

# espconnection

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The Newsletter of Epsilon Sigma Phi

April/May 2015

## On the Right Track

Ann Berry, ESP National President

"Neither a wise man nor a brave man lies down on the tracks of history to wait for the train of the future to run over him."

*Dwight D. Eisenhower*



Ann Berry

While I am from Tennessee now, I grew up in Louisiana. I had the pleasure of introducing some of the Board to Louisiana culture and food while at our Mid-Year Board meeting in New Orleans, Louisiana in April. We had a very productive meeting that focused on drafting our Strategic Plan for the next three years, instead of five. As Dwight Eisenhower advises, we don't want the train of the future to run over us, so we want to plan accordingly to meet the needs of Extension professionals now and in the future. The Board felt three years will allow for us to be more proactive and responsive as an organization. Traveling on the right track is key for our organization.

Jane Gault, Tennessee Omega Chapter, facilitated the process of identifying goals and objectives based upon the recurring themes found from the National Membership Survey, Tabletop Discussion at 2015 JCEP Leadership Conference, and the ESP 2014 ESP National Conference. The Board is refining the goals and objectives and are developing strategies that will enable ESP to play a critical role in positively shaping tomorrow's Extension system, provide and enhance professional development, foster excellence in the Extension profession, and cultivate a strong, relevant organization. Your National Board also recommended incorporating a visioning session at the national conference each year. Kudos to Dr. Joseph Donaldson, Dr. John Toman and Dr. Chris Sneed with the Tennessee Omega Chapter and Dr. Graham Cochran for summarizing the data and identifying the major themes for the Board! More to come on our strategic plan in the next few months.

In addition to intense work on our strategic plan, annual conference planning, member recognition and major work on our

*(Track Continued on page 2)*

## Unlock the Treasures of Your Future

Patricia Dawson, National President Elect and Professional Development Committee Chair

Be sure to block out the week of October 4-7 and join us in Idaho for the 2015 National ESP Conference. Our host, Theta Chapter, has selected "Unlocking the Treasures of Your Future" as the theme for the conference. The site is beautiful with the hotel located on the spectacular Lake Coeur d'Alene. In addition to the phenomenal scenery of Northern Idaho, participants will enjoy outstanding seminars, excellent speakers, poster sessions, Ruby luncheon and lecture, educational tours and networking throughout the agenda.

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Plan now to attend the  
2015 ESP National Conference  
in spectacular  
Coeur d'Alene, Idaho,  
October 4-7, 2015.

Check the ESP website for more  
information as it becomes available!



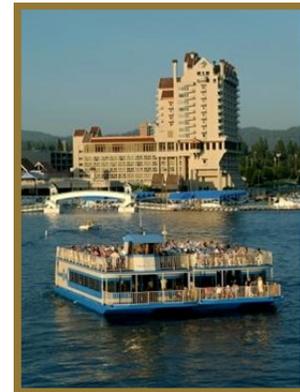
## Check Out the 2015 ESP National Conference Facebook Page!

The 2015 ESP National Conference Facebook page is on the ESP Conference website! It is still in the development stage, but you'll want to check back soon. The Theta Chapter of Idaho will be posting photographs showcasing Idaho's beauty so that you will all want to come to Idaho for the 2015 ESP National Conference.

The Theta Chapter is hoping to add some fun to the Facebook page by posing some Idaho trivia questions to help create enthusiasm for the conference, so stay tuned and check in often to see what they have added!

The conference Facebook page can be located at: [2015 ESP Conference Facebook Page.](#)

Plan now to join us for the conference opening event which will be by boat on beautiful Lake Coeur d'Alene!



*(Unlock Continued from page 1)*

Conference keynote and capstone speakers include:

**Dr. Kay Sagmiller**, Director, OSU Center of Teaching and Learning  
Presentation Title: *"Being the Best Educator Possible...The Key to Impacts."*

**Dr. Larry Roper**, Past Vice Provost for Student Affairs, Oregon State University

Presentation Title: *"Leadership and You...A Priceless Combination."*

**Dr. Waded Cruzado**, President of Montana State University  
Presentation Title: *"Who needs Extension anyway? The Relevance and Values for our next 100 years of Engagement."*

Get out your bags and hiking shoes and plan to join your colleagues from across the country for an outstanding professional development experience. Watch the website for lodging, tour and registration details which should be posted soon.

*Patricia Dawson can be reached by email at [patricia.dawson@oregonstate.edu](mailto:patricia.dawson@oregonstate.edu).*

*(Track Continued from page 1)*

Handbook, your National Board also had a wellness walk to help celebrate 1890 Day April 23, 2015. The Board walked 1.89 miles to commemorate the 125<sup>th</sup> Anniversary of the passage of the Second Morrill Act and will participate in the Justin Morrill Scholarship Fund. Pictures and videos of this walk were posted to Facebook, so you may have seen us in action!

