

espconnection

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The Newsletter of Epsilon Sigma Phi

May/June 2011

Syracuse—A “Special” Time Together

Deborah J. Thomason, National ESP President

“Where were YOU, when the world stopped turning?” Country singer Alan Jackson asked all of us that question back in 2001. I was at work on campus and observed how silent the normally lively campus became. We all have our own memories of that day and that year. One memory we all do not have is of an Epsilon Sigma Phi national meeting in 2001. Due to the tragedies of 2001, the meeting scheduled for Syracuse was cancelled. All the hard work and planning was put on hold ... until 2011, when we will all gather in Syracuse for our annual meeting. This will be a special time for Epsilon Sigma Phi as we celebrate our chapters and individual members’ accomplishments with our awards and recognition

program. We will all gain professional development skills during concurrent sessions and keynote speakers. We can network with our fellow professionals and enjoy the camaraderie of friends from the past and make new friends for the future. Most importantly, it is critical that you take some special time for yourself, to reflect on your Extension experiences, past, present and future – because our devoted clientele expect us to continue our rich history of Extension service. Hope to see you in Syracuse – it will be a “special time together” for all of us! See you soon!



Professional Development Opportunities at the ESP Conference in Syracuse

Justen Smith, ESP National President Elect, Chair—Professional Development Committee

The National ESP Conference scheduled for Syracuse in October is an excellent professional development opportunity. Specifically, there are events scheduled that will meet the professional development needs of all Extension professionals. The following is an overview of what will be offered to develop the Extension professional:



Extension Reconsidered

Speaker: Dr. Scott Peters, Associate Professor of Educational Studies, Cornell University

We'll soon be marking two key historical moments: the sesquicentennial in 2012 of the first Morrill Act that established the land-grant system, and the centennial in 2014 of the Smith-Lever Act that established the cooperative Extension System. In this presentation, Dr. Peters will discuss how and why

we should use these anniversaries as opportunities to reconsider the meaning and significance of Extension's public mission, purposes, and work.

Identity, Emotions and Language in Conflict over Public Issues

Speaker: Professor Poppy L. McLeod, Cornell University Department of Communication

This talk will focus on communication in conflict between societal groups over public controversies. Although everyone agrees that effective communication is key to resolving such conflicts, the general public is generally unaware of how emotional attachment to group identities and ideologies can lead to subtle and unconscious expressions in their language of bias toward opposing groups. The talk will discuss how identity, values, emotions and language contribute to conflict between groups on different sides of public issues.



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The Opportunity of a Lifetime!

Sandy Corridon, National Past President and Chair, Membership Recruitment & Retention Committee

The final responsibility of the National ESP Past President is to present to the Association candidates for our future leaders. I'm asking for your consideration and aid in the completion of this task. The Northeast Region, my region, has the opportunity to nominate candidates for the 2nd Vice President position on the National ESP Board. This four-year role and commitment takes the elected ESP member through the leadership roles of – Year 1 - 2nd Vice President, Year 2 – President-Elect, Year 3 – President, and Year 4 – Past President.

I can tell you, and I encourage you to speak to ANY former National President, that you will work side by side with the best that Extension has to offer. Your National Board is dedicated to the Epsilon Sigma Phi Association and to the future of the land-grant system. This opportunity to serve is a decision that any potential candidate should NOT take lightly. It has been for me the BEST personal and professional decision that I have ever made. (Thank you, Nancy Crago, the Northeast Region Past National President, who gave me the call.)

(Opportunity Continued on page 6)

Syracuse, NY: A Spectacular Setting! Pre-Conference Tours Set for Monday, October 10

Be sure to take advantage of the special pre-conference tours that have been planned. These tours are educational and exciting and a great way to get to know your ESP colleagues! Central New York State boasts breathtaking scenery, outstanding cultural assets, and world class dining featuring local food and wines from Finger Lakes vineyards. For additional information, VisitSyracuse.org will provide you with full details of the many things to do and places to explore in the region.

Niagara Falls

Depart DoubleTree Hotel at 7:00 am for a day trip with a scenic ride through western New York during the height of the autumn foliage season and to the foot bridge over to the Canadian side of Niagara Falls, one of the 7 Natural Wonders of the World!



