

# espconnection

Number CXI

The Newsletter of Epsilon Sigma Phi

December 2009



## Happy Holiday Season !

Cassandra Corridon, ESP National President

It's my pleasure to wish each of you the Happiest of Holidays!

As we enter into the Holiday Season and begin a brand new year it is typically our time as a national organization to complete an end-of-year

evaluation for our Executive Director. Since we've just welcomed Bob Ohlensehlen to the job, officially, as of September 1<sup>st</sup>, a full evaluation is not warranted at this point. I ask you, our membership, our chapters and our

board, for input. As we transition with our new Executive Director let us know:

- What services you most appreciate from the national office,
- What services would you like to see added, or,
- What changes would you like to see made that could improve our work together.

I'd love to hear from you with your comments, suggestions, even praise!! (Sandy Corridon can be reached by email at [corridon@umd.edu](mailto:corridon@umd.edu).)

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## Santa's Advice - Leadership Secrets from an Unlikely Source

Deborah Thomason, President Elect and Chair of Professional Development Committee

A coworker shared thoughts from a book, *The Leadership Secrets of Santa Claus*, and I felt ESP members and chapter leadership might be able to learn a thing or two from Santa.

The book gives eight hints for success:

1. *Build a wonderful workshop* – ESP national conference planners and your national board work very hard for the entire year to create *wonderful workshops* that keep the mission of the organization in mind while focusing on the needs and interests of members. Support these efforts by attending your local chapter meetings, JCEP Leadership Workshop, PILD and the national meeting in Wyoming.
2. *Choose your reindeer wisely* – Annual conferences are the times that new *reindeer* are selected to lead the organization. Recruit and support your chapter, region and national officers as they work to provide leadership and guidance to ESP.



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## Life Members Responding To ESP Survey

Mike McKinney and Ellen Burton, Membership Recruitment & Retention Committee

The Membership Recruitment & Retention Committee reports that Life Members and retirees are responding to the survey that was in the last issue of the *ESP Connection* newsletter. If you have not yet emailed or mailed your response form, you must do so before the December 15th deadline. Email to: [mckcar@msn.com](mailto:mckcar@msn.com) or mail to: Mike McKinney, 1850 Ravenridge Street, Wesley Chapel, FL 33543.



It is important that retirees have an opportunity to voice their opinion on this issue. The data collected will most likely impact the way ESP addresses Life Member concerns in the future. Life Members now comprise over half of our national ESP membership. Retirement often brings change and shifts in personal and professional priorities. Help us determine how ESP can better serve our Life Members and retirees.

## Membership--An Organization's Life Blood

Ellen Burton, Chair, Membership Recruitment and Retention Committee

Membership--we all talk about it. We all know that without members we do not have an organization. But what do we do to invite people to join? How do we educate our new members about the organization they have joined? What do we do to involve members in our organization? How do we let members know they are needed and appreciated by their organization? What do we do to address the needs of new members, long time members and life members?

Research has shown that for an organization to sustain itself and grow the organization must:

1. Be relevant to the needs of the members.
2. Have a structure that allows members to participate and have input into the running of the organization.
3. Provide services that members want and need; i.e., newsletters, conferences, resources, online availability, etc.
4. Hold workshop and conferences that are relevant to the members.
5. Communicate with all members and potential members.

An organization must work to secure new members, but the advantage of new members will be lost if the organization does not also maintain its current membership.

With all of these points in mind your Membership Recruitment and Retention Committee is asking Chapters to tell us:

1. How does your Chapter invite potential members to join?
2. How does your Chapter educate new members?
3. How does your Chapter involve new members in the activities/operations of the Chapter?
4. How does your Chapter maintain contact with Life Members?
5. How does your Chapter involve Life Members in the operations/activities of the Chapter?
6. How does your Chapter let members know they are needed and appreciated?

Membership it truly is the life blood of our organization.

Please send your response to Ellen Burton, Past National President, at [eburton@illinois.edu](mailto:eburton@illinois.edu).



