

espconnection

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Member Connections...Change, Challenge and Opportunity

Patricia Dawson, National ESP President



Patricia Dawson

As I prepare this message we are embarking on a New Year. I hope you all had a wonderful holiday season with many opportunities for joy and fellowship. For me, the holiday season is also a time for reflection of the past year and setting goals for the New Year. ESP can be proud of our past year's accomplishments which included completion of our Strategic Plan, a stellar national conference and an exceptional year for the Development Fund with the largest ever donations at conference of over \$16,000. Thank you for helping to make the year so fulfilling. It is an exciting time for our

organization as we move into 2016 embracing new opportunities and technologies as we continue to deliver premier member services.

We have branched out using new communication tools for our board business and reporting procedures and we are eager to learn from our seven chapters that are pilot testing a new online membership program which we hope will improve our efficiencies and ease the job of our membership chairs.

One of our goals for the New Year is to increase our membership. We all know of the many professional development opportunities and leadership experiences, as well as wonderful network of colleagues and friends, we gain when we join ESP. Please take the time to personally invite your colleagues to

join us as members of Epsilon Sigma Phi. Without a doubt, we all grow and benefit from the unique talents each member brings to the organization.

And speaking of the value of membership, we have three national professional development events that are quickly approaching. Plan to join us in Las Vegas for the JCEP Leadership Conference, February 10-11th. Your National JCEP Board has planned an exceptional conference which includes professional development sessions by colleagues from across the country, updates from ECOP & NIFA, as well as time for association leadership meetings. A highlight of the JCEP Leadership Conference

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Why Giving is Important to Me

Margaret Viebrock, Resource Development & Management Committee Member and Member at Large/WA

Making a contribution to an organization you believe in is a personal decision. Making a monetary contribution year after year is a personal commitment and displays steadfast loyalty. I made contact with several consistent ESP contributors and I asked them, “Why is ESP in your annual giving plan?”

Many of the comments I received started with the statement, “I believe in ESP because it is the only professional organization whose mission is to develop the Extension professional.” A testimony from former national president, Patricia Powley, said, “This is the organization that helps a member with leadership and professionalism from a broader point of view,” and “The skills I learned helped me in many ways during my career and even now as a Life Member.”

When I asked, why do you continue to be a consistent contributor? Mark Stillwell, Missouri, said, “I began by giving \$25 and supporting the auction, and I increased my contribution as my career advanced.” Mark added, “I believe professional development is vital for Extension professionals and when I give to the development fund I know it helps a younger professional.”

David and Debbie Ross, Maryland, stated “We need to continue to build our future with well-trained leaders and we know our contributions are going to the right place!”

Kendra Wells, Maryland, said that one of the returns on her ESP investment is seeing the new faces who attend the ESP conference because of the scholarships and grants they receive.

Sandy Corridon, Maryland, replied that she continually enjoys her “return on investment” with team building sessions, outstanding speakers, and continued friendships - from young professionals to retired Extension employees.

When I asked these people, “how can we encourage members to start giving and be more consistent givers,” these were the answers.

- I made a pledge to achieve a specific level of giving and it has helped me become a consistent giver.

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will be keynote speaker, Jones Loflin, addressing the theme “Leading across Generations.” ESP can be especially proud of the concurrent session presenters for the JCEP Conference as 14 of the 21 selected sessions are being presented by ESP members... WAY to GO!!! In April, PILD—the Public Issues Leadership Development Conference—will offer sessions in public policy, interactive group work, fantastic speakers and energizing workshops. Early bird registrations are now underway and hotel rooms fill quickly so don’t delay in

registering. More details are available at www.jcep.org. If you are like me, my days fly by quickly...thus it is not too soon to be preparing to attend our national conference “Turing the Tide with Epsilon Sigma Phi” slated for October 24-27th in Cape May, New Jersey, which is guaranteed to be an awesome event.

