



EPSILON SIGMA PHI

National Honorary Extension Fraternity



Issue 48

April 1991

Image - Does It Matter?

by Nadine Hackler

What is the image of Epsilon Sigma Phi in your State

- by administration?
- by new employees?
- by county faculty?
- by state faculty?
- by retirees?

Image is a visual representation or a mental picture. What do you think of or how would you describe the image of Epsilon Sigma Phi? How would others in your state describe ESP?

Image is the impression you leave in other people's minds. Let's liken the Epsilon Sigma Phi image in your state to selling a house. We are in the business of selling Extension/Epsilon Sigma Phi.

Remember that when you are selling a house you "spruce" it up. Likewise, we may need to "spruce" up when we are projecting the image of Epsilon Sigma Phi to Extension

Most people form a first opinion in one minute and 55 percent of the time clothing is what is used to form that impression.

A first impression is not always accurate and it can be changed provided you are given that opportunity. Think about this when you are representing Epsilon Sigma Phi to new Extension employees, decision-makers, stakeholders and the public. We are creating impressions/image of Epsilon Sigma Phi all of the time because someone sees us. Think about your visual impact—how you package yourself and how you package Epsilon Sigma Phi. What image are you creating right now? Is it up-to-date? Is it consistent? Is it professional? Is it the image of Extension today?

Image is made up of your self-concept, your standards of excellence in relation to ESP, your personal attributes as a leader and your etiquette. Equally important are your verbal communication skills, your body language (such as your facial expression, eye contact, gestures, posture), your



Nadine Hackler, National ESP President

the way we sound (38 percent) and what we say (7 percent).

Why is the image of Epsilon Sigma Phi important? Because it lets us get the response we want. How we look sets the stage that allows our message to be heard.

A good image for Epsilon Sigma Phi will pay dividends. New employees will want to be part of ESP. Administrators will look to ESP to work with them. Decisionmakers and stakeholders will know Extension is a viable organization in the 90's that assists families to have a better quality of life. Our publics will know Extension/Epsilon Sigma Phi has "spruced up." Image does matter!

Image is made up of your self-concept, your standards of excellence in relation to ESP, your personal attributes as a leader and your etiquette.

employees, our publics, and to decision-makers and stakeholders.

Just as a house has many rooms there are many parts of our Epsilon Sigma Phi image. These include how we look. A first impression is created by the "you" that everyone sees—your physical being, how you relate to people and your personality.

paralanguage (how you sound) and your appearance. These are considered props. Sometimes it is hard to hear what someone is saying because they are distracted by how the person looks and mannerisms they may have.

The basic elements in effective communication are the way we look (55 percent),

Nadine Hackler, a member of Florida's Alpha Delta Chapter, is ESP's National President.

Meet President-Elect - Marilynne Ross

by Maureen Milbrath

Who's "fresh as a daisy", "full of vim, vigor and vitality", and has "a smile that makes you happy." Marilynne Ross that's who. And Marilynne, a member of Washington's Beta Chapter, is Epsilon Sigma Phi's new President-Elect.

Marilynne is an enthusiastic ESP member from way back. She remembers having to wait for the invitation to join ESP until she had 10 years of service completed. She also remembers feeling so left out at Extension Annual Meetings when the ESP members went off to their functions and then it meant so much to her when she finally became one of "them."

Marilynne is a native of Iowa - Waterloo to be exact. She has been married to Jim Ross for 41 years and Jim is a Mechanical Engineer. They have one daughter, a son-in-law and one granddaughter. Marilynne really treasures her family relationships. In fact, if she had to introduce herself without using her career as a focal point, she would say "I'm Marilynne Ross - wife, mother and grandmother."

Football is Marilynne's sports passion and the Seahawks are her team. She also relishes time at the Ross cabin and traveling with Jim.

She also really understands volunteers as she has been one in so many ways herself. And she always has ended up in a position of responsibility in the organizations she joins.

Her Extension career has been and is very important to her and her current assignment is with the Expanded Food and Nutrition Education program. She has been a member of many professional organizations relating to her career and has again risen to positions of responsibilities in each. She has received numerous awards which give



Marilynne Ross
National ESP President-Elect

testimony to her ability in the eyes of her peers. She says her most rewarding accomplishments were attaining full professor status and being elected President-Elect of ESP.

