

ESP connection

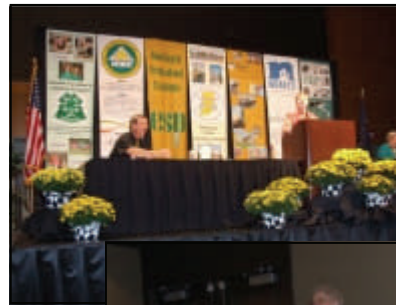
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The Newsletter of Epsilon Sigma Phi

November 2008

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ESP at
Galaxy 2008

ESP - Your Key to Professional Excellence

Ellen Burton, IL, National ESP President

Reflecting upon the recent Galaxy III Conference, held in Indianapolis, brings to mind many highlights from outstanding professional development opportunities, to keynote speakers, to the Ruby Lecture delivered by Dr. W. Gaines Smith, Director, Alabama Cooperative Extension System, to recognition of outstanding colleagues, to networking with colleagues from across the country. The Galaxy III Conference was an outstanding conference and I would like to offer a special thank you to Marie Blythe, Kansas, Marjorie Moore, Florida for serving as ESP's representatives to the Galaxy III Steering Committee, and to Jim Hovland, Wisconsin, for Chairing the All Association Auction. To the many ESP members who helped in innumerable ways to make the Galaxy III Conference a success – "thank you."

For ESP the Galaxy III Conference provided the opportunity to introduce the new ESP logo and image. Over a number of years the National ESP Marketing Committee, at the request of previous national committees, has worked to determine the appropriate image for our dynamic professional organization. Working with a professional marketing firm, the 2008 National ESP Marketing Committee and National ESP Board introduced the new ESP logo, tagline and image to ESP members during the Galaxy III Conference. The National ESP Council adopted the new designs during the 2008 ESP Council Meeting. This newsletter carries examples of the new ESP image which projects ESP as an outstanding professional development organization for all Extension professionals.

It was also exciting at the Post Board Meeting to welcome to the National ESP Board, Deborah Thomason, South Carolina, Second Vice President, Chair Chapter Relations and Marketing, and four new Regional Vice Presidents: Justen Smith, Utah, Western Region, Chair Global Relations; Mary Ellen Blackburn, Georgia, Sothern

Region, Chair Scholarships, Grants, and Recognition; Mark Stillwell, Missouri, North Central Region, Chair Resource Development and Management; and Elizabeth Claypoole, New York, Chair Public Issues. These five individuals join Sandy Corridon, Maryland, President-elect and Chair of Professional Development; Duane Johnson, Oregon, Past-President and Chair Membership Recruitment and Retention; and myself, Ellen Burton, President, Illinois as the elected 2009 National ESP Board. Linda Cook, ESP Executive Director serves as an ex-officio member of the Board.

As we move into the new ESP year I have selected Engage, Enlighten, and Enjoy as the theme for my year as president of Epsilon Sigma Phi – and I wish to express my appreciation to North Dakota for allowing me to use the theme – Engage, Enlighten and Enjoy--which is the theme for the 2009 National ESP Conference to be held in Fargo, ND.

Recently I read a card which asked, "What would you attempt to do if you knew you could not fail?" What an interesting question. What possibilities come to mind?

As we move into 2009 I challenge each of us to ponder that question – "What would you attempt to do if you knew you could not fail?" What will you do to enhance your professional organization?

As members of ESP we have the ability to make changes that will benefit our organization. To make changes we must be willing to expand our thoughts, try something different, reach out, and take risks. Your National ESP Board has been and will continue to consider issues that need to be reviewed to give clear direction for the future. Your National ESP Board will continue to look for ways to enhance our professional organization. Let's all strive to become more Engaged in our organization, Enlightened by our experiences, and take time to Enjoy the opportunities.

Are you the one?

Bonnie McGee, Chair of Search Committee

The National Epsilon Sigma Phi Board is recruiting candidates for its Executive Director. This 75% position offers the individual selected the opportunity to be a part of the national picture of Cooperative Extension professional development. Over 6,500 members make ESP the standard of excellence in developing the professional and the profession. If you are interested in learning more about the position expectations, check out: espoffice@espnational.org

Include in an application: a letter of intent which outlines qualifications as related to position description; a brief resume; and the names, titles, phone numbers, mailing and e-mail addresses of three professional references.

