

# espconnection

Number CXII

The Newsletter of Epsilon Sigma Phi

December 2011

## Holiday Greetings from the National Board

*Justen Smith, National ESP President*

The holiday season is here. During this time of year it provides us time to give thanks, spend time with family and friends, and ponder on the year behind us and look forward to the year ahead. During this time of year I've had the opportunity to ponder on the year behind me. I am truly honored to serve on the National Board and to have



gotten to know so many of you this past year. I have also pondered on the difficulties Extension has faced during 2011. Being part of the

Extension profession has its difficulties recently. Budget cuts have been widespread and have made it more difficult for us to perform the responsibilities to the public we serve. With this difficulty I have seen Extension professionals work even harder amidst these difficulties. All of you have truly "stepped up" to the challenge. I commend all of you for working through these difficult times and you have all served as examples for me.

I think sometimes we take Extension for granted. After all, Extension has been around in the U.S. for over 100 years. As I write this article I am working on a USAID

Agricultural Development Project in Iraq, working to build Extension and train Extension specialists in this country. Sometimes we take things for granted like 4-H clubs in each of our counties, unbiased, research-based information simply a phone call away, experiment stations providing us with the latest breakthroughs, and world class universities behind us and at our disposal. These are things that we have available for



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## \$\$\$ Scholarship/Grant Opportunities \$\$\$

*Ken Hart, Chairman of Scholarship, Grants, and Recognition (SGR) Committee and Theta Chapter Member*

Epsilon Sigma Phi has several fantastic scholarship opportunities available for members. Two of these are named for two of our active Life Members. The SGR Committee members would like to encourage all Epsilon Sigma Phi members to be aware of and consider application to these scholarships. We on the SGR Committee would be happy to have many quality applications to choose from!

**Richard R. Angus Professional Development Scholarship:** Dick Angus devoted 45 years of his life to the Extension Service in Minnesota and Maryland along with state and national leadership in Epsilon Sigma Phi. He is an active life member of Epsilon Sigma Phi.

As an outcome of his dedication to Extension professionalism and Epsilon Sigma Phi, the Richard R. Angus Professional Development Scholarship was established. Epsilon Sigma Phi, through the ESP Development Fund, provides \$2,000 annually to fund scholarships not to exceed \$500 per member to encourage, stimulate, and support professional development through participation in courses, seminars, conferences or workshops. The submission deadline is March 1<sup>st</sup>.

**McKinney Public Issues Scholarship:** Mike McKinney's Extension career was devoted to Public Policy Education. After an exemplary 36-year Extension

*(Scholarship Continued on page 3)*

## ESP's National Marketing Committee is Here to Serve You!

*Jeff Myers, National 2nd Vice President and Chair of Marketing Committee*

Your ESP Marketing Committee is here to serve you! Our purpose is to advise the National ESP Board on strategies for marketing ESP to potential members and to promote the ESP organization and image. If you have any ideas for our committee, please share them with one of our members.

You can check out our 2012 Plan of Work by going to the National ESP website. Highlights of our plan include promoting last year's development of 'Best Practices in Marketing,' encouraging participation in ESP's Facebook page, development of more member testimonial videos and continuing to update marketing

items. More detailed plans can be found on the website.

If there are additional marketing strategies that you feel would be valuable in promoting the ESP brand we would love to hear from you! Our committee includes Committee Chair and ESP 2nd National Vice President, Jeff Myers ; Elaine Bailey, Maryland; Kathleen Jamison, Virginia; Debbie Temple, Kentucky; Al Kulczewski, Illinois; Doug Jardine, Kansas; Karen Bruns, Ohio; Joey Peutz, Idaho; and Marilyn Ming, Nevada.

