



EPSILON SIGMA PHI

National Honorary Extension Fraternity



Number 52

September 1992

Ruby Award To Alpha Sigma Chapter's Patrick Boyle

by Shirley
Shellberg

Dr. Patrick G. Boyle, Director of the Wisconsin Cooperative Extension Service and Chancellor, University of Wisconsin-Extension, will be the recipient of the 1992 National Distinguished Service Ruby Award. The Ruby Award is Epsilon Sigma Phi's highest recognition conferred on an Extension colleague and heads the list of the 1992 National and Regional Award winners announced by the National Board following their July meeting in Seattle, Washington.

As a teacher, advisor, author, administrator, and organization leader, Dr. Boyle has served the Wisconsin Extension System for 33 years. His contributions have made a real difference in the quality of the system and its professional staff, in its public and political support, in the breadth and value of programs, and in the structure, productivity and accountability of the system.

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

- National Friend of Extension: Marcia Hollandsworth, 12 year volunteer - Montana, Harold Peyton, farmer and banker - Iowa and Bob Traxler, Congressman from Michigan.

- International Service Award: Robert E. Rust - Iowa.

- Regional Distinguished Service Awards: Charles W. Lifer - Ohio, Patricia L. Powley Pennsylvania, Jack D. Smith - Alabama and James W. Echols - Colorado.

- Regional Mid-Career Awards: Jo M. Jones - Ohio, L. Martin Hamilton Jr. - Maryland, Esther M. Maddux - Georgia and Vicki L. Schmall - Oregon.

- Regional Team Awards: Domestic Water Quality Team - Nebraska, School Age Child Care Team - New Jersey, Caution: Adult Under Construction - North Carolina and Women's Financial Information Program - Colorado.

These deserving individuals and team members will be honored at ESP's National Awards Banquet November 8 in New Orleans, Louisiana.

Joe Williams, Awards and Recognition Committee Chair, urges Chapters to begin the process now for naming their nominees in the 1993 Awards Program. Participation of all Chapters in the nominating and selection process is a goal yet to be achieved.

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



Dr. Patrick G. Boyle, Chancellor of the University of Wisconsin Extension and Director of the Wisconsin Cooperative Extension Service, will receive the 1992 National Distinguished Service Ruby Award.

- The Professionalism Committee has reviewed 13 professionalism mini-grant proposals from Chapters with four outstanding projects being selected. Thanks to all the Chapters who submitted applications!

- 1993 Regional Officers' Workshops - Mark your calendars.

Southern	February 4-6	Fort Worth, TX
Northeast	February 7-9	Pittsburgh, PA
Western	February 18-20	Las Vegas, NV
North Central	February 21-23	Minneapolis, MN

- The Retirees Committee is encouraging chapters to actively use their retiree members by: serving on committees; lending their first-hand expertise to staff pre-retirement planning programs; in legislative contacts; and, counseling active staff in downsizing/transition situations.

- 1993 Annual Goals have been formed to further achieve Epsilon Sigma Phi's Goals for the 90s. These will be presented at the National Council Meeting November 7-9 in New Orleans, Louisiana.

- Another Professionalism Committee project was the co-sponsorship of the Professional and Ethical Leadership course at the 1992 Minnesota Extension Summer School(MESS). Evaluations are highly positive. This is your "I'm a 10" money at work!

- National Epsilon Sigma Phi Foundation contributions have reached \$76,332. Newly formed Foundation Committee will implement ways to cause continued endowment growth. Foundation earnings are funding the Mini-Grant Program, Scholarship Program, and professionalism courses.

- As an equal partner in the Joint Council of Extension Professionals (JCEP), Epsilon Sigma Phi was asked to appoint a representative to the ECOP Budget Committee for 1993-94. Bill Braden, a member of Texas' Alpha Zeta Chapter, has been appointed.

