Registration is Now Open for the 2012 ESP National Conference set for October 7-10, 2012 in Mobile, AL. Plan Now to Attend!

There will be great professional development opportunities at this year’s conference. There will be 24 Concurrent Sessions and 14 Poster Sessions presented. There are three exceptional keynote speakers that will address the origins of Extension work, what the future holds and an inspirational speaker that is sure to get everyone enthused to go back home and attack the challenges of meeting the needs of our clientele. The prestigious Ruby Lecture is always a special part of the program at National Conference and this year’s recipient, Dr. Shirley W. Hastings from Tennessee, is sure to keep up the tradition of excellent presentations.

The conference will kick off with everyone going to the Battleship Memorial Park, which is home to the USS Alabama and to a museum which contains a number of interesting displays. The reception will be the site for the "Low Country Boil" dinner which is sure to be a hit.

Registration is now open - Early Bird registration is $425 and will be available through July 31st. Regular Registration starts August 1st and is $500, and the Late Registration price starts September 16 and is $550, so register soon to take advantage of the Early Bird fee! Click here to register, or if you need assistance or prefer a paper registration form, contact the ESP National Office by phone at (208) 736-4495.
Lynn Korniak, Alpha Lambda Chapter, Indiana

PILD conference held recently in Washington D.C. was definitely a learning experience for me. As a first time attendee, I took it all in, came home and processed it all.

For me learning about our national partners, their mission, their goals, and priorities and how they are actively involved in ways that impact the Cooperative Extension Service was an eye-opener. We often hear the terms “ECOP” and “NIFA” but what are they and what do they do for us? The Extension Committee on Organization and Policy (ECOP) functions as the governing body of the national Cooperative Extension System. ECOP responds in an effective manner to pressing local and national issues. It was nice to see and hear from Dr. Douglas L. Steele, Chairman of ECOP for 2012. Doug served Extension well in Indiana several years ago and is very involved at the national level today. Doug shared the strategy of ECOP around four Core Themes for this year. Those include: Build Partnerships and Acquire Resources; Increase Strategic Marketing and Communications; Enhance Leadership and Professional Development; and Strengthen Organizational Functioning. Each of these themes can be viewed in detail on the national website.

As part of the U.S. Department of Agriculture, The National Institute of Food and Agriculture (NIFA), is actively involved in ways that also impact Cooperative Extension. It is hard to believe that the Morrill Act and the land grant is 150 years old and still going strong. We had the privilege of hearing from Ralph Otto, Deputy Director of NIFA. He spoke of the agency goals and priorities. Ralph also explained the Competitive Funding, Capacity Funding (Hatch Act and the Smith-Lever Funds), Matching Funding, and Mandatory Funding and where the main funding for Extension comes from. We received excellent materials titled “What would Lincoln Do?”, “1890’s Extension”, “1994s Extension”, and the “Smith-Lever”. Ralph updated the conference attendees on The Ag and Food Research Initiative (AFRI). All of this background on Extension and the work that is being done at all levels was so helpful as we all were preparing for our Capital Hill visits. A huge take away from our training is that the government appropriations to Cooperative Extension are not an “expense” but an investment! For every dollar spent by the federal government, twenty dollars is matched by state and local government! What a great investment for the impact Extension programs are making in all states and local communities! Keep sharing our Extension story! Thank you for the opportunity to attend and receive an ESP scholarship.

Lynn Korniak can be reach by email at lkorniak@purdue.edu

Lindy Tefeteller, Alpha Zeta Chapter, Texas

With all the changes, internal and external within Extension, it has been an emotional roller coaster ride for us all not knowing the security of our employment. Typically, I have expectations of a conference; however, with this journey I left Midland with no specific expectations so that I would be open to whatever lay ahead.

(PILD Continued on page 5)
### 2012 ESP National Conference “From Humble Beginnings to Meeting Future Needs - The Vision Continues” - Tentative Schedule

The National ESP Board and the Alabama Host Chapter are pleased to present the following tentative schedule for the 2012 ESP National Conference. The Alpha Pi Chapter has worked hard to provide an excellent experience for all in Mobile. The National Board is working with the host chapter to provide an excellent professional development opportunity for our members. It is a work in progress but this is our tentative schedule.

