

espconnection

Number CXIII

The Newsletter of Epsilon Sigma Phi

January/February 2012

Life Members are Integral to ESP

*Justen Smith, National ESP President
and Deborah Thomason, National ESP Past President and Special Life Member Committee Chair*

Life members continue to be an integral part of the ESP association. The wealth of experience that life members bring to the organization is truly an asset. The ESP National Board continues to recognize this great asset and for the past year has worked diligently in forming a National Special Life Member Committee to address the role that ESP can play in meeting the life-long learning needs of our life members. Currently, this committee serves as a Life Member "Special" Committee and will operate in this capacity until the 2012 National Conference in Mobile, Alabama. At that time the National Board and the Special Life Member Committee will make a recommendation to the National Council. Based on the recommendation, there could be a continuation of this "special" committee or the potential for a new national "standing" committee. The members of this committee have been appointed from each of the other standing committees. The following life members graciously agreed to serve on this Special Life Member Committee:

Janice Stimpson (ID), Patricia Powley (PA), Nancy Kadwill (PA), Mike McKinney (FL), Rita Wood (NJ), Ellen Burton (IL), and Al Kulczewski (IL).

The following overview and mission statement of the Special Life Member Committee was developed last year by an ad hoc committee including life members and National Board members.

Life Member Committee

The name of the committee is the Epsilon Sigma Phi (ESP) Life Member Committee. The Life Member Committee is a "special" committee chaired by the ESP National Past President. The

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Present a Concurrent Session or Poster Session in Alabama

Mark Stillwell, National President Elect, and Chair, Professional Development Committee Chair

Winter has finally arrived to much of the nation. Our evenings are filled delivering Extension programs. State and local budgets are topics of discussion. The last thing on our minds is submitting an application to present a concurrent session or poster at the ESP National Conference, October 6-10, 2012, at the Renaissance Riverview Plaza Hotel in Mobile, Alabama.

However, applications are due **March 15, 2012!**

Why present a concurrent session or poster?

- Luke Erickson, Personal Finance Educator, University of Idaho Extension, sees this as an opportunity to share his programs, receive recognition for his work and network with others. Check this out at:
<http://www.youtube.com/epsilonsigmaphi#p/a/u/1/F9yopX6RACg>
- The presentations are selective and go through a rigorous peer review process. This helps strengthen promotion and tenure documents of Extension professionals. Only 24 concurrent sessions will be selected.

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Spending Policy Developed for ESP Development Fund

David S. Ross, Chair, Northeast Region Vice President and Resource Development and Management Committee Chair



In September 2011 a Spending Policy was developed for the Development Fund. This policy will guide the use of the endowed fund money in the future. Many endowed funds have a policy of allowing 5 percent of the fund to be used for the purposes for which the endowment fund was established and this is the amount that has been adopted.

What does the spending policy do? The annual amount of money available from the Development Fund is based on the spending policy. The annual amount is determined by applying the spending policy rate (5%) to the fund's twelve quarter average market value of its investments as of March 30th of the prior year.

All contributions will be recorded as principle and added to the corpus (endowed principle). Fifty percent (50%) of the National

Conference Auction proceeds are designated to the Development Fund to be used to meet the annual obligations of the Development Fund distribution. Other distribution funds come from the earnings of the Fund via the spending policy.

At the end of the fiscal year the Resource Development and Management Committee will make a recommendation on the remaining balance of the annual disposition of these funds. Priority consideration will be given to the addition of these remaining funds to the Development Fund principle. Appropriate uses of the annual distribution include providing scholarships, support of the recognition program, supporting internships, publishing on professionalism and supporting professional development, preparing resource materials that chapters can use to emphasize professionalism to prospective members, and updating and maintaining ESP history.

David Ross can be reached by email at dsross@umd.edu.



Richard R. Angus Scholarship Recipient Peter Wulfhorst, Alpha Omicron Chapter of Pennsylvania, Reports on National Conference

I recently attended the 2011 ESP National Conference in Syracuse, NY thanks to being a recipient of a Richard Angus Scholarship. It was my first time attending an ESP Conference. I am an Economic & Community Development Extension Educator with Penn State Extension and I am the new Chair of the ESP – Alpha Omicron Chapter. I enjoyed participating in the various breakout sessions that helped me to understand what my role as Chair of the ESP – Alpha Omicron Chapter is. This was especially true of the two sessions ESP Executive Director Bob Ohlensehler and ESP Board member Mark Stillwell that presented on leadership responsibilities of ESP officers.

