

## A MESSAGE FROM THE 2004 PRESIDENT

By Bob Ohlensehlen



Bob Ohlensehlen

unique opportunity to share with our sister organizations and their annual meeting activities. I noticed many ESP members who were in attendance that were there on behalf of one of the other organizations. The Galaxy format allowed many of them to participate in the activities of multiple organizations – that seems to me to be a win-win situation.

Enough said about past events. It is a new year and time to move forward. We have a new slate of committee members and board members in place who are ready to face a new year of opportunities to help take Epsilon Sigma Phi to a higher level as the “Extension Professionals’ Organization.” I feel fortunate that, as the President for the coming year, I have the opportunity to work closely with such an outstanding group of professionals, both on the board and as members of our committees. As an organization we are fortunate to have these professionals providing leadership and directing the work of ESP.

I would like to challenge the committee chairs to work with their committees to establish a program of work with high standards that will provide opportunities for our members and strengthen our organization. My challenge for committee members is to become involved and participate in the committee process. What

you do is important. My challenge for all of our members is to be involved in Epsilon Sigma Phi, whether it is at the chapter, regional or national level.

During my career in Extension one thing has not changed - that Extension is in a period of change. As I traveled to the regional workshops last winter, nearly every state was suffering through budget cuts, downsizing and reorganization. It occurred to me that Extension professional organizations, including ESP, will be facing challenges as a result of the change facing our members.

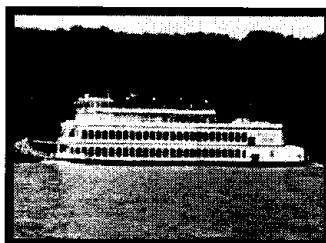
Maintaining the status quo in our organization may or may not be feasible in light of the challenging situation that Extension is facing across the nation. To help provide the national board some direction for the future of Epsilon Sigma Phi, we will create a task force. The task force will 1) examine the state of Extension across the country, 2) determine

*(See “Message” on page 2)*

Greetings. It was good to see so many ESP members at the Galaxy II Conference in Salt Lake City. I would like to give a special thanks to ESP members Marlene Berger (UT), Debbie Amundsen (UT) and Gretchen Ferenz (NY) who really put forth extra effort to help make the conference a success. Marlene was key in arranging the tours; Debbie managed the volunteers (there were literally hundreds); and Gretchen managed the auction. These are the type of people who should make us all proud to be ESP members.

While the format of a Galaxy meeting is a bit different than we are used to, it is a

**Midwest Magic on the Mississippi River – ESP Marks the Way ESP National Conference September 15-18, 2004 Moline, Illinois**



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## 2004 National Board



James Hovland, Ellen Burton, David Ross,  
Bonnie McGee, Bob Ohlenschlen,  
Duane P. Johnson, Mike McKinney  
(Pictured L to R. Not pictured—Nancy Crago)

*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.*

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## Abstract of "Leadership for Change" 2003 Distinguished Ruby Award Lecture

Dr. Lyla E. Houglum, Dean & Director,  
Oregon State University Extension Service

The 2003 Ruby Award Lecture focuses on how I learned leadership and how leadership might be applied in a rapidly changing world. I share stories from my past and how those experiences helped me develop early leadership skills; the nature of change in our world and how to cope with the human impact of change resulting from budget reductions; then some thoughts are provided about leadership for the future. Leaders in the future must have broad-based support; they must be able to articulate a vision; good communication skills are

essential; they must be personable, passionate, and persistent; they must be willing to learn—to be lifelong learners; they must be willing to admit that they do not have all the answers; and above all, they must be willing to say "thank you." The lecture identifies a number of resource books that may be useful.

**Note:** Full text of the Distinguished Ruby Award Lecture is available on the ESP Website at <http://espnational.org>.

(*"Message" Continued from page 1*)

potential impacts of the state of Extension on Epsilon Sigma Phi, 3) determine priorities for the organization from our members, and 4) make recommendations to the national board that will provide our best opportunity to maintain a viable, relevant organization. Our intent is to have the work of the task force completed by the National Conference, scheduled for Moline, Illinois in September of 2004.

The elections for regional vice presidents will be held at the regional meetings. If you are interested, refer to the handbook for the requirements to become a candidate. Committee member positions will be filled next spring - consider applying to become a committee member. There are numerous awards and scholarships available to you as a member. The opportunities for involvement are there. All you have to do is take advantage of them.