Marilynne is a team player who is very enthusiastic and she is a caring, dedicated and committed person. She says she'd like to be remembered as being friendly, dependable and supportive.

Her advice to young Extension personnel is to be enthusiastic, look for opportunities and then seize the ones you want to "go for."

Marilynne is committed to good nutrition, so you won't find her "pigging out" on any particular food. Therefore she is one "Home

Ec" who practices what she preaches.

Her reason for running for the President-Elect position was because of the great support and push from Beta Chapter members. Her goals for ESP are to continue to support the goals of the 90s; to strengthen the rapport with ECOP and ES-USDA; to further JCEP's participation and to increase ESP

membership.

Marilynne is a team player who is very enthusiastic and she is a caring, dedicated and committed person. She says she'd like to be remembered as being friendly, dependable and supportive.

Her one bit of philosophy that helps her in her busy life is Scarlett O'Hara's statement from *Gone With the Wind* - "Tomorrow is Another Day!"

Yes, Marilynne will not have to "Look for the silver lining" because she does "Let a smile be her umbrella" and she is sure to keep Epsilon Sigma Phi "sitting on top of the world."

Maureen Milbrath, with Bill Milbrath, are past National Office staff and Newsletter editors

Extension: Crown Jewel or Glass Bauble

by Chester D. Black

Teaching, research and extension are the three crown jewels of American education and all have served our country and its people well. But what about the future? Will Extension remain a crown jewel or become nothing more than a glass bauble?

The question was posed by Dr. Chester D. Black in his Ruby Lecture at Epsilon Sigma Phi's national meeting in Kansas City. He discussed four steps that he felt Extension needed to take to retain its stature. The four involve: seeking outside funding, strengthening its position within the Land Grant System, developing leadership and setting priorities. Black is former director of the North Carolina Agricultural Extension Service and former chair of Extension's Committee on Organization and Policy (ECOP). He received the extension honor fraternity's highest honor, the Ruby Award, when the group held its national meeting in November. "Within the next decade I believe you will see (Extension) challenged... by significant forces which weaken(Extension). One is declining federal appropriations to state budgets. (Another) is the changing content of modern extension programs," Black said. He cited programs for the aging and elder care, adult literacy, youth at risk, health education and parenting education as having "only a peripheral relationship to agriculture. Yet the national organizational base(has) an agricultural orientation. Resolution of the problem may lie in development of resources outside normal extension channels. Research colleagues routinely obtain large amounts of (outside) funding. Can Extension develop outside channels of resources? (Will) Extension be competitive on a national basis in (seeking) such funding? Such efforts, which will take boldness, courage and unanimous support, should continue."

In addition to seeking outside funding Extension must strengthen its position within the Land Grant University. "There are (leaders) who believe the Land Grant University System has lost some of its zeal and appreciation for Extension. Perhaps a high level national blue ribbon commission needs to conduct a study on the need (for) and potential role of extension programs

nationally. Such action requires courage and Extension must be ready to face the consequences of the study results," Black said.



Chester D. Black
North Carolina Extension
Director Emeritus

Extension also must establish "criteria for determining excellence of extension programs and extension faculty. Unless (such) criteria are available, Extension will be judged by another's criteria," Black asserted. "National standards of excellence and an open review policy would enhance integrity and improve professional standing and reputation within the university system," he said.

Another necessary step involves encouraging leadership development within Extension. "Fortunately, leadership is an acquired skill. Extension must make a bold recommitment to leadership training for the future," Black said. He envisions a national center for leadership training, supplemented by state training institutes and graduate programs that will guide emerging extension leaders. "As these Programs are developed, it is important that Extension share these with colleagues and with the

general public," Black added.

Finally, Extension must work smarter not harder. From county agent to administrator, the work week is closer to 60 hours than the traditional 40. "It is imperative in a time of declining net revenues that the organization spend time wisely and creatively. Extension must also consider that its role in the future may become that of an educational catalyst, leveraging resources to bring educational solutions to society's problems," Black said. "The problems facing our nation are too many and the educational resources too few to waste them on peripheral issues. Priority-setting is a difficult process but few tasks will pay greater dividends," he observed.