I am also a member of the National Association of Community Development Professionals (NACDEP) and have

attended a NACDEP annual conference. I found that conference rewarding with regard to learning about program opportunities pertaining to Economic & Community Development.

However, attending the ESP National Conference was much more about program development. It was an opportunity to meet Extension folks from other program disciplines and other parts of the country. It was learning how as an Extension professional I can work with people in my community better and be a more effective voice for Extension. It was learning how to take my Extension work to other countries, how to using social media to evaluate Extension programs and how to communicate the public value of our Extension work.

It was great listening to Cornell Professor Poppy McLeod discuss how the words we select to talk about public issues can be set tone on how emotional the tone if for the educational program. This is especially true for Extension programming on Marcellus Shale here in Pennsylvania. Dr. McLeod presented information that can benefit how Extension discusses public issues in our communities.

The 2011 ESP National Conference was a very rewarding experience for me and I look forward to attending the 2012 Conference in Mobile & the 2013 Galaxy Conference in Pittsburgh.

Peter Wulfhorst can be reached by email at ptw3@psu.edu.

Public Issues Leadership Development (PILD) Conference 2012

Laura Wilson, Southern Region Vice President and Chair of Public Issues Committee



Don't miss the opportunity to participate in a career must-attend event! PILD, to be held April 15-18, 2012, is a great time to enhance your network of Extension colleagues, interact with decision makers and see our nation's seat of power all at the same time!

Extension professionals from our various associations will present sessions on the following topics: Immigration Reform in Agriculture: An Extension Policy Education Program; Rethinking Extension: Innovation and a Return to Our Core Values; Strengthening Local Leaders through KELD; Extension Rises to the Challenges to Disaster Resilience; Evaluation Techniques to Assess Behavioral Changes Related to the Adoption of Best Management Practices by New Landowners; Living Greener: Using Technology to Create Learning Environments; Powerplay - Who Has the Power?; Putting Real Strategy into Your Extension Council's Role as Advocates; Transformational Education: Understanding and

Marketing Extension's Relevancy in Today's Competitive World of Knowledge Transfer; The Marcellus Shale Education Program; Extension Educators as Public Intellectuals; Celebrating Diversity Through Global Education Resources; and Poverty: Attaining Local Action Through Community Circles.

Other confirmed speakers include a NIFA representative, Doug Steele from ECOP and a favorite speaker from PILD 2011, Marshall Stewart, Associate Director from North Carolina State University.

On the fun side, select from two tours planned for Sunday evening, a bus tour of Washington or a boat tour on the Potomac. Mark your calendar now and go the JCEP website for registration information. This conference is available to ALL Extension professionals, not just those serving in chapter leadership positions.

Laura Wilson can be reached by email at lwilson@email.uky.edu.

(Present Continued from page 1)

- Concurrent session presentations are eligible for one \$200 stipend. Based on judging scores, up to 10 exhibited posters will be selected to receive a \$100 stipend.
- It's fun to share our programs with others!

So, pull up the electronic copy of the annual report you just completed and shared with your Extension council, county commission, program director, college dean or funding source. Select one of your high-priority programs that documents the impact you made on the lives and communities of the people you serve.

The application process is easy. Go to the ESP website – <http://espnational.org> Links to the RFPs are on the right. Review the criteria for a concurrent session or poster and go to the online form. All you have to do is copy and paste the information from your annual report!

I look forward to receiving your submission and learning about the great Extension programs.

Mark Stillwell can be reached by email at stillwellm@missouri.edu.



ESP Marketing: You Sell the Organization

Elaine Long Bailey, Tau Chapter and Marketing Committee Member

Did you ever think about why you are a part of groups, both formal and informal? With professional organizations such as Epsilon Sigma Phi, now more than ever, maintaining a cohesive professional group is of paramount importance. To do that requires many approaches, some including personal contacts. Do you have a colleague across the country who should become a member of ESP? In a neighboring state? How can you contact them to convince them, and others, to join ESP, especially if you don't have regular contact with them? You prep a video gram and tell them why joining ESP is important. Look for the ESP Marketing Committee setup at the JCEP Meetings, February 7-10, for your video gram opportunity!



