men and women of various educational backgrounds

and subject matter from across this great nation has been so rewarding; (4) I had been national president and feel committed to giving back to an organization that was so beneficial to me; (5) even though I am retired, there are workshops that still provide an education that I can use at any time and any age; (6) seeing the enthusiasm of the younger members as they receive awards for their Extension accomplishments; (7) providing financial support for the endowment and encouraging others to give also; (8) attending meetings with educators from all disciplines has increased my knowledge level; (9) being involved has enriched my life in so many ways, more than I ever could have imagined; (10) being a Life Member and staying involved certainly keeps one feeling younger!!

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

## Don't Miss These Life Member Meetings/Events at the 2012 National ESP Conference in Mobile!

Several Life Member activities have been planned at the 2012 ESP National Conference in Mobile. Mark your calendars now if you're planning to attend so you don't miss out!

- Sunday, October 7 (5:30-7:00 pm)—Life Member & First Times Reception at USS Battleship Alabama Memorial Park
- Monday, October 8 (12:45-1:45 pm)—Poster Session PS6—Retirement Updates for ESP Life Members
- Monday, October 8 (2:00-3:00pm) Life Member Committee Meeting
- Tuesday, October 9 (1:30-4:00)—Life Members' Historic Mobile Tour (No charge)
- Tuesday, October 9 (4:10-5:10) - Life Member Committee Meeting

**We already have several Life Members registered for the conference, but there are some Life Member stipends left, so register now if you're planning to attend and would like a chance to receive a stipend!!!**

## \$100 Stipends Available for the First 20 Life Members to Register!

Remember, the first 20 Life Members that register for the 2012 ESP National Conference in Mobile are eligible to receive a \$100 stipend. If you are eligible for more than one stipend you will receive the one that is the highest value. Life Member stipends will be sent out within 30 days of the end of the conference.

---

---

## Important Dates Ahead – Mark Your Calendar!

### AUGUST

- July/August Issue of *ESP Connection* distributed
- August 1 through September 15, Regular Registration (\$500) Available for 2012 ESP Conference
- August 31, Collect final payments of 2012 ESP dues

### SEPTEMBER

- September 1, Deadline for Electronic Submissions of Voting Delegates for 2012 National Council Meeting
- September 16, Late Registration (\$550) Available for 2012 ESP Conference

### OCTOBER

- September/October Issue of *ESP Connection* distributed
- October 1, Distribution of 2013 Membership Renewal Information to Chapters
- October 6-10, 2012 ESP National Conference, Mobile, AL



---

## GALAXY IV



**Bridging the Centuries**  
**A New Era for Extension**

**September 16-20, 2013**  
**Pittsburgh, PA**