



CONNECTION

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EPSILON SIGMA PHI

National Honorary Extension Fraternity

Welcome to 1999

by Bernadette G. Watts, President

I am excited to be your partner and co-pilot in charting the course of action for Epsilon Sigma Phi in 1999. Each of the nearly 9,000 members that embrace the 46 chapters play critical roles in championing success and excellence in the Cooperative Extension System.

Aristotle stated that for excellence to become a habit, it must be practiced. As ESP moves forward in the last year of this century, your Board commits to uphold the worth, value, promise and practice of excellence envisioned by the ESP founders in 1927. Seventy-two years hence, ESP stands at the educational threshold geared up



Bernadette Watts (far left), from North Carolina State University, is the 1999 National President of Epsilon Sigma Phi. Watts was the leadership behind arrangements for the downlink broadcast from the national conference that featured trainer Charlotte Roberts (far right). Roberts is co-author of THE FIFTH DISCIPLINE FIELDBOOK for which she did a book signing at the conference. Madeleine Greene (left center) and Judy Carlson (right center) await her signature.

to make the leap into the 21st century.

Our plans of action call for continuing fostering coalition building with the Joint Council of Extension Professionals partners through sponsorship of the PILD Conference, by being the coordinating association for the 2000 regional workshops, and working to prepare for Galaxy II proposed for 2003.

We encourage all chapters to have at least two or more members participate in the PILD Conference. Four regional PILD scholarships will be available. Our Internet Web Site pages are

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JCEP Public Issues Leadership Development Conference

April 18 - 21, 1999

Hilton Crystal City At National Airport - Arlington, VA

Early birds register by March 12, 1999

Partnerships and Politics: Challenges for a New Millennium

Conference Information
Ann M. Rhinesmith
908-475-6504
rhinesmith@aesop.rutgers.edu

Registration Information
Renee Backenstoos
610-767-9385
backenstoos@fast.net

Thriving with entrepreneurial approaches

An Epsilon Sigma Phi national mini-grant, secured by the Extension faculty in Suffolk County, New York, was one source of collaborative funding for a national conference focusing on entrepreneurial approaches to Cooperative Extension programming. Over 75 administrators, educators and volunteers of Cooperative Extension, from 21 states, participated in this 3-day intensive program entitled "Thriving in the 21st Century."

Suffolk County, New York, the host of the event, has the largest county Extension program in the nation. With over 130 staff and an \$8 million budget, Cooperative Extension in Suffolk County has taken many unique approaches to funding and delivering

educational programs. They have also taken many dynamic approaches to marketing, fundraising, board development, and financial and risk management. Suffolk County generates over \$3.5 million in grants and contracts each year.

The evaluation data of the "Thriving" conference indicate that there is interest in another conference. Feedback from the State Director of Extension has also indicated a need for a repeat performance. The next conference is scheduled for September 20-22, 2000.

Contact: *Kermit W. Graf, Executive Director at www.cce.cornell.edu/suffolk*

(From Welcome page 1)

expanding. Chapters are encouraged to link into this site with their own chapter homepages. JCEP partner links are in place.

One of our new goals is to establish an ESP Extension Education Tools and Techniques component or series to include tips on learning styles, teaching methods, evaluation, and quality program development strategies that enhance skills of the Extension professional. We are also appointing a Life Member Task Force to identify issues, activities and outreach opportunities for Life Members.

Chapters are encouraged to establish a mentor system for new ESP members by assigning an ESP mentor for every new member for one year to 18 months. Initiating enhanced membership marketing to 1890 and 1994 Institutions is a high priority.

We want your thoughtful consideration and input about the revision of the National ESP Strategic Plan and proposed national dues restructuring.

This course of action is exciting! Welcome aboard. Throttle forward...we're in this together!

*Bio background on Bernadette Watts -
See Page 6*



CONNECTION

EPSILON SIGMA PHI, INC.