Elaine Long Bailey can be reached by email at elbailey@umd.edu.

Does PUBLIC POLICY Impact Your Work?

Mary Keith, Alpha Delta Chapter, and Scholarships, Grant & Recognition Committee Member



If you work in Extension, the answer to that question is definitely YES. Are you interested enough in Public Policy to want to learn more, or to work on having an influence? If you answered YES to that, then ESP can help you!

Each year National ESP offers scholarships to members specifically for public policy issues. There are the PILD scholarships and the Mike McKinney Public Issues Scholarship. The deadline to apply for them is February 1, so plug in the laptop and get started.

ESP awards up to 4 PILD scholarships each year (but we often don't have enough applicants to give the money away.) Each scholarship is worth \$600. They are designated specifically to assist members to go to the annual Public Issues Leadership Development conference. This year the conference will be in Alexandria, Virginia, April 15-18. The application is online at the National ESP website. Reviewers will look at how well you state your goals or objectives for attending the PILD conference. What benefit, to yourself or your clients, do you expect to gain from participating is another part of the evaluation. The third area of review is your previous leadership in either or both public issues in your area of work and in ESP. Finally, you do need to have letters of support submitted from both your Chapter President and your Extension Director. These are submitted directly online, so you don't have to send in paper, but you do need to be sure they have been done.

The McKinney Scholarship is given in honor of Life Member, Mike McKinney, who for many years was a Public Issues Extension

Agent in Florida. As a retiree he is still very active in public issues and policy in his home county. With the scholarship he's hoping to enable others to be active as well.

There is only one scholarship offered each year, worth \$500. The application procedure and requirements are the same as for the PILD scholarships. But the big difference is that the McKinney funds may be used to support your participation in any conference, meeting or even advanced studies in public issues. So if you have your eye on another conference, a public policy meeting in your specialty area, or a course for an advanced degree in public issues, this is the scholarship for you.

Both applications are on the website: <http://espnational.org>. Under the Applications/Reports tab, select Scholarship/Grant Applications, then scholarship of your choice. Please be sure to fill in the name and email address of the recognition chair for your chapter! And make sure both your letters of support are submitted. The rest depends on how well you tell the reviewers what you want to do and what you expect to gain, how you expect your new knowledge and connections will benefit your clients or co-workers.

If you are selected for a scholarship you will be notified in late February. After you participate in the conference or class you will submit your request for payment, proof of participation and financial report to ESP, along with a brief report of your activities, what you gained or learned. The report may be published in a future *ESP Connection*. That's all there is to it! Apply today! The deadline is February 1, so don't wait, apply NOW!

Mary Keith can be reached by email at mkeith@ufl.edu.

Have You Paid Your 2012 ESP Membership Dues?

Remember that if you intend to apply for scholarships, mini-grants or any of the national recognition categories your membership dues must be paid for the previous year and by February 1st for the current year to be eligible! In addition, your chapter's number of voting delegates at National Conference is determined by the number of members who paid dues by the February 1st deadline.

If you haven't yet paid your dues contact your chapter treasurer now to insure that your dues are submitted by the February 1st deadline.

If you need assistance identifying your treasurer contact the National ESP Office at espoffice@espnational.org and we'll be glad to help!

Tips for Communicating the Value of Global Experience

Mary Simon Leuci, Alpha Tau Chapter & Global Relations Committee Member

Having been involved with international and global programming for over 20 years, I thought I would share a few tips from experience about helping constituents, colleagues, and supervisors, administrators, funding partners, etc., see the value of participation. As Dee Hock (2000) noted in *Birth of the Chaordic Age*, communication up, across and down the ladder is important and shouldn't be overlooked.

