

espconnection

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The Newsletter of Epsilon Sigma Phi

June/July 2016

Member Connections...Change, Challenge and Opportunity

Patricia Dawson, National ESP President

"Turning the Tide with Epsilon Sigma Phi" is the theme for our upcoming 2016 National ESP Conference slated for October 24-27th in Cape May, New Jersey. Our friends from Alpha Xi Chapter with Rutgers Cooperative Extension have been working hard to prepare for this exciting event. The registration and hotel details as well as detailed descriptions of tour venues and concurrent sessions are now posted on our ESP website. One of the goals of our conference hosts is to help the delegation learn more about the great state of New Jersey and the unique character of Cape May. Be sure to check out the pre/post tour options...they all sound great. The opening event will offer a Sunset Cruise on the Atlantic Ocean or an on-land option for those who are not seafaring members. A new twist on the conference schedule includes a festive Tuesday evening as we celebrate our



Patricia Dawson

colleagues' accomplishments during the Recognition Banquet followed immediately by our annual Silent & Live Auction. This schedule change will free up Wednesday evening for a Night on the Town in Cape May.

Without a doubt, the conference will be an exceptional professional development opportunity. I am particularly excited to learn more from our Conference Keynoters.

Our first keynote speaker, Matt Lohr, Director of the Farm Credit Knowledge Center of the Virginias, will showcase the theme of "A Lasting Legacy" which will focus on identifying current issues and making an impact as we address them. New Jersey's Assemblyman Adam Taliaferro's presentation will follow on the

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Development Fund Auction Items Needed

David S. Ross, Resource Development & Management Committee Member

The ESP Silent and Live Auctions will be held Tuesday evening, October 25, during the 2016 National Conference in Cape May, New Jersey. Members are encouraged to bring an item for the auction. The auction is important to our Development Fund and ESP recognition/scholarship efforts.



Silent Auction. These items are suggested to be valued at least \$30. The item or service can be a craft, a collectible, a lesson or outing, or something purchased or something old. Other ideas include jams, jewelry, beverages, books, foods and handmade items. Use your imagination – something unique to your culture, community or hobby.

Live Auction. These items are suggested to be higher value and may include state chapter baskets, vacation getaway rentals, handcrafted items, wine or wine tours, fun items, sporting event

(Auction Continued on page 9)

“Drive—The Surprising Truth About What Motivates Us,” by Daniel H. Pink

Book review summary by Kathleen Riggs, USU Extension Professor, Iota Chapter Member

If we, in Extension, operate under the assumption that the only way to improve employee job performance and increase productivity is to simply reward the good and punish the bad, we may be missing out on tapping into a higher level of motivation, satisfaction and accomplishments among our workforce.

Pink cites a study that verified extrinsic rewards such as pay, working conditions, and job security are very much desirable to employees. However, their presence didn't necessarily lead to job satisfaction. What were the true motivators for job satisfaction? Included on the list were enjoyment of the work itself, genuine achievement, and opportunities for personal growth.

While rewards aren't inherently destructive, neglecting the ingredients of genuine motivation (above) which provide autonomy, mastery, and purpose, we as employees (and those we may supervise) are limited in what can be achieved. Goals we set for ourselves that are devoted to attaining mastery are usually healthy for any organization and our individual sense of well-being.

On the other hand, goals imposed by others—e.g. grow programs and increase contacts by 10% annually, submit an article to one peer-reviewed

publication annually, present research at national conferences every year, and obtain external grants on a regular basis—can sometimes have dangerous side effects. The caveat mentioned in *Drive* is that setting specific goals for employees may result in unethical behavior - employees may falsify information, plagiarize or offer popular programs that may draw a crowd but do not provide meaningful content for participants. That doesn't mean goals are unnecessary - they are! However, employee satisfaction does not depend on having a list of goals created for them. More important is having the right goals jointly established that will lead to satisfaction as well as impacts.

