

**2003 National Distinguished Service Ruby Recipient:
Lyla E. Houglum, Director, Oregon State University**

Lyla E. (Tomscheck) Houglum, Oregon State University, has been selected to receive the 2003 National Distinguished Service Ruby Award. She will deliver the prestigious Ruby Lecture during the Ruby Luncheon on Wednesday of the Galaxy II Conference in Salt Lake City.

The Distinguished Service Ruby Award is the highest and most prestigious award presented by Epsilon Sigma Phi and is designed to recognize truly outstanding thinking, performance and leadership in Cooperative Extension. Her ESP colleagues in Oregon wrote, "Dean and Director Lyla Houglum can best be described as a visionary leader. An articulate and motivating communicator, she invites faculty and staff, university administrators and Oregon citizens to share and help shape her vision for a bright future and to actively participate in creating the reality of a bright future. Her ability as a leader and administrator has allowed OSU Extension to respond to the state's most pressing needs and to contribute to the quality of life for all Oregonians."

As Dean and Director of the Oregon State University Extension Service, she helped design and implement a new organizational model at OSU that allows Extension to work university wide and integrates Extension programs and faculty into most academic colleges and departments. Several other Land Grant Universities have emulated or studied this model for implementation. Dr. Houglum also played a key role in developing and promoting a new definition for scholarship adopted by OSU. This approach rewards faculty for creativity and innovation in their jobs. Her work in organizational models and scholarship is nationally and internationally recognized.

Dr. Houglum started her 26-year Extension career in Montana as a Home Economics, 4-H, and Community Development Agent. In 1985, she accepted the position of Extension Specialist for 4-H Youth Development in Oregon. In 1990, she was named Associate Director for Counties and became Dean and Director in 1995. She holds a BS in Home Economics Business and Education from Montana State University, and a Masters



Lyla E. Houglum

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Mark Your Calendar....

2004 National ESP Conference
September 14-19, 2004
Quad Cities, IL

2005 National ESP Conference
November 8-13, 2005
Broadmoor, Colorado Springs, CO

The Challenge of Change...

Barbara Farnar, University of Illinois Extension
Educator, Global Relations Committee

Immediately following college, more than 30 years ago, I joined the Peace Corps and began my Extension career in Colombia South America. For two years I taught nutrition, food safety, and childcare and development in Spanish to mothers and young girls. Today I, like many of you, have the opportunity to do this in my own backyard without traveling thousands of miles.

The Census Bureau recently announced that Hispanics/Latinos are now the largest minority group in the United States. Latinos accounted for half of the total population growth in the two years since the 2000 Census was taken. This growth is not limited to states that have traditionally been home to Spanish speaking people. More than 13 percent of the population is Hispanic in each of 10 states according to American Demographics November 2002 issue.

Recently I had the opportunity to attend a program on working with the Hispanic audience. Several excellent Hispanic speakers shared their ideas on what works and what does not.

They all agreed on several points:

- the family is important, get to know an individual and their family.
- relationships are important and take time to develop.
- positive re-enforcement and encouragement are important.
- socializing and food are important to a successful experience.
- e-mail, mailed material and lectures do not work.

The speakers also recommended a book **Everything You Need to Know About Latino History** by Himilce Novas to provide useful information as you work with Hispanics.

What does this mean for Extension? Extension has survived for over 100 years because it has changed to meet the needs the audience. We need to get to know this fast growing audience, their needs and how best to meet these needs. We need to work together with other states, agencies and organizations to share materials and what we have learned. Many states have already developed excellent materials. Here are two web sites for more information: University of Illinois Extension resources in Spanish <http://www.urbanext.uiuc.edu/espanol/> and Spanish radio programs produced by U of I students <http://www.nuevoshorizontes.org>.

The National Member Services Committee asks...

Jo Anne Kock, Member Services Committee

Did you know.....

- Members serving on the 2004 committee are from Georgia, Wyoming, Illinois, Nevada, West Virginia, South Carolina, Ohio, and Pennsylvania under the leadership of committee chair, Duane Johnson from Oregon?
- There is still time to register for the Galaxy II Conference in Salt Lake City, Utah, September 21-25?
- There is no deadline for ESP chapters to apply for a professional development mini-grant? The grant planning team must be interdisciplinary and the project should provide model professional development events or materials that could be replicated or adapted by other ESP chapters. See Pages E-3 through E-6 under Member's Services in the ESP Handbook at <http://espnational.org>.
- That you can get an updated Member Services brochure by contacting Linda Cook, Executive Director, National ESP Office or your state president and/or Member Services Chair?
- The Member Services Committee was instrumental in getting all state distinguished service recognition recipients recognized during the annual meeting?
- The Member Services Committee is working on proposals to add and/or expand the early career service, senior career service, chapter diversity and state & regional recognition for administrative leadership? More on these during the Galaxy Conference.
- The committee looks forward to seeing everyone at the Galaxy II Conference in September?