- 1) Focus on how the experience will help you develop professionally, improve your local programming, and add value to the organization. Start with the fact that we live in a global world where no community or group is left unaffected. Our communities are now more diverse and experience in an international culture primes us to be more effective at home.
- 2) Draw on the lessons of others who have shared this value. Stories (and research) help do that. To help do that, the ESP Global Relations Committee has begun to document the experiences of members. These short video clips will be available at espnational.org website (click on Global Extension in the left hand column). And remember there are colleagues in your organization and university who have similar stories that can assist you.
- 3) Plan and promise to share what you learn and how you integrate and use your learning in appropriate ways—be it a presentation to the local advisory group or colleagues or other organizations, a report to your supervisor, etc. But do remember that things may not evolve as you think.
- 4) Do your homework. Go prepared to listen and learn. In none of my experiences or those for whom I have provided leadership has an international experience (whether traveling or hosting) ever been a one way street of our helping/teaching them only. That, of course, requires some flexibility as all learning does. Remember that in another culture, even more openness to learning and letting things evolve collaboratively is required.
- 5) Focus on what you learned. Keep things simple, to the point, and professional. We each get excited and want to share our best (and worst) memories from an international experience. Unfortunately, some of these stories may not help others see value. They might just think you were on a junket or vacation. So, ask yourself: Why do I want to share this particular photo and/or story? What am I intentionally creating in the listening of my audience here? Remember, others were here dealing with the usual stressors of being here. Maybe they wish they had been in your shoes or maybe they are relieved they weren't traveling based on your sharing. What future are you creating for your audience based on what you are sharing with them?
- 6) Share with colleagues, supervisors and constituents what you learned and how you plan it. And like any other learning and professional experience, application and use develop over time too. Keep what you have created in existence by managing the conversation over time. People need to know that their investment in you benefits you as a person, the organization as a whole, and the people you worked with as a group. This entire project is in everyone's best interest.
- 7) Build a network with colleagues who have had global experiences. They will want to hear your various stories and experiences (and they will appreciate the best and worst memories). Maintain and nurture the network you have formed in your international experience over time. (This is the goal of establishing an ESP Global Relations Committee in your chapter.)
- 8) Whether you are a local or regional educator, a specialist, a professional or administrative leader, you have a leadership role of creating opportunities for others. That can be simply incorporating what you have learned into programming. It might mean encouraging others to participate in a similar experience. Or it might mean working to support and create opportunities for global experiences for others.
- 9) And finally, share your experience with ESP colleagues and the Global Relations Committee.

Mary Simon Leuci can be reached by email at LeuciM@missouri.edu.

AND WHEN YOU COMMUNICATE WITH THOSE HERE AND/OR RETURN:

- 5) Focus on what you learned. Keep things simple, to the point, and professional. We each get excited and want to share our best (and worst) memories from an international experience. Unfortunately, some of these stories may not help others see value. They might just think you were on a junket or vacation. So, ask yourself: Why do I want to share this particular photo and/or story? What am I intentionally creating in the listening

*“Travel is fatal to prejudice,
bigotry and narrow-mindedness.”*

Mark Twain

(Life Member Continued from page 1)

committee will consist of life members already serving on standing national ESP committees. Ideally there is a minimum of 1 life member serving on each national standing ESP committee with a minimum of 7 total committee members serving on the Life Member Committee. If there is more than 1 life member serving on a national committee, that particular national committee will decide which life member will serve on the Life Member Committee. The ESP 2nd VP actively recruits life members to serve on each standing committee. When there is no life member requesting to serve on a standing committee, the ESP National Board, with the help of chapter leaders, will recruit life members to fill the vacant positions. The state chapters have a major responsibility to help the National ESP Board identify eligible, active state life members to serve on the national committees.

Mission Statement: The Life Member Committee members will be responsible to insure that life member issues are integrated into the committee work of each of the national ESP committees. The mission of the Life Member Committee shall further be to provide a means of communication and coordination of life member issues and concerns across all of the national ESP standing committees through interaction with other life members, and directed by life members serving on the Life Member Committee.

Committee overview and responsibilities:

- The member's role on the Life Member Committee is to bring each standing committee's perspective together for an overall approach to life member involvement.
 - Consideration will be given for mini-grants to states with the specific purpose of more engagement by life members in chapters.
 - The major role of the life member on each standing

committee is to integrate the interest/concerns/issues of life members into the committee's ongoing work.

