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The Newsletter of Epsilon Sigma Phi

Conference Issue 2010

An Exceptional National Conference!

Deborah Thomason, National ESP President

Wonderful, Grand, Splendid, Tremendous, Magnificent, Superb, Breathtaking, Amazing, Astonishing, Fantastic, Brilliant, Great, Humbling, Awe-inspiring

These words all came to mind as I reflected on our recent National Conference in beautiful Jackson Hole. If you were unable to attend, you missed a meeting that will be remembered as one of the best ever. The Western Region provided exceptional hospitality and the Conference Planning Committee under the leadership of Janice Stimpson did an extraordinary job! If you have never helped host a national meeting, it is a rewarding experience and a wonderful

opportunity to get involved at the national level.

We are excited to welcome our new Board members - Mark Stillwell as Second Vice President, and Kathy Tweeten, Laura Wilson, Ken Hart and Jeff Myers as Regional Vice Presidents. However, we would be remiss not to recognize the service of the “retiring” Board members. Ellen Burton, Past President, has graciously served ESP for more years that she will allow me to mention! Her poise and thoughtful grace

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2010 Distinguished Ruby Award Winner - Dr. Dorothy McCargo Freeman

State 4-H Leader and Associate Director for the University of Minnesota Extension Center for Youth Development



The following is an abstract of the Ruby Lecture presented by Dr. Dorothy McCargo Freeman at the Distinguished Ruby Luncheon. To read Dr. Freeman's entire presentation go to

the “Resource” Tab on the website and proceed to the Ruby Lectures.

The purpose of this presentation is to define the term New Normal as an economic reset, global restructuring, and re-architecting of the economy in which recovery would be slow, uneven, and full of setbacks. It proposes that the

market is not coming back to the robust growth experienced of recent decades and that Cooperative Extension must fearlessly take steps to sustain the organization's mission in this period of muted growth and disinflation. Four characteristics (Shahar, 2010) of the New Normal are discussed; Uncertainty, Complexity, Income Imperative, and Parallel Universes and suggests that Cooperative Extension finds itself in the midst of this state of uncertainty, rapid change, and volatility. In addition, four solutions and strategies offered by McKee (2010) are emphasized and need to be

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Special Thanks and Plans for 2011

Sandy Corridon, ESP Past National President



Certainly those of you who participated in the 2010 Annual Session in Jackson, Wyoming, join me in a resounding

THANK YOU to Janice Stimpson and the Western Region Planning Committee who made our 2010 meeting an outstanding opportunity to share professionally, to network professionally and socially, and to celebrate the glory of our natural surroundings! Two-hundred and thirty-seven of us have returned home renewed and re-energized by our days in Jackson Hole. We certainly were given ample opportunities to reach new heights as we made the climb together. I could not have dreamed a better way to culminate my year as your National President. For those of

you who weren't able to join us in Wyoming, I thank Billy Warrick for his continual service to ESP as our on-site photographer. Enjoy Billy's pictures on the website!

Thanks to Bob Ohlensehlen who continues to keep all of us up to date on our ESP website, and even during the conference he posted our progress as we were "*Climbing New Heights*."

As your Past President I step into the role of Committee Chair for our Membership Recruitment and Retention Committee which is of utmost importance to each and every one of us. My experience on the National Board in the last three years has only magnified the fact that our association is in the hands of our membership. We are dependent upon the active engagement of our members. This

Committee wants to support and strengthen our chapters by increasing the numbers, the diversity and the active participation of all our members – annual, life and at-large. We'll share with you our ideas and tips, and we'll solicit your recommendations to share with others. Our Committee is setting up meeting times and we'll announce those so that any interested members know they are welcome to join us as we strive to increase, encourage and engage our ESP members. I would like to extend a special invitation to a life member to join our committee. Just let Bob Ohlensehlen, Mark Stillwell or me know of your interest.

Thank you for your interest and participation in ESP during 2010 – now join us as we continue to promote and support Epsilon Sigma Phi.

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considered for adjusting to the *New Normal* and making key decisions affecting whether to thrive or not. They are: results, first and foremost; remember that competition will only increase; keep an eye on Elance, and the rest; and, those "sure things" may not be. Finally, it is suggested that there **has been a fundamental shift** in the economic landscape and in order to adapt to the changing fiscal landscape, leaders are increasingly required to be resilient and innovative in their work to respond to and deliver programs and services in this *New Normal*.