- The Scholarships and Loans Committee reviewed 11 professionalism scholarship applications from which four have been selected for funding from the Foundation's earnings. Again, your money is at work helping ESP members! Additionally, the committee has \$11,000 loan fund money available for members use.

- The Chapter Handbook is a complete resource available through Chapter officers. The Constitution/Bylaws/Handbook Ad Hoc Committee developed this useful handbook. In addition, they have reviewed and recommended the proposed amendments to the Bylaws.

Looking Your Personal

What does it mean to look your professional best? As a professional in Cooperative Extension you interact with the public regularly. It may be talking with an individual, a group of people, being a guest speaker at a meeting or meeting with clients in your office on a daily basis. Where ever you are with people, remember you are communicating verbally and nonverbally.

One cannot NOT communicate. Your clothing and grooming are highly personal forms of nonverbal communication. They create the impressions you give, and leave with others. If you fail in your first impression, you may not get a chance to

make a second, more positive impression. As an individual living in a fast-paced world, it is important to understand the impact of the impressions you create. They have a significant influence on your success and failure in both personal and professional pursuits. A professional image is a total look. The goal of your professional image should be to make you an asset to the organization you represent. Your effectiveness in your job can be increased by your personal appearance.

Whether you are a female or male, don't build a barrier between yourself and others. Being over dressed or under dressed may create an unattractive, inap-

propriate, or even offensive appearance. Here are some stereotypical traits people associate with those that are inappropriately dressed and the messages that are inadvertently conveyed.

- A continual casual informal dress - This may reduce professional respect and communicate that you don't take yourself or your job seriously.

- Fancy, highly colored or decorated clothing - This is often distracting and is competing for undue attention. Your professional abilities may get lost in the texture and accessories. This fuss and frill shouts that you are out for a good time, not work.

Professional Opportunities For You

by Pat Buchanan

The National Epsilon Sigma Phi Foundation was created to foster greater emphasis on the fraternity's commitment to Partnership in Professional Excellence among its members and the Cooperative Extension Service as a whole.

One way the Foundation fosters excellence is through professional development. Earnings from the Foundation endowment are provided for professional development through the National Scholarship Program, the National Professionalism Mini-Grant Program, and providing "seed" money to create the recent Professional and Ethical Leadership course at the Minnesota Extension Summer School(MESS).

Additionally, a special Epsilon Sigma Phi Loan Fund is maintained to provide financial incentive and assistance for ESP members who wish to increase their professional competencies.

National Scholarship Program: The Foundation will provide funds of up to \$2,000 annually (not to exceed \$500 per member) to encourage, stimulate and support professional development through participation in courses, seminars, or workshops.

Application procedures and forms are located in each state's Chapter Handbook and can also be requested from the

Chair of the Scholarships and Loans Committee. All applications must be postmarked by March 1 of each year and submitted to the Chair of the Scholarships and Loans Committee.

Scholarship decisions will be announced by the Epsilon Sigma Phi President by September 1 of each year.

"Earnings from the Foundation endowment are provided for professional development through the National Scholarship Program, the National Professionalism Mini-Grant Program, and providing "seed" money to create the recent Professional and Ethical Leadership course at the Minnesota Extension Summer School(MESS). **"**

National Professionalism Mini-Grant Program: The Foundation will provide up to four (4) grants of up to \$500 each to stimulate the professional development of Extension faculty.

Application procedures and forms are located in each state's Chapter Handbook and can be requested from the Chair of the Professionalism Committee. All applications must be postmarked by March 1 of each year and submitted to the Chair of the Professionalism Committee.

Mini-Grant decisions will be announced by the Epsilon Sigma Phi President by September 1 of each year.

National ESP Loans: The Epsilon Sigma Phi Loan Fund will provide loans to ESP members of up to \$1,000 for graduate study.

Application procedures and forms are located in each state's Chapter Handbook and can also be requested from the Chair of the Scholarships and Loans Committee. All applications must be submitted to the Chair of the Scholarships and Loans Committee any time during the year.

