

espconnection

Number CXXI

The Newsletter of Epsilon Sigma Phi

July/August 2013

2013—A Year of Change

Mark Stillwell, National ESP President



My, how quickly time flies as I get older! It seems like only yesterday that we were in Mobile, AL, and I was installed as ESP National President. As I reflect on the last few months and prepare for our national meeting at Galaxy IV, I am pleased with all that has been accomplished.

A few of the highlights include:

- Membership increased for the first time in several years. ESP currently has 2,362 annual members and 3,241 life members.
- The JCEP Leadership Conference in February was attended by 36 ESP members. The conference continues to change and grow to meet the professional development needs of a modern Extension organization.
- April's JCEP Public Issues Leadership Development conference provided a great opportunity to receive updates on federal legislation and learn from colleagues what is

occurring across the nation. ESP awarded seven PILD Scholarships and one McKinney Scholarships to help support eight of the 37 ESP members who attended.

- Almost 500 of the more than 2,300 registered for Galaxy IV have declared their affiliation with ESP.
- ESP will be well represented at Galaxy IV in September with 3 Research sessions, 24 Competency Building sessions, 41 posters, 2 Chapter Leadership sessions, and 3 sessions led by our National Committees: Global, Public Issues, and Scholarship, Grants and Recognition.
- Karen Vines and Beth Raney are also working with NACAA on a joint super seminar at Galaxy IV. The workshop will focus on the use of technology tools such as smartphones and tablets to simplify our work and expand our ability to



(Change Continued on page 4)

"Going Up?" Public Issues Committee Sponsors the 2013 Elevator Pitch Contest

Patricia Dawson, Chair, Public Issues Committee and Western Region Vice President



We've all had it happen...your Extension Director, Advisory Board Chair or County Commissioner pops in unexpectedly and asks what is new with Extension. Quick...what is the most inspirational point you can share about your program in 60 seconds or less? Your national ESP Public Issues Committee thought it would be helpful to establish a resource site with examples of "Elevator Speeches" you could adapt for local use. The intent is a fun, interactive contest that will lead to Public Relations resources we can utilize as an inspiration for our own "Extension Elevator Pitch."

Contest Guidelines:

- Your original Extension elevator pitch must be 60 seconds or less in total length.
- You may submit your pitch in written format or submit the link to your pitch posted to YouTube.

(Elevator Continued on page 5)

Inside this issue:

ESP Schedule of Activities at Galaxy IV Conference	2
Gear Up for the Galaxy IV Silent & Live Auction!	3
There are Several Ways to Support the ESP Development Fund—ESP Galaxy IV Pins and the IPAD Mini/iPOD/Accessories Raffle	3
Global Relations Committee News	4
Beck Reports on Angus Scholarship	5
Ghimire Expresses Appreciation for Angus Scholarship	5
Come Visit the ESP Marketing Committee Booth	6
Support the ESP Development Fund—Galaxy IV Auction	6
Life Member Corner	7

ESP Schedule of Activities at Galaxy IV Conference

Bob Ohlensehlen, ESP Executive Director



It is nearly time for our annual meeting. Of course, this year we are having our annual meeting with over 2,100 of our friends and colleagues at the Galaxy IV Conference,

being held at The David L. Lawrence Convention Center (DLCC) in Pittsburgh, PA! As with anything that is a change from the normal, there will be pros and cons. There are a number of events we normally have at our annual conferences that we either will not have or the event will be quite a bit different. The life member and first timer events will be held with all life members from all of our sister organizations, as well as the first timer event.

One of the things that will be similar is the Ruby Lecture, even though it will not be held in conjunction with the Ruby Luncheon this year. The Ruby Lecture is a keynote address for all Galaxy attendees. One big change at this Galaxy (unlike the other Galaxy meetings) is that each of the organizations has their own banquet rather than having the awards banquets by region. ESP's awards will be given out at an awards luncheon after the Ruby Lecture. We will have an hour and a half to eat and to present awards, so we will be asking all award winners to be seated at the front of the room so that we can expedite the presentation of awards. The other event that will be business as usual will be the National Council Meeting, which is our annual business meeting. We have

58 delegates registered for the meeting, but all members are welcome to attend.

We will still have our regional meetings and committee meetings. Packets for all ESP members registered for the conference will be handed out at the regional meetings. We hope to have a simplified schedule including room assignments available for everyone in the packets. Be sure to watch the website for additional Galaxy information as well.

We hope to see you there!

Bob Ohlensehlen can be reached by email at espoffice@espantional.org.