*Jeff Myers can be reached by email at [jdm30@psu.edu](mailto:jdm30@psu.edu).*

### Additional Help Needed!

*Doug Jardine, KS, Marketing Committee Member*

We are still looking for additional members to serve on Galaxy Planning Sub Committees. The positions that remain open for ESP members include: Operations Committee, Finance & Exhibits Committee and Recognitions and Awards Committee. These positions will provide an excellent opportunity to be involved in the Galaxy Conference planning. This opportunity only comes along every five years and it is an excellent opportunity to work with colleagues from our sister organizations.

For additional information contact the National ESP Office at [espoffice@esnational.org](mailto:espoffice@esnational.org).

### Calling All Facebook Users!

*Doug Jardine, KS, Marketing Committee Member*

For Epsilon Sigma Phi members who are Facebook users, National Epsilon Sigma Phi now has its own Facebook page. To "Like" us, you can go directly to the page at: <http://www.facebook.com/pages/Epsilon-Sigma-Phi-National-Extension-Fraternity/114135848695374>. The purpose of the site is multiple. It will serve as another outlet for providing timely information and reminders on national ESP activities. It can serve as a networking point for ESP members from across the nation to share or gather programming ideas, and it can serve as a place to post cool pictures, share successes or maybe occasionally to vent a frustration. If your local chapter has a Facebook site, please be sure to link it to the national site.

*Doug Jardine can be reached by email at [jardine@ksu.edu](mailto:jardine@ksu.edu).*

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us every day but things the people of Iraq do not and want as much as anything else. An operating Extension System will be one of the greatest assets to the re-building of this war torn country. They have a long way to go, but as I see 4-H clubs start to sprout up across the country and the farmers of Iraq having their own specialists teach them in improved agricultural technology such as greenhouses, livestock feedlot systems, and fruit production, I see hope. We are truly blessed to have Extension and the Land Grant system in the U.S. As a new year approaches and the economy in the U.S. continues to struggle, Extension will also bring hope to the citizens of the U.S. like it has for the past 100 years. What Extension has to offer is as viable

today as it always has been, if not more during these difficult times. ESP is the organization of the Extension professional and like Extension itself is as viable today as it has been since its inception in 1927. For that reason I look forward to the year ahead and serving all of you and being part of the ESP family. Thank you for all you do in your communities and for all your service to the ESP organization. May your holiday season be full of cheer and may the New Year bring blessings and good fortune.

*Justen Smith can be reached by email at [Justen.smith@usu.edu](mailto:Justen.smith@usu.edu).*



## Richard R. Angus Scholarship Recipient Robbie McKinnon Reports on National Conference

Thanks to the kindness of Epsilon Sigma Phi in awarding me the Richard R. Angus Scholarship, I was able to attend the ESP National Conference in Syracuse. As with all things Extension, the best part for me was the opportunity to meet new people. People living and working in the areas I visited influenced me in so many ways whether they were working in the grocery stores, at the Canadian border crossing or in the restaurants. I was especially influenced by those who attended the national meeting.

The Arkansas delegation had the privilege of sharing the dinner table at the Recognition Banquet with the Distinguished Service Ruby Award winner, Dr. Edward Smith, and his wife, Elaine. It didn't take long to see how personable this Texas couple was and how easy it was to laugh out loud as we passed Arkansas-Texas stories which were similar in nature much because of our shared border. I will admit that neither had ever heard of an opossum

running over their graves.

Dr. Smith has truly done much for Extension. To speak with him and Elaine through dinner, I could see the "real people" and could tell that he was certainly a fit for Extension because he truly was interested in people, strived to understand their needs, and sincerely wanted to help them grow and develop. I encourage you to read his biography in the conference program if you have one.

Dr. Edward G. Smith, Director of Texas AgriLife Extension Service, is the epitome of the prestigious Ruby Award. I was honored to meet them during the national meeting and I can say that he and Elaine are friends of our Arkansas delegation.