During the ride Sea Grant Senior Extension Specialist Helen Domske will give a talk on the history of the falls and the Erie Canal. Pack your passport and/or birth certificate or enhanced driver's license; you will need it to take advantage of this outing. Tour includes a ride on the famous *Maid of the Mist* boat, lunch and some time to wander, shop and maybe try your luck at one of the many casinos.
Tour Limit—55

Cost: \$100 per person

Agricultural Research and Wine Tour

9:00 am-5:00 pm
The Finger Lakes region of New York State is fast becoming a major wine center with increased growth of award winning vineyards and it still is the second largest producer of apples in the nation. This tour will take you to the Cornell/NY State Agriculture Experiment Station in Geneva, NY, a repository for over 3,000 apple varieties, as well as a business incubator for agriculture based businesses. The station has developed cutting-edge technologies essential to feeding the world and strengthening New York economies. Next the tour will travel to Ventosa Vineyards where overlooking Seneca Lake we will have lunch and enjoy a tasting of selected wines crafted by Ventosa Vineyards. The final stop on the tour will be at Fox Run Vineyards where you will enjoy a tour of their vineyards and winemaking facility and finish up in the tasting room to enjoy another round of excellent New York State wines.



Cost: \$60 per person

Community and Energy Tour

9:00 am-4:00 pm
There is a growing awareness on the part of communities of their energy needs and policies. The tour will highlight collaborations and partnerships among municipalities, community leaders, and educational institutions to address community and energy programming. Focus will be on workforce development, residential energy conservation, land use connections, renewable energy, green building innovations and youth education. We will explore the concept of energy literacy throughout the day.

Potential sites include: a green building, neighborhood initiative that is focused on energy efficiency and conservation, a college renewable energy training center, a wind farm, and a high school that is a demonstration site for bioenergy crops. Lunch is provided.

Cost:
\$50 per person





Conference Site is the DoubleTree by Hilton Hotel in East Syracuse

featuring first class amenities and comfortable, state-of-the-art meeting facilities. The DoubleTree by Hilton Hotel is located minutes from the NYS Thruway and Syracuse Airport. This smoke free facility offers conference attendees and their guests comfortable, well equipped meeting spaces, spacious guest rooms, an exercise room, indoor swimming pool, whirlpool, business center and Regatta Bar and Grill for a nightly rate of \$125. Free transportation to and from either the train station or airport is provided.

(A \$120 assessment will be charged for anyone who lives beyond 50 miles from Syracuse and chooses not to stay at the DoubleTree East Syracuse, the Conference Hotel.)

Life Member Tour Offered

Attending as a guest, or just not that interested in any of the workshops being offered? Here is your chance to visit Syracuse's unique art museum, the Everson. A docent will lead the group through the collections including the special exhibit *From Here to There, Alec Soth's America* - featuring approximately 100 photographs made between 1994 and the present. *From Here to There* will include rarely-seen early black-and-white images as well as examples from Soth's best-known series *Sleeping by the Mississippi* and *Niagara*. Interspersed throughout the exhibition will be a broad range of portraits made over the past 15 years. The exhibition will also include a new body of work the artist has been developing since 2006, exploring places of escape in America and individuals who seek to flee civilization for a life off the grid.

The Membership Recruitment and Retention Committee will be providing tickets for Life Members for the museum exhibit admission fee and the transportation cost of this special event.

(Contact the National ESP Office at (208) 736-6081 or visit the website at esnational.org in the near future for date and time of this special tour.)

To visit the Conference website click [here](#).

ESP Scholarship Auction

David Ross, RDM Committee Member

The ESP Scholarship Auction is scheduled for Tuesday, October 11th. The auction serves as a major fund raiser for the ESP Development Fund annually with the proceeds being used to help fund scholarships and to grow the Development Fund. The Development Fund revenues are used to provide professional development opportunities for ESP members. In the last ten years, the Development Fund has provided over \$345,000 in scholarships and grants to ESP members from all over the country. If you have questions related to the auction, please contact David S. Ross (MD Tau chapter) at dsross@umd.edu or call 301-498-2234 (H) or voice mail at 301-405-1188.

