

CONNECTION

JANUARY 2001 • NUMBER 83

EPSILON SIGMA PHI

The Cooperative Extension Professionals' Organization

Presidential Perspective from 2001 Epsilon Sigma Phi National President

by: Jim Lindquist, Kansas State University

National conferences are an opportunity to see old friends, meet new ones, partake of professional development opportunities and get in a little rest and relaxation. The recent Epsilon Sigma Phi National Conference, in beautiful Salt Lake City, Utah, provided all those opportunities and more! I was impressed by all the organizational behind the scenes work of the host Iota Chapter. We offer our thanks to Utah's ESP members and Utah State University for all their efforts to make it another excellent national conference for Epsilon Sigma Phi. The evening of fun at the scholarship auction raised \$3,700 for the Foundation Fund.

I am excited about the prospects for Epsilon Sigma Phi in 2001. We have a dedicated Board of new regional vice-presidents, a new national second vice president and the returning three of us on the presidential track. While we were in Salt Lake City we celebrated the end of the terms on the National Board for equally committed Board members. They were excellent stewards of Epsilon Sigma Phi. We also welcomed new Executive Director Linda Cook and gave our salutes of appreciation to our wonderful friends, Judy and Carl Carlson, as they retire from their ESP roles. Linda is enthusiastic about ESP and has already

shown that she too, will provide excellent support to our organization.

National Board members, who chair the national standing committees, are developing 2001 Plans-of-Work. I was pleased, at the post-conference National Board meeting, to hear about the excellent discussions that occurred in the Chapter Connection Workshops during the National Conference. The preliminary plan of each committee is ambitious and should result in significant accomplishments.

I eagerly anticipate the implementation of the ideas for enhancing member services gleaned from focus groups convened in Salt Lake City. A long list of suggestions was collected which the Membership Services Committee is developing into a plan-of-work. We increased our membership during 2000, thereby establishing a clear upward turn in membership trends over recent years. Congratulations to all ESP chapters for so successfully recruiting and retaining members. I encourage you to expand our membership even further during 2001.



Jim Lindquist

Suggestions from the Life Member Task Force will be implemented. The recommendations of the Host Chapter Guideline Task Force were accepted by the National Board and are posted on the national ESP web site. I appreciate the work of the members of those task forces. Looking ahead, an ESP national marketing task force will be established in 2001.

I would encourage all Epsilon Sigma Phi members to utilize the national Epsilon Sigma Phi web site that is maintained by member Billy Warrick of the Texas Alpha Zeta Chapter. This is an excellent resource and we plan to expand it even further.

This issue contains:

Call for Proposals to make concurrent session presentations at 2001 National Conference in Albany, New York.

Submission deadline is February 15, 2001. See Page 4

Theme: Empire Builders: Extension's Role in Developing a Civil Society

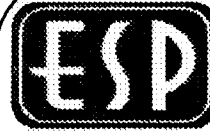
2001 National Conference will be a September event

by: Joanne S. Cavis, Member of National Professional Development Committee

Each of you is encouraged to put September 20-22, 2001 on your calendar for the next Epsilon Sigma Phi National Professional Development Conference to be held in Albany, New York.

The conference theme is: "Empire Builders: Extension's Role in Developing a Civil Society". A request for proposals for concurrent sessions is published on Page 4 of this newsletter. These concurrent session presentations offer Cooperative Extension professionals an opportunity to share their expertise with colleagues at the national level.

Lambda Chapter members George Hecht and J.C. Shaver are co-chairing the local arrangements committee and their preliminary plans look wonderful. Cornell University Cooperative Extension Service will be our host partner. New York State offers wonderful opportunities for pre-conference or post-conference sightseeing, so begin to think about Albany in September. The changing autumn foliage promises a colorful landscape setting.



CONNECTION

EPSILON SIGMA PHI, INC.

