

espconnection

Number CXXVII

The Newsletter of Epsilon Sigma Phi

August/September 2014

A President's Reflections

Jeff Myers, ESP National President

As my year as President comes to a close I am in a reflective state of mind; acknowledging the many thanks that need to be made, as well as perspective about ESP moving forward.

The greatest value of ESP is with each one of you as members. The most significant value happens in the Chapter work that is done back home; your leadership locally, your efforts to create value for professional development locally, and your efforts to have ESP enhance the Extension system in each of your states. They say that 'character is what happens when no one is looking;' likewise, your dedication and celebration of all that ESP is and can be is what happens in all the small ways when

you take the time to make a contribution to your Chapter while there are other commitments making demands on you.

I must personally thank the three women who pursued my candidacy at different times to serve ESP nationally: Nancy Crago, Beth Claypoole, and Sandy Corridon. You each said what an extraordinary ride this would be, and you were so right. I have met the finest colleagues of my career. In my life coaching role we speak of 'like energy attracting like energy.' These words ring so true to the individuals with whom I have served beside on the National Board. Each of them brings a personal joy, a passion for their work and a deep dedication to their

fellow man. To any of you considering running for a national office in ESP, DO IT! I cannot begin to describe the energy that the people with which you serve will bring to your life and to your career.

That brings me to each member of your National Board: Anne, Patricia, Mark, Jane, Graham, Luke and Elaine. Thank you seems so simplistic and yet comes from the deepest part of my spirit. You have made this year incredible! I respect each of you for being talented, selfless professionals; and yet, in some ways that pales to the



(Reflections Continued on page 3)

INSIDE THIS ISSUE:

ESP's Elevator Speech Contest—Phase II	2
Conference Time is Near	2
Scholarships, Grants & Recognition News	3
ESP and JCEP	4
Marketing Epsilon Sigma Phi—Tips from Across the Country	4
The Future of Extension Leadership—Looking Forward to Indianapolis	5
Justifying Involvement in International Activities to County Stakeholders	5
Goals of the Membership Recruitment & Retention Committee	6
Life Member Corner	7
JCEP Announces NACDEP's JCEP Professional of the Year	7

Auction Items Needed!

Doug Harlan, Resource Development & Management Committee

The ESP Silent and Live Auctions will be held on Tuesday evening, October 7, during the National Conference in Indianapolis. Chapters are encouraged to continue collecting unique items for both auctions. The Auction Committee will be taking items for both the Silent and Live Auctions on Monday, October 6th from 12 to 7 pm and again on October 7th from 7 am to noon at the registration table. Purdue Extension's own Larry Dimmett will serve as the Auctioneer for the Live Auction on Tuesday, October 7th at 6:30 pm.

If individuals need to mail items ahead of time, they can mail them to: Purdue Extension – Howard County, Howard County Government Building, Suite 105, 120 East Mulberry Street, Kokomo, IN 46901.

Tours Still Available!!

There are still opportunities to attend the tours. We have spaces available on the Fair Oaks Dairy and Swine Tour, the Indy Sports Tour and the Life Member Tour to Crown Hill Cemetery. For more information on these tours check on the conference website:

<http://conference2.espnational.org>.

Epsilon Sigma Phi's Elevator Speech Contest—Phase II

Forrest Connelly and Mandy Marable, National ESP Public Issues Committee

The Epsilon Sigma Phi Public Issues Committee announces our Phase II Elevator Speech Contest.

Please participate in this great opportunity to share your skills as an Extension educator. This effort on your part presents options for other Extension professionals to draw from a library of talking points for legislators and stakeholders. In addition to your participation, this competition is registered as a National event competition.

This year's competition will be at the National ESP Conference "**Extension Professionals: Racing into the Future**," in Indianapolis, Indiana, October 6-9. Submissions may be sent prior to the Conference through October 1 or recorded at the National Conference, October 6-9. If you plan to submit a video recording by October 1, email your submission to Luke Erickson at Erickson@uidaho.edu. If you record your elevator speech at the conference, find us in the poster sessions where Public Issues Committee members will be camera ready!

With our 100 year celebration of the Smith-Lever Act, this is an ideal time to highlight the value Extension has brought to our nation and communities, as well as our impact of Extension in the future. Communicating the productivity and value Extension has to our communities is an integral part of our marketing efforts nationwide.