Lastly, while in the ideal world we would all be able to participate in face-to-face professional development experiences, I know that it is simply impossible to do so. One of my goals for the year is to provide ongoing professional development experiences to your desktop. To assist in making that

goal a reality I seek your assistance. Has your chapter conducted a webinar that we might share or perhaps your membership is willing to host a session? Are you aware of new professional development resources that we might profile? Please share your thoughts regarding how we can better deliver professional development experiences to all of our members. Together, I am confident we will continue to move ESP forward during our 2016 journey.

Patricia Dawson can be reached by email at patricia.dawson@oregonstate.edu

The ESP Wishes of Your Past National Presidents

Jeff Myers, Past National President

While we were in Coeur d'Alene for our National ESP Conference's Past Presidents' Luncheon, our group of past presidents were asked, "What is your wish for ESP?" Below are the forward looking responses of the twelve past national presidents (with year of presidency) who were in attendance. We thought the *ESP Connection* would be a perfect place to share these wishes with the entire national membership; after all, you are the ones who can make these wishes come true. I believe these statements also provide insight as to why these individuals were elected to lead our organization.

Patricia Powley, 1990

My wish is that all Extension professionals would desire to become a member of ESP and support the endowment - that they would see the benefit of ESP as their professional organization on leadership and professional development.

Margaret Viebrock, 1996

My hope is that younger people would see the value in this organization.

Laurel Kubin – 2000 National President

My hope for ESP: To remain a viable, relevant and enjoyable professional development organization for current and retired Extension professionals.

Jim Lindquist, 2001

My hope is that ESP will continue to provide leadership to the Extension system as the Extension professionals' organization in furthering professionalism by improving Extension professionals' competencies in accomplishing the Mission of Extension.

Bob Ohlensehlen, 2004

My hope is that all Extension professionals would recognize that there is more to Extension work than subject matter knowledge. ESP serves to develop the process of performing as an Extension professional.

Duane Johnson, 2008

I hope that ESP will take the lead in providing membership to the emerging professional development staff - program assistants, fixed term faculty, etc.

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- Just giving a little each year multiplies into a fund that supports the Extension profession and builds future leaders. It's a fund that "keeps on giving."
- Get involved with ESP at both the local and national levels and you will see how contributions make a difference.
- Apply for a grant or scholarship and when you are successful and it makes a difference in your career advancement, you will see

just how important it is to contribute to the development fund.

Giving to a cause can come in many forms. It can be your time, your talents or your money, or all three. Sally and Jim Lindquist added, "Besides the feeling that we are contributing to the future success of Extension, it's just one of those things we do." Many of my contacts also said, we know we are giving back to the organization that has done so much for us!

After reading this article, I hope that you will consider sharing some of your time, talents and money with ESP. The amount is not the issue; it's about making a continual commitment to something meaningful to you. It's important to remember that each of us has benefitted because someone gave before us. I'm a member of the ESP Resource Development and Management Committee and I know your contributions are managed wisely.

Margaret Viebrock can be reached by email at viebrock@wsu.edu.

Helping Chapter Memberships to Grow

Peter Wulforth, Membership Recruitment & Retention Committee Member and Alpha Omicron/PA Chapter Member

For those ESP members who are currently membership chairs for their respective chapters, it can be hard to understand the process of recruiting and retaining ESP members. Some membership chairs are new to this role and may not understand the time frame for effectively recruiting and retaining ESP members.

At the 2015 ESP National Conference, the Membership Recruitment & Retention Committee's poster focused on Recruitment and Retention Successes.

Some tools chapters have used include:

- Sharing ESP at trainings for new Extension employees – make it a priority to have ESP fresh in the minds of new Extension professionals
- Providing a framed copy of the Extension Professional Creed to new ESP members – framed certificates are more often proudly displayed

- Setting a membership goal for the chapter and monitoring that goal – membership committee should always be looking for new members
- Having a celebration with new and renewing members with ice cream or other dessert – have a little fun amongst Extension professionals
- Having personal or one-on-one recruitment of new ESP members – the most effective way to recruit is to ask directly

Quite often members or potential members when approached to renew membership or to become members ask the question, "What is in it for me?" Those chapters with a strong program can provide an answer to this question that will demonstrate to individuals a good reason to either become members or to continue membership in ESP at the local level. Joining ESP provides an individual an opportunity to grow

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Ellen Burton, 2009

My wish for ESP is to grow in numbers, educational opportunities, and as Extension continues to change, my belief is ESP to be the leading Extension organization.