As many of you may have discovered, navigating through the Galaxy IV Conference schedule on the Galaxy website in search of specific events/activities is a daunting task. Following is a condensed version of the Schedule of Activities for Epsilon Sigma Phi-specific sessions/activities at the Galaxy IV Conference. A more detailed schedule of ESP activities listing session/activity descriptions is available on the ESP website.

Monday, September 16, 2013

- 8:00 am-5:00 pm Pre Conference Board Meeting, Wyndham Hotel
- 4:00-6:00 pm First Timers Event (First Time at a National Association Meeting)
- 4:00-6:00 pm Life Members Networking Event (Life Members and Guests)

Tuesday, September 17, 2013

- 1:00-3:00 pm ESP Regional Meetings (DLCC)

ESP Dedicated Concurrent Sessions

- 2:00-2:50 pm 2-6-ESP Leadership 101— Chapter Relations Committee
- 4:00-4:50 pm 4-2-Advanced Leadership Training Membership and Recognition Programs
- 4:00-4:50 pm 4-5-Engaging in Global Extension: Bringing the World to Your Doorstep

Wednesday, September 18, 2013

- 8:00-10:00 am ESP Committee Meetings (DLCC)
- 10:45-11:30 am Distinguished Ruby Lecture – Dr. Daryl Buchholz (DLCC)

Wednesday, September 18, 2013 (Continued)

- 12:00-1:30 pm ESP Awards Luncheon (DLCC)

ESP Dedicated Concurrent Session

- 2:30-3:20 pm 6-13-Public Issues Committee Sponsored Session
- 4:30-5:30 pm ESP Sponsored Administrative Discussions Mark Stillwell, ESP National President (DLCC)
- 8:00-9:30 pm Reception for Ruby Recipient, ESP National President and President Elect (By Invitation) – Wyndham Hotel

Thursday, September 19, 2013

- 7:00-8:00 am ESP Past National Presidents' Breakfast (DLCC)
- 9:00-11:00 am ESP National Council Meeting (DLCC)

Super Seminar Co-Sponsored by ESP/NACAA

- 9:00-11:00 am Using Mobile Devices to Enhance Extension Efforts

Friday, September 20, 2013

- 12:00-5:00 pm Post Conference Board Meeting, Wyndham Hotel

Gear Up for the Galaxy IV Silent & Live Auction!

Jane Conroy, Galaxy IV Auction Committee

The Galaxy IV conference is set for September 16-20, 2013 in Pittsburgh, PA. One exciting, fun-filled and important event is the fund raising effort of the Silent and Live Auctions.

Our Auction committee is seeking your support and involvement of your members to secure the auction items. Many associations use these funds for scholarships, professional development and awards efforts. Each association is asked to bring at least 50 items for the Silent Auction and 5 for the Live Auction. All profit from the auction sales will go to the association as designated by the donor.

People love to bid on items they consider priceless, unique or can't find anywhere else. They can be representative of your state, its culture, community and geographical area, a hobby, special interest or skill. The uniqueness, ease of packing, usability and general appeal should also be considered. Below are suggested ideas for auction items:

Silent Auction This event will be part of the Exhibit Hall viewing time. Items are suggested to be valued at least \$30. The item or service could be a craft, a collectible, a lesson or outing; something purchased or something old. Other ideas include jams, jewelry, cookbooks, and handmade items. Be creative!

Live Auction This will be an event along with dinner on Wednesday evening. Items suggested are of higher value and may include sporting event tickets, vacation getaway rentals, handcrafted furniture, something autographed by a celebrity, wine and wine tours.



So are you willing to donate an item or service to the auction? If so, as part of the registration process, you can complete the Donor Form found at [Galaxy Website under Special Events and Tours—Auction FAQ](#). This form can be downloaded as well. Please follow the submission directions. We encourage folks to include a picture or certificate of your items. Please be prepared to put a dollar value for the item.

Highlighted Auction details

Times/location for Item Drop Off during Galaxy
Sunday (9/15) 5:00-8:00 pm at registration table. Breakfast time on Monday (9/16) prior to tours and pre-conference workshops. Volunteers will be there to help direct members. Deadline item drop-off is Monday at noon at Show Office B.

Time for bidding at the Silent Auction will be during Exhibit time on Tuesday and Wednesday and will close at 3:30 p.m. The Live Auction viewing will start on Wednesday at about 5:30 and the Auction will start promptly at 7:00-8:00.

A dance will follow. Come dressed comfortably and with your dancing shoes on.

We hope your local affiliate will support the Galaxy IV Auction events. **Bid High and bid often!**

If you have any questions, please feel free to contact me at jconroy@maine.edu or speak with your association representative for further information. You can also check to the FAQ section under the Special Events page for the latest information and to learn more about Galaxy IV.