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3. *Make a list and check it twice* – Review the list of professional development opportunities that are available online at [espnational.org](http://espnational.org) as well as scheduled leadership workshops and trainings for 2010.
4. *Listen to the elves* – Poll your membership for suggestions and concerns for chapter and national association improvement. Share your suggestions with your National ESP Board.
5. *Get beyond the red wagons* – In these days of reduced funding for Cooperative Extension and fewer staff – we must work hard at keeping our profession strong and viable.
6. *Share the milk and cookies* – You can cross this one off the *list*. I know of no other organization whose members are so willing to *share*. Sharing time and expertise by serving on national committees and national board. In addition, your generous contributions have helped ESP to continue serving our members by providing support to attend national meetings/trainings, receive scholarships and serve in local chapter leadership. Don't forget to make a contribution to the ESP Endowment in 2010.
7. *Find out who's naughty and nice* – Everyone associated with ESP has unique talents and expertise. The organization needs to tap into all of those talents. Everyone needs to think about walking in someone else's shoes and then volunteer to help when another is struggling with her/his responsibilities. Leadership is a team effort.
8. *Be good for goodness sake* – Every member of ESP sets an example for others. What can you do in 2010 to make ESP more viable and successful in achieving our goals and mission?

Of course, the next holiday is New Year's. Make your resolution to increase the success of ESP in 2010!  
(Deborah Thomason can be reached by email at [DTHMSN@clemsun.edu](mailto:DTHMSN@clemsun.edu).)

## ESP National Marketing Committee Strategy for 2010

Justen Smith, 2nd Vice President and Chair, National Marketing Committee Chair



The Epsilon Sigma Phi National Marketing Committee is excited to begin a new year. My name is Justen Smith and I am the 2<sup>nd</sup> Vice President for Epsilon Sigma Phi, and in this role I also serve as the new National Marketing Committee Chair. We have a

great Marketing Committee that is here to serve the ESP members across the U.S. Our committee's 2010 Plan of Work is posted on the ESP website and ESP members can see the goals and strategies that have been identified for the coming year.

One of the major goals for the Marketing Committee in 2010 is to update marketing materials at the National ESP Office and on the National ESP website to include the new logo. Much of this has been accomplished but there is work that still needs

to be done. Another major goal is to provide accessible ESP marketing materials for State Chapters. These materials could be used at State ESP Association meetings to recruit new ESP members or provide information and updates to existing members. The Marketing Committee will be developing marketing materials over the next few months and will ask ESP members attending JCEP in February to provide comments and feedback on what has been created.

The Marketing Committee will also be helping with the upcoming ESP Strategic Plan in 2010. Through marketing our big push is to increase our ESP membership. To do this we must market ourselves so that new Extension professionals can see the great benefit ESP provides in their professional development. With these goals in mind we want to hear from you as ESP members on what you would like to see as far as marketing materials. Please don't hesitate to contact me or Bob Ohlensehlen, our Executive Director, if you have a great marketing idea or are in need of materials. (Justen can be reached by email at [justen.smith@usu.edu](mailto:justen.smith@usu.edu).)

## 2010 Public Issues Leadership Development Conference, April 26-28, 2010, Key Bridge Marriott, Arlington, Virginia

Elizabeth Claypoole, NE Regional VP and Chair,  
Public Issues Committee

The **2010 Public Issues Leadership Development (PILD) Conference** will provide participants with the opportunity to increase their knowledge of relevant issues impacting our communities during these challenging economic times. The 2010 PILD Conference will include nationally recognized speakers, relevant breakout sessions, opportunities for networking with peers from throughout the United States, and opportunities to connect with others who work in our national capitol.

The 2010 PILD Conference will feature speakers from the National Institute for Food and Agriculture, (NIFA), the federal agency in which Cooperative Extension resides. Another highlight of the PILD Conference will be a panel composed of staff from the Department of Defense and the U.S. Department of Agriculture who will discuss the work of the Military Kids Program that is conducted nationally in cooperation with Cooperative Extension.

It is stated that “change equals opportunity” and this year’s PILD Conference will allow participants to have many opportunities to learn about the changes that are occurring. The following ten reasons to attend the 2010 PILD Conference showcase these opportunities!