National Honorary Extension Fraternity
A Newsletter

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HIGH TECH ■ HIGH TOUCH ■■■■ HIGH TIME

1999 Distinguished Ruby Lecture

The entire text of the 1999 Distinguished Ruby Lecture by Dr. Raygene Paige is available on the ESP National Web Site <http://esp.nat-tamu.edu>

It is important for us to embrace HIGH TECH while keeping HIGH TOUCH embedded in our programming. Plus, now it's HIGH TIME to use your power to work with our clientele to discover new answers to their identified needs.

As Dr. Raygene Paige delivered this distinguished lecture she said, "I know of no other group of people anywhere in the world who have the opportunity to serve, the opportunity to lead, to guide and direct or the opportunity to influence the happiness and the economic and social well-being of the American people as you have."

She was speaking to Epsilon Sigma Phi members and guests assembled for the organization's national professional development conference in Atlanta, GA. "Yes, it's true," she alleged, "Sometimes we are faced with challenges from change every way we look. Today, the Extension System has a new challenge. Whether or not Extension will continue to have the broad public and political support of former years depends on the ability to communicate that we have institutionalized positive program changes. In an era of increasing demands and limited resources, the challenge is to effectively communicate with public, private, and political decision-makers, as well as the

internal University leadership, that Extension programs are still meeting the needs of people and focusing on the priority issues which have significant impact on people and communities."

Acting on visions is imperative. A major risk comes with that action. After all, visions are ambiguous and uncertain.

She encouraged her listeners to open their ears and minds to listen to new visions shared by our leaders. New paradigms will be needed.

To build new program paradigms our old paradigms, or at least parts of them, will meet destruction. The great artist Picasso said the art of creation requires an act of destruction.

Paige said that leaders of transitional change must maintain a

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balance between HIGH TECH AND HIGH TOUCH while opening the organization to new ways of doing business. There are



The Distinguished Service Ruby Award, the most prestigious award given to an Extension professional, was received by Dr. Raygene Paige (right) from Epsilon Sigma Phi's President Madeleine Greene at the National Conference in Atlanta, GA. The sponsoring chapter was Paige's home state of Mississippi represented by Dr. Martha Rae Sartor (center), chapter president.

significant shifts in: (1) increasing cultural diversity of employees and clientele, (2) radically new technologies, (3) evolving social values, (4) unexpected competition from unfamiliar angles and, (5) aggressive pressure from government or special interest groups.

Valuing diversity...human differences of all forms...is essential if our organization remains effective. "It is HIGH TIME the Cooperative Extension System realizes the enormous opportunity for using multiple perspectives in planning and problem solving. The challenge of creating a vital and responsive organization requires its leaders to do more than just recognize and value difference and diversity. Vision, commitment and leadership (by example) are essential for systemic change in the Extension System."



Benefits from ESP membership

by: Donnie R. King (SC) and Eleanor L. Wilson, Chair

Epsilon Sigma Phi has helped many County Extension Agents, Specialists and Administrators hone professional skills by providing scholarships, loans, mini-grants and awards. Thirty-two funding opportunities are available to deserving Extension professionals and retirees. The national, regional and chapter awards recognize over 600 members and volunteers each year for outstanding achievements. All these benefit opportunities are coordinated by the national Member Services Committee.

Over the past five years the Member Services Committee has processed about 100 applications for funding each year. This is a good number and keeps the committee members busy reviewing proposals, but some of the scholarships, loans and mini-grants are under utilized.

The application process is quite simple. Most applications are only a two page narrative and letters of support. All applications and criteria for selection are in the Chapter Handbook. *(All chapter presidents have this handbook and it is on the ESP Web Site.)*

The two important questions to be addressed in the applications are: (1) What significant programming have you done? and (2) What was the impact of that programming? Scholarship and mini grant applicants must also write objectives for their proposed activity.

Be specific when formulating objectives and state them in measurable terms. Provide concise responses and follow the outline completely.

