

espconnection

Number CXXVIII

The Newsletter of Epsilon Sigma Phi

November/December 2014

All Aboard!

Ann Berry, ESP National President

All aboard the ESP train! These words captured the theme of the installation of the new board members in Indianapolis at National Conference. The board members are your conductor, engine and caboose and you, as members, are the passengers on our train as we travel through the year and reach our final destination in Coeur d'Alene Idaho, for next year's conference.

Our national conference in Indianapolis was a huge success. Over 210 members were in attendance. The conference hotel was the Crowne Plaza Union Station—housed within America's first Union Station with actual Pullman train car guest rooms on their original tracks. This historic venue provided the perfect backdrop for our meeting.

Our keynote speakers, Dr. Fred Whitford, Dr. April Mason, and Dr. Will Miller, brought humor as well as thought-provoking insight. They challenged us to "remember our past as we look to the future." We were also charged to remember that we are "shaping the future," that "we face wicked problems in our Extension work," and we should view where we are now as "the Golden Age of Extension." If you were not able to make the

meeting, be sure to check out their presentations on the national website. Our host, the Indiana Alpha Lambda Chapter, is to be commended for an outstanding job. Susan Neher and Susan Plassmeier, the "Cougars," gave above and beyond the call to duty. Thanks also to Alan Miller, Alpha Lambda Chapter President, and all of the Indiana members who helped make the conference a success. Kudos also to the Illinois chapter for their coordination of the auction; \$4,101 was raised through this event. An additional \$3,400 was raised on behalf of President Jeff Myers through donations for the ESP Key that was presented to outgoing president Jeff Myers. Individual contributions to the Development Fund totaled \$5,142 making the total contributions to the Development Fund \$12,643, which made for an outstanding year.



Ann Berry

This year's major task is to develop our organization's 2015-2019 Strategic Plan. Critical to the success of this endeavor is to get

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Gillespie Elected to Serve as Western Region Vice President

Ann Berry, ESP National President

Donna Gillespie of the Theta Chapter of Idaho was elected to serve out the remainder of Luke Erickson's term as Western Region Vice President. Luke felt he needed to resign due to family obligations resulting from the passing of his brother. Thank you to Luke for his service as Western Region Vice President as representative to the Public Issues Leadership Development Conference Planning Committee. Donna will be assuming Luke's responsibilities as the Chair of the Public Issues Committee and as one of the two ESP representatives on the PILD Planning Committee. She has served on several national committees and has been active in the Theta Chapter as their Membership Chair and Treasurer for several years. Welcome aboard, Donna!

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Who Knew?

Donna Gillespie, Western Region Vice President and Member of Theta Chapter/Idaho

Who knew when I attended my first ESP National meeting that one of the first people I would meet would turn out to be the ESP President and become someone I would serve on committees with and always look forward to seeing? I thought Sandy Corridon was just a regular member like me but turns out she was really important! She is a great example of the fellowship and support that everyone gives to ESP members, regardless if they are brand new or serving on the National Board.

Who knew that this year a “cutting edge” program offered by a team of University of Idaho Extension Educators, (via Zoom from nine different locations all across Idaho), was just a repeat of an offering at an 1899 Purdue educational program? I learned that from Dr. Fred Whitford, just one of the exceptional speakers at the 2014 meeting.

Who knew the President’s Key is handmade by Art Redinger every year with wood from the national conference host’s state tree? In addition to that being the coolest thing ever... it really represents ESP’s roots and partnership with our state chapters and representative Land Grant

Universities. I was touched with the ceremony in Indianapolis to honor Mr. Redinger.

Who knew the two hard working co-chairs of the 2014 meeting, Susan Plassmeier and Susan Neher, would share a personal story that would follow them throughout the conference? Relax ladies, even though it was a good story and lots of fun I think Past President Jeff Myers and the rest of us will stop teasing and just offer a big thank you for a job well done!

Who knew that ESP provides opportunities to develop professional excellence through professional development, leadership development, lifelong learning, scholarships and recognition? Everyone should. Those of us who were in Indianapolis have been charged to return home and share our mission with all Extension professionals in our state.