Send your application by DECEMBER 1, 2008 by e-mail (b-mcgee@tamu.edu) in Word or Adobe format, along with one hard copy directed to:

Dr. Bonnie McGee, Chair;
ESP Executive Director Search Committee
JK Williams Admin. Building, Suite 112
7101 TAMU
College Station, TX 77843-7101

ESP WANTS YOU!

If you have the leadership and management skills required of this position.

2009 Epsilon Sigma Phi Annual Conference

Upsilon Chapter, Epsilon Sigma Phi is pleased to host the 2009 Epsilon Sigma Phi Annual Conference September 13-16, 2009 in Fargo, North Dakota. Preliminary conference information is now available at: <http://www.ag.ndsu.edu/ESP2009/>

Engage

<http://www.ag.ndsu.edu/ESP2009/speakers.htm>

<http://www.ag.ndsu.edu/ESP2009/speakers.htm>

- Network with other ESP members from across the country
- Participate in member, regional and committee meetings
- Honor colleagues who earn recognition

Enlighten

<http://www.ag.ndsu.edu/ESP2009/speakers.htm>

- Take part in a variety of concurrent sessions
- Browse educational posters and exhibits, and visit with the poster authors

Enjoy

<http://www.ag.ndsu.edu/ESP2009/speakers.htm>

Tour local sites

<http://www.ag.ndsu.edu/ESP2009/tours.htm>

- Renew old acquaintances and make new friends
- Take part in live and silent auctions.

Registration is not yet available but will be up soon so keep watching our website. Registration cost will be \$395.00.

Take special note that conference session proposals are due February 27, 2009. The RFP can be found on our website as well as hotel information. The block of rooms is now open so call soon!



Former ESP President Madeline Greene and ESP Cruise Director Mike McKinney were in Indianapolis promoting the ESP 2010 cruise at Galaxy.

ESP Going Cruising Again in 2010

Mike McKinney, FL, Life Member

Given the tremendous success of the first ESP Family & Friends Leisure Cruise this past winter, your ESP Board and the Membership Recruitment and Retention committee will again be sponsoring a cruise in the winter of 2010. The Cruise committee was at Galaxy promoting the event and so far we're getting great response. We are currently surveying your interest as to where you would like to go cruising.

Please complete the enclosed Member Survey Form and email your responses to:

ESPcruise@msn.com or mail directly to Mike McKinney (Florida) at: 1850 Ravenridge St., Wesley Chapel, FL 33545. In order to be included in the decision process we must have your survey form in by January 15th, 2009.

Request for Proposals for Concurrent Sessions and Poster Session 2009 ESP National Conference, Fargo, ND

Sandy Corridon, MD,
Chair of Professional Development

The ESP Professional Development Committee invites all ESP members to submit proposals for concurrent sessions or the poster session to be presented at the 2009 ESP National Conference. The Conference will be held September 13 – 16, 2009 at the Holiday Inn Hotel in Fargo, ND. Consider your expertise and achievements and plan to submit a proposal. The 2009 ESP National Conference Request for Proposals is posted on the ESP web site at

<http://espnational.org>.

All proposals must be received as an electronic attachment by February 28, 2009, 5:00 p.m. (EST) by Sandy Corridon at Corridon@umd.edu.

Also a hard copy, post marked no later than February 28, 2009, must be mailed to Sandy Corridon, ESP President Elect, Maryland 4-H Center, 8020 Greenmead Dr, Bldg 800, College Park, MD 20740-4000.



Angus Scholarship Report

Mary Alice Gettings, MS,RD,LDN,CDE, Nutrition and Food Safety Educator,
Penn State Cooperative Extension

As a recipient of the Angus Professional Development Scholarship, I attended the National Gourmet Institute for Food and Health Basic Intensive in Health-Supportive Cooking Program. This Institute is a leader in teaching health-supportive cooking as well as delving into the relationship between health and food.

My interest in attending this two-week program is to ultimately provide healthy nutrition/cooking classes to the public, as well as be a resource for other Extension Educators. While I have always enjoyed cooking, I was not at a comfort level to provide cooking classes to the public. This professional development opportunity helped me to enhance my skills as well as gain a better understanding of how to set up a single class as well as a series of cooking classes.