Sandy Corridon, 2010

ESP...Dream for the future:

Dedication – our history is one of dedicated professionals

Reach – reach out to all Extension related workers

Endow – protect our current resources and use the growth to further professionals

Advance the understanding/outreach/impact - key words for an Extension professional

Maintain the value of our association as it protects and enhances our profession

Deborah Thomason, 2011

My wish for ESP is continued:

Engaged, enthusiastic and energized members

Sensitive spending of our resources

Perpetuate our legacy of professional development

Justin Smith, 2012

My wish for ESP: Increased awareness of ESP to National Extension staff and every Extension staff becomes a member.

Mark Stillwell, 2013

My hope for ESP is to continue to grow the next generation of Extension leaders.

Jeff Myers, 2014

My wish is to have each local chapter offering vibrant professional and leadership development opportunities.

Jeff Myers can be reached by email at jmyers15@umd.edu.

Communicating with Legislators

Mandel Smith, Public Issues Committee Member and Alpha Omicron Chapter/PA

Developing a professional connection with a person that you know only through newspaper articles and television ads can be challenging. How do we as Extension professionals break down the barriers that can prevent communication with state and national legislators? The key to opening a dialogue with legislators is to first develop key messages that will keep elected officials aware of the valuable work that Cooperative Extension is doing for their constituents. Then plan methods to communicate those messages that get your concerns, impacts, and needs expressed efficiently.

If you are new to networking with legislators don't be intimidated by their position. Most legislators welcome the opportunity to learn about resources available to constituents in the communities they serve. Most also have the ability to aid you in strengthening impact and widening collaborations.

Whether you are well at ease working with legislators or just starting to develop these relationships, these simple

guidelines can help open the lines of communication.

Keep all communication focused and simple - Share timely, impactful information about your Extension programming in a way that is direct and respectful of time restraints.

Do your homework - Learn about your officials before you communicate or meet with them. What are their likes, dislikes and positions on key legislation that has a direct impact on Extension? When you have the opportunity to meet with them, talk about how the issues you are addressing will directly benefit their voters.

Also, go online to check the legislative calendar in your state. Make an appointment to visit with your legislator before the session begins! It is especially important to visit with newly elected members so they will have a clear understanding of Extension prior to making significant budget and policy based decisions.

Extend an invitation - Include legislators and elected officials when inviting guests to Extension -run programs, award ceremonies, fairs and open houses. When possible secure a place on the program for them to address the audience. Make sure to have someone available to meet them when they arrive and accompany them during the event.

Thank them for their service and recognize their achievements - Send a note to thank elected officials for their support of Extension. Also recognize their achievements both professional and personal.

Work with local office staff - Don't be discouraged if you cannot speak directly to the legislator. Often their local and capital office staff members are well informed and can serve as a direct link to your legislator.

These are a few general ideas for working with legislators and policymakers. Contact your state Extension staff for resources specific to your region or state.

Mandel Smith can be reached by email at mjs52@psu.edu.

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as an Extension professional for both themselves as well as the Extension system.

The Membership Recruitment & Retention Committee will be conducting a future webinar to assist chapter membership chairs in having an effective membership campaign. Chapters that are successful in recruiting and retaining ESP members develop a timeline of activities to promote membership in ESP.

The ESP National Office will notify chapters when this is scheduled as well as information being available on the ESP website.

Be sure to "Like" the National ESP Membership Recruitment and Retention Committee page on Facebook to keep updated with emerging membership trends and tools. <https://www.facebook.com/pages/ESP-National-Membership-Recruitment-Retention-Group/1592714027636362?ref=hl>

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

“March-ing” Towards Recognition!

Dan Culbert, SGR Chair and Southern Regional Director



I hope that one of your resolutions to take full advantage of a special set of member advantages offered by our fraternity - our chapter and national recognition program.