CONTEST GUIDELINES:

- Focus on Extension as a unit- **not** one specific program area
- Time limit of 30 seconds or word limit of 75 words
- 1st, 2nd and 3rd placing will be include monetary incentives
- Participants must be present at the 2014 ESP National Conference in Indianapolis, IN, in order to win

Past winner submissions from Phase I elevator speech may be viewed at <http://espnational.org/marketing.html> and also at <http://espnational.org/public-issues.html>

ESP Public Issues Committee will recognize first, second and third place winners of the Elevator Speech contest during the National Council meeting conclusion of the ESP Professional Conference. So come show us your best elevator message that highlights the work, impact and value of Extension to our public!

Forrest Connelly can be reached by email at forrestc@uga.edu and Mandy Marable can be reached at mmarable@uga.edu.



Conference Time is Near

Bob Ohlensehlen, ESP National Executive Director

The 2014 National Conference will soon be upon us. The host chapter, Indiana / Alpha Lambda, has done an excellent job of working with the Professional Development Committee to put together an outstanding conference. If you have never attended an ESP National Conference you have really missed an exceptional opportunity to interact with Extension colleagues from across the country, an opportunity to gain some useful professional development and to be involved in the business of a great Extension organization.

The conference will feature three outstanding speakers who will provide a new perspective of the importance of Extension and how you can be a part of it. The purpose of our keynote speakers is to educate, generate enthusiasm and equip you as you go home to do the same in your own community. The Distinguished Ruby Lecture is always a highlight of the convention. This year's Ruby recipient, Dr. Renée McKee, from Indiana will be delivering the lecture.

In addition to the keynote speakers, there will be 24 concurrent sessions from which you can choose to attend up to four sessions. These sessions were selected by the Professional Development Committee in a blind review selection process.

There will be an opportunity for the National Committees to meet face-to-face to evaluate the successes of the past year and to plan for the upcoming year. The committees are critical to carrying out the

(Near Continued on page 6)

Scholarships, Grants and Recognition News

Kendra Wells, Scholarship, Grants, and Recognition (SGR) Committee and Tau Chapter Member

The Epsilon Sigma Phi mission is about professional development for the Extension system and each of you who are an important part of your state's Extension work. Providing scholarships and grants is one way ESP supports professional development.

The Richard R. Angus Professional Development

Scholarship recognizes Dick Angus who devoted 45 years of his life to the Extension Service in Minnesota and Maryland and was a state and national leader in ESP. The scholarships are awarded to encourage, stimulate, and support professional development through participation in courses, seminars, conferences or workshops. Congratulations to Steve Brady and Amanda Douridas, Alpha Eta Chapter members, for their \$500 awards. Steve and Amanda will share their professional development experiences in a future *ESP Connection*.

Congratulations also to Nate Arnett, Alpha Eta, Michelle Parrott, Omega, Karen Reddersen, Tau, and Rebecca Liverman, Alpha Eta, the 2014 recipients of the **Administrator/Leader Scholarships** to attend the Epsilon Sigma Phi Annual Conference this fall.



(Reflections Continued from page 1)

compassionate humanitarianism that exists in each of you. I have been blessed. I get the privilege to serve this organization one more year as Past President and will be turning the reins over to Ann Berry. It is exciting to know that we will each be the beneficiary of this Louisiana woman's gracious, charming and genuine leadership over the coming year. Anne will have an exceptionally talented Board to work by her side.

Thanks to Bob, our Executive Director, for all the behind the scenes work, and to Jeana, ESP's invisible life force that makes so

much happen on a day-to-day basis. Bob is an ESP gift and for the President, at least from my perspective, my 'partner in crime.' Bob and his wife, Darlena, have become like family to me; I feel I have gained a big brother in the truest of forms.

My challenge to each of you as members is to continue to strive to find new, creative ways that ESP can serve Cooperative Extension. We are not an entity unto ourselves. We are here to serve the Extension system. Make that additional commitment to ESP so that Extension is more powerful and able to expand our impact in the day to day work when we are

Epsilon Sigma Phi encourages the development of innovative programs that strengthen Extension programs by offering **Professional Development Grants** to chapters. Three state chapters received grants to fund projects in 2015.

- Alpha Tau's award will support the North Central NELD Summit 2014
- Alpha Xi's work will focus on Defining the Public Value and Impact of Cooperative Extension in the 21st Century
- Alpha Delta's project is titled "Empowering Yourself and Others through Energetic Leadership"

In total, over \$6,000 in scholarships and grants were awarded in these three categories!