Sharing various tips and experimenting with the public will hopefully encourage them to cook more of their own food. I would like the public to realize they will be more satisfied and healthier with their cooking as compared to consuming the overly processed foods they typically feed their family.

We need to provide busy families with the skills to prepare healthy, quick meals that will help to reduce the risk of disease in children and adults

ESP Scholarships, Grants and Recognition Committee

Mary Ellen Blackburn, GA, Chair of Scholarships, Grants and Recognition Committee

The ESP Member Services Committee has a new name! Acting on a recommendation from the 2008 committee chaired by Nancy Wallace, the National Board approved renaming the committee "Scholarships, Grants and Recognition" to more clearly reflect the committee's role and promote opportunities available to our members.

ESP Scholarships include:

Richard R. Angus Professional Development Scholarship (up to four @ \$500) (March 1 deadline)

Mike McKinney Public Issues Scholarship (one @ \$500) (February 1 deadline)

Public Issues Leadership Development (PILD) Conference Scholarship (up to four @ \$600) (February 1 deadline)

Administrative Leadership Scholarship (four @ \$500) (March 1 deadline)

Retiree / Life Member Registration Reduction Program (for national conference registration)

ESP Grants include:

Professional Development Mini-Grant Program (up to four grants not to exceed \$1000) (February 1 deadline)

ESP Recognitions include:

National (March 1 deadline)

Distinguished Service Ruby Recognition

National and Chapter (March 1 deadline):

- Friend of Extension Recognition
- Distinguished Service Recognition
- Administrative Leadership Recognition
- Diversity / Multicultural Recognition (Individual and Team)
- Mid-Career Service
- Early Career
- International Service
- Team
- Continued Excellence
- Visionary Leadership

With all of these options every member in every chapter needs to see what's available for you! Be sure to encourage your colleagues to apply as well!

To get details on any of these opportunities go to the ESP Handbook, Section E at the link below:

<http://espnational.org/handbook/2007/SectionE2007.pdf>

“Global Relations: Iraq and Ohio

Gwen Wolford, Chair, Global Relations, Alpha Eta Chapter

As ESP members we sometimes need to look for opportunities to go global, but for the Alpha Eta Chapter a unique collaboration presented itself early in 2008. During the “troop surge” of the Iraq war that began back in 2007, there was also an increase in civilian workers sent to Iraq to help with areas such as health, education and agriculture. A USDA Farm Service Agency employee, Bill Huston, from Ohio answered the call and began a year-long assignment in the Diyala Province in January 2008.

The Iraqi agricultural system had seen little or no new technology in 30 years, and one primary role of government was as a supplier of inputs. Iraq had gone from being a net exporter of food in the 1970’s to importing 80% of their food supply today. The USDA staff was quick to realize they had a great deal of work to do and Huston began to contemplate how much more effective it would be to show Iraqi leadership the potential for a modern agricultural system than to tell them. Conversations with his Member of Congress resulted in linkages with Ohio State University Extension, Ohio Farm Bureau and the Ohio Department of Agriculture and the groups began working together to arrange a two-week educational tour of Ohio’s agriculture, with special emphasis on fruit and vegetable crops which are important in Diyala.

The tour occurred in September, and included visits to university research and extension sights, large and small farms, commercial businesses in the food chain, farmer’s markets and an endless exposure to new technology and new ways of thinking about running an agricultural system. The group was able to stay in individual homes one night of the tour and in a historic facility at the agricultural experiment station one night; while spending the majority of time with their host’s home as their base.



The Ohio Alpha Eta Chapter of ESP assisted with an agriculture tour by Iraqi visitors.

The Iraqi visitors were enthusiastic and appreciative of everything they saw and experienced. It is impossible to know impact in this short a time, but many connections were made to provide resources and information to the Iraqi team. Our conversations were able to cover the gamut, even to discussion of how to start a 4-H program in their country. In addition to sharing our experience with them, it broadened the horizons of each person who met them with their openness and willingness to share and interact with us.

