It’s the Most Wonderful Time of the Year!
Jeff Myers, National ESP President

That’s right; it’s the most wonderful time of the year – the membership recruitment season! Okay, so that may not have been the direction you expected me to take but bear with me. It is a season where we give thanks and a season of giving gifts. I am personally thankful for what ESP has meant to my life; thankful for the professional development opportunities, for the mentors who got me involved with ESP near the beginning of my career, for the network of colleagues who are extraordinary resources across the country, and over time, for some of the most valued friends in my life.

Wouldn’t each one of us want to invite our valued colleagues to join ESP so that they may experience those same gifts? I know I am hearing a resounding, YES! Please take the time to personally invite your suite mate, your program colleague, and maybe your boss. It is not just that colleague who will have something to gain; we all grow and benefit from each member as we each bring their talents to the organization. So in the spirit of the season, and in the essence of giving, offer the gift of ESP!

And speaking of the gift of membership, we have two national professional development events in which registrations will be opening up soon. Join us in Memphis for the JCEP Leadership Conference in February. Your National JCEP Board has broadened the approach to this meeting with professional development sessions by colleagues from across the country, in addition to association leadership meetings and our keynote speaker, David Mitchell. In April, PILD, the Public Issues Leadership Development Conference, will offer the unique opportunity to

(In Memory Continued on page 3)

In Memory of Richard “Dick” Raymond Angus
Epsilon Sigma Phi Past President, 1993-94
Extension Specialist Emeritus, 4-H

We’re sad to report that ESP lost one of its esteemed leaders in November.

Richard R. “Dick” Angus started his career in Rochester, MN, with the University of MN Extension Service. From 1963–1965 he was a Peace Corp coordinator for the National 4-H Council in Uruguay. Upon his return and until his retirement in 1993, he was Assistant Professor in 4-H for the State of Maryland. During that time, he also completed his Masters and Doctorate degrees. Richard was the Extension Specialist Emeritus from 1993-2012. He was also National President of the Junior Vegetable

(In Memory Continued on page 8)
Calling All Extension Professionals
Joanne S. Cavis, Marketing Committee Member and Member of Alpha Beta Chapter/GA

Calling all Extension Professionals. . . Because you have said that you “believe in the public institutions of which you are a part . . . and that Extension is a link between the people and the ever-changing discoveries in the laboratories” . . . (Extension Professionals Creed). . . You have a unique opportunity to facilitate the engagement of all Extension professionals in your network and to expand your Extension network globally.

Epsilon Sigma Phi brings together all Extension professionals to develop the Extension profession and the professionals who are engaged in Extension work, no matter what the person’s role is or how long the person’s career has been . . . from state leaders to field faculty, from all academic disciplines, from state to international locations. We learn from each other’s differences, broadening our perspectives of Extension service possibilities, while bound together by one organization, Epsilon Sigma Phi.

The ESP Marketing Committee has prepared tools for your use in recruiting and maintaining members and branding the organization. Use them consistently, frequently, and correctly to convey the key messages of ESP. If all of us do this, then the ESP brand stands out --- just like “Coke” is recognized world-wide.

The 2014 Theme announced by the president is GROWING THE EXTENSION PROFESSIONAL FOR THE NEXT 100 YEARS. We have a unique opportunity with the 100th Anniversary of the Smith Lever Act to call attention to the heart of the ESP mission -- to develop the Extension Professional.

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

Here are tools that are available for your use from the ESP National website: promotional brochure; exhibit roller-shade banner (new); ESP jewelry; promotional video that uses key words of “transform, meet, discuss, plan, and know” (new, 1:24 minutes -- personalize for your state at end); new merchandise -- polo shirts and wind-breakers; and, of course, the ESP logo. The official logo and use guide can be found at the ESP National website to use with your chapter newsletter and other chapter printed materials.

Facilitating professional development for the Extension professional is one of the main purposes of our association. Your ESP Professional Development Committee is here to support your professional development needs as both an individual ESP member and as a chapter. Our purpose is to promote professional excellence, personal development and leadership development among Extension personnel. If you have any ideas for our committee, please share them with one of our members. We look forward to the challenge!

You can investigate our 2014 Plan of Work by going to the National ESP website. Our primary charge is the solicitation, evaluation and recommendation of concurrent and poster sessions at the National ESP Conference. Our national conference will be held in Indianapolis, Indiana, October 6-9, 2014. The theme for the conference is “Extension Professionals...Racing into the Future.” Please consider responding to the RFP that can be found on our national ESP website. Deadlines for submission for both concurrent session proposals and poster sessions is March 15, 2014. Presentations are selective and go through a rigorous peer review process. Having a proposal selected for inclusion at the national conference looks really good in your annual performance appraisal!

