

## Professional Development through ESP, Bob Ohlensehlen, Second Vice-President



Robert M. Ohlensehlen

The ESP National Conference in Lexington, Kentucky, is shaping up to be an excellent professional development opportunity. Our theme for the 2002 meeting is "Call to the Post: Creating Strategies for the

Future." After the cancellation of the 2001 meeting, the 2002 meeting will provide an opportunity to renew acquaintances, perform committee work, transact business, learn new skills and generally develop yourself professionally.

Keynote speakers for the conference include Ron Crouch who will speak on "Crunching the Numbers." Ron is housed on the campus of the University of Louisville, where he is the head of the official clearinghouse for U.S. Census data in Kentucky. He's a storyteller with numbers and is "almost evangelical" in sharing the numbers he crunches. He has a strong commitment to influencing public policy decisions through what he describes as "knowledge dissemination." An economist, he has served as Director of the Kentucky

State Data Center since 1988. He travels extensively throughout the state giving stimulating, energized talks about the "data" and future trends.

Another of our keynote speakers is Trena Anastasia. Trena has written *Customerize: Melding Generations and Customer Service*. Trena's keynote on "Generations in the Workplace" provides insight into why we don't see eye to eye and how to put ourselves in someone else's shoes. Her address is intended to help managers as well as those that work on teams and provides insight into better servicing clients of different generations.

The motivational speaker selected for the conference is Phillip Van Hooser. Phillip is a powerful keynote speaker whose presentations illustrate how "common sense" leadership wins employee loyalty and builds cohesive teams. A former FORTUNE 500 manager, Van Hooser knows firsthand what employees want from their leaders. Time spent talking with employees, supervisors and managers of every kind, observing what works and what doesn't - that insider's knowledge is the essence of each presentation Phillip Van Hooser develops.

Some of the most informative and useful presentations will be given by you, our members. Concurrent sessions will offer presentations from the best of Extension programs from across the country.

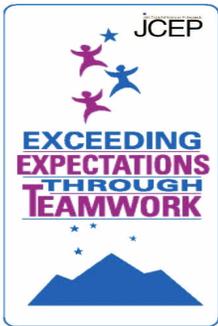
Presentations will focus on those leadership and technical skills that we, as Extension professionals, will need to face the challenges of tomorrow.

Our hosts of the Alpha Kappa Chapter in Kentucky are preparing a cordial welcome to the great state of Kentucky, which includes an afternoon at the track. Keeneland Race Course was established in 1936. This National Historic Landmark is one of the world's premier thoroughbred tracks, attracting the nation's leading horses and jockeys.

Our friends in Kentucky are anxiously awaiting our arrival and are prepared to show us a good time and provide an excellent professional development experience.

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# GALAXY II CONFERENCE

September 21-25, 2003  
Salt Palace Convention Center  
Salt Lake City, Utah

**Epsilon Sigma Phi is  
75 Years Young**  
Laurel Kubin, 75<sup>th</sup> Anniversary Chair

ESP will celebrate its 75<sup>th</sup> anniversary at the Galaxy Conference in Salt Lake City in 2003. Our actual anniversary is in 2002; however, acknowledgment of this milestone will be next year where more Extension professionals can be a part of the festivities.

The 75<sup>th</sup> Celebration Committee is planning to make the Ruby Award luncheon an extra, extra special event. All Galaxy participants will be present. Committee members are investigating several means of creating an overview of the development of ESP and the services it provides its members and Cooperative Extension. We'd really appreciate having all Ruby Award recipients join us.

Committee members are: Laurel Kubin (CO), Chair; Linda Erickson (OR); Brent Gledhill (UT); Bea Bagby (IL); Mike Koles (WI); Wilma Jean Lower (MO); Richard Angus (MD); Jane McGonigal (NY); Nancy Fey (NY); Lynn Copeland (TX); Elizabeth Gregory (TX); Nadine Hackler (FL).

If you'd like to assist the committee during the Galaxy conference, please contact Laurel Kubin at [Lkubin@Larimer.org](mailto:Lkubin@Larimer.org) or 970-498-6004.



EPSILON SIGMA PHI, INC.