### Top 10 Reasons to Attend the 2010 PILD Conference

1. You will have an opportunity to learn more about Extension’s new Federal Partnership arrangement (NIFA), better understand its potential impact on your programs, and learn where Extension fits into the new roadmap for agriculture research, education and economics.
2. You will have the opportunity to increase your understanding of the Military Kids Program, conducted with Cooperative Extension, and the opportunities it may offer to your community.
3. You will have the opportunity to increase your knowledge of the impact on the Extension System resulting from the unprecedented financial challenges faced by our country during the last two years.
4. You will have the opportunity to develop relationships with key leaders and share information about the positive impact of Extension programs within your community when you visit with federal legislators and decision makers.
5. You will have the opportunity to interact directly with Program Leaders from NIFA and learn of new federal initiatives and potential funding opportunities.

6. You will have frequent opportunities to interact with peers and volunteers from throughout the country.
7. You will have the opportunity to hear excellent speakers, including Washington insiders, who will share their knowledge and their perspective on the issues of today.
8. You will have the opportunity to participate in relevant breakout sessions which will help build your leadership skills and expand your horizons.
9. You will the opportunity to stay in comfortable and conveniently located hotel accommodations.
10. You will have the opportunity to visit our national capital and combine work and leisure while enjoying the beautiful spring weather in the Washington, D.C. area.

Yes, the 2010 PILD Conference promises participants many opportunities. The PILD Planning Committee hopes that you will take the first step—and take the opportunity to be a part of this outstanding public issues conference. Registration will be available December 1, so make your plans today.

To learn more about PILD, visit the conference Web site at <http://www.icep.org/pild.htm>.

*(Elizabeth Claypoole can be reached by email at [eac9@cornell.edu](mailto:eac9@cornell.edu))*



## ESP Public Issues Committee Looks at Impact of Decreasing Resources for Extension

Jim Lindquist, Kansas, ESP Public Issues Committee Member



The ESP Public Issues Committee offered a concurrent session at the ESP National Conference in Fargo, North Dakota, to open a dialogue about decreasing revenues for Extension programs because of the economic recession.

The session was organized by the late Jo Anne Kock,

ESP Public Issues committee member from Nevada, who passed away just before the national conference. *Extension Methodologies Used to Cope with Decreasing Resources* involved a number of ESP members from different regions of the country. Presenters were: Elizabeth Claypoole, ESP Public Issues Chair and Executive Director, Ag Issues Leader, Cornell Cooperative Extension; Mary Ellen Waltemire, Regional Extension Director, University of Maryland Extension; Julie Ingersoll, Utah State

Extension; Susan Guinnip, County Extension Director, University of Illinois Extension; Jim Lindquist, Assistant Director, K-State Research and Extension, Kansas State University; Mark Stillwell, Central Missouri Regional Director, Missouri Extension; and Deborah J. Thomason, Extension Family and Youth Development Specialist, Clemson University, South Carolina.

Panel members provided a brief overview of what was happening in their state and identified actions and tools that were being used with staff as the changes continue. A couple of large themes: regional and cross "program" planning and presentation (agriculture, nutrition and youth work together), determining what we are NOT going to do, increasing number and dollar amounts for grants and contracts, and several states are discussing (or have since implemented) furlough staffing programs.

The panel discussion at Fargo generated a great deal of interest and discussion as several people continued to chat and discuss, even after the session was over. The Public Issues Committee will be considering ways to continue the discussion and create opportunities to share information among our Epsilon Sigma Phi members as we continue through difficult economic times. (Jim Lindquist can be reached by email at [jimlindqui@cox.net](mailto:jimlindqui@cox.net).)

## Needed: Good Leaders

Bob Ohlensehlen, ESP Executive Director

The time is here for selection of four new regional vice-presidents to serve a two-year term on the ESP National Board. Each of the four regions will be holding an election during the upcoming JCEP Leadership Workshop to be held February 2-4 in Nashville, Tennessee.

