



EPSILON SIGMA PHI

National Honorary Extension Fraternity



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Ruby Award to Pi Chapter's Patrick Borich

by Shirley Shellberg

Dr. Patrick J. Borich, Dean and Director of Minnesota Extension Service, will be the recipient of the 1991 National Distinguished Service Ruby Award. The Ruby Award is Epsilon Sigma Phi's highest recognition conferred on a Extension colleague and heads the list of the 1991 National and Regional winners announced by the National Board following their July meeting in Orlando, Florida.

Borich has held his present position since 1984 and prior to that time held various county, area and state responsibilities. He is an accomplished speaker, writer, teacher and an innovative leader.

Additional award winners selected through the balloting process or on recommendations of the Recognition and Awards Committee are:

- **National Friend of Extension:** Louella Marlin, 24 year volunteer - Maryland, Robert E. Guernsey, farmer and CARET representative - Indiana and William H. Natcher, Congressman from Kentucky.

- **International Service Award:** Charles Brice Ratchford - Missouri.

- **Regional Distinguished Service Awards:** Jane A. Scherer - Illinois, Anne L. Sheelen - New Jersey, Diane F. Jones - Arkansas, and Enid Elaine Cox - Washington.

- **Regional Mid-Career Awards:** Barbara Kaye Froke - Missouri, Barbara O'Neill - New Jersey, Bill Eickhoff - North Carolina and Gerald L. Chacon - New Mexico.

- **Regional Team Awards:** Lake County Solid Waste Education - Ohio, Essex County Urban Gardening - New Jersey, Solid Waste Management - Florida and Safety of the Food Supply - Oregon.

These individuals and team members will be honored at ESP's National Awards



Dr. Patrick J. Borich, Dean and Director of Minnesota Extension Service, will receive the 1991 National Distinguished Service Ruby Award.

Banquet November 10 in Washington, D. C.

Chairman of the Awards and Recognition Committee, Bruce DeYoung, encourages chapters to begin the search now for nominees to be submitted for recognition in 1992. The committee is hopeful that all chapters will participate in the process of nominating and selecting next years awardees.

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

No Mickey Mouse At Board Meeting

by Gail Shellberg

The lure of Epcot, the Magic Kingdom or MGM Studios or the many other attractions in Disney Village didn't deter ESP's Board from a full three days of productive meetings July 28-30 in Orlando, Florida.

Mid-year committee reports proved their strength. Several new proposals will be fine tuned and implemented following the National Council Meeting November 9-11 in Washington, D. C. Committees for FY92 will be approved during the Board's September conference call.

The new, exciting revision of the Chapter Officers' Handbook is planned for release at the 1992 Regional Workshops.

Mickeys' world was a great setting for the Board to wave their magical wand over a mountain of an agenda and achieve so many positive results.



Board in action.

Shellberg Named Executive Secretary/Treasurer

by Patricia Powley

Gail Shellberg has been selected as the permanent Epsilon Sigma Phi Executive Secretary/Treasurer to begin January 1, 1992 for a three year term.

The Search Committee received six applications for the position and selected two outstanding candidates for the selection interview process.

Patricia Powley is National Past President and Chair of the Search and Screening Committee

Agricultural Extended Credits

With 100 co-sponsors, Rep. Edolphus Towns (D-NY) introduced H.R. 1653 on March 22, 1991. The bill would grant civil service credit for periods of service in 11 Cooperative Federal-State Agricultural programs prior to January 1, 1984, if the individual later came under the Civil Service Retirement System.

H.R. 1653 has been referred to both the House Government Operations and the Post Office and Civil Service Committees.

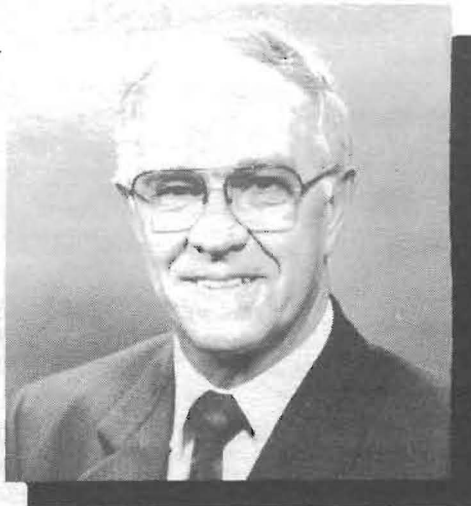
It is estimated that this bill would affect approximately 2,500 currently employed or retired federal employees. Call or write your members of Congress and urge their support of this bill.