ESP CONNECTION

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The Cooperative Extension Professionals' Organization
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Membership Services focus groups report

by: Sally Soileau, Chair of National Membership Services Committee

Focus group questions were developed by the ESP Membership Services Committee based on survey information gathered at the last winter's regional leadership workshops. Those questions were used in the focus groups held at the regional breakfast meetings during the recent conference in Salt Lake City. Topics related to: (1) reshaping the benefits

package to meet the changing needs of members; (2) development of marketing strategies to promote enthusiasm and support for increased participation; and (3) the potential role of ESP in mentoring programs for Extension professionals. Summaries of the focus groups contribution of ideas were shared and discussed at the Chapter Connection Workshop for

Membership Services and are available to chapters. Contact the chair of Membership Services Committee Sally Soileau at ssoileau@agctr.lsu.edu to receive a summary of the information. This information will be a stimulus for the formulation of plans for enhancing membership benefits, marketing Epsilon Sigma Phi at the chapter level and mentoring programs for new professionals.

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.



ABSTRACT

Annual Distinguished Ruby Lecture

EXCELLENCE IN TIMES OF CHANGE

by: Dr. LeRoy D. Luft, Director of Extension and Associate Vice Provost for Outreach, University of Idaho

I am extremely honored to have been selected to receive the Ruby Award and am humbled to be listed among previous winners. One does not win the Ruby Award because of his or her own efforts, but because of the many colleagues who do the true work of the organization.

"Excellence in Times of Change" may suggest that change is a temporary condition, that if it can be endured, we will return to a calmer, more normal state. Calmer times will not return.

The changes in our society are well documented, from the agrarian to the industrial to the information and now to the technology age. Some of the skills from prior eras have not transferred well. Extension was comfortable in the information or knowledge age but for some, the technology age is less comfortable.

Extension does not have a captive audience; therefore, quality and excellence are essential. As we deal with various personalities, we must cope with their headaches, their hormones and their hang-ups. Our work requires a great deal of emotional labor, however, excellence requires less effort than mediocrity.

As leaders we must be architects of excellence and set high standards of performance. Any high caliber organization is merely a reflection of its people. Excellence is obtained through a sense of personal responsibility.

Extension must be like Sniff and Scurry, the mice in "Who Moved My Cheese?" We need to look at the handwriting on the wall and adapt to changes taking place.

One effort to assist us is underway by ECOP, titled "The Cooperative Extension System – A Vision for the

21st Century." The pre-paper states "If Extension is to play a central role in 21st Century America, it must move beyond the bounds of traditional connections. It must draw upon the capacity of the entire land-grant university system and an array of federal, state and local agencies." The paper will define a vision for Extension for the 21st Century.

The Kellogg Commission studies also suggest that an Engaged Institution goes well beyond current Extension and conventional outreach and must engage

in reciprocity to fully serve the constituents. A survey I completed indicates that Extension is placed outside the College of Agriculture in 20 of the 1862 Land-Grant Institutions responding. My vision is for a university-wide Extension, creating an atmosphere where the entire university can be easily called upon to serve the needs of the people and where Extension specialists would be funded in all colleges. This would not diminish the efforts in our traditional areas. Another effort is that of expanding our resource base by seeking funds beyond

our traditional sources. This will, in turn, help us better serve our traditional constituents as our political clout continues to diminish.

Enhanced professional development will also be a key for excellence in the future. Upgrading our technological skills should receive the same high level of attention as it now receives in the public schools.

It is, however, the will of our people to serve the public and our continual quest for excellence that will make Extension a vital organization throughout the 21st Century.

(The entire text of this newest Ruby Lecture is posted on the ESP National Website at <http://esp-nat.tamu>)



LeRoy Luft with members of the Idaho delegation who were attending the ESP National Conference (First row, left to right) Sharlene Woffinden, Joan Parr, LeRoy Luft, Gary Fornshell, Vickie Parker-Clark, Mary Lee Wolf. (Second row) Bob Carver, Wayne Jones, Janice Stimpson, Bob Ohlensehlen, Richard Garrard.