2004 REGIONAL LEADERSHIP & PROFESSIONAL DEVELOPMENT CONFERENCE DATES AND LOCATIONS

In 2004, the Association of Natural Resource Extension Professionals, with assistance from ESP, will be coordinating the regional leadership workshops. The following [tentative] dates and locations have been identified:

Northeastern Region—January 29-31
Baltimore, MD

Southern Region—February 1-3
Atlanta, GA

Western Region—February 19-21
Las Vegas, NV

North-Central Region—February 22-24
Chicago, IL



The Extension Professional's Organization...

Bonnie McGee, National ESP President

CONGRATULATIONS Epsilon Sigma Phi! You are 75 years strong this year and it is appropriate that we celebrate your success. ESP is effective today because of the members who have given so unselfishly through the years to ensure that Extension staff and faculty are positioned to be current and cutting edge as professionals and continue to contribute as retirees. As the organization whose members come from all program areas and areas of responsibility within Extension, there is a responsibility for ESP's over 8,000 members to be responsive to issues that impact our organization at the state and national level.

It is a privilege to serve as National President of such an esteemed organization during our celebration year. Plans are in place to have a Gala event at Galaxy II to recognize ESP and our 75th Anniversary. I hope that you will plan to participate

(*"Ruby" from Page 1*)

and PhD in Speech Communication from the University of Oregon.

Her national leadership positions include serving on ECOP from 1998-2003, Chair of ECOP in 2002, serving on the ECOP Vision for the 21st Century Core Committee in 2001, the ECOP Strategic Planning Council from 1996-2000, and ECOP Liaison to the Extension Cares National Child Care Initiative from 1999-2002. In addition, as Chair of the ECOP Function and Structure Committee, she re-organized ECOP and its committee structure to be more efficient, responsive, and better connected to Extension's state and national programs. She served on the NASULGC Board on Agriculture Executive Committee, and has Chaired numerous national and regional meetings. The National Association of Extension 4-H Agents recognized her with the Distinguished Service Award, and the National Extension Association of Family and Consumer Sciences with the Florence Hall Award and the J.C. Penney Fellowship.

Letters of congratulation can be sent to Lyla E. Houglum, Dean and Director, 101 Ballard Extension Hall, Corvallis, OR 97330.

as an ESP member and take full advantage of the educational and motivational speakers and sessions that have been planned. Galaxy II has something for everyone and is very diverse and complete in its program offerings.

Join your ESP colleagues in Salt Lake City September 21 - 25 where we will recognize our outstanding members and friends and continue to grow and develop as Extension professionals!



CONNECTION.

EPSILON SIGMA PHI, INC.

ESP CONNECTION

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The Cooperative Extension Professionals' Organization
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ESP Connection On-Line

The **ESP Connection** is now on-line. If you wish to receive notice when a new issue is posted, please send your name and e-mail address to espoffice@espnational.org with a notation of "electronic **ESP Connection**."



Northeast Region Candidates 2004 National Second Vice-President

Fay B. Strickler, National ESP Past President

The annual election will be held on Wednesday, September 24 at the National Council Business Meeting at Galaxy II in Salt Lake City, UT. All ESP members are encouraged to attend the business meeting and hear the candidate's presentations.



Nancy E. Crago

Nancy E. Crago, PA ---- Nominated by Alpha Omicron Chapter

Nancy Crago is an Extension Educator (Senior Agent rank) for The Pennsylvania State University in Pittsburgh & Allegheny County since 1979. Previously she taught in public schools in MI and PA. She has a Ph.D. and M.Ed. in Agricultural Education from The Pennsylvania State University and a B.S. in Home Economics from Indiana University of PA. Because of her research in Leadership Education, Crago was selected part of a 5 member team to represent Penn State at the 2003 national conference for Internationalizing Extension. Additionally, she implemented the leadership education programs for six international study seminars (Polish/American Extension Project),

which involved 59 extension professionals and 4 community leaders.

Recent National ESP committee involvement was serving on the National Global Relations Committee (2000-02), a voting delegate (2000, 2002) and she has been appointed a member of the 2004 National Recruitment and Retention Committee.

Leadership offices in Alpha Omicron Chapter include President (2002), Nominating Committee (2003), International Committee (1997-02), Vice President, Secretary and Recognition on Retirement Committee member, etc. Chapter honors include the ESP International Service Award and the Alpha Omicron Scholarship.