Professionalism Strengthens Extension System

by Myron D. Johnsrud

The word "professional" comes from Latin and literally means "one who makes a declaration or an avowal of a belief." A professional is one who is engaged in and/or worthy of the high standards of the profession.

Dr. Myron D. Johnsrud believes that Epsilon Sigma Phi should be actively engaged in the discussion of the qualities and standards that those practicing Extension must meet. "I'm not talking about formal certification, but we must be able to more clearly answer the question: what qualifications, skills and abilities are required for a truly professional Extension System?" he said. Extension's new directions require staff to be leaders in public policy education,



Dr. Myron D. Johnsrud

"We can no longer be just the "good neighbor" organization; but we must become the "good partner" organization. We must learn how to jointly plan programs, share credit and constantly keep our eye on achieving results, not just staying busy with activities..."

stretch far beyond a parochial or narrow subject and to learn to work as teams, cross disciplinary boundaries. The new directions require Extension to be much more outer directed. "We can no longer be just the "good neighbor" organization; but we must become the "good partner" organization. We must learn how to jointly plan programs, share credit and constantly keep our eye on achieving results, not just staying busy with activities," asserted Johnsrud.

We must understand and be aware of the high level of tension and stress that accompany the System changes and adopt new educational strategies. We must also stop doing some of what we used to do. Extension is rich with both natural science and social science expertise and we must learn how to put the pieces together. "It is counter-productive and internally damaging to cast Extension's new directions as a power struggle between agriculture and "social" is-

sues," stated Johnsrud. He went on to say, "I believe the leaders of Epsilon Sigma Phi can play a critical role in our future and take major responsibility for strengthening our internal culture." A true professional must meet certain standards. ESP has long been committed to the encouragement of high professional standards. Does the current creed meet the standards of the 1990's? "Can we devise a creed that sets forth norms in the areas of teamwork, diversity, partnership, leadership, self-directed learning and development? Can we do a better job of articulating the standards an Extension professional of today should meet?" asked Johnsrud. "I raise this for your consideration because it is during times of challenge and change when people are struggling in the trenches with the change that values are put to the test. People grow when they experience some discomfort and it is in these periods of dis-

comfort that the organizational values for the future are established," he said. Extension is a profession that attempts to tie together a diverse set of professionals with more than one professional identity. "We must begin to ask ourselves and our colleagues the critical question for the future: Are we Extension professionals first or are we agronomists, animal scientists, home economists, nutritionists, agricultural communicators, foresters, etc.?" queried Johnsrud. He went on to suggest that ESP can encourage an ongoing dialogue across the System focused on ethics. "Honesty, fairness and accountability must be our hallmark; I think ESP could play a much stronger role in helping staff sort through some of the tough ethical issues," said Johnsrud.

Johnsrud suggested that ESP give explicit thought to a program designed to attract and mentor future Cooperative Extension leadership. We must do a better job of identifying, encouraging, mentoring, supporting and promoting younger professionals.

"We must examine our criteria for awards. The awards system can send very powerful messages about the Association's standards, beliefs, ethics and values," asserted Johnsrud. "As we work toward better defining what an Extension professional should be and how an Extension professional should act, it should be easier to decide who we should reward," concluded Johnsrud.

Peter Drucker, in his recent book titled *The Frontiers of Management* says the "spirit" of an organization is important. Epsilon Sigma Phi has a tremendous opportunity to greatly strengthen the "spirit" of our System with its strong professionalism programs and encouragement of high professional standards.

An abstract of Dr. Myron D. Johnsrud's (DC's Mu Chapter) remarks to National Council Delegates, November 1990.

Speakers' Bureau In Action

by Marilyn Mozenter

"Bill Russell's inspiring presentation had us sitting on the edge of our seats and scribbling his comments and quotes on

scraps of paper," said one Alpha Xi member attempting to explain his positive audience impact!



Bill Russell keynote speaker,
Epsilon Sigma Phi, Alpha Xi Chapter

William Russell, Jr., University of Arkansas Extension Communications Specialist and member of the National Epsilon Sigma Phi Speakers' Bureau was keynote speaker at the Alpha Xi annual meeting. The event was at the Freehold Raceway in Monmouth County, New Jersey.

Russell's presentation

provided nearly 100 present with a challenge and an opportunity to make an impact on Extension clientele and to analyze educational methods in terms of results expected.

Mr. Russell shared his message, enthusiasm and refreshing spirit with the group and peppered his presentation with some thought provoking statements..."The most wasteful thing is to do something efficiently that shouldn't be done at all"... "Habit and tradition are the enemy of progress" and..."Achievement begets inspiration." Well said, exclaimed all the participants!

