



EPSILON SIGMA PHI

National Honorary Extension Fraternity



Number 60

May 1995

Viebrock reports on all Regional Workshops

President Elect Margaret Viebrock attended all of the regional leadership workshops. She reports great enthusiasm among the ESP delegates for reshaping the Extension honorary fraternity as the Cooperative Extension Service responds to changing Extension professional needs.

As delegates networked in the workshops, the dialogue was empowering. Chapter accomplishment reports were shared. Discussion centered on membership retention and recruitment. The member benefits from ESP's work to be a "watch dog" on the federal retirement system aren't relevant to younger employees. They're not part of that program. There's significant competition for membership dollars and leadership resources between ESP and other professional organizations.

Member recruitment that "rings the bell" is opportunities for professional development. Scholarship funds are part of most ESP plans of work. In many states ESP is the leading organization to stimulate and support professional development and mentoring.

Viebrock said, "I was especially interested in the Wisconsin associate membership for new employees. After five years they're invited to full membership. There is a scholarship fund for the associate members. I see this approach having working elsewhere."

The leadership education program, at the workshops, was provided by NELD (National Extension Leadership Development) in all the regions but the NE. There, staff, who are involved in the Family Community Leadership projects, were workshop leaders. A representative from the Extension Service at the USDA presented information on the interface of Extension with the re-organization of the United States Department of Agriculture.

JCEP (Joint Council of Extension Professionals) presidents, including Viebrock, conducted process sessions to consider what Extension education could contribute to the Contract with America. Strengths, weakness, opportunities and alternatives were identified for the 'fit' between Cooperative Extension and the plans of the national political majority. A combined organization marketing program was proposed. ESP involvement in the political aspects of Extension on the national level seems important. Session results are being summarized for use at the JCEP meetings in June.



Public Issues-Leadership Seminar Scholarship winners

Linda Drake, Alpha Chi (CT), Sue Cummings, Zeta (CO), Lois Goering (OR) Gamma, and Debra Gregory, Alpha Omicron (PA) are the 1995 winners of the ESP Public Issues/Leadership Seminar scholarships.

These \$500 scholarships fund participation in JCEP's (Joint Council of Extension Professionals) seminar in Washington, DC in May. The seminar offers opportunities for developing leadership and gaining better insight into the world of public issues education.

The meeting is held at the National 4-H Center, Chevy Chase, Maryland.

The Membership Services Committee selects these awardees from applications submitted by chapters.

Our professional development challenge

Epsilon Sigma Phi will enthusiastically support the viability of the Extension System as it faces the uncertain future. In the late eighties the Extension System made significant changes. From those changes came a vision...a direction for the future that identifies a place in society for the System to flourish and continue to have significance. Simply enduring is over.

Today, there's a continuing challenge for the Extension System. Will the System continue to have the broad public and political support of former years? An affirmative answer requires communicating to the public that the System has made program changes.

Our challenge is to effectively communicate with public, private and political decision makers. University internal leadership is included in that list. Our message is that today's programs are relevant. Programs focus on priority issues which make significant impact on people, businesses and communities.

Plans are underway to focus on this challenge at the 1995 Annual Meeting in Spokane, December 7 - 9. Active and life members are urged to participate as they prepare for meeting the challenge.

By: Patrick Boyle, Alpha Sigma (WI). Boyle is Second Vice President of ESP and Chair of the Professional Development Committee



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In Memory of George R. Gist, Jr.

Dr. George R. Gist, Jr. was the 1980 ESP Distinguished Service Ruby Award Winner. At that time he was the Associate Director of the Cooperative Extension Service of Ohio State University and a member of Alpha Eta Chapter. 1978-1979 he was the grand director of Epsilon Sigma Phi. Gist died January 8, 1995 at Dublin, Ohio.

His wife wrote this about Gorge Gist's philosophy concerning Cooperative Extension:

"George believed that Cooperative Extension is an integral part of the total continuing education effort of Land Grant Universities. As the informational needs of citizens grow with the expanding complexity of everyday life the demands for Extension education programs increase. That was George's philosophy! Cooperative Extension is not static but something that is growing and changing to meet the needs of each successive generation. George's life was truly intertwined with Extension"

by Genevieve Gist.