The past month also included the train stop at PILD. Thirty-three of our members across the country participated in this important event. Sharing our Extension

impacts with the decision-makers in Washington, DC is critical to Extension's continued success. The general and breakout sessions prepared the state delegations to speak a unified and clear message. Thanks to Kathy Riggs-Utah, PILD Chair and Donna Gillespie-Idaho, Public Issues Committee Chair, for a great conference!

Don't put off making plans to attend the National ESP Conference in beautiful Coeur d'Alene, Idaho, October 4-7, 2015. ESP exists to provide professional development opportunities for our members, and the committee is planning a great conference for you. The host team

has also arranged for some great educational tours. The conference theme is "Unlocking the Treasures of Your Future" which is appropriate for us this year as we will inaugurate a new three-year plan.

The Board's efforts are on behalf of each of you and your chapters. Let us know if there is any way we can better serve you or if you have questions or suggestions. Any of the Board members or our Executive Director, Bob Ohlensehlen, are available to assist you!

*Ann Berry can be reached by email at [aaberry@utk.edu](mailto:aaberry@utk.edu).*

## PILD Scholarship Recipients Report on 2015 PILD Conference

### **Mark J. Platten, Colorado, Zeta Chapter President**

I had the opportunity to attend PILD as the ESP Colorado Zeta Chapter President. I would have had a difficult time attending if it hadn't been for the \$600 ESP PILD Scholarship I received. This is another way that membership in ESP can more than offset cost of membership. Dues for Colorado are \$75 per year, so the scholarship effectively covered eight years of dues!

This was my first time in Washington D.C., and it was very interesting for me to compare my previous perceptions with the actual layout of the city. I think it's one thing to see the monuments, the U.S. Capitol, The White House, and congress on television and another to see it in person.

The conference had some top-notch presenters that helped me understand the difference between lobbying, advocating, and educating congress when we met with them on the Hill. We heard from Extension lobbyists and advocates and how they worked on Extension's behalf, which gave us a unique perspective on their role affecting policy versus ours. I was impressed with the National Institute of Food and Agriculture's (NIFA – the federal funding partner for Extension) Director, Sonny Ramaswamy, who helped me understand Extension's role in the larger picture.

One of the premiere events was the celebration of the 125<sup>th</sup> Anniversary of the Second Morrill Act, which created the 1890 Land Grant Institutions. This act required each state to show that race was not an admissions criterion; otherwise they were to designate a separate land-grant institution for persons of color. Although the 1890 Act granted cash instead of land, it granted colleges under that act the same legal standing as the 1862 Act colleges; hence the term "land-grant college" properly applies to both groups.

There were several breakout sessions focused on leadership and public issues, including one I presented on generations in the work force and how the transition of the Baby Boomers out of the work force and the Millennials into employment changes everything, including the Extension programs that rely heavily on volunteers.

Wednesday was the trip to the Hill where we were able to meet with Senators and House of Representatives in our respective states and districts. Although the meetings tended to be relatively short, there was a lot of information shared and I was impressed with how many knew about Extension beyond our 4-H program!

*(Platten PILD Continued on page 4)*

### **Mike Knutz, Oregon, Gamma Chapter President**

I had the privilege to attend the Public Issues Leadership Development Conference (PILD) in our Nation's Capital. I was grateful to the Oregon ESP Chapter for supporting \$400 towards the cost of the trip. Likewise, National Epsilon Sigma Phi funded \$600 through a PILD Scholarship.

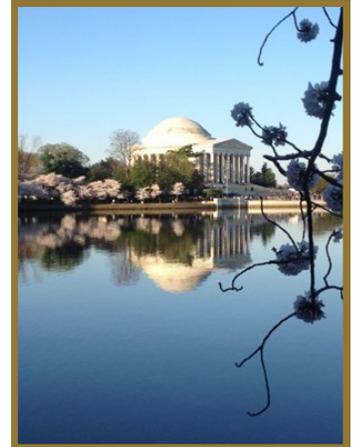
We arrived at the end of Washington D.C.'s Cherry Blossom Festival. Although crowds abounded, the trees were absolutely beautiful around the Capitol Mall, and I am always inspired by the historic words of past presidents inscribed on the memorials.

Delivering a greeting from the USDA's National Institute of Food and Agriculture was Director Sonny Ramaswamy (Oregon State University's former Dean of the College of Agriculture.)