### Saturday, October 6
- 8:00 am-5:00 pm: National Board Meeting
- 6:00-9:00 pm: Conference Registration is Open

### Sunday, October 7
- 7:00 am-4:30 pm: Tour 1 – Dauphin Island/ Estuarium /Fort Gaines
- 9:00 a m-3:00 pm: Tour 2 – Mobile Bay Eastern Shore
- 9:00 am-3:00 pm: Tour 3 – Alabama State Docks and Delta
- 2:00-7:00 pm: Registration / Information is Open
- 5:00-5:15 pm: Life Members and 1st Timers Travel to Battleship Memorial Park
- 5:30-7:00 pm: Life Members and 1st Timers Reception (at park)
- 6:30-7:00 pm: Shuttles Run to Battleship Memorial Park for Opening Reception
- 7:00-10:00 pm: Opening Reception at the USS Battleship Alabama Memorial Park
- 9:00-10:00 pm: Shuttles Run from Battleship Memorial Park to Renaissance Hotel

### Monday, October 8
- 7:00 am-5:00 pm: Registration / Information Is Open
- 7:00-8:00 am: Exhibit and Poster Setup
- 7:00-10:00 am: Breakfast/Regional Meetings / Regional Vice President Elections – Northeast Region – David Ross Presiding Southern Region - Laura Wilson Presiding North Central Region - Kathy Tweeten Presiding Western Region - Ken Hart Presiding
- 10:00-10:15 am: Break
- 10:15 am-12:00 pm: Session I - Opening Session
  - Call to Order and Welcome – Justen Smith, ESP National President
  - Presentation of the Colors – Justen Smith, ESP National President
  - Welcome to the 2012 Meeting in Mobile - Danny Cain, Host Chapter Chair
  - Thought for the Day
  - Welcome to the Conference
  - Welcome – Auburn Cooperative Extension
  - Introduction of Guests and JCEP Team
  - Justen Smith, ESP National President
  - Keynote Speaker: A presentation about the Jesup Wagon

### Tuesday, October 9
- 7:00-8:15 am: Chapter Presidents’ Breakfast
- 7:00-8:15 am: Breakfast
- 8:30-10:00 am: General Session II
  - JCEP Traveling Team Presentation
  - Presentation on Galaxy IV
  - Keynote Speaker: Ted Abernathy "Global Trends that Will Change All Our Lives. A Look at a Dozen Trends that are Reshaping How We Live, Work, Play and Compete."
- 10:00-10:30 am: Break
- 10:30-11:30 am: Concurrent Session II
- 11:45 am-1:15 pm: Ruby Luncheon & Lecture
- 1:30-4:00 pm: Life Member Tour – Historic Mobile Tour
- 1:30-2:30 pm: Concurrent Session III
- 2:30-3:00 pm: Break
- 4:10-5:10 pm: Life Member Committee Meeting
- 3:30-4:30 pm: Concurrent Session IV
- 5:00-6:00 pm: Reception with Cash Bar
- 6:00-8:30 pm: Recognition / Awards Banquet
- 8:30 – 10:00 Dessert and Coffee Reception for Ruby Recipient, ESP National President, and ESP National President Elect

### Wednesday, October 10
- 7:00-8:00 am: Breakfast
- 8:00-9:45 am: National Council Annual Meeting
  - Justen Smith, ESP National President, Presiding
- 10:00-11:45 am: General Session III
  - Justen Smith, ESP National President, Presiding
  - Thought for the Day
  - Keynote Speaker: Thom Grissom Memorial Service
  - Installation of 2013 Officers
- 11:45 am: Adjourn

### Monday, October 8 (Continued)
- 4:30-6:00 pm: 2012 National Committee Meetings (Continued)
  - Public Issues - Laura Wilson Presiding
  - Resource Development and Management – David Ross Presiding
  - Global Relations - Kathy Tweeten Presiding
  - Scholarships, Grants and Recognition - Ken Hart Presiding
- 4:30-6:30 pm: Silent Auction
- 4:30-7:30 pm: Cash Bar (Hors d’oeuvres from 6:00-7:30 pm)
- 6:30-8:00 pm: Live Auction – David Ross Presiding