Consider: “The most successful people, the evidence shows, often aren't directly pursuing conventional notions of success. They're working hard and persisting through difficulties because of their internal desire to control their lives, learn about their world, and accomplish something that endures.” (Drive, p. 77)

This is a good read with multiple applications beyond business; available in paperback—have a highlighter on hand!

Kathleen Riggs can be reached by email at Kathleen.riggs@usu.edu.

Does Your Chapter Have a Public Issues Committee?

Pennie Crinion, Alpha Nu/Illinois Public Issues Committee and Member of the National ESP Public Issue Committee

Alpha Nu Chapter (Illinois) has had a Public Issues Committee for many years, but not much was accomplished with a committee membership of one. Two years ago things changed when four individuals volunteered to serve on the committee. These committee members met and identified several issues affecting the “public.” A survey was developed and distributed to chapter members to seek their input. Based on the survey results, the committee

chose to address the issue of Alzheimer's disease. Drawing on the expertise of one of the committee members, a lunch-and-learn webinar on Alzheimer's Disease Awareness was offered which drew some 60+ Extension staff members.

This year six Alpha Nu Public Issue Committee members explored multiple issues. In light of the Flint, Michigan, discovery of mercury in their water, as well as two committee members having water-

related issues in their own local areas, a newsletter will be prepared to address the various water quality facets and community activities concerning this issue.

Public issues abound and can be addressed in a variety of ways once you actively recruit committee members and tap their expertise.

Pennie Crinion can be reached by email at pcrinion@illinois.edu.

ESP Development Fund Campaign Success

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

To “kickoff” the 2016 year, your Epsilon Sigma Phi Resource Development and Management Committee laid out a challenge to have over 100 members and/or state chapters contribute to the national ESP Development Fund. With great success and support, we accomplished this goal by the conclusion of the 2016 annual conference... but you didn’t stop there.

2016 Kickoff Challenge - Annual Campaign Update – Totals to Date (6/27/16)

- Total dollar amount to date for 2015-16: **\$26,750**
- Total # of individual/organizations giving: **152**
- University/Chapter Donations: **5 (Colorado, Idaho, Kentucky, Ohio, and Tennessee)**

THANK YOU to all those who have contributed!!! A complete list of 2016 Kickoff Challenge contributors can be found on Page 11 of this newsletter.

As a reminder, the ESP Development Fund provides scholarships and stipend support back to chapters and members and helps reduce the cost of professional development opportunities, such as our annual conference. Giving to the ESP Development Fund returns a direct value back to ESP members!

Building on our success in 2016, your ESP Resource Development and Management Committee would like to introduce our **TURNING THE TIDE CHALLENGE** for 2017!

Goal: 150 ESP members or chapters contribute to the Annual Development Fund Campaign; \$20,000 overall contribution goal.

This campaign will begin as we lead up to the annual conference. Plan now to participate at the conference by donating there (think green ribbon), through the auction, or you can contribute during the registration process when registering for conference.

Not going to make it to the conference? To learn more about the ESP Development Fund or how to give, check out <http://espnational.org/en/development-fund>

We know it can be done with support from each of you!

Nate Arnett can be reached by email at Nate.Arnett@metroparks.org.



2017 JCEP Leadership Conference—Call for Proposals

Bob Ohlensehlen, Executive Director, Joint Council of Extension Professionals



2017 JCEP Leadership Conference

February 8-9, 2017 in Orlando, Florida

It is hard to believe, but the 2017 JCEP Leadership Conference will be here before you know it! Plan now to attend! The theme for the conference is, “Emerging Leadership for Tomorrow’s Extension.”

The planning committee is seeking proposals for presentations to be given during the breakout sessions. The committee has identified the following tracks for proposals for 2017: 1) Strategic Planning Tools and Methods, 2) Program Evaluation for Planning

and Program Improvement, 3) Leadership Challenges, Collaborations and Partnerships and 4) Identifying and Responding to Emerging Issues.