Specifically:

- Encourage life members to attend and participate at the annual ESP National Conference.
- At the national meeting, specify concurrent sessions, educational tours, and other special sessions such as life and first timer receptions for life members.
- Have access through the national office of a life member directory for travel and educational exchanges.
- Assist with fund-raising and sponsorships
- Submit annual reports to the National Board for use at the mid-year and annual board meetings.
- There is no additional funding required for this committee. Committee members receive funds as members of each of the standing committees.
- The ESP National Past President will serve as the Life Member Committee Chair and will serve as the official representative of the Life Member Committee to the National ESP Board.
- The Life Member Committee will have a leadership role in recruiting potential life members for committees and ESP leadership and organization.
- The Life Member Committee will still exist and function even if a life member from each standing committee is not represented.

Life members, besides now having a national committee, receive many benefits from Epsilon Sigma Phi. Some of these benefits include:

- Life members have all the same privileges and opportunities as annual members
- Life members may hold office, receive recognition, serve on committees and probably most importantly, through participation in the organization and through the newsletters, life members can stay connected with the Extension System and professionals. For example, the National Board had life members serving in elected capacities for the past 4 years (Duane Johnson (2009), Ellen Burton (2010), Laura Wilson and Deborah Thomason (2011)).
- In addition, there are special programs and activities for life members such as at national conferences. For example, there is a life member reception and at least one tour at each conference designated for life members.
- Life/Retiree Member Registration Stipend - ESP life members and retirees who are annual members attending the National ESP Conference are eligible for a reduced registration fee.
- Travel opportunities for life members are advertised on the ESP website.
- The *ESP Connection* newsletter will begin having a "Life Member Corner" (See Page 7) that highlights news and opportunities for our life members.
- The National Board has always encouraged the appointment of at least one life member to each of the national committees.

ESP values all members and are richly blessed by many life members who continue to contribute to the success of ESP. Please consider capitalizing on the wealth of experience and knowledge that your chapter's life members are prepared to share. (Justen Smith can be reached by email at Justen.smith@usu.edu and Deborah Thomason can be reached at DTHMSN@clemsn.edu.)



Life Member Corner



Life Member Corner Highlights News and Opportunities

Bob Ohlensehlen, Life Member and National Executive Director

The Life Member Corner will become a new regular feature in our ESP Connection newsletters. If you have items to share please submit your articles to the National Office.

I have been affiliated with the Epsilon Sigma Phi National Board on and off for the past 15 years; during that time the members of the National Board have worked diligently to address the concerns of our life members.

As recently as two years ago a survey was sent to our life members to see how they perceived their role in Epsilon Sigma Phi from the life member perspective. Out of a total of over 3,500 life members at the time, we received 65 responses. Nearly 2/3 of those responding felt that they were getting a good return on their life member dues. Of course, when I became a member annual member dues were \$5.00, and when I retired dues had gone up to \$30 per year. So at the least, the amount we have paid to become a life member varies a great deal and ranges from \$25 to the current \$200. That may affect the perspective of return on investment for some.

The National ESP Board responded early on by establishing a policy to have at least one life member on each of the national committees to provide some insight from our members who have retired. For participating on a national committee, each of our committee members receives a \$200 stipend toward attendance at national conference.

As additional requests were made of the Board to focus on life member issues, the Professional Development Committee was charged with including a track of concurrent sessions aimed at Life-Long Learning and Senior Issues. Of course the strength of this program relies on the number of submissions for concurrent sessions or poster sessions in the Life-Long Learning track for presentation at the national conference held annually.

The next move by the Board to assist life members to remain involved, particularly at the national conference, was to offer up to twenty \$100 stipends to life members who attend the national conference. I think that I am safe in saying these have never all been used, primarily because many of our life members are eligible for large stipends for their work on committees, making a presentation or for serving as a Chapter Delegate to the conference.

The latest move by the National ESP Board has been to create a "Special" Life Member Committee that is made up of a life member from each of the national standing committees. This committee serves in an advisory role to coordinate with the committees to make them aware of the needs and interests of retirees. Will we be able to address everyone's desires considering the diverse interests that we have when we retire? Probably not, but with a group of 3,500+ life members, I am not sure that is possible. This is another attempt at providing something for everyone - after all isn't that the Extension way?

Bob Ohlensehlen can be reached by email at esppoffice@espnational.org.

Visit the ESP website at
www.espnational.org



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*Mark the
2012 ESP
National Conference in
Mobile, Alabama,
October 7-10, 2012 on
your Calendar Now!*



Important Dates Ahead – Mark Your Calendar!

JANUARY

- 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