#### **ESP CONNECTION**

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The Cooperative Extension Professionals' Organization  
A Newsletter

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Twin Falls County Extension Office

Twin Falls, ID

*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.*



**EPSILON SIGMA PHI  
NATIONAL CONFERENCE  
Lexington, KY  
October 16-19, 2002**



**Keynote Speakers & Activities...**

*Move  
Generations  
Ahead with...*



*Trena  
Anastasia*

**"Totally eye opening—while I've complained about other's work ethics, I never understood why!"**

- Barb Brueu  
American Business  
Women's Association

- Keynotes
- Seminars & Classes
  - Inter-Generational Communication
  - Customerizing™ to meet the needs of your clients
- Workplace Ethics—Why Generations have different personalities

*Trena's keynote on "Generations in the Workplace" provides insight into why we don't see eye to eye and how to put ourselves in someone else's shoes. It helps managers as well as those that work on teams and provides insight into better servicing clients of different generations.*

(877) 907-7797

**RON CROUCH  
KENTUCKY'S OWN KEYNOTE**

Ron Crouch will speak on "Crunching the Numbers." Ron is housed on the campus of the University of Louisville, where he is the head of the official clearinghouse for U.S. Census data in Kentucky. He's a storyteller with numbers and is "almost evangelical" in sharing the numbers he crunches. He has a strong commitment to influencing public policy decisions through what he describes as "knowledge dissemination." An economist, he has served as Director of the Kentucky State Data Center since 1988. He travels extensively throughout the state giving stimulating, energized talks about the "data" and future trends.

**Phillip  
Van Hooser**

**Phillip Van Hooser, CSP,** is a standout keynote speaker and leadership trainer. A former FORTUNE 500 manager, Van Hooser knows firsthand what employees want from their leaders.



Phillip Van Hooser's powerful keynote presentations illustrate how "common sense" leadership wins employee loyalty and builds cohesive teams.



*The Business Speaker With Uncommon, Common Sense!*

**An Afternoon at the Track**

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## 2001 National Distinguished Friends of Extension

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Epsilon Sigma Phi salutes three distinguished individuals for their contributions to Extension programming and professionals with the 2001 National Distinguished Friend of Extension award. Even though the chapters have provided recognition, the national organization will provide recognition at the 2002 National ESP Conference in Lexington, KY.

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### **Kenneth G. Dilling**, Nominated by Alpha Lambda Chapter, Indiana

Kenneth G. Dilling has been a familiar face and an active participant in extension professional association events and annual meetings for many years. He also has shown silent but strong support for the many educational programs of the Purdue University Cooperative Extension Service.

Dilling joined the Special Risk Division, American Income Life Insurance Company, in 1981 and in 1983 became director of the division's overall operations. The company has provided extension with reasonable and dependable medical coverage, and Dilling personally and consistently offered his support and guidance when extension employees filed a claim. His advice, compassion, and extra efforts in making sure extension employees received all the financial support possible was invaluable to the families affected. Dilling recently retired from American Income Life

Insurance Company and is enjoying leisure time with his wife, Marjorie, and their son and three daughters. He is on the board of directors for the Indiana Section of the American Camping Association and serves on the Agricultural Industry Council Steering Committee of the NACAA.

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### **Dimon R. McFerson**

Nominated by Alpha Eta Chapter, Ohio

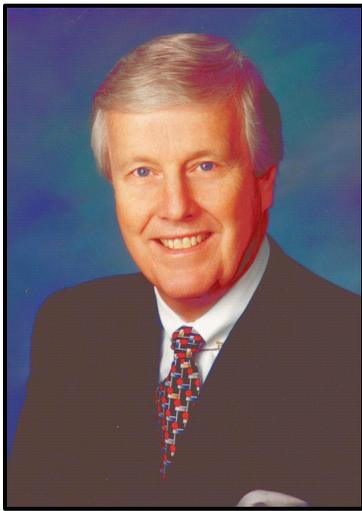
Many youth have benefited from the energy and commitment of Dimon R. McFerson, whose ideas and efforts have resulted in programs and opportunities that enhance the lives of individuals at a personal level.

McFerson is chair and CEP of Nationwide. The Ohio State University Extension System has benefited from McFerson's belief that companies should contribute to, enhance, and give back to the community. Ohio 4-H has been the recipient of several grants from the Nationwide Foundation, including support of Ohio 4-H Leadership Camp for over sixteen years. In 2000, Nationwide provided a grant of \$3 million to build an Ohio 4-H Center. The center will offer a centralized location for Ohio 4-H programs, conferences, the Ohio 4-H Hall of Fame, and Ohio 4-H administrative offices. Recipients of the Ohio 4-H Citizenship and Community Service Achievement Award and honorees at the Ohio 4-H Member Recognition Banquet recognize the generosity of McFerson's commitment to youth.



Kenneth & Marj Dilling





Dimon R. McFerson

Under McFerson's leadership, Nationwide sponsored the Ohio Leadership Education and Development Program with a \$100,000 grant, demonstrating a commitment to the community, the state, and more importantly, the development of young professionals. McFerson leads by example and is a role model for individuals as well as corporate administrators.