Gist wrote the preface for *THE PEOPLE AND THE PROFESSION*. The book is a published history of Epsilon Sigma Phi and the Cooperative Extension System. Copyright date is 1979. The final chapter is a history of ESP's first fifty years.

He held two degrees from the University of West Virginia and his doctorate was earned at Purdue University. He was a county agricultural agent, agronomy state specialist and state Extension administrator.

Our fraternal sympathy is extended to Mrs. Gist and their family. Memorial contributions may be made to the George R. and Genevieve B. Gist Visiting Professorships in the Ohio State University Extension Service. Address: Development Office, College of Agriculture, 2001 Fyffe CT, Columbus, OH 43210.

Information provided by Charles W. Lifer, OH, Alpha Eta Chapter

Duane Dale, DFD Associates, and Dr. Tim Wallace, University of California. They led participants through exercises designed to emphasize the process used in developing programs which address public issues. The workshop trained the Extension professional in process skills necessary for effective public issues education. A variety of resources was explored.

Workshop sponsors were: Epsilon Sigma Phi, Extension Committee On Policy, Personnel and Organizational Development Committee, ESUSDA and the University of Wisconsin. Each participant received a copy of the new manual, PUBLIC ISSUES EDUCATION, INCREASING COMPETENCE IN RESOLVING PUBLIC ISSUES.

This was the first year for a pre-conference workshop at the National Epsilon Sigma Phi Meeting.

By: Lou Harper, Alpha Tau (MO),
1994 Public Issues Committee Chair

Call for Workshop Proposals

"The Value of Extension"
Epsilon Sigma Phi
December 7-9, 1995
Spokane, Washington

Epsilon Sigma Phi invites you to submit a proposal for a workshop presentation at the National Meeting. Workshops will last 45 minutes (including discussion) and will be repeated once.

CONFERENCE OBJECTIVES

1. Help professionals in the Extension System more effectively communicate the value and impact of Extension programs.

2. Help the Extension System more effectively communicate to public and political decisionmakers the value of Extension programs to people and communities.

3. Help inspire Extension professionals to focus programs on current public policy issues.

Public Issues Education Workshop

The 1994 Public Issues Education Pre-Conference Workshop was attended by 46 members from 22 different states. Presenters were Dr.

POTENTIAL WORKSHOP TOPICS

Workshop topics should attempt to focus on the following questions:

- How can Extension continue to be effective with less funding? Draw on examples from states, counties that have been innovative.
- How can the Extension educator be more effective in communicating the value of programs?
- How can Extension more effectively communicate with public and political decisionmakers and public influentials? Draw on examples that have been effective.
- What are some effective approaches to orienting and influencing new county and state legislators? What are alternatives to data on economic impact?
- Describe an effective public policy program.

PROCEDURES FOR SUBMITTING PROPOSALS

Proposals must contain the following information:

1. Name, title, address, and day-time telephone number of individual submitting proposal. *All correspondence regarding the proposal will be directed to this person.*
2. Names, professional titles, and addresses of all presenters.
3. Title of the proposed presentation.
4. Brief description of the presentation.
5. Explanation of how the topics fit one of the conference objectives.
6. Specify equipment needed, if any.

Submission Deadline: **June 1, 1995.**

Mail or fax proposal to:
Patrick G. Boyle,
Second Vice President
5021 Bayfield Terrace
Madison, WI 53705
608-238-8876; FAX: 608-262-8404

Notification: Presenters will be notified by July 15, 1995.

PROPOSALS SELECTED

1. Presenters agree to submit an abstract of the presentation not to exceed 50 words for use in the program booklet.
2. Presenters will provide biographical information for introductions.

ESP HIGHLIGHTS

by: **Judith S. Carlson,**
National Executive Secretary/Treasurer & Newsletter Editor

• My morning routine includes pulling down the e-mail about 7 a.m. We welcome communication via the world of the cybernet.

• During the winter months I spent Thursday evenings at the Women's Financial Information Program sponsored by the Otter Tail Cooperative Extension of the University of Minnesota. Angela Berge, Extension Educator, did a fantastic facilitation job. When she spoke of leaving home at 5 a.m. to drive to St. Paul (200 miles) and was still perky and energetic at 9:00 p.m., I celebrated being the ESP Executive Treasurer in an electronic cottage. No more long early morning drives to get to work!!!