There are Several Ways to Support the ESP Development Fund—ESP Galaxy IV Pins and IPAD Mini, IPOD Shuffle & Accessories Raffle

Jane Gault, Southern Region VP and Chair of the Resource Development & Management Committee

This year's conference pin features the Galaxy IV bridge logo. Those members who donate at least \$100 to the Development Fund during Galaxy or before August 31 will receive a 2013 ESP pin. Are you a collector of the yearly ESP Development Fund donor pins, but unable to attend Galaxy IV? If so, send your donation to the national office by August 31 and you will receive a pin. Don't have a gap in your collection. Donate today! Members donating at Galaxy IV will receive



their pins as well as a ribbon onsite.

There's another way to support the Development Fund at Galaxy IV. Visit the ESP booth in the exhibit hall and buy a \$2.00 ticket or three tickets for \$5.00 for chances to win an iPad mini, or an iPod Shuffle, or iPad speakers or an iPad stand! Bring all your colleagues by the ESP booth to purchase tickets. The more we sell – the

more money we make for the Development Fund as half of the proceeds of the raffle will go to the Fund.

Jane Gault can be reached by email at jgault@utk.edu.



Global Relations Committee News

Nancy Kadwill, Chair of Global Relations Committee



We look forward to all the exciting activities at the upcoming Galaxy meeting. We have a wonderful group and will be welcoming several new educators who also have a vast background and interest in international and global Extension work.

Come to our committee seminar on Tuesday afternoon (4:00-4:50) that will feature the viewpoints of noted administrators from across the country who will share their thoughts on the value and importance of international work to our Extension goals. Come bid on the auction baskets that will have an international flavor. Visit the various poster sessions that will also feature global ideas.

Please stop by the ESP booth at Galaxy. We hope to have a map there for you to indicate where you have been involved now or in the past doing Extension work. It will be a nice way for you to link up with others who have a similar interest or to further connections with a project in a similar area. We are a passionate group!

We are always looking for news articles that you might like to share regarding the international work you may have recently completed or are currently involved in completing. Contact me at nmk1@psu.edu.

Thanks to all our wonderful and active committee members who have served this past year and brought exciting ideas to ESP. Check out our Global Relations links on the national ESP website and the testimonials on YouTube. See you at Galaxy!



(Change Continued from page 1)

connect with and educate your clientele. More than 300 have registered for the session.

- The ESP Development Fund continues to grow with the corpus of about \$355,000 and total value more than \$495,000. Every year ESP budgets more than \$24,000 to support professional development through grants, scholarships and attendance at conferences and the ESP National meeting.

The Board voted to make a significant change in the Regional Vice Presidents election process. ESP will elect the West and Northeast Regional Vice Presidents in odd years and North Central and South Regional VPs in even years.

With the current model all four Regional Vice Presidents are all elected on even years. This results in five of the 8 National Board members/committee chairs replaced every two years. Staggered timelines will allow for operational continuity and provide board mentorships resulting in a stronger, more efficient National Board.

The National Board will also propose a bylaws change that will allow ESP to conduct elections by electronic ballot. The election date would be moved to late spring or early summer prior to the National Conference registration deadline. Details and implications of the change will be discussed at the National Council meeting. Watch for more information soon.

I also want to thank all the committee members for their commitment to serve. A special thanks to Debra Gregory and Neil Broadwater who represented ESP on the Galaxy IV Planning committees.

A special thanks to Bob Ohlensehlen, ESP Executive Director. Bob is the shepherd who keeps the flock moving together.

This past year has been very rewarding to me. I look forward to another exciting year serving on the National Board as Jeff Myers assumes the presidency.

Thanks again for all you support to assure that ESP is truly the Extension Professional's Organization.

Mark Stillwell can be reached by email at stillwellm@missouri.edu.

Important Dates Ahead – Mark Your Calendar!

AUGUST

- Collect Final Payments of 2013 ESP Membership Dues
- Registration Available for Galaxy IV Conference

SEPTEMBER

- September 16, Late Registration Available for 2013 Galaxy IV Conference
- September 16-20 Galaxy IV Conference, Pittsburgh, PA

OCTOBER

- October 1, Distribution of 2014 Membership Renewal Information to Chapters

Beck Reports on Angus Scholarship

Steve Beck, 2013 Richard R. Angus Scholarship Recipient and Member of Omicron Chapter/Oklahoma

I would like to express my sincere gratitude as a recipient of the 2013 Richard R. Angus Scholarship for funding the Wilderness First Responder Certification. This certification further enhances my ability to provide emergency care during outdoor education/recreation activities.