Drop off auction items near the Registration Table on Monday by 5 PM or Tuesday before 1 PM. If you want to ship a non-perishable item in advance, ship to arrive between September 12 and October 5 to:

*ESP National Conference
Cornell Cooperative Extension of Cayuga County
Cayuga County Education Center
248 Grant Avenue, Suite 1
Auburn, NY 13021-1495*

All donations and purchases are tax-deductible contributions. Items suggested are "something unique that represents your culture, community, hobby or special interest" and should be valued at \$30 or more. Chapters are encouraged to donate higher-quality, higher-valued items. A donation registration form will be available through the website soon to provide required information.

2011 National ESP Conference Registration

Early Bird Registration (Through July 15th)

Full Time, First Timers, Life Members or
Non Members—\$400

Regular Registration (July 16th—August 31st)

Members/Non Members—\$475

Late Registration (September 1st—October 1st)

Members/Non Members—\$550

Pre-Conference Workshop,

(Monday, October 10th) - \$30

Part-Time Member Registration

Monday, October 10th Only—\$100

Tuesday, October 11th Only—\$200

Wednesday, October 12th Only—\$200

Thursday, October 13th Only—\$50

Monday & Tuesday, Oct. 10-11—\$300

Tuesday & Wednesday, Oct. 11-12—\$350

Wednesday & Thursday, Oct. 12 & 13—Price TBA

Guest Registration

Complete Meal Package—\$325

Opening Reception Only—\$85

Tuesday Meals (Breakfast, Lunch and
Auction Dinner) - \$115

Wednesday Meals (Breakfast, Ruby Luncheon,
Awards Banquet) - \$130

Thursday Breakfast—\$15

Opening Reception & Tuesday Meals—\$210

Tuesday & Wednesday Meals—\$255

Tuesday, Wednesday & Thursday Meals—\$270

Wednesday & Thursday Meals—\$150

Evening Events, Monday, Tuesday &
Wednesday—\$185

A \$120 assessment will be charged for anyone who lives beyond 50 miles from Syracuse and chooses not to stay at the DoubleTree East Syracuse, the Conference Hotel.

2011 National Epsilon Sigma Phi Conference Tentative Agenda Syracuse, New York - October 10-13, 2011

Sunday Oct 9— National Board meets all day
2:00-8:00 pm Conference Registration

Monday, October 10

7:00 am Niagara Fall Tour Departs

9:00 am Agricultural Research and Wine Tour Departs

Community and Energy Tour Departs

Pre-Conference Professional Development Session

“*Creating Cooperative Extension’s Future—A Future Backward Workshop*” Begins

4:30-5:30 pm Committee Meetings

Set up Exhibits/Posters

5:00-6:00 pm Life Members and 1st Timers Reception

5:30 pm Buses begin to depart for the Museum of Science and
Technology (MOST)

6:00-9:00 pm Opening Reception at the MOST

10:00 pm Last Bus Leaves Armory Square

Tuesday, October 11

7:00 am Registration Opens

8:00-10:00 am Regional Breakfasts

10:00-11:45 am Opening Session

Noon- 1:30 pm Lunch and Past Presidents’ Lunch

1:00-2:30 pm Poster Session

2:30-3:30 pm Concurrent Session 1

3:30-4:00 pm Break

4:-5:00 pm Concurrent Session 2

2:30-4:00 pm Set up Silent Auction

4:00-6:30 pm Silent Auction with Cash Bar and Nibbles

6:30-8:30 pm Buffet Dinner and Live Auction

8:30- Dessert and coffee Reception for Ruby Recipient,

ESP National President, and ESP National President Elect

Wednesday, October 12

7-8:30 am Breakfast and Chapter Presidents’ Breakfast

8:30-10:00 am General Session 2

10:00-10:30 am Break

10:30-11:30 am Concurrent Session 3

11:30 am-1:00 pm Ruby Luncheon

1:30-2:30 pm Concurrent Session 4

2:30-3:00 pm Break

3:00-5:00 pm Committee Meetings

5:00-6:00 pm Reception with Cash Bar and Nibbles

6:00-8:00 pm Awards Banquet

Thursday, October 13

7:00-8:30 am Breakfast

8:30-10:00 am National Council Annual Meeting

10:00-11:30 am General Session – Closing—Shared Speaker with CCE

Noon-4:00 pm National Board Meeting



Online registration is preferred, but if you are unable to access the online method, please request a registration form from the National ESP Office at (208) 736-4495.