Dr. Ramaswamy shared his personal story growing up in poverty in India and how the work of the U.S. Land Grant University and Extension System positively impacted India's agriculture. Sonny offered his story as an example of how Extension has always been about extending knowledge and changing lives and underscoring the important work of Extension professionals.

I was interested to learn the difference between advocacy and lobbying during the first session. Extension professionals can educate and inform regarding pending legislation (advocate) so long as they avoid giving an opinion on a specific legislation and/or commanding a desired call to action.

During the conference we also learned about the 125<sup>th</sup> Anniversary of the signing of the Second Morrill Act, which established 1890 Land Grant Universities. This act was in response to an 1883 Supreme Court ruling that declared the Civil Rights Act of 1875 unconstitutional, which resulted in many states establishing Jim Crow Laws and making it illegal for Blacks to vote and attend schools with Whites. This was contrary to the intent and purpose of the first Morrill Act of 1862 which sought to provide higher education to middle and lower class. Thus the 1890 Morrill Act was passed to require each state to show that race was not an admissions criterion for their Land Grant University, or establish a separate land-grant institution for persons of color. More information can be found at <http://www.1890universities.org>.



*(Knutz PILD Continued on page 4)*

## Professional Development Experiences at Your Desk

Patricia Dawson, National President Elect and Professional Development Committee Chair



If you are like me, you are always looking for professional development opportunities despite shrinking travel budgets and limited time to be away from the home office. One professional development option is to participate in webinars and website libraries. Our newest JCEP Association member, NAEPSDP - *National Association of Extension Program and Staff Development Professionals* - is currently hosting free, monthly webinars on the fourth Thursday of every month led by leading experts in the field. Upcoming webinars include Dave Varner – “Millennials in Extension” on May 28<sup>th</sup> and

Paul Hill – “Social Media Use” on June 25<sup>th</sup>.

Be sure to take time to explore an incredible site brought to you by eXtension titled “Learn” at <http://www.Learn.extension.org>. This site delivers research-based, cutting edge topics for the entire Cooperative Extension System. Examples of upcoming webinars include “Networking and Partnership Tips for Extension Professionals” and “Biosecurity at Fairs and Shows.”

If you haven’t been able to participate in JCEP Leadership conferences, PILD conferences or missed out on past year’s ESP conferences, you still can glean valuable professional development information from the events. How? Visit

the JCEP Website at <http://www.jcep.org> and click the “Presentation” tab to view handouts and PowerPoints from past speakers such as David Mitchell’s “The Power of Understanding People” as well as concurrent session materials. Visit our ESP website and click the “Resource” tab to view an extensive library of Ruby lectures including videos of several Ruby lectures and prior conference concurrent session PowerPoints and handouts.

In addition, the ESP Professional Development Committee is working to develop webinars to assist you in your work. Feel free to share suggested topics with any members of the national committees.

Patricia Dawson can be reached by email at [patricia.dawson@oregonstate.edu](mailto:patricia.dawson@oregonstate.edu).

(Platten PILD Continued from page 3)

Overall, it was a very beneficial trip that expanded my awareness of Extension from a policy framework that I will incorporate in Colorado and continue to develop my public policy literacy and involvement throughout the rest of my Extension career.

Mark Platten can be reached by email at [mark.platten@colostate.edu](mailto:mark.platten@colostate.edu).

### Call for Reviewers!

***The Journal of Extension is an excellent outlet for sharing our work and for professional recognition. The Journal relies on the assistance of Extension professional across the country to peer review articles submitted for publication. Consider applying to be a peer reviewer. More information can be found on the JOE website [www.joe.org](http://www.joe.org).***

(Knutz PILD Continued from page 3)

There were more sessions than I have space to write about, most of which were aimed at preparing us to have a successful meeting with Oregon’s U.S. Senators and Representatives. Armed with some brief impact stories and statistics, we were prepared to speak on the program areas of Extension and particularly the areas that might strike a chord with our elected official. As one of my colleagues mentioned, you may be surprised at the number of 20 something aged Americans that worked on behalf of the Congress as legislative assistants. They were attentive, friendly and often knowledgeable regarding the information we had to share. It took most of the day to complete the seven meetings, running back and forth among five legislative office buildings. Overall it was a pleasure to speak about the valuable work that Extension is doing for the people of Oregon and to see our democratic process up close.

With professional development conferences, the most significant impact comes from connecting with colleagues. The synergy from spending time with other Extension professionals serves to charge your batteries and stir your passion for the important work that we do.

Mike Knutz can be reached by email at [mike.knutz@oregonstate.edu](mailto:mike.knutz@oregonstate.edu).