"Those with responsibility for the program are challenged to maintain and strengthen Extension's national power base, to reaffirm the importance of the extension program within the land grant institution, to enhance and enrich the leadership base throughout the organization and to keep the extension programs of the future firmly (focused on solving the people's problems). If these challenges are met, I have no doubt that the brilliance and beauty of this unique educational process—Extension—will shine with the fire and glory of a true crown jewel," Black concluded.

An abstract of Dr. Chester D. Black's (North Carolina Xi Chapter) Ruby Award Lecture presented to the National Council of Epsilon Sigma Phi in November, 1990.

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Regional Workshops-Showcase of Excellence, Leadership

Grassroots Enthusiasm Inspires Delegates

by Denise Matejic

All aspects of Epsilon Sigma Phi organizational tasks, needs and functions were presented and discussed at the Northeast Regional Officers' Workshop. Newly sensed grassroots enthusiasm was expressed, shared and mentioned in the form of "Family of Extension"; "Extension's Oneness being furthered by ESP"; "Time to Revitalize" and "Rekindling the Spirit". The future of Extension and Epsilon Sigma Phi's role in furthering joint goals challenged delegates to dialogue in an enthusiastic and positive manner.

National President Nadine Hackler presented an overview of the national ESP goals, shared thoughts and deliberated on the visibility of Epsilon Sigma Phi. She additionally provided information on the Joint Council of Extension Professionals (JCEP). The Council has accepted ESP's regional workshop proposal on Marketing Extension Programs in the 90's as the focus for the 1992 regional workshops.

A highlight of the session was the international program presented by Rita Wood, a member of New Jersey's Alpha Xi Chapter and the ESP International Committee. She encouraged staff to switch gears and to "become involved globally." Her presentation highlighted her enthusiasm for this aspect of Extension work. She lived with approximately 30 families during her recent one year sabbatical in Australia, New Zealand and Indonesia.

A special feature of the workshop included a Chapter survey addressing chapter awards, chapter interaction with other Extension professional associations and how each chapter retains membership. The



International Program by Rita Wood, NJ

results will be shared with all northeast chapters in an effort to increase benefits and service to chapter members and share successes.

Guy H. Temple, a distinguished member of Pennsylvania's Alpha Omicron Chapter and a 30-year Cooperative Extension faculty member, was elected as Northeast Regional Director for 1992-93. We are fortunate to have this qualified ESP member accept this important role.

Chapter delegates who contributed to the overall workshop were: William Wallace, PA who presented a "Report from the National Council Meeting" in Kansas City and Donald E. Nelson, DC who spoke on "Representing Cooperative Extension to Politicians - A Challenge!"

Denise Matejic is Northeast Regional Director and is a member of New Jersey's Alpha Xi Chapter.

New Directors - Kendall & Temple

by Shirley Shellberg

Patricia Kendall, Zeta Chapter of Colorado and Guy H. Temple, Alpha Omicron Chapter of Pennsylvania, were elected at February Regional Workshops to two year terms on the National Board as Directors from the Northeast and Western Regions respectively.

Dr. Pat Kendall is Extension Food and Nutrition Specialist with Colorado State University. She was President of Zeta Chapter in 1989 and was instrumental in establishing the Regional Team Award.

Leadership Is Workshop Theme

by G. Ray Prigge

A special pre-conference treat was provided Western Region Delegates with a tour of the Arizona Senora Desert Museum and the Biosphere II.

Enid Cox, Washington's Beta Chapter, conducted a workshop entitled "Epsilon Sigma Phi Leaders Move Into The 90's." National goals and visibility of Epsilon Sigma Phi were reviewed by Nadine Hackler, National President. She also addressed the interrelationships of ESP with other professional Extension organizations as structured in the Joint Council of Extension Professionals (JCEP). Her closing remarks dealt with image and professionalism of our organization.

We were privileged to also have Marilynne Ross, ESP President-elect review the national committee structure and several of Epsilon Sigma Phi's programs.