ESP Marketing Campaign

Deborah Thomason, SC,
National Second Vice-President

In 2007, the National ESP Board set forth to develop a new Marketing Campaign and updated image, after receiving comments and requests from State Chapters and National ESP Committees over a period of years. The need for a new ESP image came forth from discussions at the Regional JCEP meetings. The consensus was to convey a fresh identity that would both attract new members and retain the existing membership.

A systematic process was used to identify a company with non-profit experience to work along with the

Marketing Committee on the development and implementation of the new ESP brand. The major theme of the comments and requests was the need for an updated image that would appeal to the younger Extension professional. After a national search the National ESP Board selected a marketing firm to do the work. Steppingstone, LLC was contracted by the National ESP Board to do the work as a result of thorough consideration of the 8 RFP’s submitted by marketing companies.

In 2008 the National ESP Marketing Committee was enlarged by adding representation from each region. This group was directed to develop and start to implement a marketing plan to better communicate the purpose, vision, and value of ESP. The result of the 2008 year of committee work was the new logo and plan launched at the 2008 Galaxy Conference. The National ESP Board, working with the ESP Marketing Committee, reviewed many drafts and reached consensus on a logo designed to appeal to new Extension professionals in the workplace while maintaining the integrity of the organization. This design presented to the National ESP Council during the Galaxy III Conference and passed with no descending votes by the delegates.

The National ESP Board is looking forward to Chapters using the new logo as they reach out to current membership and the new generation of Extension professionals. Additionally, the National ESP Board realizes some ESP members will continue to wear their traditional logo pin because it has great meaning to them and they can certainly wear it with pride. As we move forward more ESP items will be developed using our new logo and our taglines. This will be a gradual process and discussions will continue as we move forward. We appreciate your endorsement of our efforts to brand ESP as the Extension Professional Organization of the 21st Century. The National Board and the Marketing committee thank you for your support and welcome your input.

Ethics in Today's Extension World" JCEP Regional Leadership and Professional Development Workshops

Kathy Forrester, MI, Member of the Professional Development Committee

The world we live in makes constant demands on our time, energy, and ethics. The difficult balances between family and career, audiences and funders, and campus and field all demand that difficult ethical choices be made daily. The 2009 JCEP regional workshops will challenge participants to think through the ethical dimensions in all our teaching, research, and outreach functions. The focus will be on how we, as leaders, can be positive ethical influences in our organizations and the people in them – and also how we can avoid being a negative influence.

The featured presenter is Dr. Albert C. Pierce, Professor of Ethics and National Security at National Defense University (NDU). Dr. Pierce was the founding director of the Center for the Study of Professional Military Ethics at the U.S. Naval Academy, whose mission is to promote and enhance the ethical development of current and future military leaders. Under his leadership, the center developed a range of highly successful and popular programs on various facets of ethics. The center's national outreach programs include a Resident Fellows Program and an annual conference which brings together key leaders responsible for ethics courses and character development programs at each of the military academies.

Many recall that Dr. Pierce presented briefly on this topic at the 2006 Epsilon Sigma Phi National Conference and was extremely well received. We are indeed fortunate to have him returning to share his valuable message with our JCEP colleagues this winter.

This six hour, two part workshop will be the featured highlight of this year's JCEP regional meetings. We hope to see you in Orlando (South and Northeast regions) February 10-11 at the Regal Sun Resort in Walt Disney World or in San Diego (North Central and West regions) February 18-19 at the Marriott San Diego Del Mar

Emerging Leadership Workshop Recordings Available

Karen Vines, PA,
Chair of Emerging Leadership

National ESP began the Emerging Leadership Workshops a couple years ago to provide professional improvement opportunities to our membership in addition to what is provided each year at the annual meeting. This year's presentation - Advocacy at All Levels: Leading Extension into a Vibrant Future featured Dr. Gwen Wolford from the Ohio State University. A recording of the 2008 session is available at <https://breeze.psu.edu/p13141794/>. Please complete the evaluation at the conclusion of the program.

Educating, advocating, lobbying – what is your role as an Extension professional and how do you implement that role? Do you involve volunteers? How are our advocacy efforts perceived and received by elected decision makers?

Dr. Wolford serves as the Director of Government Relations at the Ohio State University. She serves as the liaison for the College on agricultural issues with Ohio's Congressional delegation and their staff, the Ohio General Assembly and the County Commissioners Association of Ohio. She also actively works as a part of the land-grant system's overall efforts on agricultural funding and policy issues and works with OSU Extension's volunteer advocacy network.