Rita T. Wood

Rita T. Wood, NJ, ---- Nominated by Alpha XI Chapter

Rita T. Wood is professor emerita from the Department of Family & Consumers Sciences, The State University of New Jersey. She received a M.Ed. in Adult Education from Rutgers and a B.S. in Home Economics from Villa Maria College, PA. As a FCS Educator in Burlington County for over 32 years, she used a variety of delivery methods to educate consumers in food, nutrition, financial management and human development.

Wood served in a leadership role as ESP National Vice President, NE Region and Chair, Global Relations Committee (1996-98) and Chair of the International Committee (1992). She

was a co-presenter at Galaxy I Meeting, sharing information on "International Extension's Future." She has been an Alpha XI Chapter member since 1975 and held several offices including two Presidential terms in 2001-03 and 1993-95, voting delegate, 2000-02, Vice President and Chair of the International Committee. In 1999, Wood received the Alpha XI Chapter, State Distinguished Service Award and the Chapter State Team Award. Other honors include the Outstanding Woman of Burlington County Professional Achievement Award in the field of education.



Donations Wanted for Galaxy II Fundraising Auction ! Donate an Item! Participate in the Fun!

Gretchen Ferenz, Auction Facilitator

Here's some news to help you plan your donation ~

Auction Date & Time

The Galaxy II Auction will be held on Wednesday, September 24, 2003. A cash bar will open at 6:30 pm with dinner served from 6:30 to 7:30 pm. The *Silent Auction* will run from 6:30 to 8:00 pm (tentatively with two bidding periods); the *Live Auction* will run from 7:30 to 9:00 pm, to be followed by a dance. For the auction, credit card payment services will be provided.

Donation of Items for Auction

Items are suggested to be "something unique that represents your culture, community or geographic area, hobby or special interest," and *should be valued at \$30 or more.*

Association chapters/donors are encouraged to donate higher-valued, higher quality items (due to limited auctioneering time and the possibility of numerous items). The higher valued items will be placed in the "live auction," as determined by auction committee members. Donors will be asked to designate an association to benefit from the sale of the donated item. Thus, the greater number and value of items donated to benefit an association will result in greater proceeds to that association!

Auction Items Registration

Registration of auction items will be held in the same location as conference registration, during designated time periods posted on site.

Registration Information Needed

At the time of item registration, donors will be asked to provide specific information:

Name of item; Description; Estimated value; Donor (individual/association chapter) name; Donor contact information; Local contact information (hotel name and room number); Designated association to receive proceeds of sale.

Advance Shipment of Packages

To send auction items in advance, packages should be sent to: USU Extension Office; 2001 South State Street, S-1200; Salt Lake City, UT 84190-2350; Attn: Galaxy Auction. (If shipment carrier requires a phone number, please use 801-468-3181).

Packages must be received between September 1st and 15th (deadline). Please include registration information in your package.

Additionally, please send a copy of the registration information to my email address <gsf4@cornell.edu> or fax at 212-340-2908. For additional information or questions, please contact me, Gretchen Ferenz, via email or phone at 212-340-2926.

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.

2003 NATIONAL AND REGIONAL AWARD RECIPIENTS

Distinguished Ruby:

Lyla E. Hougum, Oregon

Distinguished Service Award:

Northeast: Ellen Nora Varley, Maryland
North Central: Jim Lindquist, Kansas
South: Billy E. Warrick, Texas
West: Jo Anne Kock, Nevada

Distinguished Mid-Career Award:

Northeast: Gretchen Ferenz, New York
North Central: Vanette Grover, Iowa
South: Janie L. Harris, Texas
West: Susan Busler, Oregon

Distinguished International Award:

Northeast: Annette Devitt, New Jersey
North Central: Garee W. Earnest, Ohio
South: Pete Vergot III, Florida
West: Jeff Olsen, Oregon

Distinguished Team Award:

Northeast: "If Plants Could Talk," New Jersey
North Central: "All My Money Workgroup," Illinois
South: "High School Financial Planning Program Website," Kentucky
West: "Northwest Colorado Regional Small Acreage Team," Colorado



Old Friends Forge Lasting Traditions...

Billy E. Warrick, Texas Alpha Zeta Chapter, Member Recruitment and Retention Committee

The first Monday of December has been a special day in San Angelo, Texas for more than 15 years. Extension Agents that have completed years of service to the citizens of this region, Extension employees currently involved in that same task, Specialists and friends gather together for a social event that is more than just a meal. It is not unusual for the luncheon to have participants travel more than 250 miles to attend. If you tallied up the time represented at the 2002 activity over 500 years of service was represented around the table.

Through the years, these folks have served our region as strong role models for our ever-changing society. More often

than not, they've been at the heart of many of the positive changes that have occurred within their respective communities. They have helped raise each others' families while molding and developing their own characters and that of their coworkers. Through the years they have celebrated life and its many wonderful milestones and provide support in times of self-doubt and sorrow.