Individual members will be advised in writing of loan application decisions.

Pat Buchanan is National President-Elect.

And Professional Best

by Professionalism Committee

- Plain and dowdy clothing that tends to lack interest and attracts little attention to you - It may communicate a lack of creativity and direction or purpose.
- Uncoordinated clothing with mismatch styles, colors, textures, and patterns - This communicates that your mind and life may be equally disorganized. You may be seen as insensitive or lacking in general good taste and knowledge.
- Careless dress, sloppy, and ill-fitting - This may indicate that "I don't care what you think of me, because I don't care about myself."

While individuality in dress creates a more positive and memorable

image, clothing that is in complete opposition to the expectations or behavior of your associates in the organization may create tension and makes you subject to criticism.

As a professional you must accept the responsibility to become aware of those public persuaders present in personal appearance. Take that look in a full-length mirror to see if you reflect any of the above mentioned traits associated with someone who is inappropriately dressed. If any of these traits should be evident, it is time to provide the momentum for change. You want to look like a winner.

Clothing enhances self-esteem. It creates an image. The possibilities for

communication through clothing are boundless. Remember, clothing is a silent language. You express your innermost traits of personality through your selection of clothing. As a form of nonverbal communication, the language of clothing is read by others and interpreted in forming their impressions of you. You have an image of yourself, of your body and your clothing is an extension of this image. Always look your personal and professional best.

The Professionalism Committee is Chaired by Merl Miller, a member of Maryland's Tau Chapter.

Bylaws Revision Proposed

by Gail Shellberg

Chapter delegates to the National Council Meeting in New Orleans, Louisiana, November 7-9 will vote on the proposed amendments to the Bylaws.

Epsilon Sigma Phi's focus and organization structure has changed since the last Bylaws revision, November 1983. The Chapter Handbook has been developed during the past nine years and now contains the specific operating procedures for the organization. Therefore, the Bylaws need to be revised to meet the current structure.

Chapter presidents and vice presidents will receive the proposed amendments to the Bylaws in the National Council Meeting registration packet. Chapters are encouraged to have National Council delegates review the proposed amendments prior to the meeting.

The National Council Meeting will also include:

- The Ruby Award Lecture
- Challenges Facing ESP and a Plan of Action
- Future Vision for Extension and ESP's Role
- Interaction with Myron Johnsrud
- Awards Recognition Program
- Interaction with the National Professional Association Presidents

All ESP members are welcome and invited to attend and participate. The 1992 meeting will be hosted by Louisiana's Alpha Alpha Chapter. Location of meeting is at the New Orleans Holiday Inn Crowne Plaza. Contact your Chapter president or vice president for complete registration information or call the National Office. Registration is due October 5.

*Gail Shellberg is
Executive Secretary-Treasurer.*

Professionalism Scholarships Announced

by Shirley Shellberg

The 1992 Professionalism Scholarships, funded from the National Epsilon Sigma Phi Foundation earnings, have been awarded to:

Patricia Kilmark,
Alpha Beta Chapter, Georgia;

Betty King,
Alpha Kappa Chapter, Kentucky;

Jerry Gibson,
Xi Chapter, North Carolina; and,

Faye Richardson,
Alpha Omicron Chapter, Pennsylvania.

These scholarships help to support continued professional development of Epsilon Sigma Phi members. See additional story in this newsletter for 1993 application information.

Public Policy and Leadership Development Seminar

by Pat Buchanan

The Joint Council of Extension Professionals (JCEP) is sponsoring a Public Policy and Leadership Development Seminar in 1993. The seminar, Building Toward The Future, will be held March 7-10 at the National 4-H Center in Washington, DC.