Looking ahead for the SGR Committee...

Join us in Indianapolis and visit the SGR poster to learn more about SGR opportunities; view examples of strong applications; learn tips for applying and; see how scholarship and grant funds are distributed across the country!

Watch for an announcement about a webinar in October for SGR Chairs and Chapter leaders.

- Upcoming SGR Deadlines - December 1 - PILD, McKinney, Angus, and Chapter Professional Development Grants

Kendra Wells can be reached by email at kendrawells@gmail.com.

servicing our clients true to the promise of the Smith-Lever Act. For those attending our National Conference in Indianapolis, I look forward to an exceptional conference packed with cutting edge professional development and fellowship with incomparable Extension colleagues. And a special shout out – THANK YOU – to the Purdue's ESP members who have spent the last several years with the detailed logistics planning this conference. See you all soon!

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

ESP and JCEP

Jeff Myers, ESP National President and JCEP National President

I've thought about the importance for ESP members to understand our connection with JCEP, the Joint Council of Extension Professionals, and the opportunities that are open to each of you. In my current ESP role, I, along with Mark Stillwell and Ann Berry, represent ESP on the JCEP Board. JCEP is the center of the Extension profession and a partnership of Extension professional associations: doing what each cannot do effectively alone, building leadership and collaboration, providing professional development and scholarship opportunities and advocating for excellence in the Extension Profession.

JCEP currently sponsors two major conferences during the year. The JCEP Leadership Conference originated as an Association Chapter officer training and has evolved as a leadership training for all Extension professionals. It is important to

note this is a new, dynamic format that includes the opportunity for Association members to present seminars. The PILD (Public Issues Leadership Development Conference) is a unique professional development opportunity that brings leaders from all levels and subject matter areas of Extension and key volunteers and elected officials to gain insight into the 'big picture' of how the Extension System and our government work at a federal level. Both of these conferences are excellent professional development opportunities for all ESP members.

JCEP is currently exploring the possibility of a new professional development opportunity. In the past we have sponsored the Galaxy Conference. A 'Blue Ribbon' Committee has already begun to meet to investigate what possible venture may be the most responsive to future

professional development. Ann Berry is representing ESP on this committee; stay tuned.

With our focus on 'associations working together' JCEP sponsors two major award recognitions. They include the JCEP Teamwork Award and the JCEP Professional of the Year Award. Both awards place key emphasis on interdisciplinary work. Congratulations to Luke Erickson, Idaho, who will be receiving ESP's JCEP Professional of the Year Award at our National Conference in Indianapolis.

To explore more about JCEP, our conferences, and our awards please check out the website at <http://www.jcep.org>.

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

Marketing Epsilon Sigma Phi—Tips from Across the Country

Patricia Dawson, National Marketing Committee Chair

Earlier this year chapters were asked to share what they were doing to recruit new members and market Epsilon Sigma Phi to their colleagues. The Marketing Committee thought it would be helpful to share a few of the practices within each of the upcoming issues of our *ESP Connection* newsletter.

Alabama's Alpha Pi Chapter promotes professional development and has provided workshops on Bullying, Retirement and Estate Planning. Packets of information regarding how to join ESP are included in all new employee packets. Tennessee's Omega Chapter provides educational

workshops to Extension professionals including sessions on Ethics and Working with Stakeholders & Legislators. Tennessee also promotes member benefits including scholarships and awards. As a retirement gift they encourage friends to consider paying the retiree's Life Membership dues. Kansas's Alpha Rho Chapter promotes ongoing awareness of ESP with a "Mid-Month" message from their President to keep everyone engaged. Kansas ESP, along with their sister professional associations, sponsor a luncheon or dinner for all new agents to discuss the benefits of participating as a professional. Kansas also has a drawing for one free membership

during their annual meeting. Idaho's Theta Chapter asks current members to identify potential new members and then assigns a member to contact the potential member to discuss the value of ESP. Oregon's Gamma Chapter sends a recognition card to Extension employees on their hire date anniversary thanking them for their service. Gamma Chapter also sends personal membership invitations to all eligible staff and faculty. Watch for more ideas in upcoming *ESP Connection* newsletters or plan to visit the Marketing display during the National Conference.