## F. Grove Miller

Nominated by Tau Chapter, Maryland

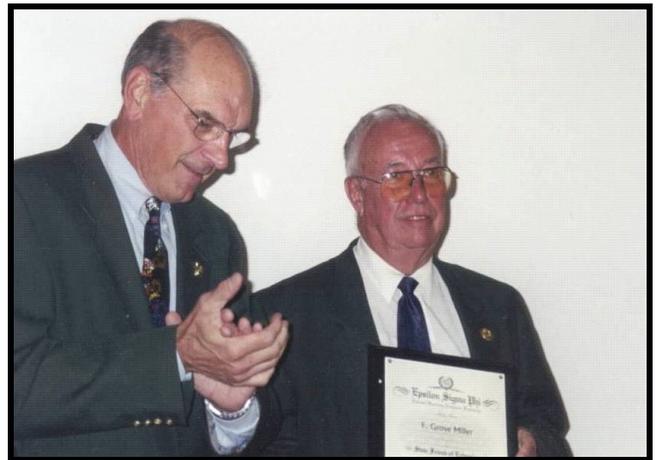
F. Grove Miller owns a family dairy farm with his brother and is president of Farmers & Mechanics Mutual Insurance Association of Maryland.

Miller's earliest extension connection dates back more than sixty years when he was growing up on a farm and was a 4-H club member. Over the last forty years, he has given years of active service as a leader of community-based organizations, ranging from president of the Maryland State Fair to director of the local hospital board. He is known for always asking, "What do you need, is there something we can do?"

Always willing to share his knowledge, energy, and understanding of Maryland agriculture and politics, Miller has testified often before legislative committees seeking funds for extension. He was instrumental in securing funding for the \$2 million Maryland 4-H Center, Maryland residential camp facilities, and operating budgets for university and extension field faculty. As a twenty-year member of the Maryland 4-H Foundation board, he has been a moving force for the establishment of a solid financial endowment to ensure a bright future.

Miller is the consummate dedicated volunteer. He is continually invited to be a representative for agricultural issues, and he uses those opportunities to explain the importance of Cooperative Extension and the value of 4-H youth development. He epitomizes the 4-H motto,

"To make the best better." President of the Maryland State Fair for twenty-five years, Miller has been a generous friend to extension and agriculture, always willing to share resources, find money, and promote the best for and about Maryland extension, agriculture, and 4-H.



F. Grove Miller

President of the Maryland State Fair (right) accepts the Friends of Extension Award from Dr. Thomas Fretz, Director, Maryland Cooperative Extension (left)



# Alpha Sigma Chapter Builds Endowment Fund



Members of the Alpha Sigma, Wisconsin, Chapter of Epsilon Sigma Phi Endowment Campaign Committee who arranged the fund raising kick-off during the recent Wisconsin Association of Extension Professionals included (seated) Faden Fulleylove-Krause, Mary Brintnall-Peterson, Mark Hilliker, (standing) Rosemary T. Stare, Mary Gruenwald, Sue Buck, committee co-chair, Mary Ann Genson and Bernard Kasierski

In depth professional improvement is necessary for faculty and staff of the university of Wisconsin Extension, Cooperative Extension to remain educational leaders in a rapidly changing society. At the same time, funds to encourage and supplement efforts of faculty and staff are minimal. Recognizing the great need to support learning experiences for faculty and staff, Epsilon Sigma Phi, Alpha Sigma Chapter has initiated a fund raising campaign.

This major fund raising effort aims at increasing the chapter's endowment fund by at least \$400,000 by December 31, 2004. The purpose is to ensure continuing innovation and excellence in University of Wisconsin, Cooperative Extension programs. The endowment will provide funds to support professional growth of employees through in-depth learning opportunities such as advanced degrees, professional certifications, study leaves, research and other special projects.

To kick off the Endowment Campaign two \$1,000 grants were present to Sue Pleskac, Jefferson County, and Denise Retzleff, Fond du Lac County. There were 32 proposals submitted for these grants.

Submitted by Rosemary T. Stare

## Contributions to the ESP Foundation

The following individuals/chapters have made a contribution to the ESP Foundation to help endow and support the scholarships and awards:

- ♦ Richard Angus to Endowment Account
- ♦ Fay Strickler in Memory of Mason Dearmin, Linda Cook's father
- ♦ Berks County Pennsylvania Family Living Advisory Committee in honor of Fay Strickler's leadership as National ESP President
- ♦ Laurel Kubin contribution to offset Auction loss
- ♦ Bernadette Watts contribution to offset Auction loss
- ♦ Alpha Xi Chapter, New Jersey, contribution to offset Auction loss
- ♦ Linda Cook in Memory of Jim Hovland and Jim Lindquist's fathers