While the primary purpose will be to provide Cooperative Extension professionals with information on the practical application of the public policy education process, JCEP is confident that other objectives will be met. It is JCEP's hope that through this seminar the need to bring Cooperative Extension's strengths, successes and capabilities into focus on high-

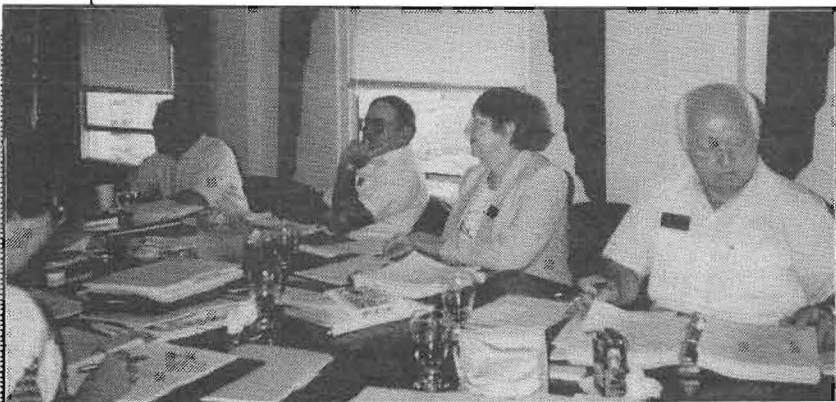
interest issues for decision makers will be realized. It is also hoped that we will be building an Extension community that can assist with future funding, programming and teamwork in individual states and as a national unit. Lastly, JCEP anticipates this seminar promoting collaboration between ECOP, ES-USDA, field/campus faculty and Extension administrators. While most of the seminar will be devoted to group activities, time for separate sessions by each participating association/fraternity are being arranged.

Seminar participants will include members from the National Association of County Agricultural Agents, the National

Association of Extension 4-H Agents, the National Association of Extension Home Economists, and Epsilon Sigma Phi.

As plans are being made for your Chapter's activities for the coming year, it is hoped you will add this seminar to your calendar. It would be great if ESP could have every state represented. We'll keep you informed about the plans. Information will be sent through Chapter presidents.

Pat Buchanan is National President-Elect and a member of Missouri's Alpha Tau Chapter.



National Board Meets

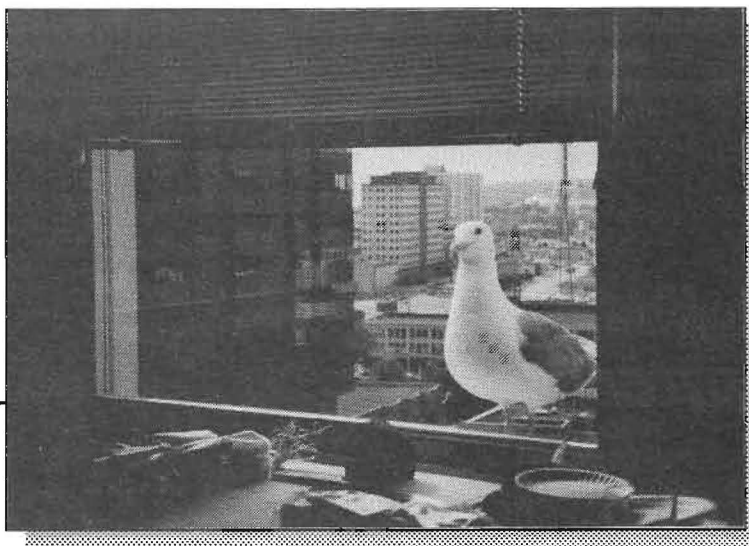
by Gail Shellberg

Salt water and the Space Needle were in full view as the Epsilon Sigma Phi Board of Directors met for their annual summer meeting July 19-21 in Seattle, Washington. President Marilynne Ross and husband Jim treated the members of the board to a scrumptious meal in their home and the opportunity for the group to team build before a heavy work agenda. Theta-Idaho, Gamma-Oregon and Beta-Washington Chapters hosted members at Anthony's Home Port in Kirkland, WA one evening.