Remember that we have the JCEP Leadership Conference in February in Memphis, another great professional development opportunity. The conference will be held in Memphis, TN, February 11–13, 2014. This is an excellent opportunity for professional development for any of your ESP members; it is not limited to current chapter officers. The program begins

Introducing Your National ESP Professional Development Committee
Ann Berry, ESP National President Elect and Professional Development Committee Chair

(Introducing Continued on page 8)
Mark your calendars and make your plans to be a part of the PILD Conference which will be held in the Washington DC area, April 6-9, 2014. Online registration at [www.jcep.org](http://www.jcep.org) begins in January with early bird registration ending March 7th.

I know that I will hear some of you say that this is the best conference you’ve ever attended! It has been for me! Highlights of the conference feature great speakers, including Jimmy Henning, ECOP Chair and Director, University of Kentucky, speaking on the topic of Cooperative Extension in 2014 and Beyond – Celebrating the Centennial of the Smith-Lever Act; Futuring Town Hall with speakers Sunny Ramaswamy, Director, NIFA, and Jerry Thomas, The Ohio State University; Marshall Stewart, Associate Director, North Carolina State University, sharing 100 Years and Counting: Telling the Cooperative Extension Story to Stakeholders; Extension’s Public Value: Then, Now, and the Future by Nancy Franz, Associate Dean for Extension and Outreach, College of Human Sciences, ISU; and our cap note speaker Steve Stark, Fargo, North Dakota, (former Visuals Specialist, Ag Communications Dept., North Dakota State University) presenting An Illustrated Look at the Historic Timeline of Extension. You will also have the opportunity to network with professionals and volunteers from other states, tour Washington historic sites and spend time telling your own stories during your state planned Congressional and agency visits.

For more info, check out the PILD link on [www.jcep.org](http://www.jcep.org). I am looking forward to seeing you at PILD!

Jennifer Grogan can be reached by email at jgrogan@uga.edu

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

I have never met anyone more selfless in his giving, whether that was giving his time and talent to Maryland 4-H, the Maryland 4-H All-stars, Rotary International or Epsilon Sigma Phi, to name a few. He epitomized a servant spirit. He was the National President of ESP in 1993, our most significant benefactor, and a tenacious recruiter for membership (I can promise that when Dick came to you, you had no choice but to join ESP). He was so much more than a one year President of this organization; he was a vital and active participant at every national meeting he was able to attend. Even if you didn’t have the gift of knowing Dick personally, as an ESP member, you are the beneficiary of his leadership, his dedication and his philanthropy.

When I wrote at the beginning about valued lifelong friends, my friendship with Dick, both personal and professional, was on my mind. Just as I admire Dick’s contributions to this organization, I am humbled by what each of you contributes to ESP – thank you! Value your own personal contributions to ESP and those of your fellow members; and we will use that momentum to flourish over the coming year!

Jeff Myers can be reached by email at jmyers15@umd.edu.
The Epsilon Sigma Phi mission is about professional development for the Extension system and each of you who is an important part of your state’s Extension work. Providing scholarships, grants and recognition is one way ESP supports professional development and the profession. Applications were due December 1 for PILD scholarships, McKinney scholarships, and chapter Professional Development Grants. Look for announcements in January about these awards. March is an important deadline for scholarships and recognition. Below is a summary of upcoming opportunities.

Richard R. Angus Professional Development Scholarship: Dick Angus devoted 45 years of his life to the Extension Service in Minnesota and Maryland along with state and national leadership in ESP. Before his recent death, Dick was an active life member of ESP. As an outcome of his dedication to Extension professionalism and Epsilon Sigma Phi, the Richard R. Angus Professional Development Scholarship was established. Epsilon Sigma Phi, through the ESP Development Fund, provides $2,000 annually to fund scholarships not to exceed $500 per member to encourage, stimulate, and support professional development through participation in courses, seminars, conferences or workshops. The submission deadline is March 1st.

ESP Administrator / Leader Scholarship: Epsilon Sigma Phi, through the ESP Development Fund, has established this scholarship to promote continued professional development for eligible members to attend the National ESP Conference (Indianapolis in 2014). The scholarship is to be used to defray the cost of attending the National ESP Conference. Four scholarships of $500 each will be awarded annually to outstanding administrators/leaders based on accomplishments. ESP members whose dues are paid for the previous year and the current year (by February 1) and who are first-time attendees at the National ESP Conference are eligible. Eligible recipients include county, regional, state, national and program administrators/leaders. The submission deadline is March 1.