Contributions to the ESP Foundation are tax-deductible and can be made in any amount. Send contributions to National ESP Office, PO Box

## Have you moved?

The National ESP Office needs your new address! Send by FAX at  
(352) 375-0722  
E-mail: [espoffice@esnational.org](mailto:espoffice@esnational.org)  
or hard copy to  
PO Box 357340,  
Gainesville, FL 32635-7340



# “Cooperative Extension Leading the Way”

Gretchen Ferenz, Chair of Public Issues Committee

The Joint Council of Extension Professionals (JCEP), which includes five Extension professional associations: ESP, NACAA, ANREP, NAE4-HA, and NEAFCS, sponsors the **Public Issues Leadership Development (PILD) Conference** each year in Washington, DC. PILD is an excellent professional development opportunity for members of all of our professional associations. PILD helps participants develop a greater understanding of the public policy making arena and how it affects Extension as well as develop an understanding of the importance of effectively communicating messages of impact to elected officials, policy makers and our stakeholders. PILD also provides an opportunity to visit with

Congressional Representatives (from participants' respective districts) on the Hill during the conference.

**This year's PILD Conference, entitled "Cooperative Extension Leading the Way," will be held in DC and Virginia from April 28th - May 1st (pre-conference activities begin on Saturday, April 27th).**

There are several new and exciting sessions being offered this year that may be of interest to you. The **Georgetown Government Affairs Institute** will conduct presentations on ***The Shape of the New Congress, Working with Congressional Staff, as well as The Legislative Process.*** For a return visit we have planned presentations by representatives from The White House as well as the newly created Office of Homeland

Security. Additionally, concurrent workshop sessions will focus on issues currently relevant to Extension such as biosecurity/safe food and environment, healthy communities, financial security, and changing demographics/audiences. These panel presentations will involve Federal and other agency partners. An *e - Extension* session on emerging electronic technologies will be offered. Conference and registration information will be posted in February 2002 on the JCEP web site located at <http://www.jcep.org>.

Conference registration cost is \$210 if registered before March 31, 2002, \$260 if after that date. Hotel rooms are \$149 Single/ \$169 Double + 9.75% tax. The group name at the hotel is PILD. Once registered, Extension staff convenes as a state delegation to prepare for visits with Congressional members on the Hill.

PILD is a good learning experience and I hope that you will give some consideration to participating this year or in the future. Please do not hesitate to contact me for any further information. I can be reached at < [gfs4@cornell.edu](mailto:gfs4@cornell.edu) > or 212-340-2926.



## PUBLIC ISSUES LEADERSHIP DEVELOPMENT CONFERENCE

*“Cooperative Extension Leading the Way”*

APRIL 28—MAY 1, 2002

PRE-CONFERENCE BEGINS SATURDAY, APRIL 27TH

*Doubletree Hotel  
Arlington, Virginia*

*-OPEN TO ALL INTERESTED EXTENSION STAFF-*

**TO ACCESS CONFERENCE INFORMATION ONLINE:**

[www.jecp.org](http://www.jecp.org) or <http://espnational.org>



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## New Chapter Award for International Service

Upon the recommendation of the Member Services Committee, the National Board has approved a Chapter Award for International Service. The International Regional Award has been in place for a long time but there was not a corresponding award at the chapter level. A chapter can present one award per year to a member who has made a contribution to Extension in other countries with state or international work. Accompanying certificate can be ordered from the National Office.





# CONNECTION

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## Thoughts from the National Office

Linda D. Cook, Executive Director

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People keep asking...where is winter? For sure, normal winter weather seems to have gone somewhere else in 2002. However, the normal events of winter for ESP are happening. The importance of **March 1** for ESP members and chapters cannot be overemphasized. It is pivotal to the entire ESP year. Here is a quick review:

- ♦ **2002 Dues Payment deadline** ...determines if your chapter can vote on awards and in the National Council meeting and how many votes you will have.
- ♦ **2002 Award Nomination deadline**...Ruby, Friend of Extension, and Regional awards including the DSA, Mid-Career, Team and International
- ♦ **Professionalism and Administrative Scholarship deadline** ...one \$500 award per region for each scholarship
- ♦ **National Committee Appointment and ReAppointment deadline**...determines the membership of the ESP National Committees for 2003.

Is your chapter represented in this listing? Are you represented in this listing?

Mark these two dates on your calendar: **October 16-20, 2002** and **September 21-25, 2003**. Check out additional information in this newsletter. Plan to be there!

It has been my privilege to serve you and ESP for one year as Executive Director. There were some major bumps along the way but on a whole the year was successful. If there are ways that the National Office can serve you or your chapter better, please do not hesitate to let me know. We work to make customer service...Number 1!