*Robbie McKinnon can be reached by email at [rmckinnon@uaex.edu](mailto:rmckinnon@uaex.edu).*



*(Scholarship Continued from page 1)*

career, Mike's friends and colleagues contributed an endowment to sponsor an annual Public Policy Education ESP scholarship. Epsilon Sigma Phi has established this scholarship in partnership with Mike McKinney, for eligible members to gain or enhance education or skills in any area of public policy / public issues. The scholarship is to provide financial assistance to attend a public policy / public issues professional conference or meeting, or to take formal coursework toward an advanced degree in a public policy / issue area. One scholarship for up to \$500 is awarded annually. The submission deadline is February 1<sup>st</sup>.

Two other noteworthy scholarship opportunities are available from Epsilon Sigma Phi.

### **ESP Administrator / Leader**

**Scholarship:** Epsilon Sigma Phi, through the ESP Development Fund, has established this scholarship to promote continued professional development for eligible members to attend the National ESP Conference.

The scholarship is to be used to defray the cost of attending the National ESP Conference. Four scholarships of \$500 each will be awarded annually to outstanding administrators/leaders based on accomplishments. ESP members whose dues are paid for the previous year and the current year (by February 1) and who are first-time attendees at the National ESP Conference are eligible. Eligible recipients include county, regional, state, national and program administrators / leaders. The submission deadline is March 1.

### **ESP Public Issues Leadership Development Conference**

**Scholarship:** Epsilon Sigma Phi, through the ESP Development Fund, has established this scholarship for eligible members to attend the Public Issues Leadership Development National Conference in order to become informed about and develop skills in responding to public issues and legislative matters affecting Extension programs and personal needs. The scholarship is to be used to defray the cost of attending the Public Issues Leadership

Development Conference. Four scholarships of \$600 each will be awarded annually. The submission deadline is February 1<sup>st</sup>. And don't forget the **ESP Professional Development Mini-Grant Program**. Demonstrating our commitment to the professional development of Extension professionals, Epsilon Sigma Phi, through the ESP Development Fund, provides up to four (4) grants not to exceed \$1000 each to stimulate the professional development of Extension faculty. Remember that this is a team award that addresses professional development needs of Extension personnel. The submitted proposals should provide a model for professional development events and/or materials that could be replicated by other ESP chapters. Submission deadline is February 1<sup>st</sup>.

All applications and award criteria are available online at the National ESP website.

*Ken Hart can be reached by email at [khart@uidaho.edu](mailto:khart@uidaho.edu).*

## Are You Interested in Having a Great Experience?

Bob Ohlensehlen, National Executive Director

Over the years I have had the privilege of working with many outstanding Extension professionals. I was privileged to serve a term as Western Region Vice President and then to serve in the officer rotation that included being the National Epsilon Sigma Phi President. Of course currently I am serving as the National Executive Director where I am again affiliated with an additional group of outstanding Extension professionals who serve as officers in their organization. We will be electing a new National 2<sup>nd</sup> Vice President from the Southern Region who will rotate through the president offices over the next four years.

We are again in the timeframe where we will be electing a new group of regional vice presidents who will serve a two-year term on the Epsilon Sigma Phi Board. In the current rotation the Northeast Region Vice President will also serve as the Chair of the Global Relations Committee; the Southern Region Vice President will also serve as the Chair of the Resource Development and Management Committee; the North Central Region Vice President will serve as the Chair of the Scholarship, Grants and Recognition Committee; and the Western Region Vice President will serve as the Chair of the Public Issues Committee.

In all of the years of my involvement I, have heard the officers say time and again, "This is one of the best experiences of my career!" I certainly would agree.

In the past the elections for regional vice presidents were held at the JCEP meetings in February and the applications were due January 1<sup>st</sup>. At this year's National Council Meeting in Syracuse the decision was made to move the elections for regional vice presidents to the regional meetings held at the ESP National Conference in Mobile. The applications for regional vice presidents and for the National 2<sup>nd</sup> Vice President all are due on July 1<sup>st</sup>.