The article closes with a summary of servant leadership strategies required to lead in these difficult and challenging times as we explore alternative and imaginative ways of thinking, working, and being. They include: modeling, finding pathways, aligning policies, structures, and practices, and empowering the staff. The author suggests that we need to ask "what if" questions and act on them courageously in order to lead and thrive in the New Normal.



Public Issues Session Addressed Decreasing Resources

Laura Wilson, Southern Region Vice President and Chair of Public Issues Committee

The Public Issues Committee sponsored a National Conference Concurrent Session to inform members on Extension funding from a cross-section of states.

"Extension Methodologies Used to Cope With Decreasing Resources" featured panelists Joel Brumley (IL), Charles Stamper (KY), Craig Trowbridge (NY), Gwen Wolford (OH), and Mary Ellen Blackburn (GA). Elizabeth A. Claypoole, Past Northeast Region Vice President, moderated the discussion which highlighted numerous techniques to fund and staff Extension offices across the nation.

Friends of Extension Honored at 2010 National Conference



David Washington—Colorado

David worked with Extension through the Extension 4-H Program to develop a program to mentor young men about what it takes to become a responsible man. The program was developed to be a “hands on” program designed to make an impression on the young men it served. Young men were taught values, leadership, and service to others as core values of the program. The target audiences included Hispanics, older youth, high school dropouts and even one program targeted the entire family. An Education Fair was put together featuring Extension’s resources such as Partners in Parenting; family and consumer offerings; 4-H and more on a local and State level. David and his organization received funding to promote its model nationally. David has raised thousands of dollars to assist Extension program efforts. When he saw how effective the 4-H Rites Of Passage Program could be for making future leaders, he secured a \$40,000 grant from the Great Kids Initiative to address dropouts at a high school where the need was very apparent. Congratulations, and thanks to David for being a National Friend of Extension.



Judith Dodd—Pennsylvania

Judith Dodd is a nutritionist for Giant Eagle Supermarkets based in Pittsburgh, PA and an adjunct assistant professor at the University of Pittsburgh. She is the president of the American Dietetic Association and Chairman of the American Dietetic Association Foundation. Judith is a strong supporter of the Extension mission and has worked hard to connect people to Extension and its resources. She has worked with the Women of Infants and Children (WIC) as a nutrition educator and has served as a member of the Family Living Advisory Committee. She has provided over 360 hours of service as a volunteer committee member and has matched the resources of her organization with that of Extension. From 1991 to 1996 Judith was a member of the Allegheny County Extension Board of Directors. Over the last five years, 150 to 200 dietetic students have increased their knowledge of Cooperative Extension. Judith continues to be a champion for Extension by introducing management of Giant Eagle Supermarkets to Extension. Congratulations and thanks to Judith for her support of Extension in Pennsylvania and across the Nation.



Scott Angelle—Louisiana

From his early years of public service as president of a parish policy jury to his shift to the Lieutenant Governor’s office, Scott Angelle carries with him his appreciation for the Louisiana 4-H program. He developed a special affinity for the 4-H program and its efforts in wetlands protection and conservation. Scott Angelle was appointed secretary of the Department of Natural Resources (DNR) by Governor Bobby Jindal in 2008. Even after his appointment to DNR by Governor Blanco and re-appointment by Governor Jindal, his interest and support of the Extension Service and the 4-H Youth Program continued in this capacity. Because of his vision and confidence in Extension Service and knowledge of the excellent work done through the 4-H Youth Program, Secretary Angelle was instrumental in securing funds to initiate the 4-H Youth Wetlands Program. The Youth Wetlands Program is a great success story for Louisiana and with Secretary Angelle’s contribution and support, the program continues on for three more years. The dollar value of his contribution to the program totals over \$3 million. But his value to our youth is priceless.

Chapter Relations Committee—Chapter Leaders' Lifeline

Mark Stillwell, National President Elect and Chair of Chapter Relations Committee

Excitement!! Pride!! Jubilations!! Those were my initial feelings when I was elected your 2nd Vice President at the 2010 ESP National Conference in Jackson Hole, WY, in October. Now a few weeks later, I'm asking myself "WHAT HAVE I GOTTEN MYSELF INTO??"

That was also how I felt when I was elected president of Missouri's Alpha Tau Chapter a few years ago. I suspect many of you are having similar feelings of uncertainty and of being overwhelmed as you accept leadership roles in your state chapter.

We are fortunate that ESP provides many resources to help us be successful. The Chapter Relations Committee is one of them.