### Tuesday, October 9
- 7:00-8:15 am: Chapter Presidents’ Breakfast
- 7:00-8:15 am: Breakfast
- 8:30-10:00 am: General Session II
- 11:45 am-1:15 pm: Ruby Luncheon & Lecture
- 1:30-4:00 pm: Life Member Tour – Historic Mobile Tour
- 1:30-2:30 pm: Concurrent Session III
- 2:30-3:00 pm: Break
- 4:10-5:10 pm: Life Member Committee Meeting
- 3:30-4:30 pm: Concurrent Session IV
- 5:00-6:00 pm: Reception with Cash Bar
- 6:00-8:30 pm: Recognition / Awards Banquet

### Wednesday, October 10
- 7:00-8:00 am: Breakfast
- 8:00-9:45 am: National Council Annual Meeting
  - Justen Smith, ESP National President, Presiding
- 10:00-11:45 am: General Session III
  - Justen Smith, ESP National President, Presiding
  - Thought for the Day
  - Keynote Speaker: Thom Grissom Memorial Service
  - Installation of 2013 Officers
- 11:45 am: Adjourn

### Noon - 8:30 pm
- ESP National Board Meeting / Orientation for New Board Members
Don’t Miss These Exciting Pre-Conference Tours in Mobile on Sunday, October 7th!

**Dauphin Island/Estuarium/Fort Gaines** (8:00 am-4:30 pm)
Dauphin Island, claimed by the French in 1699, has evolved into a wonderful Gulf Coast Experience! We will visit Historic Fort Gaines, built in 1821. You can walk the ramparts and view the site of the famous Battle of Mobile Bay where Admiral Farragut uttered the immortal words “Damn The Torpedoes—Full Speed Ahead.” You can also take off your shoes and dip your toes in the Gulf of Mexico. We will also visit the Estuarium at Dauphin Island Sea Lab, our area’s premiere aquarium. The Estuarium highlights Mobile, native ecosystems and habitats that makes this area one of the most biologically diverse areas in the nation. [www.estuarium.disl.org](http://www.estuarium.disl.org/)

**Mobile Bay Eastern Shore Tour** (9:00 am–3:00 pm)
Board your coach for a tour of the Eastern Shore of Mobile Bay. We will visit Malbis, a beautiful Greek Orthodox Church, then on to the Punta Clara Candy Kitchen to sample some of their delicious candies, and then on to Fairhope (most of the shops do not open until 10:00 am) to tour the various galleries and shops. Our guide will point out where the various galleries are located. Lunch will be on your own at one of the many restaurants. [www.mobile.org](http://www.mobile.org)

**Alabama State Docks & Delta** (9:00 am–3:00 pm)
Board your coach for a tour of the Alabama State Docks and the Mobile Bay Delta. As the “Gateway To The Gulf,” the port is the ninth largest in the United States and bustles with container and bulk cargoes. Following a tour of the docks, off we go to Five Rivers Delta Resource Center, Alabama’s gateway to outdoor recreation, conservation education and land stewardship in the tremendous Mobile-Tensaw River Delta. All-aboard as we venture into one of the most environmentally diverse river deltas in the world. For more information visit: Alabama State Docks [www.asdd.com](http://www.asdd.com); Alabama 5 Rivers Delta Resource Center [www.alabama5rivers.com](http://www.alabama5rivers.com).

BayFest Music Festival—October 5-7th
More than 225,000 people are expected to jam the streets of Mobile to hear more than 125 live musical acts on nine stages. BayFest offers continuous performances for every taste, including country, classic and modern rock, alternative, pop, jazz, R&B, rap and gospel. One of the festival stages, the Launching Pad, will spotlight local and regional talent. The event also includes a fun and popular family activity area. Bayfest 2012 will be held October 5-7, 2012. Plan to arrive early and enjoy Alabama’s largest outdoor music festival. For 2012 only 50,000 weekend passes will be sold, so if you plan to arrive early enough to enjoy Bayfest you will need to pre-order your tickets online from [www.bayfest.com](http://www.bayfest.com) well ahead of the conference.