Request for Proposals - Concurrent Sessions

(Please share with chapter members, state administrators, and faculty/staff)

2001 National Epsilon Sigma Phi Professional Development Conference September 20 – 22, 2001 Albany, NY

Theme: Empire Builders: Extension's Role in Developing a Civil Society

Epsilon Sigma Phi invites you to submit a proposal for a concurrent session presentation at the 2001 National Professional Development Conference in Albany, NY. 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 postmarked and e-mail dated by **February 15, 2001**. **Send both a hard copy and e-mail attachment file to:** Linda D. Cook, Epsilon Sigma Phi National Office, PO Box 357340, Gainesville, FL 32635-7340 - Phone: 352-378-6665, FAX (352) 375-0722; LDCook@mail.ifas.ufl.edu
Submit proposals in hard copy and e-mail attachment as a word processing file saved in Rich Text Format.

Late or incomplete proposals or abstracts and brief descriptions that exceed the maximum words will not be considered. This request for proposals and more information about the 2001 Epsilon Sigma Phi Professional Development Conference can be found on the Epsilon Sigma Phi Web Site <http://esp-nat.edu>. or contact Conference Chair Bonnie McGee at b-mcgee@tamu.edu

To be considered, proposals must contain:

- Name, title, address, daytime phone number, FAX number, and e-mail address of contact person.
- Name, title, and address of each presenter.
- Presentation title.
- Brief description, not to exceed 25 words, will be published in the conference program booklet.
- Identify the conference objective(s) that the workshop compliments.
- Include an abstract, not to exceed 400 words.
- Specify audio-visual equipment and room set-up needed.

Concurrent Session Objectives

1. Explore models for an "Engaged Institution."
2. Define Extension's role in public policy in the 21st Century.
3. Learn about the challenges that face families.
4. Provide professional development opportunities to meet the diverse needs of all ESP members.

Potential Workshop Topics

- Agriculture, environment or family policy
- Interface of urban and rural issues
- Values, ethics and media influences
- Leadership and community development
- Overcoming barriers in community involvement
- Civic engagement
- Media influences
- Communities in harmony
- Global impacts and opportunities
- Givers and takers

Presenters will be notified by April 15, 2001. 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.



Our new National Executive Director
LINDA D. COOK

The National Board of Epsilon Sigma Phi, Inc. is pleased to announce that Linda D. Cook, Gainesville, Florida, is the national executive director. The National Office will be relocated to her home in Gainesville.

Linda Cook recently retired from a thirty-year Extension career with University of Florida. She retired as a Professor, EFNEP Coordinator, Department of Family, Youth and Community Sciences, Institute of Food and Agricultural Sciences, University of Florida. She has been active in a broad spectrum of professional societies and volunteer organizations.

She will select a staff person(s) to help her at the National Office. Linda's husband, Jim, operates a travel agency in Gainesville. Florida is in the Eastern Time Zone so the hours of operation of the National Office will be set according to Eastern Standard Time.



**Linda D. Cook,
National Executive Director**

Epsilon Sigma Phi National Office
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**Bonnie McGee,
National Second Vice President**

**Bonnie McGee elected to be 2001 National
Second Vice President**

Bonnie McGee, Texas Alpha Zeta Chapter member, was elected by the 2000 National Council to be the 2001 National Second Vice President. This position of leadership is the entrance to the three year progression to the national presidency and one year as service as past national president. Her first major leadership responsibility is to serve as chair of the 2001 National Conference and as chair of the National Professional Development Standing Committee. McGee may be contacted at b-mcgee@tamu.edu.



National Friends of Extension

Association of Minnesota Counties

Represented by: Jim Mulder, Executive Director and Carolyn Engebretson, President

As a result of partnerships between the Association of Minnesota Counties (AMC) and the University of Minnesota Extension Service, Extension programs across the State are stronger and make a more significant difference in the lives of citizens. AMC challenged Extension to provide University resources to help solve the problems facing individuals, families and communities across the state. Along with the challenge, AMC offered their partnership to reach this goal with the result of better local support from county government, stronger statewide programs and bringing collective energy to shaping legislative policy for the common good.