Serving as a regional vice-president is an excellent opportunity to develop leadership skills, to become part of an outstanding team of Extension leaders and to develop a network with Extension faculty/staff across the country.

In addition to serving on the National Board, the regional vice-presidents will each serve as a committee chair of four of the ESP standing committees. The following are the committee chair assignments for those elected to serve in 2011-2012. The Northeast Region Vice-President will also serve as the Resource Development and Management Committee Chair, the Southern Region Vice-President will serve as the Public Issues Committee Chair, the Western Region Vice-President will serve as the Scholarships, Grants and Recognition Committee Chair and the North Central Region Vice-President will serve as the Global Relations Committee Chair.

Anyone interested in pursuing the opportunity and challenge of serving at the national level are encouraged to complete an online application on the <http://espnational.org> website. The application form is found under the "Forms" tab and then under the "Leadership" tab. In addition to the application form, those who are applying will also be required to have a "Letter of Support" submitted by their chapter president and by their Extension Director. The forms for the letters of support are also found under the "Leadership" tab. The deadline for submission of the application and "Letters of Support" is January 1, 2010. (Bob can be reached by email at [espoffice@espnational.org](mailto:espoffice@espnational.org).)



## Role Models Inspire Scholarship Opportunities

Pam Jacobs, Illinois Alpha Nu Chapter and National ESP Scholarship, Grants & Recognition Committee Member

Two very dedicated Extension professionals created wonderful scholarship opportunities to motivate and educate future Extension professionals.

### Richard R. Angus Professional Development

**Scholarship:** Dick Angus, developed his horticulture interest through his 11 year 4-H membership in the Castle Rock Hot Shots 4-H Club in Minnesota and leadership in the National Jr. Horticulture Association. He put his knowledge and public speaking skills to work devoting 45 years of Extension service in Minnesota and Maryland along state and national leadership in Epsilon Sigma Phi. He continues to be an active life member of Epsilon Sigma Phi as well as active in his community with Rotary International. His dedication to Extension professionalism led him to establish the Richard R. Angus Professional Development Scholarship of \$500 awards to a possible four recipients to support professional development.

**McKinney Public Issues Scholarship:** Mike McKinney's Extension career was devoted to Public Policy Education. Through his development of the Public Issues Education Program in Florida it became a model for Extension around the country. Representing ESP on the Public Issues Leadership Development Planning Committee, his outstanding seminar "*So You Wanna Be An Elected Official*" became a highly rated seminar which continues to date. After an exemplary 36-year Extension career, Mike's friends and colleagues contributed an endowment to sponsor an annual Public Policy

Education ESP scholarship. The scholarship is designed for an individual to pursue their educational goals toward an advanced degree in a public policy/public issue area.

Special thanks and recognition to both of these great Extension professionals for their vision, leadership, and dedication!

Each state ESP leadership is encouraged to promote these two great scholarship opportunities along with several other scholarship and grant opportunities. The Scholarship, Grants and Recognition Committee hopes to review many applications!

- McKinney Public Issues application deadline is February 1
- Richard R. Angus Professional Development application deadline is March 1
- Public Issues Leadership Development Conference scholarship application deadline is February 1
- Administrator/Leader scholarship application deadline is March 1
- Mini-Grants application is due February 1

**Important Note:** Beginning this year submission of scholarship and mini-grant applications, as well as national recognition applications, is made through the ESP homepage. Go to [espnational.org](http://espnational.org) and click on forms. Thanks to Bob Ohlensehlen, ESP Executive Director, for his design of this wonderful new ESP website! If you have not checked it out...take time to do so and submit an application!

(Pam Jacobs can be reached by email at [jacobsp@illinois.edu](mailto:jacobsp@illinois.edu))



## 2010 JCEP Leadership Workshop Developing a Family Friendly Workplace

Cassandra Corridon, ESP National President

As we enter into the New Year I hope that we have the ability to perceive opportunities, to identify solutions to the challenges ahead, and work together with our network of Extension Professionals to plot the course. The Joint Council of Extension Professionals provides an annual Leadership Conference to do just that. All of our sister associations invite their state leadership to come together.