• The 1995 edition of the ESP CHAPTER HANDBOOK is extensively revised. Each chapter president has one hard copy and a computer diskette of the contents. Is there a MAC version?. No!! (*!#!*) For those of us who work on Macintosh computers it converts over into Microsoft Word until...the charts come up....those we copy on the copy machine!!! Did anyone have better luck with that than I did? Call!!!

• The clerical staff in Larimer County, Colorado, get a big tribute of thanks for publishing the 1995 revision of the ESP CHAPTER HANDBOOK. Laurel Kubin, CO, and Past ESP President, Pat Buchanan, IL, did the writing. Gail Shellberg used midnight oil to do the editing. It is a 'living document'. It will develop as you send us suggestions.

• Each day we experience a continuing awareness of the wonderful work Gail and Shirley Shellberg did for Epsilon Sigma Phi as executive officers. They delivered the materials here from Colorado expertly packed in a U-Haul truck. They were here 2 days to unpack and instruct.

• It's mid-point of the FY 95 year. To the 42% of our 1994 members who have paid his/her dues for FY 95, we send our appreciation. For the other 58% our gratitude is in storage and ready to be extended when the dues arrive.

• Thank you for the new FAX machine ESP bought for this office. It enables us to respond ASAP. Send your orders for supplies via FAX. In the spirit of an old grocer, filling your orders is Carl's NUMBER ONE priority.

• There's a new handy bookmark listing all 5 contact points for the ESP National Board. 1. US Mail address, 2. Physical address, 3. Phone, 4. FAX and 5. e-mail. Yes, the print is small but readable. Order these for your members from the National Office. The brochure, YOUR KEY TO PROFESSIONAL EXCELLENCE, and the new member invitation have been updated. (My apologies for the typos in chapter names. Corrections have been made.)

• **Marsha A. Goetting**, Alpha Chapter (MT), is pursuing a doctorate in Family Resource Management at Iowa State University. ESP invested in her professional development by awarding a \$500 Professionalism Scholarship. Alpha Mu members encourage her!!



Northeast Regional Workshop highlights

Seventeen inches of snow and near zero temperatures in Burlington, Vermont didn't keep ESP members from attending the Northeast Regional Leadership Workshop held February 5-7. All 8 NE Region chapters were represented among the 18 participants.

A good deal of time was devoted to becoming acquainted with the changes in the ESP CHAPTER HANDBOOK. Extensive changes, adopted by the national board last year, resulted in many handbook revisions.

Chapter activity highlights reported were:

- Alpha Chi (CT) became an "I'm A Ten" chapter for contributing \$840 to the ESP Foundation.

- Alpha Theta (DE) is adjusting to a 17% reduction in staff due to early retirements.

- MU (DC) officers were involved with the USDA reorganization projects and didn't have an annual holiday meeting.

- Tau (MD) had two national award winners. Louis L. Goldstein was named National ESP Friend of Extension and Jacqueline Hill received a Mid-Career Award. They will host the 1996 National ESP Conference in Annapolis. All the Tau Chapter members have paid FY 95 dues.

- Alpha Xi (NJ) featured ESP President Richard Angus as their annual meeting keynote speaker.

- Lambda (NY) member, Cindy Noble, was the 1994 National Distinguished Service Ruby Award recipient. Carol Anderson received recognition as a leader of the winning Team Award for the NE Region. An annual meeting raffle, of New York products, netted \$400 for the chapter scholarship fund.

- Alpha Omicron's (PA) Audrey

Maretski was a member of the winning team for the NE Team Award.

- Phi (WV) member, Reita Jean Marks received the Regional Distinguished Service Award.



This is the 17" deep snow scene at the Burlington, Vermont airport viewed by Northeast Regional Workshop delegates.

Marilyn Furry, Vice President (NE), Alpha Omicron (PA)

North Central Region meets in St. Louis

All NC chapters represented among 22 ESP participants. They enthusiastically welcomed new chapter handbook.



The North Central Regional Workshop was held in historic downtown St. Louis at the Marriott Pavilion Hotel.



These 22 representatives, of the 12 North Central Region chapters, participated in ESP leadership sessions conducted by Allen Wollenzien, regional vice president and other ESP leaders.



The national leaders, for all four national Extension agents associations, attended the workshop. Left to right are Warren Siferath, National Association of County Agricultural Agents, Dianne Lennon, National Association of Extension Home Economists, Margaret Viebrock, Epsilon Sigma Phi and Ed Maxa, National Association of Extension 4-H and Youth Agents.