Backcountry educational programs provide youth a lifelong appreciation of the natural world and the knowledge to become responsible stewards of their environment. During trip preparation youth not only learn about developing a healthy lifestyle, they are expected to practice those skills so their bodies are in good condition ready to carry loaded backpacks up and down various mountain terrain. Life skills are developed during backcountry excursions where many elements including weather, insects, and terrain are unpredictable so they are provided real opportunities to practice problem solving, personal safety, and self-responsibility. The lack of cell phones, wifi, and other

modern day distractions help youth work on their communication and social skills while learning to work cooperatively with other members of their group.

This year I helped take a group of Oklahoma 4-H members to the Carson National Forest between Red River, NM, and the Taos Ski Valley. Backcountry experiences have their own unique risks and most of these risks were managed through proper planning and training of both the 4-H members and the adult leaders. I'm proud to report that my WFR training was not required during this trip but I was able to rest much easier each night knowing that I was trained to handle various situations from caring for victims of serious trauma to dealing with many ailments that commonly occur in a camping situation.

Steve Beck can be reached by email at steve.beck@okstate.edu.

Ghimire Expresses Appreciation for Angus Scholarship

Nav Ghimire, 2013 Richard R. Angus Scholarship Recipient and Member of Alpha Sigma Chapter/Wisconsin

I am grateful for the ESP Richard R. Angus Professional Development Scholarship which provided funds for me to attend the Association of International Agricultural and Extension Education (AIAEE) Conference that was held in Fort Worth, Texas, from May 19-23, 2013. I presented a paper in the conference titled "Learning Methods—Inquiring Extension Educators for

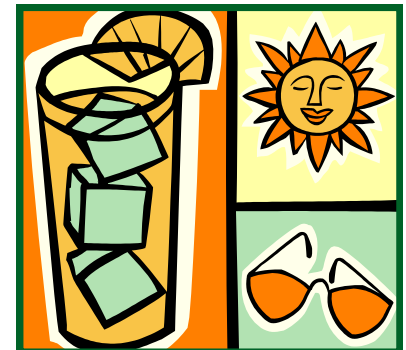
Professional Development Needs." The paper was based on a research study with Extension educators in all program areas in 12 states of the North Central region (USA). I received valuable feedback for my research from the participants. After the presentation, three conference participants asked for the paper and expressed their desire to conduct similar

studies with Agriculture Extension Agents in Bangladesh, Nepal, and in Paraguay. Had I not received this scholarship, I could never have had the opportunity to attend this conference. My thanks goes to the ESP Scholarship, Grants and Recognition Committee for their support.

Nav Ghimire can be reached by email at nav.ghimire@ces.uwex.edu.

(Elevator Continued from page 1)

- You must use one of the following four categories:
 - Develop an Elevator Speech for someone who is not familiar with Extension
 - Develop an Elevator Speech for someone who has slight knowledge about Extension
 - Develop an Elevator Speech for someone who is very familiar with Extension
 - Develop an Elevator Speech for your County or State Legislators
 - Contest entries will be accepted August 1-August 31, 2013. Submit entries to: Patricia Dawson, Chair – Public Issues Committee at patricia.dawson@oregonstate.edu.
 - Winning selections will be determined by the Public Issues National Committee and will be announced during the Galaxy Conference, as well as recognition in future issues of the *ESP Connection* newsletter.
 - Prizes: One \$25 gift card per division, recognition on our website and in the newsletter..
- We look forward to receiving your "Going Up?" entries this month.



Come Visit the ESP Marketing Committee Booth at Galaxy IV!

Debbie Temple, Marketing Committee Member & Alpha Kappa Chapter Member



The Marketing Committee has been working diligently on their booth for the Galaxy IV Conference. Be sure to visit us while attending the conference. While here, you will be able to view a spectacular new marketing video presentation and will have the opportunity to take part in a brief marketing survey.

At this time arrangements are also being made for workers for the booth. We are inviting volunteers from any and all committees to help out. A new ESP Banner will be unveiled at Galaxy and will be available for loan after the conference. For ideas on marketing ESP in your state visit Marketing Best Practices under ESP Marketing Items of Interest on the National ESP webpage. Lastly, be sure to remind your chapter members of the Marketing & Global Relations videos on ESP's YouTube Channel.

Debbie Temple can be reached by email at dcolvin@email.uky.edu.

Support the ESP Development Fund–Galaxy IV Auction

Jane Gault, Southern Region VP and Chair of the Resource Development & Management Committee

It's that time of year, again. No, it isn't the holidays or tax time. It is ESP Development Fund time!