Supporting remarks for previously nominated candidates for ESP Director West were presented for John "Woody" Bernard of Washington's Beta Chapter and Dr. Patricia Kendall of Colorado's Zeta Chapter. Following the presentations the delegates selected Dr. Kendall to the Director West position.

Kathy Treat, New Mexico's Epsilon Chapter, reviewed information concerning the formation of a Western Electronic Journal of Extension. Further development and implementation of the concept was encouraged.

An informative seminar on international Extension opportunities, current directions of foreign development programs and on suggested strategies for preparing and being selected for foreign assignments was presented by Dr. John Fischer. He is former AID Chief Food and Agriculture Officer for Ethiopia, former Montana State University Agriculture Economics Department Head, former Director of the Consortium For Economic Development and former Policy Advisor for the Government of Swaziland.

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Leadership, Grassroots Enthusiasm, and New Directors

"Showcase of Excellence" Highlights Workshop

By Bill Braden

Enthusiasm and excitement filled the air as the 28 participants attending the Southern Region Workshop February 7-9 in Lexington, Kentucky made copious notes of ideas that might boost their state chapters.

The ideas came in rapid-fire fashion as a result of chapter reports, an idea-swapping session called "What My Chapter Does Best," and a special session called "Showcase of Excellence."

The workshop also featured a session on international programs by three faculty from the University of Kentucky's College of Agriculture

The showcase featured special presentations by a number of chapters based on responses to a pre-workshop survey. Presentations were grouped into four broad categories: Awards and Recognition,



Special Showcase Presentation by Bernadette Watts of XI Chapter, NC

Membership, Marketing and Public Relations, and Joint Association Efforts. State chapters making presentations were Alabama, Kentucky, Mississippi, Virginia, Florida, North Carolina, and Texas.

The workshop also featured a session on international programs by three faculty from the University of Kentucky's College of Agriculture: Herbert Massey, associate

dean for international programs; Craig In-fanger, professor of agricultural economics; and Grant Thomas, professor of agronomy. Each shared some experiences from foreign assignments, the values of those assignments, and opportunities for international work.

Joe Williams of Kentucky and Freida

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NORTH CENTRAL REGIONAL LEADERSHIP CONFERENCE DELEGATES (left to right):
Back Row: Jared Smalley, MN, Maurice Kramer, IN, Gerald Buck, ND, Al Wollenzien, WI Next to Back Row: Ray Clark, MI, Arthur Redinger, IN, Jim Everts, WI, Jim Hovland, WI, Third Row From Back: Mary Ellen Smalley, MN, Bill Smith, OH, Charles Willman, IL Fourth Row From Back: Glenda Keller, KS, Iva Grubl, SD, Rex Ricketts, MO, Pat Snodgrass, MO Front Row: Nadine Hackler, National President, Charlotte Crawford, Regional Director, Donna Andrusyk, IA, Karen Faust, OH, Jane Scherer, IL

The "Why Of ESP" Workshop Focus

by Charlotte Crawford

When you consider the who, what, when, where and why, the why of Epsilon Sigma Phi was the focus of the North Central Region Leadership Workshop. The role of Epsilon Sigma Phi, our image, how we relate to the other professional associations both nationally and in our north central states, and our goals were topics Chapter delegates grappled with during the workshop.

Peoria, IL was the setting of the North Central Regional Workshop with 11 of the 12 Chapters present. The video, "The Power of Vision, Discovering the Future" by Joel Barker started the workshop helping set the tone and spirit. It was an exciting workshop with lots of participation and stimulating discussion. The sharing of

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"I'm a 10" Campaign Reaches \$75,000