At the luncheon, the relationships that have stood the test of time are obvious and these Extension role models are still molding and shaping their communities. A report of Epsilon Sigma Phi activities has been given for the last dozen years, because many of the group are

either current or life members. Each year my energies are renewed because of the positive aspects of Extension that are shared at the event. The luncheon lifts my spirit and makes it easier to do my job. These positive links to the past offer me insight to the difference that can be made for the people we serve. These relationships can't be bought, they must be earned. The Extension agents who have completed their careers have been in our shoes; they have an understanding of the paths that we are on because they are the trails that they spent a lifetime forging for us. Our rich traditions continue and it is up to us to figure out a way to build meaningful relationships with the entire Extension family.

The Impact of the Public Issues Leadership Development Conference.

Lisa Leslie, 2003 PILD Scholarship Recipient, Florida

The PILD conference lived up to its theme, "Making Connections." The conference has helped me make the connection between local policy issues and national issues. As a relatively new agent and one that is fully paid by the county, it can be easy to become a bit narrowly focused. The conference helped broaden my perspective. The conference also provided an opportunity to connect with legislators and staff. This not only helped to increase the visibility of Extension, but also helped this Extension Educator better understand how to help legislators meet the needs of their constituents.

Overall, the conference has given me the direction and guidance I need to effectively conduct educational programming on issues such as residential growth and family economic stability. Obviously these programs have strong public policy components. The seminars and interaction with leaders in the field offered at PILD have helped to enhance my public policy skills so I can be a more astute educator. The skills learned at PILD will allow me to more effectively present comprehensive programs that include the multifaceted issues associated with these educational efforts.

Have You Moved?

The National ESP Office
needs your new address!

E-Mail to:
espoffice@espnational.org

or send a hard copy notice
to

PO Box 357340,
Gainesville, FL
32635-7340



Be A Part of ESP's Future...Give \$75 'N 75

Galaxy II is fast approaching and our goal of pledging the \$500,000 ESP Endowment. One of the easiest ways to get involved is to join the growing group of \$75 'N 75 contributors. In return for your contribution, you will receive a 75th Anniversary commemorative lapel pin. Use the form below to send your contribution today.

ESP \$75 'n 75 Contributor Form

Individual/Organization: _____
(As to Appear on Recognition)

Address: _____

City: _____ ST _____ Zip _____

Phone: _____ E-Mail: _____ Chapter Affiliation: _____

Make checks payable to **Epsilon Sigma Phi, Development Fund** and mail along with the form to: National ESP Office, PO Box 357340, Gainesville, FL 32635-7340. Additional information on the Endowment Campaign is available on the ESP website at esppoffice@espnational.org.

Important Times for ESP During Galaxy II

Here are important times during Galaxy II for ESP leadership and members to be involved in doing ESP business, celebrating the 75th and recognizing our ESP award recipients.

Sunday, Sept 21, 2003

- | | |
|-----------------|---|
| 8:30 – 10:00 am | ESP First Timers Breakfast—
Marriott City Center |
| 1:00 – 3:00 pm | ESP Regional Meetings—Hilton |
| 3:00 – 5:00 pm | ESP Committee Meetings and
Leadership Training—Hilton |
| 6:00 pm | Opening Celebration of ESP 75th Anniversary
Salt Palace Exhibit Hall |

Monday, Sept 22, 2003

- | | |
|----------------|---|
| 7:00 – 8:30 am | Proctor and Gamble Leadership Breakfast
for Chapter Presidents (by invitation) |
|----------------|---|

Wednesday, Sept 24, 2003

- | | |
|-----------------|--|
| 11:45 – 1:30 pm | Distinguished Ruby Luncheon—Salt Palace |
| 3:00 – 5:00 pm | ESP National Council Meeting—Salt Palace |
| 6:30 – 9:00 pm | Silent and Live Scholarship Auctions—
Salt Palace |

Thursday, Sept. 25, 2003

- | | |
|----------------|---|
| 7:00 – 9:30 am | ESP Breakfast—Marriott City Center |
| 6:30 – 8:30 pm | Regional Award Banquets—
Conference Hotels |

(All times are subject to change)

ESP WEBSITE <http://espnational.org> New Features

Have you visited the ESP Website recently? There are several new features that you will find useful.

- **MEMBERSHIP** button that was developed by the Membership Recruitment and Retention Committee to assist chapters with the important job of membership.
- **CREDIT CARD ACCEPTANCE** has been put into place for the ESP Endowment Campaign. It is hoped that it will make it easier for individuals/groups to make contributions.
- **ELECTRONIC ORDER FORMS FOR ESP MEMORABILIA** are located under the RESOURCES button and can provide you information on all the items available for supporting your chapter work.