The Development Fund monies are used to provide professional development opportunities and awards for ESP members. Since 2001, \$396,082 has been provided to members in scholarships, grants and awards.

To keep funds growing to provide opportunities for members and chapters, we need your participation in the auction (both silent and live) to be held at the 2013 Galaxy IV Conference. Since this is a galaxy conference year, it is even more important for ESP members to contribute items in the name of ESP. We will only receive monies from the auction items registered in the name of ESP.

Silent auction items should be in the value of \$30 or higher. Items for the live auction should be of a higher value. ESP can have five items in the live auction. If you have a wonderful item for the live auction, let Bob Ohlensehlen or me know by August 31. We will need to coordinate the ESP items for the live auction. To donate an item for the auction, complete the Donor Form found at the Galaxy Website. *If you enter from the [Galaxy homepage](#), go to the [Special Events tab](#) (on the far right) and click the silent and live auction details under Auction FAQ. The donor form can be downloaded from this page. Follow the submission directions. Donors are encouraged to include a picture or certificate (if it is a service) of your item. Also, put a dollar value for the item.*

Times and location for checking in auction items are Sunday, September 15, from 5:00-8:00 p.m. at the Galaxy IV registration table in the convention center and Monday, September 16, morning until noon at Show Office B, also, in the convention center.

Not attending Galaxy IV, but still want to donate an item, or do you need to ship your item? Remember, we are encouraging members to select items that travel well. If you must ship an item ahead of time, there are several options for delivery.

- Option A - Check with your hotel and mail it directly to them at your cost.
- Option B - Kinko/Fed-X - There is a FEDEX just across the street from the convention center at 960 Penn Avenue. The phone number is 412-391-2014. You can have your item shipped there at your cost.
- Option C - Under very limited conditions, the items may be mailed to the decorator at your cost. To make arrangements, contact Mary Seaton at mbs13@psu.edu.

Also, let Bob Ohlensehlen (esppoffice@espnational.org) know you are doing this.

Your participation in the 2013 Galaxy Auction is needed to continue funding for the ESP Development Fund.

Jane Gault can be reached by email at jgault@utk.edu.



Life Member Corner



Galaxy Opportunities for Life Members

Margaret A. Viebrock, Membership Recruitment and Retention Committee

Galaxy IV has many educational opportunities planned for Life Members. First of all, there is a \$100 stipend for the first 20 life members that register for a full time conference registration. This Life Member Rebate is a great opportunity to help defray your expenses – be sure to apply!

What's Happening at Galaxy for Life Members?

The Life Member reception is planned for Monday, September 16, from 4-6:00 p.m. This is a great opportunity to catch-up with colleagues.

Following is a list of concurrent sessions that might also be of special interest to you.

Tuesday, September 17

- Building Bridge Across Generations: Understanding How Generational Differences Impact Extension Programming

Tuesday, September 17 (Continued)

- Sustaining the Legacy – Estate Planning and Farm Transitions
- How to Avoid Travel Misery!
- Money Matters! Retirement and Finances
- Talkin' Turkey
- Cooperative Householding: Make it Fast, Easy & Fun

Wednesday, September 18

- Meeting the Educational and Support Needs of Grandparents Raising Grandchildren
- Osteoporosis Prevention
- Going Beyond the Kitchen with Dining with Diabetes
- Extension's Leadership in Health Care Reform
- Medicare Mysteries No More

Thursday, September 19

- Financial Peace
- History of Italian Gardens in Pittsburgh

There is also a poster session with a number of topics that would be of interest to life members.

Please take a few minutes and check out the Galaxy website. Go to the ESP website at <http://espnational.org/> and then click on Galaxy IV. Under the section titled *Special Events and Tours*, there is a section called Life Member Activities.

There is a special Life Member Tour that includes *Duquesne Incline, Grandview Saloon & National Aviary*. Other tours are planned for the *Heinz History Museum* and *Pittsburgh Zoo and PPG Aquarium*.

We hope to see you in Pittsburgh!

Margaret Viebrock can be reached by email at viebrock@wsu.edu.

Life Member Rebates Available for Galaxy IV Conference!

Remember that we offer a \$100 stipend to the first 20 life members that register for a full time registration for the National Conference/Galaxy IV Conference—that will help defray the cost of attending considerably, so register early to insure that you receive a Life Member Rebate! If you need assistance in registering please contact Penn State who are handling the registration of Galaxy IV. If you have questions at any time during the registration process, please call 1-877-778-2937 for assistance.