## The 2015 Public Issues Leadership Conference—"Imagining Extension—Eyes on the Future" A Success

David Crawford, Public Issues Committee Member and 2015 PILD Planning Committee Member

The PILD Conference theme annually focuses on professional development and public issues education, specifically on issues affecting the Extension profession. PILD is a GREAT opportunity to network, share/present research-based knowledge, learn new ideas, new programs, and replicate successful efforts back home.

The week of this year's PILD Conference also provided a wonderful opportunity to experience the annual National Cherry Blossom Festival. Peak cherry blossom bloom occurred the week of the 2015 conference in D.C!! **Just BEAUTIFUL!!**

Extension volunteers with a deep commitment for our mission and programs join in with Extension professionals to learn and participate in the educational process. The conference provided Extension professionals and volunteers more than 15 sessions on emerging public issues and program successes at the local, state and national level. Topics also included how to effectively educate and communicate with our elected federal officials and their assistants. The week culminated with a visit to Capitol Hill for state teams, many of which consisted of Extension professionals/volunteers, visiting with their local congressional and Senate offices to share Extension program/educational impacts, successes and personal stories of how people are positively impacted through Extension. State teams and associations also have networking opportunities and planning time built in to the schedule with the "State & Association Nights Out."

The PILD Planning Committee consists of 18 individuals, representing all Extension professional associations, USDA-NIFA, APLU, ECOP and the JCEP Executive Director.

Highlights of the 2015 PILD Conference: Dr. Sonny Ramaswamy, Director of The National Institute of Food and Agriculture (NIFA is the federal funding partner for Cooperative Extension), opened

the conference with a NIFA Update and shared the unique history of the Cooperative Extension Service. Dr. Delbert T. Foster, ECOP Chair and Vice President for Land Grant Services/Executive Director of 1890 Research & Extension Programs, South Carolina State University, shared the current members and impacts of the Extension Committee on Organization and Policy (ECOP) and history and promotion of the **125<sup>th</sup> celebration** of the 1890 Land Grant Universities. Conference attendees were able to meet with National Program Leaders from USDA's National Institute of Food and Agriculture (NIFA) in panel-led discussions of current and emerging national issues.

The 2015 PILD Conference had more than 315 participants. See who attended. Connect with your colleagues and volunteers who attended the conference. Ask them their opinions and about the importance of participation in PILD. The list is at: <http://www.jcep.org/images/PILD/2015-PILD/2015-Registration.pdf>

We are lucky to have so many partners, associations and stakeholders within our organization, but this also provides a challenge for our team members and the public to "learn" our long list of acronyms. We need to speak without acronyms as we work with the public, stake holders and elected officials as we promote and demonstrate positive impacts for Extension and the Land Grant University System.

Thanks to the 2015 PILD Conference Chair, Kathy Riggs, for her tremendous leadership! Thanks to the 2015 National PILD Conference Planning Committee for all of their hard work, dedication and efforts for a very successful conference!

**Make plans to attend The 2016 PILD Conference, scheduled for April 10-13, 2016, at The Hyatt Regency Hotel, Crystal City, VA.**

David Crawford can be reached by email at [Crawford.228@osu.edu](mailto:Crawford.228@osu.edu).



Visit the ESP website at  
[www.espnational.org](http://www.espnational.org)

## Resource Development & Management Committee Update

Graham Cochran, Chair Resource Development & Management (RDM) Committee and 2<sup>nd</sup> Vice President



Your Resource Development and Management (RDM) Committee has been hard at work in 2015. Here are two

highlights of our work.

### #1 - Completed an internal

**Annual Fiscal Review** – the ESP Board asked the RDM Committee to complete an Annual Fiscal Review. A thorough review was completed in April. The committee found financial records in order and spending aligned with the budget approved by the ESP Board and National Council.

### #2 - Ongoing monitoring of

**investments and spending** - At the end of the first quarter, total development fund assets are just over \$570,000. This is a strong

foundation for scholarships, grants and awards we know are so important to our members. With continued donations and wise investment, we plan to continue to grow the development fund for increased opportunities for member benefits.

Looking ahead for the RDM Committee...

- Interested in learning more about/refining your skills related to development/fundraising? The ESP Resource Development and Management Committee is hosting two webinars this spring on donor education and development. The first, "Development" 101 - (held on May 5—visit the ESP Website for the link to the recording of this webinar) and the second, "Successful Development Strategies" will be

held June 2 at 11 a.m. Central. Please contact Mark Stillwell, stillwellm@missouri.edu, for more information and to register for the webinar.