Who knew we would all get the opportunity to travel to beautiful Coeur d’ Alene, Idaho, for the national conference on October 4-7, 2015? Everyone from the Theta Chapter and the University of Idaho are looking forward to your visit and the incredible

professional development opportunities that will be available. President Ann Berry is joining us “Unlocking the Treasures of Your Future” with ESP serving as a key for Extension professionals to unlock the treasures for their professional futures as well as the future for Extension.

Who knew? Well I do now, due to my involvement in ESP at the state and national level. I would encourage all Extension professionals to become members and attend the national conference.

Congratulations to the Alpha Lambda Chapter for an outstanding conference and good luck to Theta Chapter and the National ESP Board as the move forward with the 2015 conference. See you in Idaho!

Donna Gillespie can be reached by email at donna@uidaho.edu.



Does Your Chapter Have a Marketing Plan?

Joanne S. Cavis, Marketing Committee Member



Does your chapter have a marketing plan? Is your chapter active? Or less than active? Is there university/college support of Epsilon Sigma Phi? Are there

new administrators and/or faculty who have not “grown up in Extension”? Are you able to recruit new members and retain and engage current members? Are you taking advantage of every opportunity available to you to reach prospective members – area,

district and state—new faculty orientation, Extension professional association meetings, mentoring, faculty trainings, and conferences?

There are a substantial number of ready-to-download-and-use marketing tools to help you implement a marketing plan for Epsilon Sigma Phi in your state. The first step is the ESP website home page. Look at the Marketing tab on the left side and select “Best Practices in Marketing ESP.”

Once you have made a plan, look at the “Marketing Items of Interest” and you will see a Membership Invitation, brochure (tri-fold), Value of ESP Membership, Recognition Opportunities, and

scholarships, grants and stipends for members products ready to use. Next, under Marketing tab, check out the marketing videos on YouTube. There are many “why I joined ESP” short videos, one of which could work for you. I especially like the ESP Marketing Video on the ESP home page. It is also on the Marketing page under “For More Information Menu.”

Other membership recruitment and retention items useful for your marketing plan can be found under the Handbook tab at the top of the home page. There is a wealth of ready to use materials under

(Marketing Plan Continued on page 7)

It's Closer Than You Think!

Peggy Compton, North Central Region Vice President and Chair, Membership Recruitment & Retention Committee

The end of 2014 and the start of a new year is just around the corner. And that means it's time to renew your Epsilon Sigma Phi membership! There are many wonderful ESP benefits – scholarships, awards, networking and professional development – if you haven't taken advantage of such in 2014, be sure and do so in 2015. It's easy to get your money's worth!

Although individual chapters may approach membership recruitment and retention in various ways and time frames, one thing is certain: Each of our chapters is hoping to retain all of our current members and attract new Extension colleagues to our wonderful organization. How can you help? Renew YOUR membership TODAY and while you're at it, why not invite a colleague to join ESP? Not sure who to contact in your state for membership renewal? From the National ESP website <http://espnational.org/> "Contact Us" tab you can find the president of each state chapter or contact the National Office where you'll find Bob and Jeana always willing to help.

The 2015 National Membership Recruitment and Retention Committee met in Indianapolis for the kick-off to our new year. We are a diverse group of nine individuals working for YOU –



contact us if you have questions, concerns or ideas regarding ESP Membership. <http://espnational.org/2015-committees,-pows-reports.html>

Epsilon Sigma Phi is THE Extension Professionals Association! Don't let your membership lapse. RENEW YOUR MEMBERSHIP TODAY!

Peggy Compton can be reach by email at peggy.compton@ces.uwex.edu.

(All Aboard Continued from page 1)

your input and guidance in charting the direction of our association for the next five years. Watch for a survey coming soon from Jane Gault, who is providing leadership to our strategic planning process. Just a couple of the questions we need to answer: How can ESP remain relevant to Extension professionals? How can we share with non-members and administrators the value of membership? Our 2015 conference theme is *Unlocking the Treasures of Your Future*. ESP is a valuable treasure to Extension and each of you is a valued treasure to ESP. Let's keep those thoughts in mind as we chart our course.