David N. Kirkman – North Carolina

David N. Kirkman is Assistant Attorney General for the Consumer Protection-Antitrust Section for North Carolina. Kirkman's assistance continues to be a valuable resource to the North Carolina Cooperative Extension Service's Family and Consumer Sciences (FCS) state and field faculty on many specific issues. He has assisted FCS specialists in agent training related to consumer fraud and related consumer concerns. He has been an exceptionally effective partner in Extension's Family and Consumer program on telemarketing fraud schemes such as home repair that target older adults.



Representatives of Minnesota's ESP Pi Chapter and State Extension Service hosted the Association of Minnesota Counties (AMC) leaders when they received the National Friend of Extension recognition in Salt Lake City. Those gathered with them were (left to right) Tom Hovde, Interim Dean and Director of Minnesota Extension Service Charles Casey, Sharon Knutson, Carolyn Engebretson (AMC), Shelia Craig and Jim Mulder (AMC). This is the first time an organization has received this special national recognition. Pi Chapter leaders are commended for this pioneering nomination.



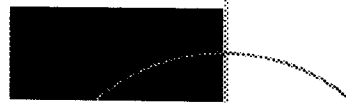
Marvin Olinsky

Marvin Olinsky—Ohio

Marvin Olinsky is the Executive Director for Five Rivers MetroParks in Dayton, Ohio. Olinsky gives 4-H a big handful of credit for keeping him from being a school dropout statistic. In gratitude for that positive influence of 4-H in his life, he has dedicated abundant professional service to help make 4-H youth development available to a diverse population.

Olinsky has served as a state, regional, and national volunteer on a myriad of 4-H task forces,

boards, and committees. He is very excited about the positive results in the lives of youth stemming from a model project implemented at Five Rivers MetroPark in cooperation with The Ohio State University Cooperative Extension Service to create youth development programs in the Dayton area.



Joint Council of Extension Professionals (JCEP)
Public Issues Leadership Development Conference
(PILD)

PUBLIC POLICY: PARTNERSHIPS

ENGAGEMENT IN A NEW AGE

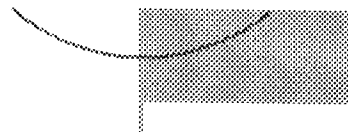
April 29 – May 2, 2001

Crystal City, VA

For Information Contact: Gretchen Ferez

gsf4@cornell.edu or

Chuck Stamper cstamper@ca.uky.edu





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Public Issues Committee has information on dual appointments

by: Larry Madsen, Member of National Public Issues Committee

Civil Service Retirement benefits for Cooperative Extension employees came under scrutiny during the past year. There was a recommendation that all federal appointments for Cooperative Extension System employees of State Extension Services be rescinded. The Epsilon Sigma Phi Public Issues Committee and our ESP leadership became quickly involved by expressing concern about this recommendation, as did a number of other groups and individuals from throughout the System. The recommendation was rescinded and is no longer under consideration.

There were several concerns identified to support the recommendation. Some of those

concerns are still being studied. They will be on the Joint Council of Extension Professionals (JCEP) agenda when they meet in January in New Orleans.

Concerns raised by USDA were that qualifications and employment decisions are determined by the universities at the state level. Dual appointments (state and federal) have created different protections to Federal and State employees in adverse actions. There is concern that USDA could be put in the position of defending some university employment actions against dual appointees to which USDA actually was not a party and could potentially make USDA liable for compensatory damages. These concerns appear

to be specific to CSREES, so other Federal employee groups have not been actively involved in the discussion.

JCEP plans to discuss the issue of "Legal Liability" connected with Federal appointments for Extension employees. Our administrators are very aware and concerned about the issues being raised. They are speaking for us in an effort to protect the moral and financial security of employees and the productivity of the Cooperative Extension System

We need to be concerned and stay aware of our benefits. At the same time, it is important that we trust the judgment of those speaking for us. It is not time to panic.