Individuals with disabilities are invited to request reasonable accommodations to participate in sponsored programs and events. To request and accommodation, contact the National Epsilon Sigma Phi Office at espoffice@espnational.org or call (208) 736-4495.

The first twenty Life Members to register will receive a \$100 rebate on their registration fees!!!



Dr. Edward G. Smith—2011 Distinguished Service Ruby Recipient

Congratulations to Dr. Edward G. Smith, Alpha Zeta Chapter of Texas, who has been selected by the members of Epsilon Sigma Phi to be the recipient of the 2011 Distinguished Service Ruby Award. Dr. Smith will receive the Distinguished Service Ruby at the 2011 Epsilon Sigma Phi National Conference in Syracuse, New York October 10-13, 2011.

Dr. Smith has had a distinguished career with Texas A & M University Extension, beginning as an Assistant County Extension Agent – Agriculture. He is currently the Director of Extension for Texas A & M University.

Richard R. Angus Scholarship Applications Open Again

Mary Keith, Member of Scholarships, Grants and Recognition Committee

One of the benefits of membership in professional organizations is assistance in advancing in your profession. Epsilon Sigma Phi is here to help you do exactly that! As part of the Scholarships, Grants and Recognition program, ESP offers a variety of resources to help you attend the meetings you need, take a course or class that would help your programming, or get some well-deserved recognition for the work you've all ready been doing. Some of the offerings are fairly broad, such as a mini-grant. For those you decide what you need to do, and apply for support to reach that goal. Others are more narrowly focused, such as the Award Recognitions for specific programs, or the scholarships for certain activities.

The Richard R Angus Professional Development Scholarships are offered to support Professional Development within Extension. As such they are meant to provide funds to enable the recipients to learn and improve their skills through participation in courses, seminars, conferences or workshops. As many as four \$500 scholarships could be given each year. This year the Board and Committee have decided to extend the application period until August 1, to encourage more members to take advantage of this resource. The funds must be used for study or training completed after the award is granted, so you can't use it to pay for something all ready done.

This scholarship is open to members whose dues are current and were paid the previous year. A letter of support from the Chapter

President and the immediate work supervisor are required in addition to the application. The applications are evaluated based on how well they follow the guidelines, on the relevance of the proposed study to the applicant's professional development within Extension, and to their state's Extension professional goals. The final point of evaluation is the level of involvement the applicant has demonstrated to ESP.

For more details on how the applications are evaluated and to apply, go to the ESP website. From the Home page, clicking on Recognitions-Applications-Reports on the top bar, and then on Scholarships will let you choose the Richard R Angus scholarship. The criteria for the grant and the type of projects it is intended to support are there. That page also gives you the links to the application form, which you complete on-line, and the links for the letters of support which are also supplied on-line.

There are surely more than a few members who have a training, a course or a workshop they would like to complete, but don't have the funds on hand to cover the costs! Why not rally your materials, confirm your support letters, and put in an application? It's a good opportunity to get some funding and some recognition to further your career today. Don't wait till the heat of July, do it today!

Mary Keith can be reached by email at KeithM@HillsboroughCounty.ORG

(Professional Development Continued from page 1)

Pre-Conference Workshop—Creating Cooperative Extension's Future—A Future Backward Workshop Set for October 10th

Presenter - Kevin Gamble (eXtension; North Carolina State University); Co-Presenter(s): Anne Mims Adrian (eXtension; Auburn University), Rhonda Conlon (North Carolina State University), Beth Raney (eXtension; Pennsylvania State University), Jerry Thomas (Ohio State University)

What is the future of Cooperative Extension? Will we still exist in 10 years? Join us to explore the future of Extension through an interactive workshop to compare and contrast past perspectives and present and future aspirations. Together we will investigate and develop a sense of what Cooperative Extension's future may look like. Similar sessions have been conducted at other Extension conferences and at a 2011 National Extension directors' meeting. To participate in the pre-conference workshop you must register for the workshop when you register. The cost of the workshop is \$30 which includes lunch.

MORE Benefits of Membership

*Sandy Corridon, National Past President and Chair,
Membership Recruitment & Retention Committee*

Our National Recruitment and Retention Committee in collaboration with our National Board share our concern to maintain and support our membership – that's Y-O-U! We've sent emails, we've made phone calls, we've initiated surveys – we want to stay connected!