Each day's agenda was overflowing with indepth discussions, decision-making and motions. Mid-year committee reports indicated extensive activity and provided recommendations needing review. Plans for the November Council Meeting were developed and the proposed amendments to the Bylaws were reviewed.

Even "Johnathan Livingston Seagull" appeared to provide his philosophy and leadership advice. The Board was meeting on the 10th floor of the Camlin Hotel.

Above: National Board in action.
Right: "Johnathan Livingston Seagull" offers advice.



Mini-Grants Awarded

by Shirley Shellberg

Four professionalism mini-grants will be funded from the National Epsilon Sigma Phi Foundation earnings in 1992. Chapters receiving grants are: Idaho's Theta Chapter; Michigan's Alpha Psi

Chapter; New Mexico's Epsilon Chapter; and, Oklahoma's Omicron Chapter.

The National Board has approved funding the Mini-Grant Program in 1993. The program is intended to stimulate the

professional development of Extension faculty. Application information may be found in another story in this newsletter.

Journal of Extension



Goes Electronic

by Kirk A. Astroth

Imagine the resistance the first Extension Director must have encountered in the early years of Extension when s/he declared that every county Extension Office would have a telephone by the end of the year. One can almost hear the howls of protest: "Over my dead body!" "I'll never get my job done." "Telephone? What for? If people want to talk to me, they can come in and see me." "It will tie me up." "Who needs it?" "This too shall pass."

Well, a new era is upon us, and with it come new opportunities for technological innovation. New realities demand new approaches, so the Journal of Extension is going electronic. With the Winter 1992 issue, the Journal Board of Directors has pledged to begin parallel publication of both a hard copy and electronic version of the Journal of Extension. Those with access to the INTERNET system will be able to access the Journal in its entirety from their office—at no cost. Those who still want to receive a hard copy delivered through the mail to their desk can still enjoy the Journal in its classic format.

An electronic Journal of Extension combines an existing technology—networked computers—with the traditional scholarly journal to meet the needs of practitioners around the nation and the world. Although only a few years old, these advanced technologies will be employed by the Journal to see that a computer-based professional publication can be printed at the local reader's discretion. A table of contents, article abstracts, and browse features will allow individuals to search out the articles of greatest interest to them and to print out the full content of selected articles. With PostScript printers, image retrieval is also possible. Stewart Brand, author of The Media Lab, refers to

this as "narrowcasting" (a much wider range of programming targeted for specific audiences) as opposed to "broadcasting" (everyone gets the same thing).

Moreover, the Journal will be able to be accessed by a whole host of international readers who previously may have been unaware of its existence. Electronic publication of the Journal should also allow us to expand the number of articles we publish each issue. Finally, publishing electronically will expand our capability for disseminating Extension articles about innovative educational applications, strategies, delivery methods, original and applied research finding, scholarly opinions, educational resources, and challenges on issues of critical importance to Extension educators.

An electronic Journal of Extension should also encourage greater use of electronic communications systems by demonstrating its capabilities to those in the field. Many Extension faculty around the nation are already using the variety of options available on the INTERNET system.

This pilot effort will be evaluated by the Board of Directors after 6 issues to determine its effectiveness at delivering timely content to those in Extension education. Our hope is that by capitalizing on the immense opportunities to publish electronically that we will be able to provide a Journal to everyone at significantly reduced costs.

We on the Board of Directors are excited about the potential of publishing electronically. As we move into this new arena, we will undoubtedly learn a great deal and find ways to improve our delivery of the Journal. We all hope that you will help us as we pioneer this new field of

electronic publishing.

Note: If you want to see an example of an existing journal that is published electronically, I encourage you to access either The OnLine Chronicle of Distance Education and Communication or PostModern Culture. PMC is an electronic journal of interdisciplinary criticism and is in its second volume of publication. You can subscribe to this journal via

INTERNET

at "PMC@NCSUVM.CC.NCSU.EDU."