We want to thank Mark Stillwell for his six years of service to the National Board. Mark completed his Presidential rotation this year and the Board

will miss his valued insight and attention to detail. He will continue serving ESP on the Resource Development and Management Committee, so he will still be a part of the team. Jane Gault completed her two-year term on the Board as Southern Region Vice President, and we thank her for her leadership in that role as well as chair of the RDM Committee. While Jane will not take entire credit for it, our investments/development fund increased \$22,834.38 during her tenure.

Join me in welcoming the two newest members of our association's engine, Peggy Compton and Dan Culbert. Peggy will serve as the North Central Region Vice President and chair of the Membership Recruitment and Retention Committee. She is a Natural Resource Educator with the University of Wisconsin. Dan is taking on the Southern Region Vice President role as well as chair of the Scholarships, Grants and Recognition Committee. Dan is an Extension Environmental Horticulture Agent with the University of Florida. Both Peggy and Dan have served on the national committees they are chairing and bring creativity and continued momentum to each of these committees.

As ESP members we have a network of gifted Extension professionals across the country with whom to partner to face "wicked problems." Encourage your colleagues who are not members to join us. Together we can shape the future of ESP and Extension.

Ann Berry can be reached by email at aaberry@utk.edu.



Peggy Compton, Ann Berry,
Elaine Long Bailey and Dan Culbert.
(left to right)

Winning the Race for Professional Excellence

Dan Culbert, Southern Region Vice President and Chair, Scholarships, Grants & Recognition Committee

The Scholarships, Grants and Recognition (SGR) committee produced a poster for display at this year's Indianapolis ESP Conference. For those ESP members that did not make the race to Indianapolis this year, I'd like to highlight a few of the messages that were summarized on the poster.

- In 2013-14, there were 104 National applications received for 40 awards, in 10 different recognition programs.
- Only four chapters nominated eligible members for 70% of the awards, and 24 chapters did not offer *any* nominations.
- No chapters put forward members in all 10 recognition categories.

A review of how many ESP Scholarships, Grants and Recognitions have been awarded over the past six years shows a wide variety of participation across the country:

- 19 chapters have *not had any* ESP SGR awards in the past 6 years.
- 12 chapters have had 5 or less awards in the same period.
- The highest number (29!) of recent National awards have been earned by the Zeta (Colorado) Chapter! Alpha Xi (Rutgers) has taken home 20 awards to NJ in this same period. Note these achievements are from the Western and Northeastern Regions.

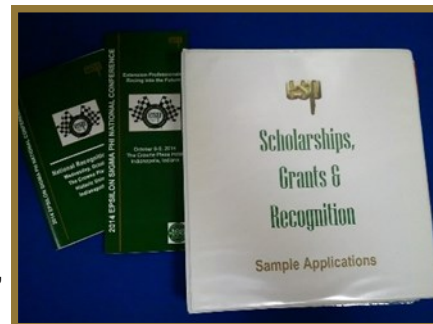
Included on the display table was a notebook with applications from this year's National winners for the various scholarships, grants and recognition categories. The SGR committee wanted to make available the applications that were recognized this year, and is working to display future applications as teaching examples for future applicants' reference.

The point of the poster was "some award categories never get out of the pit-stop at the chapter, and even the regional levels. Each year, more than \$10,000 goes up in smoke because no one applies." The SGR recently held a webinar for Chapter Leadership to introduce these membership benefits and demonstrate how to apply for awards by using the website. The discussion also included ideas that can be used to increase the participation in these membership benefits. Several times it was noted that a personal "ask" is the best way to get a member to apply. Margaret Phillips noted that their state's awards committee maintains a spreadsheet of which members are eligible for certain awards, and their committee does the asking. These are great suggestions that I hope all chapters will follow this year.