National Conference Meeting Location & Lodging

The hotel that will be hosting the 2012 ESP National Conference is the Renaissance Mobile Riverview Plaza Hotel, a AAA, Four Diamond hotel ideally suited for our conference. This premier convention hotel in downtown Mobile features contemporary design and world-class amenities unrivaled by other Gulf Coast hotels. This Mobile Bay area hotel is located across the street from the Gulf Coast Exploreum & Imax, Museum of Mobile, Fort Condi, The Dauphin Street Entertainment District and is within convenient walking distance of the Carnival Museum.

Rates for the ESP National Conference are $139 per night for single or double occupancy. To make reservations you can call toll free at 1-800-922-3296. Be sure to mention code “espespa” so you will be given this special conference rate.

You can also click [here](http://www.bayfest.com) to make reservations online. Again, mention the code “espespa” so you will be given the $139 per night rate.
Take a Look at the Scholarships, Grants & Recognition Committee
Beth Claypoole, Lambda Chapter

All of us join ESP for different reasons. I know that I wanted to join an organization that looks at Cooperative Extension as a whole and provides professional development opportunities to become a better Extension educator, overall. ESP has also provided me the opportunity to learn more about the organization by being a regional director and working with the PILD committee. This year, I decided to learn more about the various committees, especially the one that I knew little about – Scholarships, Grants and Recognition. It is amazing to me how few people actually take advantage of some of these opportunities (including me!). Read on and think about how you can apply, or encourage others to apply. The recognition awards add to our menu of “catching people doing something right” arsenal and provide a little incentive to “keep going” and provide advancement in your Extension career. For those who also have scholarship and recognition as part of your evaluation portfolio, this also provides great resume builders! Beth

One of the benefits of membership in ESP is professional recognition. ESP provides several opportunities for individuals to nominate themselves or colleagues for awards. One set of awards is for career recognition, based on years of service, that acknowledge and pay the tribute to the experienced Extension professionals who consistently exhibited leadership and excellence in Extension program planning, delivery, evaluation, in program and/or administration, or has exhibited future potential to excel in their profession. The Early Career Award is for those professionals with less than 10 years of experience in Extension. The Mid-Career Award is for over 10 years and less than 20 years. The Distinguished Service Award is for those with more than 20 years of service. All of these awards can be awarded at the local/state level and the regional/national level.

Applications are available online at the ESP website. The online applications can be used for the state award, but that is up to the individual state. State award winners are then eligible for regional and national recognition. An online application for these awards is required. Applications include information on scholarship and performance of the applicant. Data supporting measurable impacts of the candidate’s work in meeting needs of clientele will strengthen the nomination.

All forms can be found on the ESP website under “Applications/Reports” and then the “Recognition” tab. You will find a Chapter form which can be used for the chapter awards, and then it is also used for the national award. The National Recognition Submission Form must also be completed for chapter applications being sent forward for regional or national consideration. Keep in mind that the applications have limits for spacing, so please make sure to double check the online applications to make sure that the word limit is met. Applications that do not follow directions will be eliminated.

Award applications are due each year on March 1. All of the award applications are then provided to each chapter President to vote on the specific award winners. Those ballots are due back to the national office on May 15 (Hope everyone got their voting in!). The website has lots of information on the awards and application process.

So, think ahead for next year – who can you “catch doing something great”? And please attend the national conference where all of the awardees will be recognized. See you in Mobile! Beth Claypoole can be reached by email at eac9@cornell.edu

(PILD Continued from page 2)

For me, PILD was a definite eye opener. It brought light to two main areas in my work development, telling the Extension story and combining the two. First main area is the Farm Bill and learning more about how it impacts Texas, Extension and my programs. From this conference, this summer’s 4H newsletters will be a series on the Farm Bill and educating the public on the percent that the farm bill affects the farmers because sometimes we think we know, but really don’t. We all provide “end of the year” program summaries which are intended for stakeholders. Sometimes we forget or don’t know to keep it simple. Including a simple tag line, catching the reader, specially our State / Federal Representatives on the work that we do is providing education in response to the Farm Bill.