- Look for information this summer on an expanded annual development fund campaign that will include the National Conference participants and reaching out to other members not able to join us in Idaho.
- National Conference Live and Silent Auction items – begin thinking about donations for the auctions at the 2015 National Conference. We will share contact information this summer for more information and shipping donations.

Graham Cochran can be reached by email at [cochran.99@osu.edu](mailto:cochran.99@osu.edu)

## Doug Keenan, McKinney Public Issues Scholarship Recipient, Reports on 2015 PILD Conference

The 2015 Public Issues Leadership Development Conference inspired me in my present Extension work and challenged me to excel in what I do for Extension in the future as we considered together "Imagining Extension – Eyes To The Future." I was particularly challenged by E. Norris Tolson as he told us not to ask "why" but to ask "why not" and to be a dreamer, a thinker, a planner, a doer and an evaluator.

I was struck by the wonderful presentation by Barbara Chamberlin, "Learning is More Than A Google Search: Technology in Extension's Future" as she described the purpose for using technology in teaching. As a "Boomer" who did not grow up with so much technology, I have been reluctant in embracing all of the technology coming out. But Barbara explained well the reasoning and the "why" behind the learning that can happen with technology.

The various sessions on advocacy were helpful to me as I consider my role in educating officials and

legislators on the vital role that Extension fulfills in our society. We in Extension have a strong and positive message and solid programs that improve the lives and livelihoods of the people we serve, and contribute to the well-being of our communities, our states and our nation.

As a returning PILD delegate, I gained a greater respect for the national leaders of Extension and the good work that they do for Extension at a national level. This year, going to the offices of my Senator and Representative was more meaningful and less intimidating, as I was able to feel more confident in presenting Extension to the staff. I deeply appreciate receiving the McKinney Scholarship for PILD this year, and will use what I learned and gained at PILD in my future Extension efforts.

Doug Keenan, Alpha Lambda Chapter Member/Indiana, can be reached by email at [keenand@purdue.edu](mailto:keenand@purdue.edu).

# Life Member Corner



## Membership Recruitment & Retention: Won't You be My ESP's Friend?

*Karma Metzgar, Membership Recruitment & Retention Committee, Alpha Tau Chapter/Missouri Member*

I'm sure you have seen the illustration of how germs grow. One germ turns into two germs; each of those two germs then divides into two more germs; each of those germs then divides into more germs and soon you have lots of germs. Well, that is how social media can work for Epsilon Sigma Phi. If you as a member "liked" the page, then



invite Extension colleagues to like the page as well; ESP could become infectious!

You can "tag or mention" the Epsilon Sigma Phi-National Extension Fraternity Facebook page simply by including the link in the text of your posts. Your post may be about national committee work, highlights of your ESP chapter events, or Extension news.

Membership recruitment and retention is about growing our organization. To grow, we must tell our story where others can see and learn about ESP. ESP is dedicated to fostering standards of excellence in the Extension system and developing the Extension profession and professional. Hopefully if your colleagues are not currently members, they would become paying members of our organization.

Life members also can utilize the Facebook page to stay connected!

Become ESP's friend now!

- Open Facebook
- Search for *Epsilon Sigma Phi-National Extension Fraternity*
- Click to open the page.
- Click on *Like* (you also can click on "get notifications" when you hover over the Like/Liked button.)
- Invite your Extension Facebook colleagues to like the *Epsilon Sigma Phi-National Extension Fraternity* Facebook page.
- Tag/mention ESP often in your posts.
- Example: Missouri's Alpha Tau Chapter of [Epsilon Sigma Phi-National Extension Fraternity](#) hosts an annual ice cream social to recruit and retain members at our fall conference. The signature ice cream is Tiger Stripe! (See picture below)

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

Missouri's Alpha Tau Chapter of [Epsilon Sigma Phi-National Extension Fraternity](#) hosts an annual ice cream social to recruit and retain members at our fall conference. The signature ice cream is Tiger Stripe!





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



October 4-7, 2015  
Coeur d'Alene, Idaho

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## MARK THESE DATES ON YOUR CALENDAR!

### MAY

- May 15, Deadline for Chapters to submit ballots for National Recognition and Officer Candidates
- Early Bird Registration Available for ESP National Conference in Coeur d'Alene, ID, October 4-7, 2015

### JUNE

- June 1, Announcement of National Recognition and Scholarship Recipients
- Early Bird Registration Available for the ESP National Conference in Coeur d'Alene, ID, October 4-7, 2015
- June 25, Deadline for ESP Connection Articles to the National Office

### JULY

- June / July Issue of the ESP Connection Distributed
- July 31, Early Bird Registration Deadline for the ESP National Conference in Coeur d'Alene, ID, October 4-7, 2015