In closing, I would like to thank you, the members, for providing me the opportunity to serve in this leadership role for the next year. We have a number of opportunities to strengthen Epsilon Sigma Phi at the national and chapter level. You have a highly professional and dedicated national board who work constantly for the good of the organization. I promise that I will do my best to make ESP stronger and an organization with the primary goal of benefit to our members.



## 2003 National Distinguished Friends of Extension



Scott Swanson, Bonnie McGee,  
Gene Swackhamer and James Dailey (L to R)

### **JAMES L. DAILEY – ALPHA ETA CHAPTER, OHIO**

**JAMES L. DAILEY** has made significant and long-term contributions to the Ohio 4-H youth development program as a member of the Ohio 4-H Foundation Board. Although never a 4-H member or a volunteer in a local club, he has become volunteer extraordinary in 4-H/Youth development programs. As a highly successful businessman, he has been most generous with his time, talents and money in the support of the 4-H youth program in two states.

Mr. Dailey has been a driving force behind many successful fund raising programs to support the Ohio 4-H program including the Ohio 4-H Master Endowment Fund, the Ohio 4-H Center, Canter's Cave 4-H Camp, and the Ohio Valley Bank 4-H Scholarship Program. As a member of the County Endowment Committee, he has made personal visits to counties to explain the advantages to establishing an endowment with The Ohio State University. He has personally given and recruited many other individuals and companies to also invest in positive youth development programs for young people.

Mr. Dailey is described as "a visionary who has the ability to take a thought or an idea and turn it into a tremendous opportunity for young people...and hopes that his investments will lead to a new generation of individuals who contribute to youth in communities across the world."

### **GENE L. SWACKHAMER - TAU CHAPTER, MARYLAND**

**GENE L. SWACKHAMER** has been a lifelong Friend of Extension. He began his Extension association as a 4-H member and this experience made and continues to make a significant impact on his life. In turn, Dr. Swackhamer has contributed his professional expertise, time and personal resources to make an impact on Extension programs for more than 40 years.

In Maryland, Dr. Swackhamer served as ECO of the Farm Credit Bank of Baltimore and was most beneficial to the fledgling Maryland 4-H Foundation when he served on its board in the 1980's. His enthusiasm for Extension youth development continued when he accepted a seat on the National 4-H Council's Board of Trustees, where he served as Treasurer for nine years. When he completed his third term on the National 4-H Council in 1999, he felt that it was a good time to do something more significant for 4-H. The *4-H Salute to Excellence* program was born out the vision and dedication of Gene and his wife, Sharon. The fund to support this award has reached and exceeded the original goal of \$300,000.

In his role as CEO of a financial institution that focuses on the agricultural community, he understood the value of educational programs that support farms and farm families. These educational programs have included financial seminars and workshops for farmers, the Ag Women's Forum and the Extension Farm Estate Planning programs.

### **SCOTT B. SWANSON – ALPHA ZETA CHAPTER, TEXAS**

**SCOTT B. SWANSON** has been a 25-year volunteer with Texas Cooperative Extension in Harris County (Houston). His creative visions have helped shape new models for urban Extension programming. Through his position as Chairman of the Harris County Extension Board of Advisors, Mr. Swanson has helped change traditional approaches by forging relationships with new clientele and partners. One example is the highly innovative Inmate Education Program that partners Texas Extension with the Rotary Club of Houston and the Texas Department of Criminal Justice to address the educational needs of women inmates.

Mr. Swanson's connections with many community stakeholders have made him a valued member of the Texas Council on Agricultural Research, Extension and Teaching (T-CARET), for which he also serves as an alternate delegate to the National CARET. He is an articulate spokesperson for Texas Cooperative Extension, able to interpret Extension's larger impact to decision-makers, both in Houston and our State Capitol.

Mr. Swanson's long-term volunteer experience and his sincere belief that Extension education is a successful, cost-effective way to make a difference in the lives of people have made him a persuasive spokesperson for Extension's mission and vision.



## CONNECTION

EPSILON SIGMA PHI, INC.

### **ESP CONNECTION**

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The Cooperative Extension Professionals' Organization  
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## Illinois and South Carolina are Achievement in Chapter Membership Award Winners in 2003

Janice Stimpson, Member, Member Recruitment and Retention Committee

At the 2003 Epsilon Sigma Phi Recognition Breakfast in Salt Lake City, Illinois and South Carolina were honored for their work in recruitment and retention of ESP members.

The purpose of this new award is to recognize a chapter in each region who scores highest on the ESP Achievement in Chapter Membership scorecard. ESP also wants to recognize all chapters who strive to improve recruitment and retention of ESP members.