The planning committee will consider presentations of the following types: Oral Presentations, Round-Table Discussions and Ignite Sessions. Deadline for submitting proposals is September 30, 2016.

ESP has always had several successful submissions each year at the conference and hopefully this year will be no exception. For additional information and to submit a proposal for a presentation at the conference use this link - [Additional Information and Submit Proposal](#) or check it out on the JCEP website at www.jcep.org.

Bob Ohlensehlen can be reached by email at jceppoffice@jcep.org.

2016 ESP Conference - "Turning the Tide with ESP" Conference Schedule

Sunday, October 23, 2016

- 8:00am-5:00pm National Board Meeting
 1:00-5:00pm Registration Open
 6:00pm Board Dinner

Monday, October 24, 2016

- 8:00am-3:30pm Registration Open
 8:00am-2:30pm Pre Conference Tours (full and half day)
 9:00am-12:00pm National Board Meeting
 2:45-3:15pm National Committee Meetings
 3:15-4:15pm First Timer and Life Member Meet & Greet
 4:00-4:45pm Shuttles from Grand Hotel to Utsch's Marina (Shuttles depart at 4:00, 4:15)
 5:00-8:00pm "Turning the Tide" Opening Event
 Light Fare & Sunset Cruise on the American Star (Cape May Whale Watch & Research Center Boat) – This 3-hour boat ride on the Atlantic Ocean will provide an opportunity for ESP members to eat, socialize, watch for dolphins, whales and coastal birds, and relax with the beauty of a sunset. Maximum boat capacity is 150...OR... Dinner will be provided at the hotel for those not going on the cruise. There will be a choice of planned program presentations (TBA)
 8:00-8:30pm Shuttles to Grand Hotel from Utsch's Marina

Tuesday, October 25, 2016

(Extension Retiree Day—Opportunity to promote ESP to Retirees)

- 6:00-7:30am Poster Set-up (Posters will remain on display until Thursday morning)
 7:00am-5:00pm Registration Open
 7:30-9:30am Regional Breakfast Meetings
 9:45-11:45am Opening General Session
 11:45am-1:00pm Buffet Lunch & Poster Viewing (Staffed by Presenters) & Elevator Speeches
 11:45am-1:15pm Past National Presidents' Luncheon
 1:15-2:15pm Concurrent Session I
 1:30-5:00pm Life Member/Retiree/Guest Tours
 2:15pm Live and Silent Auction Set-Up
 2:15-3:00pm Break
 3:00-4:00pm Concurrent Session II



Tuesday, October 25, 2016 (Continued)

- 4:45-5:45pm Social Hour - Cash Bar & Musical Entertainment
 6:00pm Recognition Dinner & Program
 8:00-9:15pm Silent & Live Auction (Silent Auction closes when Live Auction Begins)

Wednesday, October 26, 2016

- 8:00am-12:00^{Noon} Registration Open
 7:00-8:15am Chapter Presidents' Breakfast Meeting
 7:00-8:30am Breakfast & Poster Viewing
 8:30-9:45am General Session
 10:00-11:00am Concurrent Session III
 11:15am-12:15pm General Session
 12:30-2:00pm Ruby Luncheon and Lecture
 2:15-3:15pm Concurrent Session IV
 3:30-5:00pm National Committee Meetings
 After 5:00pm State's Night Out - Evening on the Town

Thursday, October 27, 2016

- 7:00-8:00am Continental Breakfast
 Poster Take-Down
 8:00-9:45am National Council Annual Meeting
 10:00-11:45am Closing Session
 12:30-5:00pm National Board Meeting
 1:00-5:00pm Post Conference Excursions

2016 ESP National Conference—Outstanding Keynote Speakers



Matt Lohr

“A Lasting Legacy” – will draw on the history of Cooperative Extension as Matt Lohr inspires the audience to continue to identify current issues and make an impact as we address them.