Recognition for ESP Members and Friends: Award nominations should be submitted through Chapter SGR Chairs or officers and include: Chapter Distinguished Service; Mid-Career; Early Career, Continued Service, International Service, Administrative Leadership, Visionary Leadership, Diversity, Distinguished Team, and Ruby. We also encourage chapters to consider a nominee for the Friend of Extension award in the elected official, volunteer/lay leader, professional/business leader, or business/organization category. The nomination deadline is March 1.

All applications and award criteria are available online at the National ESP website (http://scholarship.espnational.org/). The SGR Committee members would like to encourage all Epsilon Sigma Phi members to be aware of and consider applying for these scholarships. We on the SGR Committee would be happy to have many quality applications to choose from!

Graham Cochran can be reached by email at cochran.99@osu.edu.

Historical Documents Delivered to State Chapters
Susan Hansen, ESP History Committee and Member of Alpha Upsilon Chapter/NE

At the recent Galaxy Conference, many states (not all) received a packet of historical documents that had been housed with the national ESP office. In some cases, it is a copy of the chapter charter. In others, it is old correspondence from the chapters or old photographs from the 1930’s and 1940’s. States are encouraged to add these materials to the chapter history file or to start a history file. With the Smith-Lever Act anniversary coming in 2014, these materials may be helpful in remembering the past, celebrating the present, and planning for the future.
Keynote Webinars Set the Stage for National eXtension Conference
Beth Raney, Professional Development Committee Member and Member of Alpha Omicron Chapter/PA

The joint meeting of the National Extension Directors and Administrators (NEDA) and the National eXtension Conference (#NeXConf) will be held at the Hyatt Regency Sacramento in Sacramento, CA, March 24-28, 2014. Registration opens December 1 at http://muconf.missouri.edu/NeXC-NEDA2014/. Webinars before the conference by Dave Gray and Jane Hart set the stage for their keynotes at the conference.

The first keynote speaker for the joint meeting will be Dave Gray (davegrayinfo.com), author of “Game Storming” and “The Connected Company.” Gray works with executives in the world’s leading companies and organizations to spark breakthrough thinking, to find and clarify their greatest challenges and opportunities, and to design their way into the future. Watch the recording of his webinar for Extension in June 2013, “The Connected Organization – Dave Gray” at https://learn.extension.org/events/1096.

The second keynote speaker will be Jane Hart (c4lpt.co.uk), the Founder of the Centre for Learning & Performance Technologies (C4LPT) and a Workplace Learning & Collaboration Advisor. Hart has worked with business and education for more than 25 years, providing independent advice on the use of new technologies for business and education. She currently focuses on helping organizations understand how social tools are changing the way we view workplace learning – and what this means for learning and development departments. Jane will be featured in a virtual conference, “Workplace Learning Revolution: How the Internet is Changing the Way We Learn at Work” (https://learn.extension.org/events/1305) on January 21, 2014 to set the stage for her presentation at NEDA/NeXConf. Watch the recording of Dave Gray’s webinar on The Connected Organization. Sign in, follow and then participate in Jane Hart’s virtual conference on January 21 on Workplace Learning Revolution. Check out the conference website to learn more about the concurrent sessions, and other activities. Register to attend the conference in person!

Save the Date – JCEP Leadership Conference, February 11-13, 2014 in Memphis
Patricia Dawson, ESP National 2nd Vice President

Goals for the 2014 conference include:
• To provide top-quality professional development and leadership development training
• To provide networking opportunities for members, associations and states
• To provide associations an opportunity to provide training for their members
• To conduct association business

New this year, time will be allocated for refereed presentations on leadership development and professional development conducted by our professional peers. Our keynote speaker will be David Mitchell presenting the program “The Power of Understanding People: The Leadership Difference” which will focus on the key to strengthening relationships and enhancing organizational performance. Conference delegates will also hear updates from NIFA, ECOP and APLU.

(Save the Date Continued on page 8)
Each year ESP has the ability to award thousands of dollars in scholarship, grants and recognition. To help you learn more about how you, as an individual member could participate, the ESP SGR committee held a webinar in early November. About 20 ESP members from around the country learned about how easy it is to apply and also learned how to navigate around the ESP website. We want more members to learn and apply!

If you are an ESP Chapter Scholarship, Grants, and Recognition (SGR) Chair or officer, come join the SGR Committee for a webinar on January 13, 2014, at 3 p.m. Eastern. We will share information and guidelines for chapters on applying for scholarships, professional development grants, and recognition from ESP and ask for your feedback on how we can improve. Upcoming application deadlines are March 1, 2014, for recognition opportunities and this session will help you prepare. Ideas will also be shared as to how to get your membership engaged and get more to apply. Help your members get take advantage of their ESP membership!