This year's conference will be held in Nashville from February 2-4, 2010, at the Sheraton Nashville Downtown Hotel. The room price is \$129 per night for Single or Double occupancy. Epsilon Sigma Phi is responsible for the professional development program at this year's meeting, and the ESP Leadership Team has worked diligently to put together an excellent professional development opportunity.

Our theme is *Developing a Family Friendly Workplace*. We are waiting to see if Mrs. Obama can attend to share her national platform on this topic, plus a panel of businesses to share successful methods for their companies and for our take home value!



The Regional Leadership Workshop will give you an opportunity to build on your leadership skills, share experiences and network with other association leaders, and connect with your own national association officers.

The keynote webinar will be followed by on-site panel discussion and learning sessions. At the national level the platform for the First Family is a workshop environment that can "develop innovative policies that can help employees manage their work and family obligations. The keynote speaker will focus on not only the policy, but the practice. In addition, there will be an Update on National Issues / Farm Bill Implementation by APLU and ECOP. There will be breakout session for each professional organization on Wednesday and Thursday morning.

Take advantage of our ESP support for chapter leadership attendance. Each participating chapter is eligible for a \$300 stipend to send representation to this national leadership forum.

Connect with NACAA, NAE4-HA, NEAFCS, ANREP, and NACDEP. Support your chapter leadership – it's more important than ever that we network to strengthen our Extension profession!

All ESP Chapters are reminded that they are expected to submit a report for use at the workshop. Reports can be submitted by going to <http://espnational.org> and completing the Chapter Report Form, which can be found by going to the "Forms" tab on the homepage and then to the "Chapter Reports" tab. (See the Chapter Handbook on the website for additional details regarding reimbursement in "Reimbursement Policy" under the National Governing Documents section.)

Online registration will be available on the JCEP website after December 1<sup>st</sup> at [www.jcep.org](http://www.jcep.org).



## Important Dates Ahead – Mark Your Calendar!



### DECEMBER

- Collect and Submit 2010 Membership Dues
- Register for 2010 JCEP Regional Leadership Workshops
- ENJOY THE HOLIDAYS WITH FAMILY AND FRIENDS!

### JANUARY

- January 1, Deadline for Regional Vice President Candidate Applications
- Register for 2010 JCEP Leadership Workshop
- Collect and Submit 2010 Membership Dues

### FEBRUARY

- February 1, Electronic Submission Deadline for PILD and McKinney Scholarship Applications to Mary Ellen Blackburn, Chair of Scholarships, Grants and Recognition, and National ESP Office
- February 1, Deadline for Electronic Submission of Mini-Grant Applications to National ESP Office
- February 1, Postmark Deadline for Payment of 2010 ESP dues to determine voting delegates at National Council Meeting and eligibility for Recognition Programs and Scholarships
- February 2-4, JCEP Leadership Workshop, Sheraton Downtown, Nashville, TN
- February 26, Deadline for Electronic Submission of Concurrent Session Proposals for 2010 Conference to President-Elect, Deborah Thomason, South Carolina

### MARCH

- March 1, Posting Deadline for Electronic Submission of Recognition Nominations to National ESP Office
- March 1, Posting Deadline for Electronic Submissions of Scholarship Applications to Mary Ellen Blackburn, Chair of Scholarships, Grants and Recognition and National ESP Office
- March 1, Posting Deadline for Electronic Submission of Friends of Extension Nominations to Mary Ellen Blackburn, Chair of Scholarships, Grants and Recognition and National ESP Office
- March 1, Posting Deadline for Electronic Submissions of Chapter DSA Names and Information to National ESP Office
- March 1-5, Mid-Year National Board Meeting

### APRIL

- April 1, Posting Deadline for Electronic Submissions of Nominations for National Committees to Second Vice President
- April 26-28, PILD Conference, Arlington, VA

### NATIONAL ESP CONFERENCE DATES

- 2010 National ESP Conference, October 10-15, Jackson Hole, Wyoming
  - 2011 National ESP Conference, October 9-13, Syracuse, New York
  - 2012 National ESP Conference, October 6-9. Mobile, Alabama
-