The combination of Extension fellowship, fun, inspiration and challenge, good food and esprit de corps, along with "a day at the races" made Alpha Xi's annual meeting one of the best ever.

Marilyn Mozenter is president of New Jersey's Alpha Xi Chapter

Colorado Seed Funds Grow

by Judy McKenna

When Colorado Epsilon Sigma Phi members picked up their registration packets at annual conference, they received a crisp \$1.00 bill.

With the \$1.00 bill was the following challenge: 'YOU HAVE 38 HOURS.... to invest, barter, multiply, gamble, raffle, or ????? your 'seed money.'" The purpose of this challenge was to encourage the entrepreneurial efforts of members in order to fund professional development awards.

Creative ideas were legion. Wake-up calls, the world's best margarita recipe, a pattern for 4-H cross stitch, baseball pool (which increased the most-\$100.) and

The purpose of this challenge was to encourage the entrepreneurial efforts of members in order to fund professional development awards.

many, many more. When Epsilon Sigma Phi members gathered at the annual breakfast and shared their results, they had earned \$536.46—an impressive return on a \$90.00 investment.

In the same registration packet, Epsi-

lon Sigma Phi members were encouraged to apply for professional development awards. Three individuals were each awarded \$100 at the breakfast meeting.

It was fun...it was lively...it was quick...and most of all, this project offered a valuable benefit to the members in the form of professional development awards. It was even beneficial in generating interest in Epsilon Sigma Phi. One new Extension employee asked, "how long before I can become an Epsilon Sigma Phi member?"

Judy McKenna is a member of Zeta Chapter's Special Projects Committee

Glass Houses and Legislative Matters

by Sue Gottwald Bodkin

There is no doubt that the Cooperative Extension System is being viewed more closely from every level these days. When federal, state or county decision-makers look in at our programs, what do they see—is it programming that meets critical needs, that carries out our mission, that is worth the resources that go into it?

We are being held more accountable not only for what we do, but what we ask for money to do. We must "do our windows" and let people see inside our organization so they can decide whether we're worth it. There are no blank checks being made available to us. To paraphrase one of our Members of Congress, "We must tooteth our own horns, lest they goeth untootethed." We must welcome scrutiny of our programs and operations. We must continue to involve people in our planning, and we must involve our human resources (volunteers) to not only extend our services, but to serve in advocacy roles, if they approve of and benefit from what we do.

Extension people have a good network to exchange ideas and programming resources. What we lack is an adequate system to alert each other to legislative issues that affect us. An early warning system can help us to help each other.

The Epsilon Sigma Phi Legislative Committee proposes that each state

appoint a legislative liaison, preferably a person who has access to an electronic mail system that goes out over the respective state, so that the time lag between receiving and sending information is minimal. This person must also be interested in

area code. Electronic mail address. Fax number, including area code. The president or legislative liaison should send the information as soon as appointed.

In the meantime, the legislative Committee recommends that Epsilon

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legislation and willing to get the information out immediately upon receiving it. It would be preferable to have this person serve at least a two-year term to provide some continuity.

The legislative committee is asking that each Chapter president send the following information to:

Sue Gottwald Bodkin, Chair
Epsilon Sigma Phi Legislative Committee
New Mexico Cooperative Extension
Service Box 3AE

Las Cruces, New Mexico 88003.

Internet electronic mail address:

505/646- 6606 SGBODKIN@NMSU.Edu.

Phone Number: 505/646-3026.

Fax Number: 505/646- 3027.

Name of Legislative Liaison. Complete address and Zip. Phone number, including

Sigma Phi members read the Extension Service testimony at a House Appropriations subcommittee on agriculture. This took place on May 8, 1991, and should be available from your state office.

Increased emphasis on faster communication on legislative matters will be a benefit to all.

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

Team Gets Results

by Marilyn Mozenter



Marilyn Mozenter presents I.C. Patel with Team Award.

An Essex County, New Jersey team of seven Extension agents proves how cooperative team effort in the Urban Gardening Program achieves results.

Dr. I.C. Patel accepted the Epsilon Sigma Phi State Team Award from Alpha Xi Chapter president Marilyn Mozenter at their annual meeting. The team from this mostly urban area was cited for quality programming and teaching with youth and adults. Participants gained skills and knowledge through hands-on learning activities involving container and small garden plots and window boxes. Fresh vegetable produce will enhance nutrition levels for the participant's families.