Patrick Boyle, ESP national second vice-president, participated in the regional workshop at St. Louis. Boyle is chair of the Professional Development Committee.



Indiana's Norman Long (center), President of Alpha Lambda (IN) networks with colleagues.

Allen Wollenzien, Vice President (NC), Alpha Sigma (WI)



Southern Region ESP delegation at poolside of the Bourbon Orleans Hotel in New Orleans.



Northeast Region delegates to the Regional Workshop in Burlington, VT

Western Region meets in sunny Arizona

Eleven, of 13 Western Region chapters, were represented at their workshop in Tucson, February 23-25. ESP President Bill Braden joined the delegates for the conference.

Several chapters reported sponsoring mentoring programs. Eta Chapter (WY) markets the honorary Extension fraternity by giving ESP mugs to attendees at their state annual Extension meeting. Beta Chapter (WA) nominates individuals to membership in ESP. Theta Chapter (ID) has chosen four retirees to develop a peer newsletter. Many chapters reported updating bylaws to reflect the changes at the national level for ESP.

The word "personship" was coined in a processing session to develop statements of benefits derived from ESP membership. ESP is fun. Extension personnel become acquainted with each other. There is interaction across all disciplines, administrative layers and level of education. Work-



ESP jewelry sales were brisk. Members purchased items for themselves and chapter officers. Pins and letter openers are popular gifts to give for leadership recognition. President Elect Margaret Viebrock was in charge of these sales.



Bill Braden, ESP national president, Zeta Chapter (TX), (second from the left) attended the Western Region Workshop.



Laurel Kubin, Vice President (W), Zeta Chapter (CO)

Southern Region enjoyed New Orleans in February



Bernadette Watts, Southern Region vice president & chair of the national Public Affairs Committee, pictured with the Kentucky delegation. (Left to right) George Duncan, Quentin Terry, Watts, Peggy Powell, president of Alpha Kappa (KY) Chapter, and Rita Smart.



ESP leaders, in New Orleans, toiling through the newly revised handbook guided by the leadership of Bernadette Watts and Margaret Viebrock. (Left to right) Cynthia Brown and Carolyn Stanley, Xi (SC);

Harold Jerrell, Alpha Gamma (VA); Jim Grif-feth, Alpha Beta (GA); Bill Warrick, Alpha Zeta (TX) and Ann Kuzniak, Alpha Beta (GA).



Bernadette Watts and Margaret Viebrock

Bernadette Watts, Vice President (SO), Xi Chapter (NC)

ESP Loan Fund - One of the best deals around

The Epsilon Sigma Phi Loan Fund promotes professionalism with a strong commitment to financial support for the graduate students among the membership. The ESP Loan Fund is available to members for increasing professional competencies.

Loans are for up to \$2000. No interest is charged until the end of the first year following the conclusion of the study program. If repayment is delayed, the interest rate, on the balance, is the current rate of six month money market certificates. Loans are due within two years following completion.

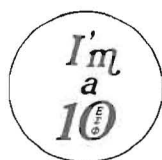
Any ESP member, in good standing, can apply. Only one loan is made to a member. Some evidence of financial need is necessary. (Most anyone doing serious professional development study has financial need for no-interest loans!!) A clear description of a strong professional improvement plan must be part of the application.

More information is available in the 1995 edition of ESP CHAPTER HANDBOOK.

This is a golden opportunity for ESP members to fund professional development.

Karen Hinton, Delta (NV), for Membership Services Committee. (702-887-2252)

(khinton@FS.SCS.UNR.EDU)



Membership Recruitment & Retention

Congratulations to Alaska, Guam, Maryland and Montana ESP Chapters!!! At the halfway mark for FY95, those chapters report maintaining membership numbers equal to or greater than the final 1994 figure. Other states who are very close to that level are: Arizona, Colorado, Connecticut, Nebraska, South Dakota and South Carolina.

Pat Buchanan, past ESP national president, announced at the 1994

national meeting, a gift of \$100 to be used by the Member Recruitment and Retention Committee. Since that time another \$300 has been added to recognize the best chapter membership retention and recruitment accomplishments for each region.

New member initiation, membership retention and life member enrollments will be recognized. Winning chapters will be able to use the \$100 award to partially finance a representative to the 1995 ESP national meeting in Spokane, Washington.