Points are given for the chapter's membership campaign, membership

retention, membership expansion and life members. The scorecard is available on the ESP website under Membership—Need Help—Membership Recruitment and Retention Forms.

Membership Campaign points are given for having a membership officer or committee, for having membership dues paid on time, for holding an initiation ceremony for new members and recognizing both new members and life members in the media or at state Extension events. Points are also given for having a defined membership campaign.

Points for membership retention, expansion and life member recruitment are figured not on numbers of members but on a formulation to allow even the smaller chapters to be recognized for their efforts.

We would like to have applications from all ESP chapters next year. We urge all chapters to submit or re-submit the information for this award in 2004. We want your chapter to be a winner in 2004!

## Extension in Romania

Mark Russell, Member, Global Relations Committee

When a friend asked me to share horse nutrition information at the Romanian Veterinary Congress, I immediately said I didn't know anything about Romania and wasn't sure that I had anything to offer. Unexpected learning and growth often results when we are convinced to do something outside our comfort zone. I learned how to listen to people's needs and opinions better. I saw how people with commitment overcame oppression and hardships. I went to teach and learned much from many individuals in Romania. After being fed well and hosted with such great hospitality by villagers and leaders who had so little material wealth to share, I was hooked and wanted to help.

In September of 2003, Purdue hosted five faculty members for ten days from the University of Banat and visited Extension offices and highlighted how staff educates private farmers and businesses. Further university relations resulted in Dr. Rich Edwards, a Purdue entomology specialist, Brad Kohlhagen, the Adams County ANR Extension educator, and I teaching and working in villages, Extension offices, and with many small landholders for ten days in May. Rich and I have experienced developing countries and faced the challenges of an Extension agency that is not associated in any way to the university's research base. Brad first worried about teaching them about weed control and then he was frustrated with the difficulty in understanding the people and finally he learned how to better relate to and assist people with limited resources. These are all lessons that help specialists and county educators better serve their local clientele.



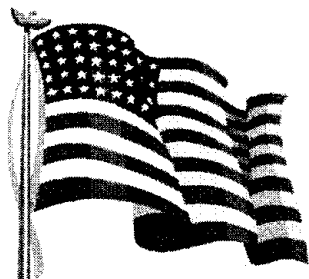
Dr. David George, Banat University forage agronomist, Daniel Oleara, Sardius village farmer, and Brad Kohlhagen, Purdue county educator in Romania (L to R)

### ESP Development Fund Needs Your Support!

Join your colleagues in assuring future support and recognition for Extension professionals in their pursuit of program excellence. The fund has reached the half way goal on its way to \$500,000. You can help us go over the top. Complete information on giving categories and how to give is on the ESP website at <http://espnational.org>.



Plan to Attend!



## PUBLIC ISSUES LEADERSHIP DEVELOPMENT CONFERENCE

May 2 – 5, 2004

Washington, DC

- ◆ An opportunity for all Extension professionals to make valuable connections with Extension colleagues - field staff to administrators - from across the United States
- ◆ Learn what makes Washington tick... and how to use this new understanding of the "big picture" to improve your Extension programs
- ◆ Connect with national leaders and others, and share your local programs and constituent needs with these important decision-makers
- ◆ Spend a day "on the Hill", meet with your Congressional delegation and discuss your program's impact on their constituency
- ◆ Learn how to effectively work with your county and state decision makers back home

Sponsored by the Joint Council of Extension Professionals

Epsilon Sigma Phi  
National Association of Extension 4-H Agents  
National Association of County Agricultural Agents  
Association of Natural Resource Extension Professionals  
National Extension Association of Family and Consumer Sciences

For information check [www.jcep.org](http://www.jcep.org) or contact:

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## Public Issues Update

Mike McKinney, National Public Issues Chair

**\* Big Changes Coming to PILD:** As the theme implies, *Public Policy: From County to Congress*, the 2004 PILD Conference will be focusing on working with local decision makers as well as members of Congress. PILD (Public Issues Leadership Development) will again feature seminars to strengthen existing partnerships and explore new linkages, will take you through the process of facilitating and addressing a controversial issue, and will enhance your public policy education skills. You will also have an opportunity to tour Washington, D.C. and meet with your congressional delegation. Plan now to join us in Washington, D.C. May 2-5, 2004. This year's conference is not just for association officers. This is a professional development opportunity for ALL Extension educators.

**\* ESP Board Increases PILD Scholarships:** Your ESP National Board has increased their commitment to the PILD experience by increasing the four regional scholarships to \$600 each. This should more than cover your registration and lodging. Don't delay, submit your application today. Remember, this is for ESP members who have never attend a PILD Conference.