When competition for grants was limited and time permitted, applicants were given a second chance to improve their materials. A common mistake made in writing proposals is to only provide information on a single program accomplishment when the application requires a description of the depth and breadth of your entire Extension career. The extreme reverse situation isn't good either. A vitae or "cut and pasted" information from a vitae doesn't appropriately address application criteria.

ESP is one of Extension's major providers of professional development opportunities and award recognition. Extension professionals can get great benefit from participation in these aspects and be motivated to continue their pursuit of excellence. Assistance with any aspect of the award, grant, loan and scholarship programs are offered by the Membership Services Committee or by Judy Carlson, Executive Director, at the National Office. *(Membership Services Committee members are listed on Page 8.)*

The mission of Epsilon Sigma Phi is to foster the standards of excellence in the Extension System and to develop the Extension Profession and Professional.

Missouri chapter a partner in Extension faculty fellowship endowment

Jim Ollar, Missouri's Alpha Tau Chapter president, extends to all Epsilon Sigma Phi members an opportunity to share in establishing a faculty fellowship at the University of Missouri to honor the life work of the late Dr. C. Brice Ratchford, president emeritus and former dean of Extension.

All field and campus based outreach and Extension faculty at the University of Missouri are eligible for this recognition. "Brice Ratchford's

name is synonymous with innovation in American higher education, and this University bears the strong imprint of his commitment to the advancement of the land-grant mission," said UM President Manuel Pacheco. Ratchford was instrumental in forming Missouri's four-campus

University system and was among the first in the nation to position Extension as the outreach of the entire University System.

The first fellowship award will be made this year. Anyone wishing to contribute to the Ratchford Fellowship Endowment may send gifts to the *OFFICE OF EXECUTIVE VICE PRESIDENT, 309 UNIVERSITY HALL, UNIVERSITY OF MISSOURI, COLUMBIA MO 65211.*



Request for Proposals - Concurrent Sessions
1999 National Epsilon Sigma Phi Professional Development Conference
December 2-4, 1999 **Indianapolis, Indiana**

Theme: Work and Life....Get on Track for the 21st Century

Epsilon Sigma Phi invites you to submit a proposal for a concurrent session presentation at the 1999 National Professional Development Conference in Indianapolis, Indiana. Sessions will last 45 minutes (including discussion). Presenters may be invited to repeat their session. Both members and non-members are urged to submit proposals.

Submission procedures:

Proposals must be sent by **April 15, 1999** to: Jim Lindquist, FAX: 785-532-5887 or e-mail: jlindqui@oz.oznet.ksu.edu
Whenever possible, submission is requested via e-mail as an attached WordPerfect or MS Word file. Late or incomplete proposals will not be considered. This request for proposals and more information about the 1999 Epsilon Sigma Phi Professional Development Conference can be found at the Epsilon Sigma Phi Web Site at <http://esp-nat.tamu.edu>

To be considered, proposals must contain:

1. Name, title, address, daytime phone number, FAX number, and e-mail address of contact person.
2. Name, title, and address of each presenter.
3. Presentation title.
4. Brief description (25 words) which will be published in the conference program booklet.
5. Identification of conference objective(s) that the workshop compliments.
6. Include an abstract of 400 words or less.
7. Specify equipment and room set-up needed.

Concurrent session objectives:

To help conference attendees:

1. Acquire more effective skills to maintain an appropriate balance between work and other aspects of life.
2. Identify innovative ways to reach new audiences as we strive to keep our careers challenging.
3. Strive to look at the "whole" person in terms of wellness and job performance.
4. Strive to broaden their horizons without broadening their work load.
5. Identify ways to prepare for and enjoy a fulfilling retirement.