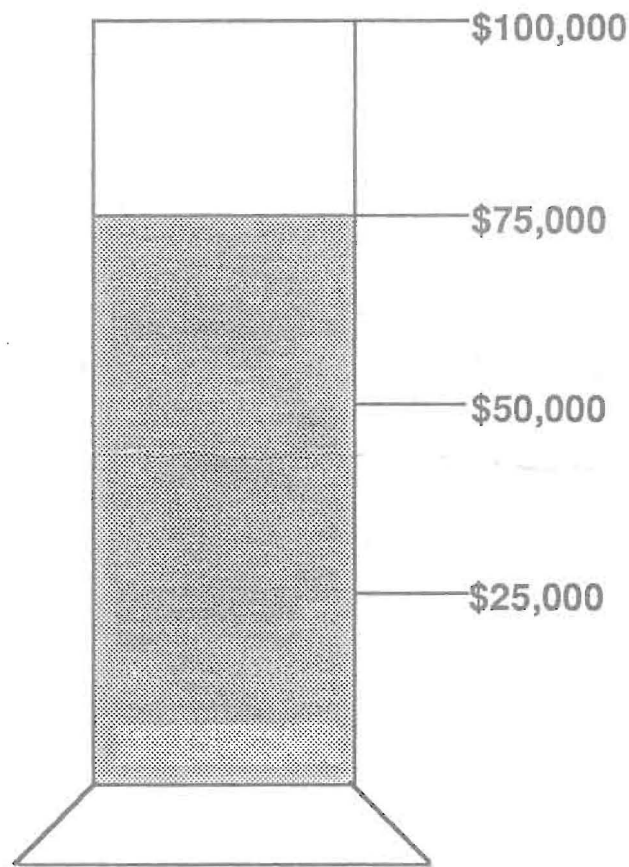
by Gail Shellberg

Although the five-year "I'm a 10" Professional Excellence Campaign has run its course, chapters are still encouraged to complete their commitments of \$10 per member. New to the 100% rank (average of \$10 in contributions per member) are Pennsylvania's Alpha Omicron Chapter, Arizona's Kappa Chapter, Texas' Alpha Zeta Chapter and Florida's Alpha Delta Chapter. Sixteen Chapters have achieved this level.

The National ESP Foundation goal is \$100,000 and you have almost made that possible. Plans for new fund raising activities are being developed.

Gail Shellberg, with Shirley Shellberg, staff the National ESP Office and edit the Newsletter.

"I'm a 10" We're Almost There



Legislative Committee Highlights

by Sue G. Bodkin

The Epsilon Sigma Phi Legislative Committee will soon be contacting state chapter presidents to enlist their help. The committee is establishing a national network for quick response to legislative opportunities.

In a telephone conference March 8, the committee decided to ask each chapter to appoint a legislative chairman. This person will need to be able to quickly get vital information out to members and other interested parties in the respective states. The committee will be soliciting information about electronic mail networks, statewide

Extension support groups, state budget processes and situations, and other information yet to be determined.

Committee members reviewed their own state budget situations and support structure. It is evident that there is much information that can be shared with and learned from each other. The committee will be having another telephone conference soon to make more detailed plans for action. We anticipate working closely with the other Extension professional associations through the Joint Council of Extension

Professionals(JCEP).

ESP Legislative Committee members include: Talmadge Balch, AL; Jim Barron, WA; June Carroll, SC; Shirley Huyck, NC; John Pate, SD; Fred Swader, DC; and Nancy Wallace, PA. Charlotte Crawford, IL is Board Liaison. Please feel free to contact anyone on the committee if you have suggestions.

Sue Gottwald Bodkin, NM is Legislative Committee Chair and a member of Epsilon Chapter.

Award Nominations Continue To Climb

by Shirley Shellberg

The doorbell rings, the mailbox swells—just like busy bees the delivery people swarm to 2937 Silverwood Drive. As the 1991 Award Nominations arrived at the National Office, it became a hum of activity as the door swung open to welcome each bundle or envelope.

A grand total of 78 nominations were submitted by twenty-three Chapters. Included were 19 team award nominations, a 60% increase, in which 181 persons participated. The region breakdown was: Northeast - 2, North Central - 6, Southern - 6, and Western - 5. Other

nominations and the number received for each are: National Distinguished Service Ruby Award - 8; National Friend of Extension Award - 11; National International Service Award - 9; Regional Distinguished Service Award - 17 (NE-2, NC-6, S-6, W-3); Regional Mid-Career Award - 14 (NE-2, NC-6, S-4, W-2).

The nomination credentials and ballots are now in the hands of the Chapter Presidents and the National Awards and Recognition Committee. Each Chapter will cast their ballot before July 1, 1991.