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

The Future of Extension Leadership - Looking Forward to Indianapolis

Bruce A. McPheron, Vice President for Agricultural Administration and Dean, The Ohio State University - College of Food, Agricultural, and Environmental Sciences

A centennial celebration is certainly a milestone worthy of note. As one of the nation's great institutions, Extension has served as the front door to the vast knowledge, expertise and resources of the nation's land grant universities. This year, we reflect on our rich history and the countless positive impacts Extension has had on individuals, families, businesses and communities.

At the same time, we are challenged to not only celebrate the past, but to envision the exciting accomplishments that will address the most critical challenges and opportunities that the Extension system – and the nation – will face in coming years. I believe that critical to our future success is the ability for us to be prepared to leverage the strengths of Extension and our land grant institutions to tackle these issues and concerns.

I have challenged Ohio State University Extension to include, as a significant component of Ohio's celebration, a year-long process focused on the future. This project, the Vice President's Conversation on the Future of Extension, draws from the futuring or strategic foresight disciplines; you can read more about OSU Extension's futuring project at www.go.osu.edu/OSUEFuture. The VP Conversation is focused on both forecasting – learning about the most important trends and issues for Ohioans in the next 20 years - and visioning – asking questions about and envisioning the long term future of Extension and the role the organization should play in shaping and positively impacting the issues faced by our states' citizens.

Integral to these conversations is the concept of leadership. What challenges will the leaders of Extension face as they guide their organizations into the next century? What skills will be essential for leaders to successfully meet the challenges of anticipating and effectively addressing the opportunities and issues beyond the next few years?

I hope you'll plan to join me at the upcoming ESP Annual Conference in Indianapolis. I am eager to collaborate with ESP President Jeff Myers on October 7, to host a panel discussion focused on the opportunities and challenges for leaders in the Extension system, as we embark upon our second century. A panel of distinguished Extension leaders will focus on essential traits for Extension leadership, the challenges of future funding opportunities for Extension, and strategies to empower Extension's current and future workforce with the skills necessary to navigate the challenges and opportunities that will emerge as we enter our second century of transforming society.

Follow our project on Twitter @medflygenes and #OSUEFuture. For questions about the VP Conversation Project, contact Co-Chairs Graham Cochran (cochran.99@osu.edu) or Becky Nesbitt (nesbitt.21@osu.edu)



Justifying Involvement in International Activities to County Stakeholders

Norma Samuel, Georgene Bender, and Pete Vergot III, University of Florida IFAS Extension

We live in a global society in which there is easy movement of people and goods, and ready access to technology. Many issues that were once considered to be localized are now extending beyond county, state, and or national borders. Therefore, it's imperative for Extension faculty to develop an understanding of issues of global concern, such as food security, gender issues, climate change, and youth development. However, this can be a hard sell to county administrators and other stakeholders who do not see the benefit of utilizing county and or state funds or time for county faculty to be professionally involved in international activities. The objective of this article is to provide assistance for county faculty to use in presenting a strong proposal for international Extension engagement.

- Build a strong county program before considering involvement in international activities.

- Access the most recent U.S. Census and look at the demographic characteristics of your county and align your international activity to the demographic of interest.
- Research the country you intend to visit and determine what innovative programs are being conducted which you'd like to reproduce in your county.
- Actively participate in educational activities on your international travel.
- Share highlights of visit with stakeholders upon return home.

Norma Samuel can be reached by email at nsamuel@ufl.edu, Georgene Bender at gmbender@ufl.edu, and Pete Vergot at pvergot@ufl.edu.

Goals of the Membership Recruitment & Retention Committee

Stacey Warner, Membership Recruitment & Retention Committee Member and Alpha Rho/KS Chapter Member

A goal of the Membership Recruitment and Retention Committee is to increase annual Epsilon Sigma Phi membership from 2,365 to 2,500. This goal is certainly reachable with some effort from every chapter.

Ever wonder what chapters in other states do to recruit and retain members? A great resource can be found on the national ESP website www.espnational.org. Click on Reports on the left. There you will find a link to Annual Chapter Reports that were submitted by each state.

As I reviewed these reports I found the following ideas for **membership recruitment**:

- Information on ESP membership is included in new employee orientation packets.
- Personal invitations to join are issued through telephone calls, emails and letters.
- The Extension director is intentional about regularly emphasizing the importance of belonging to Epsilon Sigma Phi.