Matt developed a passion

for speaking as a young FFA member and went on to serve as both state FFA president and national FFA vice president before graduating from Virginia Tech in 1995. A fifth generation farmer, he continues to own a 250 acre beef, poultry, sweet corn and agritourism operation in Virginia’s Shenandoah Valley.

In 2003, Matt was awarded the first ever American Farm Bureau “Excellence in Agriculture” award and went on to chair both his county planning commission and school board. He then served for five years in the Virginia state legislature representing the 26th district before serving four years as Virginia’s 14th Commissioner of Agriculture. After leaving political office in early 2014, he joined the Farm Credit family in his role as director of the Knowledge Center for Farm Credit of the Virginias. Matt and his wife Beth stay “young” raising their six beautiful children.



Assemblyman Adam Taliaferro,

3rd District; former Gloucester County Freeholder and Cooperative Extension Liaison, Adam will draw on his knowledge of Cooperative Extension as well as his personal and professional experience to focus his presentation on “overcoming the odds” and continuing to meet the needs of the Extension clientele.

Adam Taliaferro was sworn in as a state legislator in 2015 and serves on the Education Committee and the Agriculture and Natural Resources Committee. He has a variety of bills that focus on agriculture, from legislation that supports the wine industry to Jersey Fresh programs.

Adam holds a J.D. from Rutgers-Camden and serves as a patient advocate and lobbyist for Bristol Myers Squibb. He also holds a bachelor’s degree from Penn State in Labor and Industrial Relations.

In 2001, Taliaferro formed the Adam Taliaferro Foundation which focuses on helping athletes who have suffered spinal cord injuries. “The foundation provides emotional, financial and educational support to individuals who suffer catastrophic head or spinal injuries in New Jersey, Pennsylvania or Delaware. The foundation also provides educational and financial support related to the research, prevention and care of such injuries.”



Dr. Jennifer Smith

A native of Illinois, Jennifer finished her undergraduate studies in Accounting magna cum laude at Grambling State University and graduated from The Johns Hopkins Carey Business School with a Master of Science in Organization Development and Human Resources. She is a Certified Professional Coach and credentialed by the International Coach Federation. Driven by dedication to stay current on leadership, she is the President of the New Jersey Charter Chapter of the International Coach Federation. As a pioneering woman in the world of leadership, she is a mentor for a woman’s high potential program.

Her desire to be of service motivates her to offer pro bono facilitation as well as coaching to people who have been out of work and are struggling to get their next job.

Jennifer attracts attention from the world’s leading companies because of her ability to share practical approaches that inform and inspire audiences. Some of her most popular topics include: **7 Key Strategies to Communicate with Influence and Impact**, **Game Changing Leadership** and **The Confidence Journey**.

2016 ESP National Conference Hotel—The Grand Hotel of Cape May



The 2016 ESP National Conference Hotel is The Grand Hotel of Cape May. The Grand Hotel is an oceanfront hotel with prime beach access, indoor and outdoor heated pools and many other amenities. It offers a variety of lodging accommodations just steps away from the powdery white sandy shore. To make reservations call (609) 884-5611 or (800) 257-8550.



Room Rates:

- Single/Double - \$99.00 per night plus tax
- Triple - \$119.00 per night plus tax
- Quad - \$139.00 per night plus tax

Hotel Amenities:

- Most rooms have coffee makers. If not, they are available upon request.
- Free high-speed internet in the rooms and meeting space.
- Two sun decks overlooking the Atlantic Ocean.