Please join members of the ESP Scholarships, Grants and Recognition Committee as we describe the opportunities, showcase the ESP website, and learn from others. Information on how to sign into the webinar is below. See you then!

**ESP - Scholarship Grant and Recognition Webinar for Chapter Leaders**

Monday, January 13, 2014
3:00 pm, Eastern Standard Time

To join the meeting: [https://cornell.webex.com/cornell/j.php?ED=255486277&UID=491937572&RT=MIMxMQ%3D%3D](https://cornell.webex.com/cornell/j.php?ED=255486277&UID=491937572&RT=MIMxMQ%3D%3D)

(This meeting does not require a password.)

For assistance

1. Go to [https://cornell.webex.com/cornell/mc](https://cornell.webex.com/cornell/mc)
2. On the left navigation bar, click "Support".

For more information, Beth Claypoole can be reached by email at eac9@cornell.edu.

---

**Developing Feed Production Capacity in Tamale, Uganda - 2011**

*Basil Bactawar, County Extension Director/Agent, University of Florida/Institute of Food & Agricultural Science/Union County*

Alhassan Farm has set up the first feed mill in Tamale Northern Ghana. However, this farm was challenged with the lack of knowledge and experience in feed formulation. Technical support was therefore urgently needed to help kick start this operation. Access to an Animal Nutritionist locally is usually unavailable, and so a request was made to Agricultural Cooperative Development International/Volunteer Overseas Cooperative Assistance (ACDI/VOCA) for technical assistance. The objectives of this assignment were to review and fine tune the existing feed formulae for guinea fowl feeds, to train the staff and to develop some new formulations. After a week and a half of activities and meetings with industry representatives, the following were the outcome. Nine (9) rations were formulated. The host, his family and nine (9) project staff were trained to use the formulation spreadsheets. A feed production manual was prepared containing information on feed processing, the control of moisture, temperature and the prevention of mold growth on feed ingredients and feeds. Based on the discussion I had with the Secretary of the Guinea Fowl Association, improvement in feeding and controlling worm infestation in the guinea fowl industry would reduce mortality mainly in guinea fowl chicks known as kleets. There are over twelve thousand (12,000) guinea fowl producers in Northern Ghana, and raising them is done mostly by women. Improvement in productivity within the industry would lead to more financial returns to the farmers, thereby reducing poverty as well as strengthening the grain and oil seed industry in Northern Ghana.

*Basil Bactawar can be reached by email at basilbactawar@ufl.edu.*
Results of the 2013 ESP Professional Development Survey Conducted at Galaxy

Rusty Collins, Member of Marketing Committee and Zeta Chapter/CO Member

Background, Purpose & Methodology
The ESP National Marketing Committee (see Acknowledgement section for committee member names) conducted a Professional Development Survey at the 2013 Galaxy Conference in Pittsburgh, PA. The primary interests in gathering the survey data were to determine the perceived relevance of our organization, to assess the demographics of our ESP membership, and to query people about what they want out of membership in a professional organization.

To accomplish this, the Marketing Committee developed 17 questions on an electronic survey that was housed at the surveymonkey.com website. The committee decided to offer the survey to attendees of the Galaxy Conference during the week of September 16-20, 2013, in the exhibit area. Conference attendees who visited the ESP booth were offered the option of sitting at a laptop computer and filling out the survey online, or they could complete a paper version of the survey. Survey participants were awarded various chocolate goodies by ESP members who were staffing the booth.

In total, 175 surveys were completed. 150 surveys were completed on the paper version, and 25 surveys were completed electronically. The surveys that were completed on paper were later entered manually into the electronic version online so that tabulation and analysis could be streamlined and consistent. For more information on the survey, or to access and take the revised version, it is available at https://www.surveymonkey.com/s/ESPgalaxysurveyVersion2.

The complete question by question survey results are posted on the ESP website under the Marketing tab http://espnational.org/marketing.html.

Summary of Key Survey Results

1. **Survey respondents think that member recruitment depends on demonstrating our unique value, our brand, and adding new, younger employees to Extension**
   - ESP could improve our recruitment by demonstrating our value better (71%), showing our uniqueness versus the other professional organizations (58%), targeting new employees to Extension (51%), and improving our branding (38%).
   - People who are not members of ESP don’t know how it relates to them or have never heard of ESP.