Let me offer one more benefit of membership in Epsilon Sigma Phi. This Association fulfills our mission of support to the profession and the professional in many ways, just one of them is financial support and encouragement to be fully engaged. Historically we have encouraged our membership to present, to network to ATTEND our National Conference. This year is no exception. We offer financial support to attendees on MANY levels – National Committee Members/ Voting Delegates/ Concurrent Session Presenters/ 10 Poster Presenters/ and support that is often under-utilized. This financial support comes in the form of \$200 towards attendance at our national conference for 1890 membership, 1994 membership and also members from At Risk Chapters.

We encourage and **support** the professional development and professional interaction of our ESP members. Take **every** advantage of your ESP membership. Come to our National session this October in Syracuse, New York. Online applications will be available in the future on our website to apply for one of our many ESP benefits of membership.



(Opportunity Continued from page 2)

I ask you, North East Region members, to please consider this opportunity. I would welcome the prospect of personally discussing the role with you, and I would encourage you to peruse our website – the job descriptions are in our ESP Handbook.

- If you want to share interests with ESP colleagues from across the country,
- If you would like to be on the cutting edge of Extension action and policy,
- If you would appreciate networking with

- the national leadership of NACDEP, ANREP, NACAA, NEAFCS and NAE4-HA,
- If you would value the opportunity to work with ECOP, NIFA and APLU, and
- If you want to develop friendships that you will value for a lifetime – consider candidacy for ESP 2nd Vice President.

Call me, or email me. I'd look forward to discussing this with anyone who resonates with this once in a lifetime opportunity. I have promoted this opportunity within our Northeast Region, and I certainly have talked individually with some special ESP

PILD Meeting Highlights Reported by ESP PILD Scholarship Recipient

*Susan Plassmeier, Alpha Lambda Chapter Member,
Purdue University*

It has been several weeks since I returned to Indiana after attending PILD. I've had the opportunity to process the information that was presented and think about how to utilize that information in my job. I keep coming back to the presentation given by Dr. Marshall Stewart on "Impact Counts: Telling the Cooperative Extension Story to Stakeholders." I think this is the fourth time I have heard him give this presentation and each time it has impressed upon me the important job we have to keep stakeholders informed about the work we do.

Dr. Marshall pretty well breaks it down to six points. They are:

3 Know's: (1) know who you are, (2) know who you are talking to; and (3) know what is important to who you are talking to; and

3 Be's (1) be flexible, (2) be relentless, and (3) be honest. We have to be prepared at all times to be able to give a short, 3-minute speech to tell people what we do. In North Carolina, they focus on how Extension impacts economic opportunity, educational excellence and health and well-being. These are issues that Extension educates individuals about every day, but they also are important to elected officials. He also stressed the importance of always being thankful and what he calls the **Rule of 7** - thanking someone seven different times, from seven different people, seven different ways. It is important that policymakers know we appreciate all they do to support Extension. He also shared the **Rule of 12** – if twelve concerns come into the same office, it will get a response because it is constituent driven. This is why we have to involve our clientele to share the Extension story on our behalf.

The presentation reinforces why we need to be proactive in sharing with others what Extension is and what we do. It is imperative we educate our clientele to contact their elected officials to share the Extension story. Whether it is at the local, state or national level – our very future is depending on it!

Susan Plassmeier can be reached at splasmme@purdue.edu.

members. I send this to our entire membership because you may well know someone in the Northeast that you would like to encourage to submit an application for candidacy. It is our professional organization and the success of this organization the future of Extension lies in our leadership. Consider this opportunity for yourself or a colleague – let me or other members of our Board discuss this opportunity with you.

Sandy Corridon can be reached by email at corridon@umd.edu.