All of our members have proven track records in the Extension profession, which is the main requirement to serve as an officer. You are all leaders in your communities - why not spend a little time sharing your talents at the national level? The growth in your leadership skills while serving on the National ESP Board will certainly benefit your programming efforts back home.

The application process to be considered is quite simple. The forms to be considered for an office can be found under the Applications/Reports Tab and then the Officer Application Tab on the <http://espnational.org> website. The applicant will complete a simple application and obtain a recommendation from his/her chapter president and state Extension Director. The forms for the president and director are also found at the same site.

If you are elected to one of these offices, I can promise you too will say, "This was one of the best things I did in my career!"

Bob Ohlensehlen can be reached by email at [espoffice@espnational.org](mailto:espoffice@espnational.org).

February 7-9, 2012  
San Antonio, Texas

Joint Council of Extension Professionals

# JCEP

February 7-9, 2012  
San Antonio, Texas

Crowne Plaza - Riverwalk  
\$130/Single or Double  
For reservations call:  
1-210-354-2800

▶ **2012 JCEP Leadership Conference**  
*"Building the Leader in You"*

Plan to attend the JCEP Leadership Conference to build your leadership skills, share experiences, and network with other association leaders and connect with your own national association officers. The 2012 Leadership Conference will host affiliate leaders from across the nation who are members of NEAFCS, NACAA, ANREP, ESP, NACDEP and NAE4-HA

**Keynote Speaker**

Kevin Eickenberry will be the featured speaker at the conference this year. Kevin is nationally known for his work in building association leaders and for his bestselling book *"Remarkable Leadership"*. Join Kevin as he helps you identify the steps and skills on your path to Remarkable Leadership— Becoming the Leader you were born to be.

**Association Meetings**

Each association will have breakout sessions on Wednesday and Thursday. Plan to join your association meeting to learn how to be more effective in your leadership role.

**Evenings on the Riverwalk**

- Tuesday evening - **States' Nights Out**—plan to join with others from your state for an evening on the Riverwalk and dinner.
- Wednesday evening — **Association Night Out**—an opportunity to network with other members from your professional association.

Online registration available: December 5th, 2011 @ [www.jcep.org](http://www.jcep.org)  
Questions—Contact: : 704-333-8445 or email: [staff@themanagementoffice.com](mailto:staff@themanagementoffice.com)

## Chapter Relations Committee Focuses on Chapters and Leadership

Jeff Myers, National 2nd Vice President and Chair of Marketing Committee

The Chapter Relations Committee focuses on strengthening and enhancing chapters and leadership within the chapters. The Committee is comprised of the ESP 2nd National Vice President and the four Regional Vice Presidents.

The first opportunity to provide training to support the development of chapter and member leadership happens at the JCEP Leadership Conference in San Antonio, February 7 -9, 2012. Last year many members reflected that the most valuable part of the conference was the chapter sharing during the ESP portion of the meeting. We hope that each

chapter's leadership or representative will plan to attend. Your Chapter Relations Committee has planned the ESP portion. We will take time to review all aspects of the organization and its function. You will have the chance to become familiar with many of your national officers. Chapter sharing will focus on two main areas, the first being membership and marketing success; the second area will be asking what preparations your chapter may be planning for the 2014 Smith Lever Anniversary.

We also heard your concerns from last year about effectively utilizing

the full time provided. Therefore, the last morning will provide an opportunity for Regional Meetings which will be a time for discussing upcoming leadership opportunities for the region, future national conference planning, and a time to plan the direction for upcoming regional leadership conference calls.

With Justen Smith's focus on the strength of each chapter this year, this year's JCEP Leadership Conference will provide a great launching point! See you there!