Simply type "subscribe" in the text of your message and then send it. The OnLine Chronicle can be accessed via INTERNET at "DISTED@UWAVM.BITNET." To paraphrase this journal, "In the industrial age, we went to the newspaper stand to get our news. In the information age, the news can come to us."

For additional information, contact Kirk A. Astroth at 406-994-3501 or FAX 406-994-6579. Internet: ACXKA@trex.oscs.montana.edu

Kirk A. Astroth is President of Journal of Extension Board of Directors and a member of Montana's Alpha Chapter.

VandeBerg Publishes Autobiography

by Gail Shellberg

Beyond The Horizon, a unique autobiography and book of memoirs by Dr. Gale L. VandeBerg, University of Wisconsin Emeritus Professor, retired State Director and Dean of the Wisconsin Cooperative Extension Service and past national president of Epsilon Sigma Phi, is now available for purchase by ESP members.

This high-quality 400-page, 7"x10" hard cover book with more than 125 pictures begins with the settling of the author's farming community in Clark County in the 1870 to 1900 era. In an engaging first-person narrative, VandeBerg paints a unique portrait of life on a Wisconsin farm. There are dozens of stories complete with photos and sketches relating to farm and family experiences before electricity and running water were available. It covers changes in the Cooperative Extension Service over the decades and illustrates through examples and pictures the value of 4-H and FFA in the 1920s and 30s.

In the last section, entitled "Reflections In Retrospect," the author sets

forth his philosophy for success and enjoyment in life under the categories Thinking, Religion, Education, Enthusiasm, Motivation, Faith, and Self-Reliance.

This book is a must for your reading enjoyment and library. And... The National Epsilon Sigma Phi Foundation will benefit from each book purchased. Gale VandeBerg is making a personal contribution to the ESP Foundation of \$2 for every book purchased (other than from Wisconsin ESP members as the contribution goes to the Wisconsin ESP Foundation). Each order needs to be marked with the letters "ESP" for this contribution to be made.

Cost of the book is \$20 which includes handling and mailing. This price is about half of what the book cost to produce. Send check or money order payable to:

Beyond The Horizon
PO Box 5174
Madison, WI 53705-0174

For more information, you may call the author directly 608-233-3021.



Dr. Gale L. VandeBerg, author
Beyond The Horizon.

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

Partnership in Professional Excellence

We all know that professional excellence is the most essential ingredient for successful Extension programs. The seeds we plant today become the harvest of tomorrow!! Help the Foundation continue to foster excellence through professional development for Epsilon Sigma Phi members.

Yes — I'm committed to professional excellence!

Here's my check made payable to the
National Epsilon Sigma Phi Foundation.

Name _____ Amount _____

Address _____

Chapter _____ Active _____ or Life _____ Member _____

Send to: National ESP Office, 2937 Silverwood Dr
Fort Collins, CO 80525-2340

In Remembrance...

Jean, the wife of Clarence J. Cunningham, died August 26, 1992. Clarence will be remembered as a past national president in 1989 and a Cooperative Extension colleague. Condolences may be sent to him at 3319 Braidwood Drive, Hilliard, Ohio 43026.

The Newsletter of Epsilon Sigma Phi National Honorary Extension Fraternity

Published three times a year on the first of January, April and September.

Copy Deadline:

30 days prior.

Story ideas and articles welcome.

Evaluatory comments appreciated.

Co-Editors:

Gail & Shirley Shellberg

2937 Silverwood Drive

Fort Collins, CO 80525-2340

(303) 223-6811

Epsilon Sigma Phi
National Honorary Extension Fraternity
2937 Silverwood Drive
Fort Collins, CO 80525-2340
(303) 223-6811

Non-Profit Org.
U.S. Postage
PAID
Fort Collins, CO
Permit No. 242

New Name or Address? Just clip your address label and send it with changes to the above return address.



*Printed on 100%
Recycled Paper*