45- Room Class "C" - Ocean View Grand Room

(Sleeps up to 4 Guests)

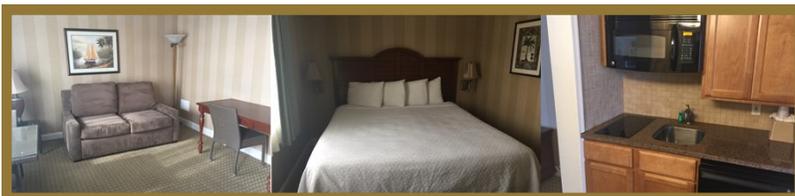
This room features views of the breathtaking Atlantic Ocean, semi-private Balcony, Full Bath, Vanity Area with Hair Dryer, Serta Pillow Top King Bed, American Leather Double Sleeper Sofa with ultra comfortable Tempur-Pedic Mattress, Electronic Safe, 3 cubic ft. compact Beverage Refrigerator, Microwave Oven, Coffee Maker (bring your favorite coffee!), Iron & Ironing Board. (See pictures to the right)



15- Room Class "D" - Two Room Efficiency Suite

(Sleeps up to 4 Guests)

This room is accessed via an exterior common balcony and features a view of the Sundek, Full Bath, Vanity Area with Hair Dryer, Serta Pillow Top King Bed, American Leather Double Sleeper Sofa with ultra comfortable Tempur-Pedic Mattress, Electronic Safe, Kitchenette (includes basic Cookware, Flatware, Dinnerware, two burner Electric Range, 5.7 cubic ft. combination Refrigerator / Freezer, Microwave Oven, Coffee Maker (bring your favorite coffee!), Toaster), Iron & Ironing Board. (See pictures to the left)



16 - Room Class "E" - One Room Efficiency

(Sleeps up to 4 Guests)

Located on the ground floor, this room is accessed via an exterior common Balcony, features views of the Outdoor Pool, Full Bath with Hair Dryer, Two Double Beds, Electronic Safe, Kitchenette (includes basic Cookware, Flatware, Dinnerware, two burner glass-top Electric Range, Microwave Oven, 5.7 cubic ft. combination Refrigerator / Freezer, Coffee Maker (bring your favorite coffee!), Toaster), Iron & Ironing Board. Room is typical of those pictured above but have two double beds per unit.

Handicap Rooms are available as well. Please note 2 of each kind. They are King Bedded rooms.

2—Rooms Class CS, Roll-In Shower Capabilities

2—Rooms Class CT, Tub with Bars

2016 ESP National Conference Tours



Note: A minimum of 20 and a maximum of 34 people are required for all half and full day tours.

FULL DAY TOURS

Monday, October 24, 8:00 am

Welcome to Cape May Tour

(\$70—5 hours) Your tour will start with an introduction to Cape May's many cultural, historical, and natural attractions on a trolley ride around the island, then a tour the 1879 Emlen Physick Estate, Cape May's only Victorian house museum. Enjoy lunch in the Carriage House Café & Tearoom before participating in a living history program on the "Hot Topics in Cape May" during the late Victorian Period – temperance and prohibition.



Then enjoy a guided tour of Fisherman's Wharf & the Lobster House Dock, home to many commercial fishing boats, to learn how seafood gets from the sea to your table. The day will conclude with some time to sightsee in downtown Cape May. You can walk the beautiful Victorian streets and shop on the Washington Street

Mall (the most successful outdoor pedestrian mall in the nation).

Wines of New Jersey

(\$70—5 hours) Learn about grape production; how wine is made; tour some South Jersey facilities and vineyards; taste some local wines and enjoy lunch. A Rutgers Cooperative Extension County Ag Agent who works with local wineries will lead the tour and share his expertise.

New Jersey Agricultural Experiment Station and Rutgers Cooperative Extension Research and Education Showcase

(\$70—5+ hours) Visit the Rutgers Food Innovation Center in Bridgeton; tour the Rutgers Agricultural Research and Extension Center and enjoy lunch; and tour the Rutgers Aquaculture Innovation Center in North Cape May and sample oysters.

MORNING ONLY TOURS

Monday, October 24, 9:00 am

Fisherman's Wharf Tour

(\$20—1-1½ hours) Find out how seafood gets from the sea to your table on this guided tour of the Fisherman's Wharf, home of many commercial fishing boats. At the Southernmost tip of New Jersey, the combined port of Cape May and Wildwood is the largest in New Jersey and one of the largest on the East Coast. Major Cape May fisheries focus on squid, mackerel, fluke, sea bass, porgies, lobsters and menhaden.