The Committee is composed of the Regional Vice Presidents—Jeff Myers, NE, jdm30@psu.edu; Laura W. Wilson, S, lwilson@uky.edu; Kathy Tweeten, NC, kathleen.tweeten@ndsu.edu; and Ken Hart, W, khart@uidaho.edu—Bob Ohlensehlen, Executive Director, esppoffice@espnational.org and is chaired by the 2nd VP. That's me—stillwellm@missouri.edu.

We have served in chapter leadership roles and our goal is to help each chapter be strong and successful. One activity to accomplish this goal is to conduct orientation training for chapter leadership at JCEP Leadership Conference and during our national conference. We also work to maintain many online resources on

our website. I encourage you to explore these online resources – especially the "ESP National Handbook, Section K, Chapter Information" found under the "Resources" tab.

We are available to help your chapter be successful through email or conference calls with the state chapters.

So the next time you are feeling overwhelmed, have a question, or just want to say "Hi", just drop your regional vice president an email or give them a call.

We look forward to hearing from you soon!

Surviving the Storms

Susan Guinnip, Alpha Nu Chapter and National Membership Recruitment & Retention Committee Member

About 1 ½ years ago a major storm, with damaging winds hit the community and university campus my kids were both attending. Thankfully, there were no major injuries and my family was untouched. But the waiting until they got home and the aftermath that it could have been much worse was nerve wracking for me. Cell phones were our lifeline... communication was key for them (and me) to stay calm and endure the aftermath.

In some ways, many Extension staff members are experiencing a major storm. People have lost jobs, states have gone through reorganizations and to some the long-term outlook is bleak. Things are not going in the normal direction; the outcome is uncertain and depending on the outcome, we know that the aftermath could be as calamitous as the storm. Communication is one of the key elements to surviving these storms.

Communication and the opportunity to develop relationships is one of the main reasons that many people, including me, belong to Extension associations. As chapters work to maintain membership numbers, we need to keep our mission in mind. Epsilon Sigma Phi is dedicated to fostering standards of excellence in the Extension System and developing the Extension profession and professional. Through Epsilon Sigma Phi and the other associations, we form bonds with other Extension professionals. We have an opportunity to share good times and bad. If you are not already, I would encourage you to become an involved member of ESP—serve on a committee, attend the meetings, encourage your coworkers. The outcome of the storm may not be what we hoped for or expected, but we will have the lifelines to endure the aftermath.

Administrator/Leadership Scholarship Recipients Report on National Conference

Gae Broadwater, Specialist for Program and Staff Development, Cooperative Extension Program, Kentucky State University, and Alpha Kappa Chapter Member

It was an honor for me to receive an ESP Administrator/Leadership Scholarship to attend my first ESP National Conference. In over 25 years of Extension work across 3 states and 2 different regions, I never seemed to have the time or resources to participate in ESP at any level. Then almost 2 years ago my Extension role changed and I needed to find a different professional support system in light of my new responsibilities--helping my Extension colleagues improve their professional practice and documenting their accomplishments. What better place to gather ideas and strategies than the ESP National Conference? The conference was fulfilling and both professional and personal levels. I gained new ideas for programming and staff development in the posters sessions; celebrated with Kentucky colleagues who received recognition for their hard work both as seasoned Extension educators and ESP members; attended mind-expanding workshop sessions; and connected with long-lost friends. The extra special treat was getting to see Grand Teton and the glory of the autumn sunshine through the cottonwood and aspen trees.

As busy as the schedule was and the difference of being 2 time zones away from home, I returned rested, invigorated, and committed. I am using information gained and connections made as I serve my Alpha Kappa Chapter in Kentucky. Currently I am my state's professional development committee chair and I am excited about the opportunities ESP offers to support our steps into the future. And I plan to encourage more of my 1890 colleagues to join ESP, too. I want to thank the scholarship review committee for the opportunity to climb to new heights and my Kentucky colleagues for their support of me while doing so.

*Jenny Wehmeier, Instructor, University of Wisconsin Extension, Alpha Sigma Chapter Member—
"Climbing to New Heights-As a New Professional!"*

As I peered out the airplane window during our final approach to Jackson Hole, Wyoming, I was in sheer awe of the vast, snow-capped mountains. The airport appeared as a small speck in the breathtaking Grand Teton Mountains, which I would later learn is the only airport in America within a National Park.