The Pennsylvania State University hosted the program over Adobe Connect. Members of the 2008 ESP Emerging Leadership sub-committee of the Professional Development Committee are Debbie Post - North Carolina State University; Jan Carroll – Colorado State University; Susan Guinnip – University of Illinois and chair, Karen Vines – Penn State University.

Archive

2007 Emerging Leadership Workshop - Five Things You Need to Know About Distance Learning - <https://breeze.psu.edu/p12413237/> featuring Dave King, Oregon

State University and Janet Poley, American Distance Education Consortium

If we do not control the childhood obesity epidemic, this will be the first generation that dies before their parents. As a Cooperative Extension Educator, I will continue to learn methods to help clients better understand nutrition and food safety recommendations based on the USDA nutrition guidelines as well as empower them to implement these recommendations through cooking at home.

Deborah Thomason, South Carolina Elected 2009 2nd Vice President

Deborah Thomason, Alpha Phi Chapter of South Carolina, was elected 2009 2nd Vice President during the 2008 ESP National Council Meeting. Thomason is an Extension Family and Youth Development Specialist and Professor in Family and Community Studies, as well as a Certified Family Life Educator. Deborah was inducted as a member of Alpha Phi Chapter of ESP in 1990. Her leadership roles have included President of Alpha Phi Chapter, ESP, as well as President for the 4-H and FCS state professional organizations.



*Deborah Thomas,
South Carolina,
2nd Vice President*

Important Dates

February 1, 2009

- Postmark Deadline for electronic submission of PILD Scholarships and McKinney Public Issues Scholarship Applications to Mary Ellen Blackburn, Scholarship, Grants and Recognition Chair, & National ESP Office
- Deadline for electronic submission of Mini-Grant Applications to National ESP Office
- Postmark Deadline for Payment of ESP dues to determine voting delegates at National Council Meeting and eligibility for Recognition Programs and Scholarships

February 10-11, 2009

South and Northeast - 2009 JCEP Regional Leadership - Orlando, FL

February 18-19, 2009

North Central and West - 2009 JCEP Regional Leadership - San Diego, CA

February 27, 2009

Deadline for Electronic submission of Concurrent Session Proposals for 2009 Conference to President-Elect, Sandy Corridon, MD

March 1, 2009

- Postmark Deadline for submission of Recognition nominations and Chapter DSA materials electronically to National ESP Office.
- Deadline for Scholarship applications and Friends of Extension nominations, submitted electronically to National ESP Office and Mary Ellen Blackburn, Chair of Scholarship, Grants and Recognition.

March 23-27, 2009

Mid-Year National Board Meeting, Savannah, GA

April 1, 2009

Postmark Deadline for Nominations for National Committees, to Deborah Thomason, National Second-Vice President

April 27 - 29, 2009

PILD Conference, Washington, DC

May 1, 2009

Postmark Deadline for Chapter of Merit and Achievement in Chapter Membership submissions to National ESP Office

May 15, 2009

Deadline to vote for national recognition nominees. Ballots provided by and returned to National ESP Office.

July 1, 2009

Deadline for 2nd Vice President Packets from the Western Region to National ESP Office

September 13-16, 2009

ESP National Conference, Fargo, North Dakota

October 12-15, 2010

ESP National Conference, Jackson, Wyoming

2008-09 National ESP Board

National Officers

President

Ellen I. Burton
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Second Vice President –

Chair of Chapter Relations and Marketing

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Past President –

Membership Recruitment & Retention

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Extension Associate Professor
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Leadership for Tomorrow: Exploring New Approaches

April 28-30, 2009

Ramada Plaza Hotel, Columbus, Ohio

- Next Generation of Leadership
- Changing Definitions of Leadership
- New Leadership Models
- Leading in Times of Change
- Changing Demographics
- The Future of Leadership

More information will be available this fall – visit <http://leadershipfortomorrow.osu.edu> for the call for proposals and registration information.

Sponsored by Ohio State University Extension, Gist Endowed Chair for Extension Education and Leadership, and Epsilon Sigma Phi – Alpha Eta Chapter