Victorian Cape May Walking

Tour (\$20—1-1½ hours-Trolley to start location at Washington Street Mall) This guided tour will provide an overview of the Victorian houses in the heart of Cape May's historic district.

AFTERNOON ONLY TOURS

Monday, October 24, 12:00 pm

Explore Cape May Point Tour

(\$35—2+ hours) You will travel by trolley through West Cape May to the tip of Cape May's peninsula, which is one of the most celebrated migratory bird locations in North America.



Entering into Cape May Point State Park, you will see the fully restored Cape May Lighthouse, built in 1859,



and have an opportunity to climb the 199 steps to the top for a breathtaking view of the Jersey Cape. The next stop will be Sunset Beach where you can search for some "Cape May Diamonds" and see the sunken concrete ship "Atlantus" that is still visible in Delaware Bay.

Winery Tour & Tasting (Natali Vineyards - \$35—2 hours) Spend the afternoon at one of Cape May County's award-winning wineries, tour the vineyard to see how grapes are grown, and then visit the winery for an introduction to the wine-maker's art. You will also enjoy tasting 3-5 wines with cheese, crackers and fruit.



(Tours Continued on page 8)

2016 ESP National Conference Tours (Continued)

(Tours Continued from page 7)

Ghosts of Cape May and Historic Haunts Tour

(\$35—1½+ hours) Take a ride on a trolley past some of Cape May's best known haunted houses and meet some of the ghosts discovered by Ghost Writer and psychic medium Craig McManus. You will also visit the 1879 Emlen Physick Estate where you will see a home séance room of the 1800's and learn of the Victorian's fascination with spiritualism.



Emlen Physick and Trolley Tour

(\$35—2 hours) Tour the 1879 Emlen Physick Estate, Cape May's only Victorian house museum, with 15 rooms

authentically restored to their original grandeur. The Physick Estate is also home to the Carriage House Gallery which hosts changing exhibits. Take a trolley tour and enjoy an introduction to Cape May's many cultural, historical and natural attractions on the island, the nation's oldest seaside resort.

LIFE MEMBER TOUR

Tuesday, October 25, 1:30-5:00 PM

(This special tour is free of charge for Life Members. Retirees and Guests can attend by purchasing a \$35 ticket in the Merchandise Section of Online Registration.)

Proudly We Serve - War at the Shore Tour

(2-3 hours) Learn about the important role that the Cape May region played during World War II and visit World War II landmarks including a climb up the Lookout Tower in Cape May Point, the Forgotten Warriors Museum and the Naval Air Station Aviation Museum. This facility was commissioned in April 1943. It served as an active dive-bomber squadron training facility during World War II. Today, Hangar #1 has been restored and transformed into an Aviation Museum that houses a number of aircraft, engines, special exhibits, and educational interactive displays.



The museum invites visitors to explore aviation, New Jersey, military and WWII history through "hands-on," fun and educational activities.

POST CONFERENCE TOURS

Thursday, October 27, 1:00 pm

Fisherman's Wharf (\$35—1½ hours) Find out how seafood gets from the sea to your table on this guided tour of the Fisherman's Wharf, home of many commercial fishing boats. At the Southernmost tip of New Jersey, the combined port of Cape May and Wildwood is the largest in New Jersey and one of the largest on the East Coast. Major Cape May fisheries focus on squid, mackerel, fluke, sea bass, porgies, lobsters and menhaden.

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Epsilon Sigma Phi Conference - Cape May, NJ - October 24-27, 2016

Life Member Corner



Life Member Involvement in National Committees & Annual Conference Stipends

Bob Ohlensehlen, National Executive Director

Life Member Involvement in National Committees

A few years ago there was concern expressed about Life Members having the opportunity to continue to be involved in ESP at the national level. The National ESP Board established a Life Member Committee which was comprised solely of Life Members. The committee worked to find a purpose and to address the concerns that had been expressed by some of the Life Members. After two years, the group determined that there was not sufficient interest or need for the Life Member Committee since Life Members had the opportunity to participate in the existing committees.