Every member should carefully consider applying for one of the awards – there are 10 different

award categories in the national ESP recognition program. Active Extension professionals are expected to have received awards as part of the promotion process – is your vitae up to date in this regard?

After you submit YOUR application, your job is still not over: carefully look at the *other awards categories*, think about who do you know that is deserving of recognition. Call (better than e-mail!) one or more of your colleagues – they will appreciate the vote of confidence. Chapter awards committees should also be on the lookout for persons that should be encouraged to apply.

Did you know that LIFE members are also eligible for recognition and should also be encouraged to apply as well? This is a way to keep them engaged in your chapter. I would note that the Continuing Service Award is one that often goes unused, as applicants must have received the DSA 5 years previously - this may have occurred after becoming a LIFE member.

Don't forget there are chapter certificates for new retirees and for those with 25 years of Extension experience – these are handled at the chapter level. Check with your chapter for other recognition opportunities for LIFE members. Also—the many volunteers and supporters that help you with your Extension program. The Friend of Extension is a fantastic way to thank your supporters on a state and national level. And is there a support staffer that makes your professional accomplishments possible? Consider them for Chapter Meritorious Support recognition.

Know someone who likes jewelry? How about a Ruby? Take a look around your state, and ask yourself – who is the one person that really has put the “E” in Extension? – that person is a Ruby nominee!

Know your chapter's award deadline; national deadline is: MARCH 1! Applications can be submitted on the national website <http://recognition.espnational.org/>. Note that a recommendation from your Chapter President is also required.

Chapter recognition committee chairs – remember that the National Recognition Submission Form that is due March 1! It lists all of your state's nominees for the various awards. It is only necessary to send the form listing all your nominations once. The link is found on the “Forms” tab on the national website.

Need some more help?

Check out the SGR Committee webinar from Friday the 13th – it is archived on line on the front of the ESP homepage. If you want the PowerPoint presentation or the presentation notes, contact me – I'd be happy to share!

Please contact any one of the national SGR committee members, your regional VP, your chapter leadership team, or the chair of your Chapter Recognition Committee. And please feel free to reach out to me if I can be of service to you!

A final hat's off to the Alpha Eta Chapter – last year they submitted applications in ALL recognition categories. Is your chapter going to give them a run for the money in 2016? Let's be sure there are no “unused” recognition categories at the Cape May Conference in October!

Dan Culbert can be reached by email at espsouthernvp@gmail.com.



JCEP Leadership Conference and Public Issues Leadership Conference—Don't Miss Them!

Kim Gressley, 2015-2016 JCEP President



Joint Council of
Extension Professionals

The Joint Council of Extension Professionals' (JCEP) mission is to: *elevate the awareness of Extension's national reputation as an organization of excellence, synergistically leverage the efforts of the member associations, foster leadership and collaboration, provide professional development and scholarship opportunities, and advocate for the Extension profession.*

The Board of Directors accomplishes this by offering effective, timely and unique professional development opportunities for faculty and staff engaged in Extension across the nation. Please take a look at these upcoming, innovative professional development conferences and decide which one fits your needs. **We hope to see you at one or both of these events in 2016!**

JCEP Leadership Conference February 10-11, 2016 "Leading across Generations"

Join your colleagues for an inspirational message about balancing work and personal responsibilities from Keynote Speaker, Jones Loflin. Concurrent sessions will focus on leading the intergenerational organization and identifying leadership fundamentals for all Extension Professionals.

Attend this conference if you are:

- Seeking a high-quality, professional development opportunity and leadership development training
- A state or national leader in any of the seven JCEP member associations
- Active at the state level and are ready for national committee or board leadership

Conference dates are February 10-11, 2016, at the Tropicana Hotel, Las Vegas, Nevada. Registration is now open! Early bird rate of \$300 per person will end on January 15! (After January 15, the registration fee will be \$350 per person until January 30, then \$400 per person after that time.) The room block at the Tropicana is also open for conference attendees through January 15, 2016.

More information and online registration can be found at www.jcep.org.