Here are ideas for **membership retention** or helping members see and benefit from the return on their membership investment:

- Chapters sponsor speakers and workshops for their members and other Extension faculty on various topics including workplace bullying, life coaching, digital communications, etc.
- Chapter officers are recognized by the chapter paying their way to the JCEP and PILD leadership conferences and the national ESP conference.
- Scholarships are provided for members for various professional development opportunities.
- All Extension professional associations meet together annually. While the associations hold separate business meetings all meet together for a keynote speaker, memorial service and other events.

- Members who have not paid dues receive a personal phone call from a colleague letting them know they are missed.
- Hosting the national ESP Conference energizes the chapter membership as they work toward a big goal.
- An active and updated website serves as a “go-to” resource for members to be reminded of their member benefits.
- Bi-monthly officer and committee chair conference calls keep the chapter active.
- “Knowledge is Power” leadership quotes are sent periodically to the membership.
- International study tours are regularly sponsored by the ESP chapter.
- Thank you cards are sent to all faculty and staff on the anniversary of their hiring.

Check out the website for additional ideas.

Stacey Warner can be reached by email at swarner@ksu.edu.



(Near Continued from page 2)

work of the organization. Not a Committee Member? Any and all members are encouraged to attend the committee meeting of their choice. The first session of committee meetings that is focused on the accomplishments of this past year will be on Monday afternoon and the second session that will be focused on planning for next year will be on Tuesday afternoon.

The National Council Meeting serves as the annual business meeting of ESP. Delegates have been selected to represent the

chapters that are in attendance. The National Council Meeting is open for all members to attend. Take this opportunity to learn more about our organization.

One of the highlights of the conference is always the Recognition and Awards Banquet. It is the opportunity we have to recognize members from across the country who have made a significant contribution to the Extension system and to their state and communities.

Bob Ohlensehlen can be reached by email at esppoffice@espnational.org.

Life Member Corner



Don't Miss These Life Member Opportunities at the 2014 National Conference!

Bob Ohlensehlen, National Executive Director

Life Members! Be sure to attend the special session "Keeping Life Members an Active Part of Your Chapter" that is being presented by the Indiana / Alpha Lambda Chapter Life Members. The session will be held on Wednesday morning, October 8, from 10:30-11:30 am. The session will be focused on things that you can do in your chapter to keep your Life Members involved.

If you haven't signed up for the Life Member Tour on Wednesday afternoon from 1:30-4:00 pm, it is not too late. If you are interested in a bit of history, this tour will be of interest to you. For information on the Crowne Hill Cemetery tour, check out the tour information on the website at: <http://conference2.espnational.org/tours>.

Don't forget to apply for your Life Member Stipend after the conclusion of the conference. Each year there are 20 Life Member stipends available, and we have never dispersed all 20! Keep in mind that you can only submit a request for one stipend per year, so if you are a committee member or session presenter you can't claim both. The link to the stipend request form will be available on the website after the conference.



JCEP Announces NACDEP's JCEP Professional of the Year Recipient

Jeff Myers, National JCEP President



The JCEP Professional of the Year Award, a new award this year, sponsored by the Joint Council of Extension Professionals, is presented to each member Association's winner who exemplifies exceptional, interdisciplinary Extension program work.

Winners are being recognized at their National Conferences and presented a \$1000 award.

"Melinda Grismer is NACDEP's (National Association of Community Development Extension Professionals) JCEP's Professional of the Year Award winner for her involvement in the economic and community vitality of Clinton County, Indiana. Melinda has been instrumental in broadening the reach of Clinton County's Latino Community Learning Center (LCLC) that has successfully promoted the integration and acceptance of Latinos into the state, explaining and mediating cultural differences, and advancing Latinos as leaders in the larger community. In addition,

she has helped shepherd the emergence of the Clinton County Minority Health Coalition (a local affiliate of the Indiana Minority Health Coalition). In recent years, Melinda's impact on community and economic development has expanded more broadly through her participation in the SET (Stronger Economies Together) team in Northwest Indiana. She has also transferred skills learned during her international experience in Costa Rica (Central America) back to Indiana by starting a Spanish Small Business Networking group in Frankfort, IN.

The bottom line to Melinda's work is that she reaches the **vulnerable** and **resource poor** in the community. Because of Melinda's dedicated work, people are able to move **out of the shadows** of society and become **fully engaged** as residents in the community. She allows the **voice** of many to be heard by providing opportunities for language, **civic and cultural learning**. Melinda truly provides **transformational** programming; this community is a different and **better place** because of her work.