As of today with only a few positions remaining to be filled for the 2016-2017 committees, we have filled 11 of the 56 positions on the committees with Life Members. These Life Members are staying connected and lending a hand in the work of the ESP

organization by volunteering to serve on committees that are doing work that is of interest to them. Thanks to our Life Members for choosing to remain involved!

Annual Conference Stipends for Life Members

Just a reminder that the first 20 Life Members that sign up for the National Conference in Cape May, New Jersey, are eligible to receive \$100 for attending the conference. The requirement to receive the stipend is for the Life Member to register for the entire conference and to attend the regional meeting.

After the conference go to the Reimbursement Tab on the ESP website and complete the form for the \$100. Those who are on a committee or are a voting delegate will want to choose the larger stipend that applies to those positions. Sorry...only one stipend per person.

(Member Connections Continued from page 1)

second day. His topic will examine the theme of "Overcoming the Odds" as we continue to meet the needs of the Extension clientele. Capstone, Dr. Jennifer Smith's presentation topic is "Game Changing Leadership for the 21st Century and Beyond" which will highlight strategies to communicate with influence and impact. An additional highlight will be the honoring of our 2016 Ruby winner, Dr. Pennie Crinion, University of Illinois, during the Ruby Luncheon and Lecture. The conference schedule also includes a

variety of juried concurrent sessions offered over four time slots, as well as poster sessions and ignite presentations.

Lastly, the national conference will also include time to conduct the business of ESP. You will hear from your National Board of Directors during the National Council meeting. Chapter leadership teams are encouraged to attend a presentation designed to assist in chapter management. In addition, our national committees will have time to meet face-to-face to bring the past year's work to a close and strategize for the future.

We also will install our 2017 National Board which will include our newly elected officers. Congratulations to Mark Blevins, National 2nd Vice President-elect; Jennifer Grogan, Southern Region Vice-President-elect and Doug Jardine, North Central Region Vice President-elect, who will step into their new leadership roles at the close of the 2016 conference.

Please make plans to join your fellow ESP colleagues at this year's conference...I promise you won't be disappointed.

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

(Auction Continued from page 1)

tickets, unique state products, celebrity autographed items and more. Be creative. The main thing is to participate, bring an item and bid for other items.

Items should be carried to the Registration Area on Monday, October 24, where Auction folks will receive them. Complete a [Consignment Form](#) in advance to mail with your auction item or onsite with donor name (individual/chapter), address for receipt, and phone; write a description of the item and give an estimated

value. Add your local hotel room and phone number in case of questions.

Items can be shipped in advance to: ESP Auction, Jeannette Rea Keywood, 1636 Delaware Avenue, Cape May, New Jersey 08204. Please ship to arrive by October 19. Include full donor name (individual/chapter), address for receipt, phone number, and description of item and its estimated value.

Questions before you travel? – Contact David S. Ross at dsross@umd.edu.

Marketing ESP for Organizational Diversity—You Can Help!

Mary Carol Sheffield, Member, National Marketing Committee and President Alpha Beta Chapter, Georgia

Have you ever read Epsilon Sigma Phi's Diversity Statement or thought about how diversity influences our effectiveness as Extension professionals? The Diversity Statement outlines our organization's goals for helping our members to be inclusive in our endeavors and some of the competencies required for us to do so. As an Association, Epsilon Sigma Phi is committed "to moving the Extension profession toward becoming a respectful, culturally inclusive educational system in response to the changing face of the nation and the awareness of the added richness, creativity, and resilience that cultural diversity brings to our communities and our Extension programs."

Extension Professionals work in the realm of helping our clients to

learn, grow and adopt practices that improve their lives. To achieve this end, it is important that our organization reflects the diversity of our states and communities. Several ESP national committees are working to address the need for diversity from the standpoint of program delivery and within our workplaces. From a national standpoint, the Marketing Committee is interested in learning more about how each state views its organizational diversity, so that we can help target our marketing to enhance our diversity of membership.