If you would like to see the poster and use it with your chapter to motivate greater participation in these important ESP benefits, you may find it at this URL: <http://epaf.ifas.ufl.edu/esp/SGRposter2.Indy.pdf>.

Need to see a sample application? Just ask! And feel free to ask any member or the SGR committee if you have questions or suggestions on how to make these ESP membership benefits help your chapter win the race!

Dan Culbert can be reached by email at indianco@ufl.edu.



Strategic Plan Update

Ann Berry, ESP National President

"If you fail to plan, you plan to fail." We do not want to make this mistake! We need your help to shape the direction of our association for the next five years. Jane Gault, Omega Chapter, is giving leadership to the important process of strategic planning for ESP. Those of you who attended the national conference in Indianapolis were given the opportunity to

provide input to the plan. An on-line survey will be sent to members as well as non-members next month that will provide another opportunity for Extension employees to voice their opinions and ideas concerning how ESP can better serve them. Once the information is gathered and put into a plan you will be able to give feedback and comments

before it is presented for adoption by the National Council at the 2015 National Conference in Idaho.

Watch for the survey and participate in this important process!

Ann Berry can be reached by email at aaberry@utk.edu.

JCEP Leadership Conference “Leading Through Trust” to be held in Las Vegas, NV, February 11 & 12, 2015

Don't miss the 2015 JCEP Leadership Conference scheduled for February 11 & 12, 2015, in Las Vegas, Nevada. Early Bird registration is \$250 and ends January 16th; Regular registration is \$300.

Who should attend this conference?

- ⇒ Professionals seeking a top quality professional development opportunity and leadership development training
- ⇒ Professionals with a leadership role on the job such as a county director, district or regional director or other administrative position
- ⇒ Professionals who are active at the state level and may be ready for a national committee or board leadership
- ⇒ State and national leaders of any of the six JCEP (Joint Council of Extension Professionals) member associations

This year our nationally known keynote speaker is David Horsager. His work has been featured in prominent publications

such as *Fast Company*, *Forbes*, and *The Wall Street Journal*. He is a producer, professor, business strategist and national best-selling author of *The Trust Edge*.

In addition to our keynote speaker, participants will receive updates from the National Institute of Food and Agriculture (NIFA), the Extension Committee on Organization and Policy (ECOP), and the Association of Public and Land-Grant Universities (APLU).

The conference program will include concurrent sessions related to leadership development as well as time devoted for each association to meet.

In addition, 2014 JCEP Team Awards will also be presented. Note that the format for the conference has been changed to run 2 full days rather than being spread over 3 days. Registration will open soon! Go to www.jcep.org for more information.



Registration Opens Soon for the 2015 Public Issues Leadership Development Conference (PILD) - “Imagining Extension—Eyes on the Future” April 12-15, 2015

Join us and take the next step in increasing your advocacy skills for Cooperative Extension by registering for the 2015 Public Issues Leadership Development (PILD) Conference. Early Bird registration is \$350 and ends March 20th; Regular registration is \$400.

Last year the PILD Conference celebrated the centennial of the Smith-Lever Act which officially created the national Cooperative Extension System, the conference theme this year is “Imagining Extension – Eyes on the Future.” We will, however, continue to celebrate our past by recognizing the 125th Anniversary of the passage of the 2nd Morrill Act which created the 1890 institutions.

The conference, held in our nation's capital and the surrounding area of Crystal City, VA, will feature nationally recognized speakers, federal partners and Extension colleagues from across the nation helping to broaden attendees' understanding of public policy issues that impact Extension and Extension clientele.

The PILD conference is designed to provide professional development and

personal growth opportunities regarding the political process at the national level, allow time for congressional visits and interact with key leaders from the US Department of Agriculture National Institute of Food and Agriculture (NIFA) and other agencies/organizations in the Washington, D.C. area. In addition, there will be opportunities to learn about best practices for building political and public support for Extension through consistent and targeted communication with decision-makers; practices that can be taken home to use at the state and local levels.