*Jeff Myers can be reached by email at [jdm30@psu.edu](mailto:jdm30@psu.edu).*

## 2011 Administrator/Leader Scholarship Recipient Karma Metzgar Reports on National Conference

Scott Peters, Associate Professor of Educational Studies, Cornell University, spoke about Extension reconsidered and telling the story of Cooperative Extension. In an educational setting we often focus on what was learned; for example, a young woman learning to cook rice at a training. At the follow-up session, the young woman returned with rice, plus the pride of having learned a skill that betters herself and her community. He encouraged us to tell our story better as we near the centennial of the Smith-Lever Act of 1914.

He relayed his search for great stories as he prepares a documentary about Cooperative Extension. He said we need to do

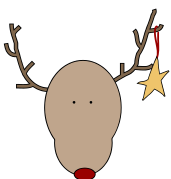
more oral histories or interviews to learn about this long-term relationship learners have had with Extension. "We need to get back to long-term, engaged learning so we have long term relationships," he went onto challenge the conference participants. "Short term learning misses this community engagement and does not garner the long-term stories that are talked about."

I thought for sure at the end of his presentation we would see his documentary...it is still in progress as he searches for the stories about how we grow people and how in ideal Extension work, science and art meet in practice.

In Missouri, we have been working on telling the story using public value language. Public value is defined as the benefit of the program to those who did not participate in the program. I think this can strengthen the story as well.

The 2011 ESP National Conference was a wonderful experience and one of the better conferences I have attended. This year I was a presenter and next year I will attend as President of our Alpha Tau/Missouri Chapter.

*Karma Metzgar can be reached by email at [MetzgarK@missouri.edu](mailto:MetzgarK@missouri.edu).*



## Important Dates Ahead – Mark Your Calendar!



*It's not too soon to think  
about the 2012 ESP  
National Conference in  
Mobile, Alabama,  
October 7-10, 2012!*



### DECEMBER

- November/December Issue of *ESP Connection* posted online
- Collect and Submit 2012 Membership Dues
- December 30, Deadline for Regional Vice President Packets to National Office
- Register for 2012 JCEP Leadership Workshops

### JANUARY

- January 2, Deadline for Regional Vice President Nomination Submissions to National Office
- January 20, Deadline for *ESP Connection* articles to the National Office
- Register for 2012 JCEP Leadership Conference
- Collect and Submit 2012 Membership Dues
- January 31, Deadline for Electronic Submission of Chapter Reports for JCEP Leadership Conference

### FEBRUARY

- January/February Issue of *ESP Connection* distributed
- February 1, Electronic Submission Deadline for PILD and McKinney Scholarship Applications
- February 1, Deadline for Electronic Submission of Mini-Grant Applications to National ESP Office
- February 1, Postmark Deadline for Payment of 2012 ESP dues to determine voting delegates at National Council Meeting and eligibility for Recognition Programs and Scholarships
- February 7-9, JCEP Leadership Conference, Crowne Plaza, San Antonio, TX

### MARCH

- March 1, Deadline for Electronic Submission of Recognition Nominations
- March 1, Deadline for Electronic Submissions of Scholarship Applications (Angus & Administrator/Leader)
- March 1, Deadline for Electronic Submission of Friends of Extension Nominations
- March 15, Deadline for Electronic Submission of Concurrent Session Proposals for 2012 Conference
- March 23, Deadline for *ESP Connection* articles to the National Office
- March 28-30, Mid Year Board Meeting, Salt Lake City

### APRIL

- March/April Issue of *ESP Connection* distributed
- April 1, Deadline for Electronic Submissions of Nominations for National Committees
- April 15-18, PILD Conference, Westin, Alexandria, VA

*Jeana and I would like to thank all of you for the opportunity that we have had to work for and with all of the dedicated Extension professionals as your ESP National Office during the past year. Remember the reason for the season. We wish for all of you a happy and safe holiday season.*

*We look forward to serving all of you during the upcoming year and we hope that your new year is filled with happiness, success and good health. Happy New Year!*

*Bob Ohlensehlen, National Executive Director*