The first step in figuring that out is defining some of the aspects of diversity that may be important to us as a professional organization. We're starting with several factors and hoping that leadership from

each state will participate in a survey to give us feedback about their diversity and how they view themselves. Some of the factors we have identified include age, gender, race, ethnicity, program area representation, and geographic representation in terms of Urban/Suburban/Rural. Though not all encompassing, these are some starting points for us to help determine how we can help provide strategies for marketing ESP to potential members and to promote the ESP organization and image in a way that supports, affirms and enhances our organizational diversity. We hope each state will participate so that you are represented as part of the diversity of ESP nationally.

Mary Carol Sheffield can be reached by email at msheff@uga.edu.

Gearing Up for Your ESP Membership Campaign

Natasha Lucas, Alpha Kappa/KY Chapter, National Membership, Recruitment & Retention Committee Member

The National Membership Recruitment & Retention Committee has been working diligently over the last few months to make this year's First Timers/Life Members Event at the National Conference in Cape May, New Jersey a success. We also have been planning our exhibit for the poster session at the conference. Please make plans to stop by our exhibit for a chance to win some prizes. More details to follow on that. Please make plans now to join us at the Epsilon Sigma Phi National Conference on October 24-27, 2016!

In addition to the events for National Conference, our committee has already hosted one webinar in May and we are currently putting the finishing touches on our next webinar in August. The new online membership management software was the topic of the May webinar. View it [here](#).

Are you "Gearing Up for Your Chapter's Membership Campaign?" If so, the National ESP Membership Recruitment and Retention Committee wants to help!

We are sponsoring a webinar Tuesday, August 30, 2016, from 2-3 ET, 1-2 CT, 12-1 MT & 11-12 PT. The webinar will offer membership chairpersons and chapter leaders an opportunity to hear ideas and learn from three of our most successful ESP chapters. Specifically, there will be tips and techniques to help you better prepare for and implement a membership recruitment and retention strategy, including a sample timeline that will help you plan for and stay on track in your membership campaign.

The webinar URL is <https://meeting.psu.edu/esp-membership>. Using either Mozilla Firefox or Internet Explorer, you will need to log on as a "guest" and enter your name.

We look forward to your participation in the August 30th webinar "Gearing Up for Your Chapter's Membership Campaign." For more information contact Peter Wulfhorst at ptw3@psu.edu, Natasha Lucas at nlucas@uky.edu or Peggy Compton at peggy.compton@ces.uwex.edu.

Thank You to Our ESP Development Fund 2016 Kickoff Challenge Contributors!

The Resource Development & Management Committee and the ESP National Board would like to offer special thanks to all those who contributed towards the 2016 Kickoff Challenge Campaign during this past year. The following is a list of all those who contributed.

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CONFERENCE EDITION!

Important Dates for Your Calendar!

A graphic consisting of two curved, gold-colored lines that frame the text. The text inside reads 'Visit the ESP website at' followed by the website address 'www.espnational.org' in green.

Visit the ESP website at
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JULY

- June / July Issue of ESP Connection distributed
- July 31, Early Bird Registration ends for National Conference in Cape May, NJ, October 24-27, 2016

AUGUST

- August 1, Regular Registration Available for the National Conference in Cape May, NJ, October 24-27, 2016
- August 15, Deadline for Electronic Registration of Voting Delegates for 2016 National Council Meeting
- August 25, Deadline for *ESP Connection* articles to the National ESP Office
- September 24, Room Block closes for the ESP National Conference in Cape May, NJ, October 24-37, 2016
- August 31, Collect final payments of 2016 ESP dues

SEPTEMBER

- August / September Issue of *ESP Connection* distributed
- September 15, Late Registration Available for National Conference in Cape May, NJ, 24-27, 2016