Cooperative Extension Administrator Myron D. Johnsrud in addressing the National Council last November applauded Epsilon Sigma Phi for establishing the Team Award. The team approach is a well accepted method in addressing Extension's new directions and achieving program results.

Marilyn Mozenter is a member of New Jersey's Alpha Xi Chapter

Regional Workshops to Feature Session on "Marketing"

by Bill Braden

The 1992 Regional Workshops will feature a special session on marketing Extension programs to a wide range of audiences. The session will include two two-hour segments that will precede the regular workshops for each of the four professional associations. Plans call for beginning the marketing session about 2:30 p.m. the first day of the workshop, with the second session that evening.

Dr. Bill Boldt of Cornell University, Chair of the ESP Marketing and Public Relations Committee, will be conducting the marketing session at three regional workshops—West, North Central and South—and Kermit Graf, county Extension Director, Suffolk County, New York, will be conducting the session at the Northeast Region Workshop.

The four-hour workshop will focus on such areas as creating and marketing a consistent organizational identity, marketing educational programs to decision makers, and developing an effective marketing effort in your state. It promises to be an excellent opportunity for Extension professionals to receive practical training in this vital area of marketing.

The marketing session is open to all Extension professionals, not just those who will be representing their associations at the regional workshops. However, all those planning to attend the session must register in advance so that the appropriate number of handbooks can be prepared, room arrangements can be made, etc. Registration information on the marketing session as well as on the regional workshops will be sent to chapter presidents by December 1, 1991.

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

Retirees Special Day

by Arthur M. Redinger

The Indiana State Fair was the location for a special day for all retired Extension staff to gather. Sponsored by the Indiana Extension Agents Association and aided by Alpha Lambda Chapter the event drew over 100 participants including some current staff and guests.

The retirees appreciated knowing that one special day was planned at the State Fair at which they could meet and visit with many former co-workers. Special guests invited and attending were: Dr. Robert Thompson, Dean of Purdue School of Agriculture; Howard Unger, President State Fair Committee; Dr. Hank Wadsworth, Director of Purdue Cooperative Extension Service; and, State Fair Directors.

A framed Norman Rockwell print of "The County Agent" was presented to Mr. Unger by Carolyn Gordon, President of Indiana Agents Association and a member of Alpha Lambda Chapter. Indiana was the



Carolyn Gordon presents "The County Agent" to Howard Unger.

setting for this Rockwell painting. Recognized during the day were the person retired the longest, the newest staff person and the person travelling the greatest distance. It is hoped to continue this retiree activity.

Arthur M. Redinger is president of Indiana's Alpha Lambda Chapter

Did You Know—

As of October 1, 1990 there were 2,167,485 annuitants receiving employee and survivor annuities. This is 38,092 more than 1989 and represents a 1.8% increase.

The average employee annuity increased from \$1,236 to \$1,297 per month, while the average survivor annuity rose from \$613 to \$651.

Of the 2,125,357 annuitants residing in

the U.S., 44.3% of them are located in seven states:

California	222,484
Florida	151,947
Texas	127,997
Virginia	118,189
Maryland	111,432
New York	107,415
Pennsylvania	103,084
	942,548

California, with by far the largest population of annuitants, is the recipient of about \$249,292,000 per month in civil service retirement fund payments. This from the trust fund, represents 10% of the total monthly annuity payments from the trust fund.¹

¹. Retirement Life, May 1991

Foundation Funds Support Mini-Grants

by Gail Shellberg

The program to enhance professionalism among Extension faculty continues with the funding of two new projects. Mini-grants have been awarded to:

• Arkansas' Alpha Iota Chapter - "Building Professional Strengths" which will enhance in-service training skills in writing, marketing programs and grantsmanship.

• Kentucky's Alpha Kappa Chapter - "Public Policy Education in Time of Change" with a focus on carrying out programs dealing with public policy education.

The use of investment earnings to fund programs which enhance professional excellence will be expanded into a new scholarship program to be announced soon.

Help Needed!

by Marilynne Ross

The 1991 Projects & Activities Committee is developing a pilot slide set about Epsilon Sigma Phi.

Please share ideas and slides from your chapter that you feel could be a part of this project.

Slides should be labeled with your name and address (they will be returned). Mail to Ray Prigge, 1776

Science Center Dr, Idaho Falls, ID 83402 by October 1.

We will appreciate your help and believe this project will be useful to all chapters in promoting Epsilon Sigma Phi.

Marilynne Ross, a member of Beta Chapter is ESP National President-Elect

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30 days prior.

Story ideas and articles welcome. Evaluatory comments appreciated.

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