The cooperation of each chapter is valuable to increase membership. The national governing board continues to increase availability of scholarships and incentives making it attractive to hold membership in the national Extension honorary fraternity.

Eight chapters have yet to submit dues for 1995. Treasurers are encouraged to send dues to the National Office of Epsilon Sigma Phi as soon as received from members. Address changes and new memberships can be added to the database so members receive the newsletter as soon as possible.

For help with membership recruitment and retention contact the national committee chair, Richard Angus (301-403-4248) or one of the committee members in each region: NE: Claudia H. Payne, MD and Ted Maher, ESUSDA; NC: James L. Lindquist, KS and Linda L. Nierman, MI; SO: Georgia Burton, KY and Marilyn Seabesta, TX; W: W. Dennis Lamm, CO and Marilynne Ross, WA. In addition, the national office has membership recruitment and retention supplies available for ESP chapters.

Richard Angus, TAU (MD), Chair of Member Recruitment and Retention Committee

NE Region shows big increase in award nominations

Ninety-one applications, for 1995 awards and scholarships, were received at the national office. The Northeast Region took the award for the biggest percentage increase over 1994 with a 60% increase. Twenty nine chapters submitted nominations.

Total nominations, by region, for the two years are:

	1994	1995
Northeast	10	16
North Central	35	34
Southern	30	29
Western	19	12

Indiana took the honors for submitting the most nominations of any chapter. By regions, the states with the highest number of submissions are:

Region	State	Number
Northeast	Maryland	6
North Central	Indiana	8
Southern	North Carolina	5
	Texas	5
Western	Colorado	4
	Oregon	4

The most popular award is the Regional Distinguished Service Award. Twenty-one applications were received for this award. Three more Regional Distinguished Service awards came in 1995 than 1994.

The Membership Services Committee oversees and generates interest in the awards, scholarship, grants and loan programs. Vice President for Membership Services, Laurel Kubin, CO, chairs the committee.

Congratulations to all chapter winners.

Esther Shoup, Alpha Chi (CT), Membership Services Committee



National awards nominees

Distinguished Service Ruby Award: Zerle L. Carpenter, TX; William C. Kelly, PA; Charles W. Lifer, OH; Henry A. Wadsworth, IN; Bryon K. Webb, SC; and John T. Woeste, FL.

International Service Award: John R. Ewart, IN; Dan L. James, TX; Barbara Ludwig, OH; Kenneth A. Sorensen, NC and Michael A. Stoltz, OR.

Friend of Extension: Sally Casper, WI; Fred Cox, NC; Richard J. Durbin, IL; Judy A. Eberly, KS; Ed Johnson, OH; Thomas H. McKinney, IN; Charles W. Stenholm, TX; Marcy Van Fleet, KY; Boyd E. Wolff, PA and Barbara Wood, OK.

Regional awards

Northeast: Distinguished Service: L. Martin Hamilton, MD and Marilyn Mosenter, NJ. Mid-Career Service: Virginia Powell Diem, NJ; Joanne Bordelon Hamilton, MD and Chester D. Hughes, PA. Team Award: Maryland and New Jersey.

North Central: Distinguished Service: Marian Anderson, MN; William Edward Cox, KS; Delynn R. Hay, NE; Michael Hutjens, IL; Barbara James, OH; Maurice S. Kramer, IN; David J. Running, WI; Carroll H. (Jake) Wamhoff, MI and Donald J. Wishart, IA. Mid-Career Service: Marilyn Fox, NE; Gary Korb, WI; April Mason, IN; Mark Settle, IA and Ronald C. Wolford, IL. Team Award: Indiana, Iowa, Kansas, Michigan, Minnesota, Nebraska and Wisconsin.

South: Distinguished Service: Victoria L. Coffee, AL; Mary Jackson, OK; Harriet Tutterow Jennings, NC; Aida A. de Maldonado, PR; Thomas F. Rodgers, GA; Edward G. Smith, TX and John Robert Walls, KY. Mid-

Career Service: Carolyn L. Langley, NC; John C. McKissick, GA; Richard L. Pholing, SC; Laura Willett Wilson, KY and Sandra K. Wuest, TX. Team Award: Alabama, Georgia, Kentucky, North Carolina, Oklahoma and South Carolina.