The second main idea came from one of the speakers. Dr. Marshall Stewart from North Carolina State University emphasized the need to have your “elevator story” ready. Health, Education and Economics cover every part of Extension where you are an agent, specialist or administrator. Know who you are before you get on that evaluator because you never know who will be in there with you. Our story doesn’t change, it’s how we deliver it to that individual that changes. As agents, we have programs that address each of this in the unique way only Extension can. As legislators, those are issues their constituents care about and that help them get re-elected.

I agree with the comment about “hearing Extension is the best kept secret”. Let’s stop hiding behind that comment and go tell our story. Psychology 101—we need to stop trying to change others’ perceptions and change how we deliver our message. In that change, Extension will no longer be that secret but will be known for Health, Education, and Economics and not just “food, horses or plants.”

Lindy Tefteller can be reached by email at mrttefteller@ag.tamu.edu.

(PILD Continued on page 6)
Global Relations in our Backyard

Mark Platten, Global Relations Committee Member, Zeta Chapter

As our National meeting is racing towards us, I find myself reflecting on the value of attending this event. What keeps revealing itself is the ability to network, develop relationships, and gather resources and tools that help me become a better Extension Agent in my county. Isn’t that also what happens when we travel around the world and expand the programming possibilities available to us in our backyard?

A recent article in Bottom Line Personal magazine discussed how traveling outside the country contributes to creativity and thinking outside that “box” we’ve heard about since entering the work force. The presumption that crossing country boundaries is more than a paid Extension vacation, and actually contributes to critical thinking, networking, and relationships is the focus of a panel discussion at the National Convention this year.

What about those who are not able to travel to other countries through Extension? Is the topic of Global Relations important to them? Does the information and stories told by those who work in other countries have value? My position is a resounding yes! All we have to do is look around us and realize that there are very few places in the U.S. that are not affected by the global market whether it is McDonalds, Apple, or Toyota – with one of its models having the highest percentage of parts built in the U.S. according to a Time article. When we start to consider social media and networking there are no country boundaries that separate us. Just look at the Arab Spring, Tyvon Martin situation, or any number of other events that go “viral” and change the way our world and governments operate. We are a global world, where we are able to purchase almost anything, any time of the year from our grocers or online. What happens in Asia and Europe affects us in the United States.

How does this apply to Extension you might ask? During a recent state meeting on diversity, it was declared that the U.S. is poised to be hit by the tsunami of diversity in the next decade and we are not prepared for its implications; from business to education and in every sector of our economy. I propose that Extension can further develop relationships with those in our backyard; exploring cultural, racial, religious, technological, sexual, and other differences as opportunities so we will be poised to create programming that connects us and experience diversity and global relations as keys to success instead of something we have to do to meet federal requirements.

This is where Global Relation opportunities can help provide tools, insights, and resources that can be taken back to local communities for incorporation into programs. For those of you who have had the opportunity to travel abroad, we will be conducting video testimonials again at the National ESP meeting, capturing the value and lessons learned. This is a call for you to step forward and share the information that might benefit us all and help ensure the future success and relevance of Extension as we “Hang 10” on the wave of diversity, riding it to the next chapter of Extension.

Mark Platten can be reached by email at PlattenM@co.teller.co.us

(PILD Continued from page 5)

Chris Schnepf, Theta Chapter, Idaho

I have been hearing about the Public Issues Leadership Development (PILD) Conference for years and have always wanted to attend. But PILD is usually held during one of the busiest times of the year for Idaho Extension forestry programming (most Idaho loggers understandably want Extension forestry programs to be held during March and April, when they can’t work in the woods). Since I started my two-year term as president of the Idaho’s Theta Chapter of Epsilon Sigma Phi (ESP) this year, I was determined to keep the PILD window open so I could attend. My attendance was also made possible by an ESP scholarship and support from my Idaho ESP chapter and UI Extension administration, all of which I am grateful to have had.

My expectations for PILD were very high. Those expectations were met and exceeded. I knew there would be dedicated Extension professionals from all over the country and across many disciplines. That by itself guarantees a worthy professional development experience, as this program proved once more. I also knew we would learn more about the federal budget process and methods to interact more effectively with elected officials, for which the program also provided some excellent training. I didn’t know there would be Extension professionals presenting ideas on a variety of Extension issues and methods that cross disciplinary boundaries (not unlike the Galaxy or ESP conferences). I was particularly impressed by the presentations regarding use of new media for Extension efforts (Facebook, Twitter, and other forms of online interaction with audiences) and a presentation titled “Extension Educators as Intellectuals.”