The award recipients will be recognized

at the National Council Awards Banquet November 10, 1991 in Washington, DC.

Congratulations to each and everyone whose name was submitted by their colleagues. It is an honor to have been nominated. Indeed, in reviewing the nominations it is easy to see that all are winners.

Shirley Shellberg, with Gail Shellberg, staff the National ESP Office and edit the Newsletter.

National ESP Office Position Available

May 1, 1991 is the application deadline for the Executive Secretary/Treasurer position of Epsilon Sigma Phi. The Position Announcement and Description has been distributed to Chapters.

The approximately half-time position, responsible to the ESP Board, is available January 1, 1992. Invitations to interview will be extended in early June with interviews conducted during the summer Board Meeting July 27-30. A willingness to make a three year or more commitment to the position is required. To obtain more information, contact:

Patricia Powley
Chair, Search/Screening Committee
1451 Peters Mountain Rd.
Dauphin, PA 17018
(717) 921-8803

Or National ESP Office
Gail Shellberg
2937 Silverwood Drive
Fort Collins, CO 80525-2340
(303) 223-6811

Pi Chapter Salutes Milbraths

by Gail Shellberg

A special gift to the National Epsilon Sigma Phi Foundation was made by Minnesota's Pi Chapter. It was the Chapter's way of saluting Bill and Maureen Milbrath for dedicated service and efforts on behalf of ESP nationally.

The gift also represented the spirit of hope and courage the membership extends to the Milbraths in confronting and battling Maureen's health crises.

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Evaluatory comments appreciated.

Co-Editors —

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Terrell of North Carolina, national committee members, discussed ESP's awards program and the mini-grant program. Other discussions dealt with the Chapter Handbook and membership. Participants also viewed a new video on "Writing for the Journal of Extension" and heard a presentation on "image" by National President Nadine Hackler.

Special "I'm A 10" certificates were presented to two chapters—Alpha Kappa of Kentucky and Alpha Zeta of Texas—for completing their goal in contributions to the ESP Foundation. Also, the Alpha Delta Chapter of Florida presented a check for the balance of their commitment and will receive a certificate shortly from the national office. The Alpha Phi Chapter of South Carolina was the first chapter in the southern region to reach 100 percent in campaign contributions and was recognized last November at the national meeting in Kansas City. The Xi Chapter of North Carolina was recognized for reaching the 82 percent mark in its campaign.

Bill Braden is Southern Regional Director and a member of Texas' Alpha Zeta Chapter.

Chapter reports was valuable to the delegates. The "why" kind of questions were pondered and discussed from several angles. Our vision for ESP and viability of the Extension system was strengthened.

The international program segment was presented by Bill Seiders from Illinois' international committee. He related what the Alpha Nu committee has done and would like to do. An interesting result evolved with an inter-cultural dimension being discussed as possible future program efforts for Epsilon Sigma Phi.

National President Nadine Hackler shared with the delegates the vision of Epsilon Sigma Phi from a national perspective. The tone and spirit of the workshop developed an exciting group with which to work. Chapter members are looking forward to next year's workshop in St. Louis. Marketing our Extension programs will be the emphasis of the session. Epsilon Sigma Phi will provide the leadership and organization of the 1992 regional meetings.

Charlotte Crawford is the North Central Regional Director and is a member of Illinois' Alpha Nu Chapter.

The Presidents of the national associations along with Dr. John Gerwig, Director of the New Jersey Cooperative Extension System, closed the workshop with presentations on "Celebrating Our Successes..." This was followed by a tour to Nogales, Sonora, Mexico.

G. Ray Prigge is Western Regional Director and a member of Idaho's Theta Chapter.

New Directors continued from page four

Guy Temple, Union County Community Development Extension Agent has been a member of Epsilon Sigma Phi since 1965. He has provided viable leadership to his Chapter and Region.

Congratulations to Pat Kendall and Guy Temple on their election to the National Board of Epsilon Sigma Phi. We look forward to their participation and creative leadership in promoting Epsilon Sigma Phi, its goals and objectives.

Shirley Shellberg along with Gail Shellberg staff the National Office and edit the Newsletter.

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