Western: Distinguished Service: Richard Bartholomay, CO; Robert G. Brastrup, MT and Leonard J. Calvert, OR. Mid-Career Service: Patricia Kendall, CO. Team Award: Colorado, Idaho, Oregon and Washington.

Introducing Carl Carlson, Office Assistant

Carl Carlson, spouse of the national executive secretary/treasurer, is the national office assistant. In this role he's the "left/right hand person" for chapters. He manages the membership data base, ships out chapter orders, and processes award nomi-

nations. In addition, he keeps the financial records and "nags" his supervisor to keep her work on schedule.

For 33 years, Carlson owned and operated Carlson's Super Valu at Greenfield, Iowa. This man does many things at once! He worked mega hours at the store, shared parenting two children, and survived 29 years as the spouse of an Extension worker.

Carlson graduated from Simpson College at Indianola, Iowa in business and accounting. He's been a lay minister in the United Methodist Church. Since retiring from the grocery business he's added Barbershop Chorus singing to his repertoire. His smoking addiction has been transformed into needle pointing while he watches many TV sporting events. He gains back control of his life by escaping onto the lake to fish.



A letter to the membership from Dr. Carol J. Webb ...

Education loan used to research teaching formats for distance education

Thanks to a loan for graduate study from Epsilon Sigma Phi and a study leave policy of Extension, I was able to complete my doctorate in May of 1995. I became interested in my research topic as I watched a satellite network expand to all of our county offices in South Carolina.

It became possible to do in service and clientele training without leaving the county extension office. As part of my graduate study, I did an internship with the Communications Center at Clemson University and helped plan and market a number of satellite broadcasts both for South Carolina and a nation-wide audience.

I became concerned about the tendency of instructors to make the training all broadcast with no local wrap-around session. I felt there was some benefit to having a small group of people interact about a topic and be lead through exercises at the local site by a facilitator. I also felt that people could learn more if they had the benefit of local discussion groups to internalize what they learned and apply it to their jobs.

An attempt was made to add the "human factor" to satellite broadcast by using local facilitators to lead group discussion and activities. These facilitators were not experts in the content of the broadcast but were trained and had answers provided by the

instructor.

The target audience for this research was Extension home economists in South Carolina. I used 4 treatment groups and 4 control groups. The control groups had no local activities lead by a facilitator, however, they did have copies of the questions and answers used in the treatment site and opportunity to do independent study while the treatment sites were discussing the questions.

What did I find out? There was no significant difference in the knowledge learned between the two groups. It seems you can learn even if you dislike the learning situation. However, there was a significant difference in the attitude of the learners toward distance education. The treatment site participants were more positive about the distance education experience than the control groups.

What implications does this have for Extension? Instead of our agents as solely distant site equipment technicians, there could be benefit from having them facilitate local wrap around discussions. Clientele will be more likely to have a positive experience with distance education. More research is needed with other clientele subjects.

*With Appreciation,
Dr. Carol J Webb, Alpha Phi (SC)*

**The Newsletter of
Epsilon Sigma Phi
National Honorary Extension
Fraternity**

Published four times a year on
the first of February, May, August
and November.

Copy Deadline:

30 days prior.

Story ideas and articles welcome.
Evaluatory comments appreciated.

Editor:

Judith S. Carlson

TO — DO CUES

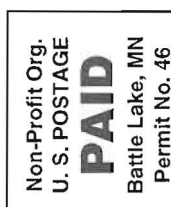
Today.....	Last call for national committee nominations to Margaret Viebrock FAX 509-884-9401
June 1.....	Proposals for annual meeting presentations to Pat Boyle, 5021 Bayfield Terrace, Madison WI 53705
June 23.....	Final day contact Bill Braden for items to be considered at Summer National Board Meeting w-braden@tamu.edu
July 1.....	Chapter presidents postmark completed Award Ballots to Box 222, Fire # 1614, Battle Lake, MN 56515 FAX 218-864-8064
July 1.....	Newsletter copy deadline for next issue to jscarlson@aol.com
July 15.....	1995 annual meeting presenters notified
September 30.....	Cut-off day for FY 95 dues
December 7-9.....	Annual Meeting at West Coast Ridpath, Spokane, WA

The mission of Epsilon Sigma Phi is to foster the standards of excellence in the Extension System and to develop the Extension profession and professional.

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National Honorary Extension
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