Building on participant evaluations from past PILD conferences, the planning committee has taken deliberate steps to strengthen the program for 2015. We are making a concerted effort to provide first timers, volunteers and returning participants one of the best professional development experiences available for helping Extension workers enhance advocacy and public policy skills.

During the conference, carefully selected speakers will discuss how the changing political environment affects support for Extension during general sessions;

breakout sessions will focus on how model Cooperative Extension programs are addressing critical issues at state and local levels and building stakeholder support. State delegations will also have time to finalize plans for their visit to Capitol Hill to deliver a concise, consistent message to elected officials, staff, and/or agency personnel. Equally valuable will be the opportunity to meet with National Program Leaders from NIFA to discuss current and emerging critical issues affecting state and local programming.

In conclusion, the PILD Conference has evolved into a premiere opportunity for Cooperative Extension administrators, specialists, educators, and volunteers to meet together, share success stories, and discuss potential strategies to meet our challenges; one of which is being able to communicate our story to key decision makers at all levels. Do not miss this great opportunity! Register beginning January 2015 at www.jcep.org. Early Bird registration ends March 20th.

National ESP Conference—From a First-Timer's Perspective

Mike Knutz, Oregon State University Extension Service



ESP has convened Extension educators, scientists and staff to provide professional development opportunities for many decades. Over 2,600 Extension professionals maintain membership in ESP and an additional 3,500 retirees have a life membership. Only 200+ people attend the National ESP Conference on a given year, which offers quality peer reviewed presentations, nationally known

speakers, and the opportunity to network with other professionals. With 14 years of Extension experience, I was first impressed and inspired at a National ESP Conference three years ago. It served as a rallying call to the mission of the Land Grant Extension System and the difference we make as Extension Professionals. Last month, the Oregon Gamma Chapter had two first-timers attend the National ESP Conference. Upon their return, they wrote a report which resonated with me and motivated me to share their experience with the broader ESP audience.

Barbara Brody, Assistant Professor, Family Community Health/4-H, wrote "It is difficult to explain the transformational power of the National ESP Conference. You need to experience it firsthand. The support and encouragement from my Oregon colleagues to take on new leadership roles, actively participate, and be included as part of the team has rejuvenated me! At the conference I was selected to present during concurrent sessions. I was pleased with the turn out to my session but more important is the new connections I made with other Extension professionals interested in the topic I presented. I look forward to future contact with these colleagues from around the states.

The concurrent sessions I attended were outstanding and I was able to collect new ideas and tools to help me grow as an Extension professional. I have new tools to use and put into place. Committee meetings, both regional and national, are well organized and focused. Recognizing and appreciating others for their dedication and work to the profession was another component that is evident in this organization. Not only was it an honor to be present when my colleagues from Oregon were recognized, it was inspiring to hear about all the other award recipients and the work being accomplished!"

Luisa Santamaria, Assistant Professor, Nursery Crops Extension Plant Pathologist shared, "A colleague and member of ESP, attended one of my presentations about my Extension program in plant health for the nursery industry and my unique position as a bilingual educator for agriculture workers of different commodities in Oregon. He thought this topic would be of interest to other Extension colleagues and should be shared. I joined ESP and collaborated with my colleague to prepare a presentation for the national meeting. I thought this could be a great opportunity to

connect with people that speak the language of Extension. Our presentation was accepted and I committed to attend the National ESP Conference.

After I arrived at Indianapolis, the first good impression was the beautiful historic hotel where the conference was held. I would call it a place with personality. The registration process came next and everything was very well organized; it included a welcome bag with some souvenirs and a taste of Indianapolis. The first-timers' and life members' reception was a nice way to introduce ourselves, especially the new members. Everybody was kind and made an effort to make the first-time attendees feel comfortable.

The opening general session was a good introduction to learn more about the people that are members of ESP, and the keynote speaker gave us a review of the history of Extension work and what it continues to do today. At the poster session I had the opportunity to learn more about the work of Extension in the communities and the strong presence and impact in different states. It was a wonderful display of all the great work of Extension. The next keynote speaker was great, presenting an appealing topic that is in the mind of all Extension professionals: "Reaching the audience of the future."