JCEP Public Issues Leadership Development Conference April 10-13, 2016 "Innovation: The Story of Extension"

This conference is unique as it is planned and conducted by and for Extension professionals and volunteers. This conference teaches and prepares participants to engage in public policy, providing an opportunity for more intensified learning about the legislative process. A special part of this conference connects participants with their congressional representatives to discuss Extension impacts, programs and issues important to their state. This conference will include amazing speakers, energizing workshops and interactive group work.

Attend this conference if you want to:

- Broaden your understanding of public policy issues that impact Extension and Extension clientele
- Enhance public policy education skills
- Learn how the changing political environment affects support for Extension
- Strengthen existing partnerships and explore new linkages with local, state, and federal agencies
- Visit with federal legislators and observe the political process in action
- Provide opportunities to showcase local programs

Conference dates are April 10-13, 2016, at the Hyatt Regency Crystal City, Virginia. Registration will be open the first week of January 2016! The early bird rate is \$400 per person and ends Friday, March 18. Starting March 19, the regular registration rate of \$450 applies until March 31; starting April 1 late registration rate begins at \$500 per person.

More information can be found at www.jcep.org.

We hope to see you at our JCEP sponsored conferences in early 2016. Please contact the JCEP National Office, Bob Ohlensehlen, Executive Director, for more information. The contact information can be found at www.jcep.org.

Kimberly Gressley can be reached by email at gressley@ag.arizona.edu



Call for 2016 ESP National Conference Concurrent Sessions and Poster Session Proposals!



The last thing on your list right now might be showcasing your great programs through a poster or concurrent session at the National ESP Conference in Cape May, New Jersey this fall, but the March 20th deadline to submit a proposal is quickly approaching. The conference theme “*Turning the Tide with ESP*” ties in well with the many outstanding programs we are sure you have to share with your colleagues.

New this year... the opportunity to submit a Lightning presentation abstract. We are also looking for presenters that would consider

conducting professional development webinars for the Association.

So why consider presenting at the ESP National Meeting?

- Concurrent sessions presenters are eligible for an early-bird registration stipend, (estimated value of \$425)
- Top 10 posters at the National meeting receive a \$100 stipend
- Programs are exposed to colleagues from all program areas
- Presentations and posters go through a rigorous review process
- Strengthens your promotion and tenure documents

How do I submit?

- Visit your treasure chest of reports and select a program/ event that you would like to use to showcase your programming efforts

- Go to <http://espnational.org> to review the full call for papers
- Look in the right hand column under “Concurrent Sessions/ Posters” for the link to the RFP site and review the abstract guidelines
- Complete the fields of information keeping in mind the maximum 300-word abstract and 50-word summary.

Hosted by New Jersey with assistance from the Northeast Region, the 2016 National Conference will be held October 23 -27 in Cape May, New Jersey with ocean front views. The conference is sure to be an incredible experience with a full schedule of professional development opportunities including excellent speakers, breakout sessions and tours. We look forward to your submissions and joining you this fall in New Jersey.

Important Dates for Your Calendar!

JANUARY

- Register for 2016 JCEP Leadership Conference (Early Bird ends January 15)
- Register for 2016 PILD Conference
- Collect and Submit 2016 Membership Dues

FEBRUARY

- February 1, Deadline for Electronic Submission of Chapter Reports for JCEP Leadership Conference
- February 1, Postmark Deadline for Payment of 2016 ESP Membership dues to determine Voting Delegates at National Council Meeting and eligibility for Recognition Programs and Scholarships
- February 8-9, JCEP Winter Board Meeting
- February 10-11, JCEP Leadership Conference, The Tropicana, Las Vegas, NV

MARCH

- March 1, Deadline for Electronic Submission of Recognition Nominations including the online National Recognition Submission Form
- March 1, Deadline for Electronic Submissions of Scholarship Applications (Angus Professional Development Scholarship and Professional Development Grants)
- March 1, Deadline for Electronic Submission of Friends of Extension Nominations
- TBD- Mid Year Board Meeting—San Diego, CA
- March 10, Last day for PILD Early Bird Registration