I viewed my participation in the 2010 National Conference similarly. I was just one member attending a conference for the first time - how would my participation be known? For those who have never attended a National Conference, you are truly missing out! From the moment that I registered, I was impressed by the friendliness of all ESP members—lifetime or active. I was invited to sit with new friends, share resources and ideas, and learn more about the wonderful Extension programs across the world. On two separate occasions, I had dinner with state program leaders who shared the status of their states and their hopes for the future. The Indiana affiliate welcomed me to learn more about Jackson Hole during our unassigned time. The Wyoming affiliate found me a pair of cowboy boots to take home to my boys. The welcoming nature of the ESP members was something that I will not forget.

Additionally, the caliber of the sessions was superb. The daily themes provided a nice selection for everyone. I was especially intrigued by the work of Dr. Mel Minarik who presented "Leading Life with Your Strengths." From her, I learned that it is not about the whole organization. It is about that one member and their contributions. This could clearly be seen at the Recognition Banquet where programs and individuals were recognized for their many contributions.

As a "first-timer," I would recommend to anyone and everyone who has not attended a National Conference to come to Syracuse, New York, in 2011. I hope to personally welcome you! Thank you to ESP for the opportunity!

National Ad-Hoc Committee Formed to Explore Life Member Committee Proposal

Justen Smith, National President-Elect

At the National Pre-Conference Board Meeting held in Jackson, Wyoming, representatives from an Ad Hoc Life Member Committee presented a proposal addressing a number of Life Member issues and concerns to the National Board. As a result of this proposal a National Ad Hoc Committee was formed to evaluate: 1) the entire organizational committee and leadership structure, 2) the proposal brought to the National Board, and 3) any changes to the By-laws and Policies that will be necessary to implement changes identified as a part of the evaluation. The committee will also look at the budget impacts of implementing the proposal and, if necessary, how to fund increased costs of the changes.

The Ad Hoc committee will be called the National Board Life Member Policy and Issues Committee. The following committee members have graciously accepted to serve on this committee: Justen Smith (Chair), Ellen Burton, Billy Warrick, Bonnie McGee, Nancy Wallace, Rita Wood, and David Ross.

The Board has a responsibility to both annual members and life members, as well as the financial stability of the organization, which is key to the support of both types of members. In response to concerns raised by life members over the last several years, the Board has added a number of opportunities aimed specifically at increasing Life Member participation in ESP.

Life Member participation in ESP is encouraged through:

1. Recruiting Life Members to serve on committees and in other leadership roles in ESP
2. Providing publicity for two tours for life members
3. Providing recognition of life members and a platform for sharing experiences at the First Timer / Life Member reception (\$1,000/yr)
4. Providing \$100 stipends for 20 Life Members per year to attend the National Conference (\$2,000/yr)
5. Mailing a hard copy of the *ESP Connection* newsletter to all Life Members who do not have email addresses (\$7,000/yr)
6. Soliciting articles from Life Members for the newsletter
7. Encouraging Life Members to submit proposals for concurrent sessions and including a track focusing on Life Member issues (Life Long Learning)
8. Encouraging Life Members to submit applications for recognition awards

In 2010, 2,600 Annual Members contributed a total of \$107,550 through dues while 3,500 Life Members through new Life Memberships contributed \$8,600.

This committee will start work within the next few weeks and will have a proposal ready to present to the National Board at Mid-Year Board Meeting in March.

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will be missed – however, I still have her on speed-dial! We also said a reluctant farewell to Beth Claypoole, Mary Ellen Blackburn and Marilyn Ming as Regional Vice Presidents who all did an excellent job providing leadership for their respective committees. We all know that you sometimes just can't let people go – so we have convinced Mary Ellen to continue to represent ESP on the Galaxy IV Planning Committee and Beth will serve as Chair Elect of PILD this year.

Your National Board is committing ourselves this year to serve **you** – our members. Please never hesitate to

contact me dthmsn@clemson.edu directly with a great idea, suggestion, concern, or just to discuss how we can all make our organization stronger this year. Your National Board is available to make visits to your states to assist local chapters. Please contact us if you want to schedule a chapter visit. We are here to serve YOU!

I am already excited about our National Meeting next year October 9–13, 2011 at the Doubletree Hotel in Syracuse, NY! Mark your calendars NOW – Hope to see you there!



From Antigua to Baghdad, and Back Again!

Ken Rudisill, University of Florida/IFAS, Alpha Delta Chapter Member and ESP's 2010 International Service Recognition Recipient

Over the past 16 years that I have been in Extension, I have been fortunate to travel outside the US and work in several Extension projects that have been very rewarding to me.