Kentucky's Alpha Kappa Chapter Celebrates "Pathway to Professional Excellence"

Dr. JoAnne Bankston, Past President, Alpha Kappa Chapter

Each year Kentucky's ESP Chapter anxiously convenes to gain new information, receive awards and recognition, and for fellowship with current, new, and retired members. This year the Alpha Kappa Chapter in Kentucky hosted three separate events to support the chapter's goal of professional excellence. The Chapter hosted a Professional Development In-service Training Workshop and Local Foods Educational Dinner Program on March 22, and Annual Meeting and Awards Presentation on March 23, 2011. The meetings were held at the recently opened Center for Sustainability of Farms and Families located on the Kentucky State University Research and Demonstration Farm. The evening dinner was held in Midway, KY. Dr. Deborah Thomason, ESP National President, participated on both days with Alpha Kappa Chapter members who represent the University of Kentucky and Kentucky State University Cooperative Extension.

The theme of the professional development workshop was "We are the Agents of Change in Changing Times." It was held on March 22, and presented by Elizabeth Crook, President of Orchard Advisors in Nashville, TN. She worked with close to 100 Extension professionals to develop practical approaches to change the world by tying our values to strategy and to action. Lunch was a special treat prepared by a local chef using Kentucky Proud locally grown foods.

An evening dinner offered a special local foods educational program. The dinner was held at Holly Hill Inn, a home built ca. 1845 in Midway, KY, and listed on the National Register of Historic places. Chef and co-owner, Ouita Michael, discussed and served a 3-course dinner made from fresh, seasonal ingredients produced by local farmers. A presentation was also given by a member of Francisco's Farm, an annual fine art and craft fair that draws thousands to Midway each June.

Over 150 members of the award winning Alpha Kappa chapter assembled on March 23 for a day of networking, poster sessions, a silent auction, awards ceremony, installation of officers, and memorial recognition. Duane Bonifer, Public Relations Director at Lindsey Wilson College served as guest presenter for the awards ceremony.

Alpha Kappa Chapter has achieved stellar accomplishments through the support of Dr. Jimmy Henning, Director of Extension, University of Kentucky, and Dr. Harold R. Benson, Kentucky State University Director of Land Grant Programs. Gae Broadwater, professional development chairperson (Kentucky State University) and a talented committee planned the events. Moreover, Alpha Kappa Chapter continues to thrive because of the outstanding support, participation and commitment by chapter members to the annual events.

Visit the ESP website at www.espnational.org

Why I Am an ESP Donor

Rikki Wilson, University of Idaho Extension Educator, ESP member, Resource Development and Management Committee Member

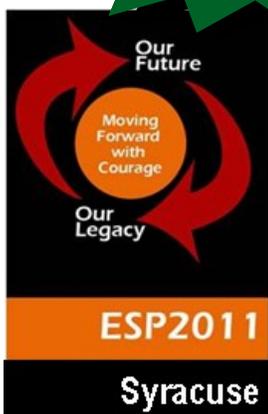
As an early career Extension Educator, I found the need in developing and enhancing my career from the start. I wanted to begin my profession on the right foot, so when the opportunity to join Epsilon Sigma Phi (ESP) was brought to me, I gladly accepted the nomination. I felt a strong need to be a part of an organization that promotes professionalism, excellence in Extension and has a primary focus on developing

the Extension profession. Being a member of ESP and serving on the Resource Development and Management Committee has not only helped develop myself as an educator, but has also allowed me to meet and network with a broad array of Extension professionals from across the U.S. I value what the ESP organization has to offer and ESP's mission. I know what ESP has given me in my short career and from that, I believe

I will be gaining more and more opportunities within this membership. Supporting and giving to this organization in my opinion, are keys to both our success as educators, as well as the success of the organization. I feel that ESP will help make a positive difference in my career; therefore my donation is also making a difference in ESP and the resources the organization can offer.

Epsilon Sigma Phi National Office
450 Falls Avenue Suite 106
Twin Falls, ID 83301

**ESP 2011 National
Conference Edition!!**



Important Dates Ahead – Mark Your Calendar!

JULY

July 1, Deadline for 2nd Vice President Packets to National ESP Office
July 21, Deadline for *ESP Connection* articles to the National ESP Office
Registration Available for 2011 ESP Conference

AUGUST

July/August Issue of *ESP Connection* distributed
August 1, Posting Deadline for Electronic Submissions of Voting Delegates for 2011 National Council
Collect final payments of 2011 ESP dues
Registration available for 2011 ESP National Conference

SEPTEMBER

September 22, Deadline for *ESP Connection* articles to the National Office
Registration Available for 2011 ESP Conference