I presented at the third concurrent session. I had no clue how many people would be interested in our subject since there were many other interesting sessions at the same time. We had 26 attendees, and many had questions and expressed a great interest in my program. After the presentation, I was able to interact with colleagues of other states and create some potential collaboration. One of the best experiences was to meet professionals dedicated and committed to serve people. Extension professionals were nice and kind which made my first experience at ESP very comfortable, and feeling the need to come back again and keep sharing my work with others. I created new friendships that I would like to cultivate. Attending this conference was a professionally rewarding experience. I returned more confident about the direction of my work serving an important underserved audience and meeting their educational needs."

I believe the underlying message you will hear from those first time conference attendees is to take advantage of the rich, and meaningful professional growth opportunities afforded to you as an ESP Member and reach out to other colleagues who need to be inspired and rejuvenated. The 2015 Conference will be held at the Coeur d' Alene Resort in Coeur d' Alene, Idaho, from October 4-7, 2015.

Mike Knutz can be reached by email at mike.knutz@oregonstate.edu.

Life Member Corner



Redinger Honored at ESP National Conference

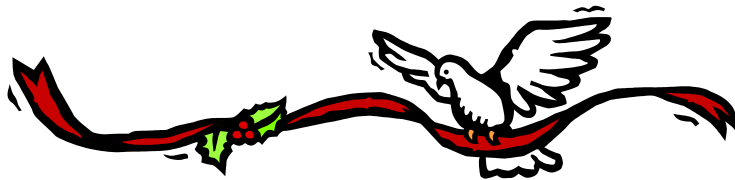
Bob Ohlensehlen, National Executive Director

Art Redinger served as a regional vice president for the North Central region several years ago. Upon his retirement, he began crafting the ESP Key which has traditionally been purchased by the outgoing ESP National President. He creates the key annually out of wood of the state tree from the state where the conference is held. His efforts have resulted in raising over \$25,000 for the ESP Development Fund. The fund is used to provide scholarships, grants and recognition awards to members of Epsilon Sigma Phi annually. At this year's conference, the ESP Board voted to rename the Administrator Leader Scholarship the Art Redinger Administrator Leader Scholarship. This scholarship is provided to an administrator who is attending the national conference for the first time. As part of the recognition for Art's contribution to the Development Fund, the past national presidents were asked to bring their keys made by Art to the conference. Seven past presidents with key in hand, attended the special recognition for Art and his wife, Sally.



Sally and Art Redinger (seated),
(from left to right) Past National Presidents: Bob Ohlensehlen,
Ellen Burton, Jim Lindquist, Sandy Corridon,
Deborah Thomason, Jeff Myers and Mark Stillwell

Thanks, Art. We all appreciate your contribution.



(Marketing Plan Continued from page 2)

various committees: Scholarships, Grants and Recognition, Membership Recruitment and Retention, Professional Development, Public Issues, and Global Relations. For those who are involved in global activities, there is a great way to connect with others who are doing international work.

Remember first and foremost that it is relationship marketing – one-on-one – that builds and retains membership. A great idea heard in the Marketing committee meeting in Indianapolis is to hand-write a “thank you for retaining your membership in our ESP chapter” note to each person on the ESP-branded note cards that are available from headquarters.

As you visit with your colleagues, talk about the dossier building possibilities that there are at the national level at a variety of

professional development events. Keep in mind the Art Redinger Administrator Leader Scholarship to attend national conference (first timer) is available that could help involve a new administrator who could experience an excellent professional development opportunity. Be excited about the possibilities of networking with a diverse group of individuals across the country. Wear ESP apparel and pins, use ESP pens, Post It Notes, and book marks to create interest among your colleagues.

Here are the key messages: ESP – the Key to Professional Development. Engage, Translate, Transform. The words on the new banner and brochure displayed at the recent conference, “ESP is dedicated to fostering the standards of excellence in Extension System and developing the Extension profession and professional.”

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