As someone who has matriculated at three different campuses with a building named “Morrill Hall,” I was thoroughly inspired by a speaker named Steve Stark who gave a stirring story of the earliest origins of the land-grant college idea, through the passage of the Morrill Act, and concluding with refinements made during later administrations – all the while in period dress and using a large piece of charcoal.

(PILD Continued on page 7)
Life Member Corner

Life Member Tour and Registration Rebates Available to Life Members Attending the 2012 National Conference in Mobile

Well it is that time of year again when we are in the final stages of planning the 2012 ESP National Conference in Mobile, Alabama. We have always tried to provide items of interest to our life members. Realizing that as a life member, our interests have changed from when we were actively engaged in Extension work. Maybe some of the biggest benefits of attending an annual conference as a life member are to renew acquaintances, keep up on what is happening in Extension and to enjoy a new part of our great country. With that in mind, beginning last year we offered a special tour for Life Members. That tradition continues this year in Mobile. We are offering to the life members at no cost an opportunity to take a tour of Mobile with a historic perspective. Tour participants will spend a half day visiting some of the exquisite buildings in Mobile along with a tour of one of the premiere Ante Bellum Museum Homes. Come join in the fun, learn something new and tour this beautiful city!

Remember that we offer a $100 stipend to the first 20 life members that register for a full time registration for the National Conference—that’s a discount of 23% for your registration! So register early to insure that you receive a Life Member Rebate and a spot on this great opportunity to be a part of this special tour. If you need assistance in registering please contact the ESP National Office by phone at (208) 736-4495.

Life Members—Historic Mobile Tour
Tuesday, October 9th—1:30-4:00 pm
Tour one of the most beautiful and historic cities in the Southeast. We will visit Mobile’s Three Downtown Historic Districts with their diverse architecture and beauty. The tour will also stop at the Basilica of the Immaculate Conception, our Catholic Cathedral. We will also tour the Richards DAR House, one of Mobile's premiere Ante Bellum Museum Homes. This beautiful Italianate Style Townhouse built in 1860 features outstanding furnishings and a wonderful history. Tea and refreshments will be served. There is no charge for this tour, so reserve your spot for this interesting and educational tour now when registering for the conference!

(Continued from page 6)

and a 30 foot long piece of butcher paper to sketch the people and symbols that were iconic in the movement!

On the final day of the conference, we visited our state’s congressional offices. Most of the visits were with congressional staff members, though Senator Risch visited with us briefly. PILD training was very helpful in helping us craft our interaction with congressional offices and understand the current federal budgetary contexts that served as a backdrop for our discussions. I also learned a lot from simply observing and listening during our time spent in the senate and house office buildings: the young age of most of the congressional staff members; the people I saw in the hallways wearing badges from a variety of organizations across the country (many of which I had never heard of before); the serious and less-serious discussions overhead in elevators regarding congressional business; and most delightfully, the packs of youth groups being escorted around the capitol grounds and through the buildings learning more about our country’s history and democracy.

My experience at PILD was truly worthwhile and I would recommend the program to any Extension professional – even if they have to wedge open time between busy Extension programming seasons!

Chris Schnepf can be reached by email at cschnepf@uidaho.edu
Important Dates Ahead – Mark Your Calendar!

**JUNE**
- May/June Issue of *ESP Connection* distributed
- June 1, Announcement of National Recognition and Scholarship Recipients
- Early Bird Registration ($425) Available for 2012 ESP Conference

**JULY**
- July 1, Deadline for 2nd Vice President Nomination Submissions to National ESP Office
- July 1, Deadline for Regional Vice President Nomination Submissions to National Office
- July 21, Deadline for *ESP Connection* articles to the National ESP Office
- July 31, Last Day for Early Bird Registration for 2012 ESP Conference

**AUGUST**
- July/August Issue of *ESP Connection* distributed
- August 1, Deadline for Electronic Submissions of Voting Delegates for 2012 National Council Meeting
- August 31, Collect final payments of 2012 ESP dues
- August 1, Regular Registration ($500) Available for 2012 ESP Conference