2. **Personal recruitment is still best**
   - Most successful recruitment occurs as a result of direct member to member communication and recommendation to join (61%), or because they heard about it from a colleague (54%).

3. **People join professional associations to advance their career, network, get trained, and for the awards**
   - Most people (72%) become a member of professional associations to further their professional pursuits and (67%) to network with other Extension professionals.

4. **Most people renew their membership with no question, but only 1/3 thinks it is a good value**
   - Almost half of people don’t even think about it and just renew their membership annually, about a third would never consider not renewing, and nearly 2/3 believes in ESP and what it stands for.
   - Only about a third of people (34%) said it is a good value for what they get back from the association.

5. **Most ESP respondents are 4-H, FCS, and/or Ag**
   - (41%) % of members also belong to NAE4-HA, (40%) belong to NEAFCS and (28%) belong to NACAA

6. **ESP respondents are spread out geographically, but almost half were from the South**
   - Almost half (44%) of respondents work in the Southern Region, about a third (29%) work in the North Central Region, and the rest were split (14%) from the Western Region, (11%) from the Northeast Region, and (2%) were from out of the country in international locations.

7. **Extension respondents are “mature”**
   - Approximately 2/3 of Extension employees responding to the survey were over 51
   - Approximately 1/3 of Extension employees responding were between 31-50

8. **Respondents like to work for Extension**
   - Extension has good retention - 2/3 of respondents have worked for Extension either (11-20) or (25+) years.
   - 85% of respondents expect to work for Extension at least 10 years (26%), 20 years (27%) or consider themselves an Extension employee for life (32%)
   - Extension employees are happy – 80% rated their morale as high or extremely high.

9. **Extension respondents are a highly educated group**
   - 9 of 10 of those responding to our survey have either a Master’s Degree (74%) or Ph.D. (17%)

10. **Extension respondents were predominantly female and Caucasian**
    - 3/4 of respondents were female
    - 90% were Caucasian.

Acknowledgements
The following people contributed to this survey in any number of capacities, including coming up with the concept for the survey, helping write and edit questions, administering the survey at the Galaxy ESP booth, data entry, and final article editing: Rusty Collins - Author, Patricia Dawson - Reviewer, Mary Keith - Reviewer, Ann Berry, Karen Bruns, Joanne S. Cavis, Laura Howard, Jennifer Hunter, Doug Jardine, Al Kulzewski, Elaine Long Bailey, Jeffrey D. Myers, Bob Ohlenshien, Debbie Temple, Sandra Wick, Adam Smith, Ryan Farrell.

Visit the ESP website at www.espnational.org
This year ESP’s National Conference was held in conjunction with the fourth Galaxy conference which was sponsored by the Joint Council of Extension Professionals. We had a good representation of ESP Life Members. Several of the Life Members are serving on ESP National Committees, and others took advantage of the $100 Life Member Stipend. You may be interested in the list of people honored in our annual Memorial Service that can be found on the website in the Life Member Corner. You may also be interested in looking at photos taken by Billy Warrick, Life Member, of the ESP events. Check under the “Resource” tab.

(Growing Over The Years Continued from page 2)

Remember – ESP brings all Extension professionals together – deliver that message frequently and consistently – as we work together to develop the Extension profession and professional.

Joanne Cavis can be reached by email at jscavis@gmail.com.

(Happy Holidays!)

Happy Holidays!

(In Memory Continued from page 1)

Growers Association, National President of Epsilon Sigma Phi and Big Chief of Maryland 4-H Hall of Fame.

When the ESP Development Fund began a drive to generate a $500,000 endowment for the purpose of providing professional development opportunities for Extension professionals, Dick answered the call with a $25,000 donation. As a result the ESP National Board created an ongoing scholarship, “The Richard R. Angus Professional Development Scholarship.” Four scholarships of $500 each are given in his name annually for professional improvement. Dick continued his generous support of the Development Fund throughout his retirement and participation as a Life Member of ESP. Dick not only supported ESP, he received numerous awards and recognitions throughout his career for his dedication and generosity to a number of organizations.

Dick Angus served with distinction as a 4-H faculty member of Maryland’s Extension System, as a member of the National Association of 4-H Agents Association and a member of Epsilon Sigma Phi. His service has enriched thousands of lives.

Job well done, Dick.

(Save the Date Continued from page 5)

Our ESP association will have the opportunity to focus on strategic planning, chapter leadership training and association general business. We will be working on the ESP portion of the agenda over the next few weeks and welcome your input regarding potential agenda topics. Remember, each ESP chapter can apply for a $300 stipend to assist with the costs to attend the conference. For more information visit the JCEP www.jcep.org under the Leadership tab.

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