In 2003, I deployed to Iraq where I served as the Agricultural Officer for the 352nd Civil Affairs Command. Army Ag Officers are reservists. In the job description they prefer that the Ag officer be an Extension agent.

My work in Iraq was to develop a 5 year plan for rebuilding the Iraqi Extension Service. Our team consisted of members of the USDA Foreign Agriculture Service, the Australian A.I.D., and members of the Iraq Extension service.

The mission was to refurbish the Extension offices at the College of Agriculture in Baghdad. This involved securing funding to rebuild the greenhouses, dorms, and finish the college's horticulture department building.

Two other points of the plan were to include women as Extension agents and send students to the US to receive BS, MS, and PhDs in Extension.

The Australians wanted to model Extension after their own Extension System, but, after I explained our US Extension System, the Iraqis wanted their system to mirror the U.S. system.

The plan was presented at the donor's conference but unfortunately no country, including the US, agreed to fund the project. Funding for refurbishing the College's Extension offices, greenhouses, and dorms were eventually funded by grants from the US Army, U.S.A.I.D., and the Ministry of Agriculture.

In 2009, I was part of an Extension team that went to the island of Antigua. The Ministry of Agriculture in Antigua and Barbuda wanted members of the team to present training to horticulture professionals for that country's first pesticide certification program

Classes taught were agriculture, structural, lawn and ornamental pest control. My part of the program was to develop and teach classes on lawn and ornamental insects, landscape math, and how to calibrate lawn and spray equipment.

My class had 14 students. Eight students passed the class and received their pesticide certification. Those who did not pass received certificates of participation and will retest at a later date.

At the end of the program, the members of the Ministry of Agriculture met with our training team and their Extension service to discuss future training programs. One of the programs they have requested is a lawn and landscape maintenance program for professionals. I am currently working on that project, and hope to go back there in the near future.



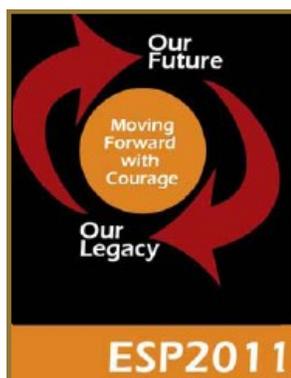
These are the future Aggies of Iraq.

(Right) This is the day we started working on the 5-year Extension plan in Baghdad.



ESP Alpha Delta member Ken Rudisill demonstrates spreader calibration to Antigua & Barbuda's Pesticide Certification class.

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Updates for Request For Proposals for the 2011 ESP National Conference

By Justen Smith, ESP National President-Elect, Professional Development Chair

The Professional Development Committee has reviewed the Request for Proposals (RFP) process for the 2011 National Conference that will be held in Syracuse, NY. New updates for the proposal process include:

1. Authors will only be able to choose between submitting a proposal for either a concurrent session or a poster session, not both. Those not being accepted for a concurrent session will not be automatically accepted for a poster session.
2. An author may only submit one proposal (choose between concurrent or poster). Authors will only be able to be listed as a lead author on one RFP proposal. This will enable more authors the opportunity to be accepted for either a concurrent or poster session.

The Professional Development Committee is committed to ensuring that Epsilon Sigma Phi upholds the highest standards in scholarship. Each proposal will be blind reviewed by at least three reviewers. We encourage all ESP members to submit proposals for the great programming they are doing. Instructions for Request for Proposals for the 2011 Conference in Syracuse are posted online. Remember that submission of a proposal is done online through the National ESP website. The deadline for submitting a proposal is February 28, 2011.

Important Dates Ahead – Mark Your Calendar!

NOVEMBER

- Collect and Submit 2011 Membership Dues

DECEMBER

- Collect and Submit 2011 Membership Dues
- Register for 2011 JCEP Leadership Workshops
- ENJOY THE HOLIDAYS WITH FAMILY AND FRIENDS!

JANUARY

- Register for 2011 JCEP Leadership Workshop
- Collect and Submit 2011 Membership Dues
- January 28, Deadline for Electronic Submission of Chapter Reports for JCEP Meeting

NATIONAL ESP CONFERENCE DATES

- 2011 National ESP Conference, October 9-13, Syracuse, New York
- 2012 National ESP Conference, October 6-9, Mobile, Alabama
- 2013, Galaxy Conference, September 15-20, Pittsburgh, Pennsylvania