Potential workshop topics:

Techniques needed to balance work and family
Innovative program methods of reaching new audiences
Strategies to improve work efficiency and effectiveness
Ways ESP life members can stay connected to Extension
Preparing for retirement
Evaluation methods that will relieve stress of determining impact
Successful programs related to stress management
Identify techniques needed for planning life after Extension
Ways to engage and/or disengage ourselves from added responsibilities without guilt
Successful educational delivery systems of the future

*Presenters will be notified by **July 1, 1999**. Selected presenters will provide biographical information for introductions. Abstracts of selected presentations will be on the ESP Web site for use by members of state units not attending the annual session. Note: Epsilon Sigma Phi does not provide financial assistance to presenters. All presenters must pay registration costs to attend the national conference. Members selected to make presentations may want to work with chapter presidents to utilize funding for transportation provided for voting delegates to the national conference. Registration materials will be in the ESP CONNECTION, the Epsilon Sigma Phi national newsletter. All presenters must register for the national conference by the dates set forth in the registration materials.*

Send proposals to:

Jim Lindquist

e-mail address: jlindqui@oz.oznet.ksu.edu



Bernadette G. Watts

1999 ESP National President

Bernadette G. Watts approaches her work as ESP National President with extensive experience on the ESP National Board and in the Joint Council of Extension Professionals (JCEP). She represented the Southern Region on the ESP National Board for three years. During that time she gave leadership to the planning of the educational program at the first JCEP Galaxy Conference in 1997. She was a member of the national planning committee for the JCEP Public Issues Leadership Development Conference for three years. As ESP's national president-elect, she was responsible for the organization and production of the nationwide downlink broadcast from Atlanta. Prior to assuming regional and national leadership, Watts was president of Xi Chapter in North Carolina.

At North Carolina State University, Watts is the Extension Training and Development Leader in the North Carolina Cooperative Extension Service. Prior to her current position, she was a District Extension Program Leader for four years and an Extension Home Economist for eleven years.

Dr. Watts, a native of Greenville, NC, earned a B.S. Degree in Home Economics at Bennett College; a M.S. Degree at Eastern Carolina University; and a Doctorate of Education degree in Adult and Community College Education at North Carolina State University.

In her community she is very active in the Durham Alumnae Chapter of Delta Sigma Theta Sorority, Inc. She is a Trustee at Greater St. Paul Missionary Baptist Church in Durham.

1999 National Board

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1999 National Board: (Left to Right)
Richard Garrard, Eleanor Wilson, Marilyn Schnittjer, Evva Wilson, Jim Lindquist, Laurel Kubin, Madeleine Greene and Bernadette Watts

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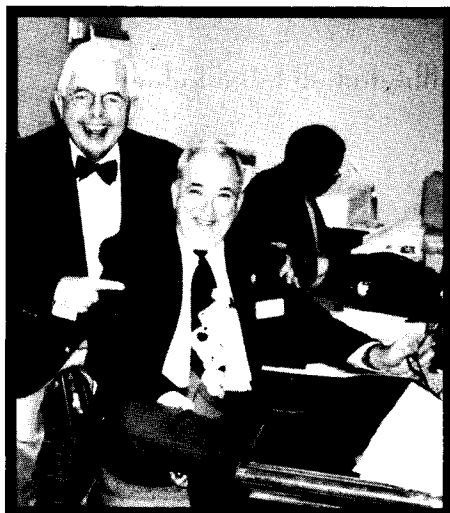


Clicking away in Georgia



Touring: (Left to right) Betty Moore, Victoria Coffee, Dick Angus (past national president), Natalie Thomas, Norma McCrory and Mary Boyle enjoyed the tour for life members and guests to Warm Springs and Callaway Gardens.

Counting: Carl Carlson (left), from the National Office, and Bill Thomas (right), treasurer of Alpha Beta Chapter in Georgia, counted the \$3,500 scholarship auction proceeds.



Lunching: Two former national presidents, Patricia Powley (left) and Bill Braden (right), joined Mike Gerst and others for lunch in the courtyard at the Georgia Center at the University of Georgia in Athens.



Arranging: Joanne Cavis (right) and Pat Bruschini (left) were the local arrangements team leaders par excellence!!



Learning: Kevin Ivey, CNN executive, was a popular speaker on Balancing High Tech and High Touch.



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