**\* Names In The News:** We wish to congratulate ESP Members **Jeri Marxman** (Illinois) and **Georgia Stevens** (Nebraska) on receiving the R. J. Hildreth Award for distinguished career achievement in Public Policy Education. The awards were presented in Salt Lake City at the annual National Public Policy Education Conference. Hats off to: **Kay Zimka (CO)**, and **Madeleine Greene (MD)** on receiving the Chairs Extra Mile Award for their dedicated service to the Public Issues Committee. **Congratulations** to our new Committee Members: **Lois Hunt (IA)**, **Donna Downen (TN)**, **Phyllis Lewis (WY)**, **Sally Soileau (LA)** and **Marc Tefteau (MD)**.

**REMEMBER . . .** Plan now to attend this year's **PILD CONFERENCE** in Washington, D.C. and apply for your regional PILD scholarship.

## Journal of Extension...Professional Contribution Opportunity!

Bonnie D. McGee, Past President

ESP has had an outstanding representative on the Journal of Extension Board for the last three years. Diane Brown, Pennsylvania, completes her term this year and indicates, "I have thoroughly enjoyed the experience of representing ESP on the JOE Board. It is a great group to work with (and this assignment does require work), and I believe the JOE has made some significant strides forward in the last few years."

Celebration plans are in the planning stages for 2004 as JOE reaches its 40<sup>th</sup> year of publication. Four meetings are scheduled each year, with two of these being face to face. A lot of work is done by conference call and e-mail. Whether you chair a sub-committee or not, there will be plenty of opportunities to develop your skills. Let our President Bob Ohlensehlen know by January 15<sup>th</sup> if you are interested in being considered for this key position. The appointment becomes effective in January 2004 for a 3-year term.



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# 2004 ESP National Conference

## Midwest Magic on the Mississippi—ESP Marks the Way

### Request for Proposals for Concurrent Sessions/Posters

#### Deadline: February 28, 2004

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The National Professional Development Committee invites all ESP members to submit proposals for Concurrent Sessions and/or Posters to be presented at the 2004 National Conference in Moline, IL. Concurrent Sessions will be 60 minutes in length. A session may be a presentation, panel discussion, round table discussion, hands-on demonstration or any other appropriate method of instruction. The format for poster presentations will be announced at a later date. The following categories have been identified to support the conference theme: “*Midwest Magic on the Mississippi—ESP Marks the Way.*”

#### CATEGORIES FOR CONCURRENT SESSIONS/POSTERS:

- 1) **YOUTH EDUCATION** – those programs that relate to all aspects of youth education including volunteers, recruitment or new and innovative educational methods used.
- 2) **VOLUNTEER PROGRAMS** – focus may be on recruiting, training or management of volunteers in the delivery of educational programs or information.
- 3) **PARTNERSHIPS** – presentations on how partnerships are formed, how partners contribute, how the partners participate in the program development, program delivery and program evaluation.
- 4) **PROGRAM DEVELOPMENT AND EVALUATION** – presentations describing program development to improve the ability to evaluate outcomes or impact of the program; other focus may be on incorporating new learning strategies in program development.
- 5) **NEW COMMUNICATION TOOLS AND TECHNOLOGIES** – presentations on new or innovative methods of communicating with clientele or colleagues, including new technologies for communications and for dissemination of educational materials and programs.
- 6) **COMMUNITY DEVELOPMENT** – presentations on programs that target the development of entire communities, programs that reach beyond the individual participant.
- 7) **LEADERSHIP DEVELOPMENT** – presentations on programs that have the primary goal of the development of leadership skills in Extension professionals, youth, volunteers or community leaders.
- 8) **INTERNATIONAL/MULTICULTURAL PROJECTS** – presentations of programs designed to be presented to an international audience or audiences of different cultures; could include how program was facilitated, planned delivered and evaluated.
- 9) **PUBLIC POLICY ISSUES** – presentations on any aspect of public policy education, including working with elected officials, empowering people within their communities to become involved in local decision making or serving as facilitators in resolving conflict issues within communities.

10) **ADMINISTRATIVE/ORGANIZATIONAL STRATEGIES** – presentation on strategies that have been developed to address critical resource needs, are designed to expand the capabilities of the Extension System at the state or local level or utilize a different means of delivering programs such as the use of paraprofessionals or contract labor.

11) **FINANCIAL STRATEGIES** – presentations that highlight new methods of increasing financial resources or at increasing the efficiency of using existing resources for national, state or local Extension programs.

#### Presenter Responsibilities:

All presenters are responsible for: a) their own expenses including registration for the conference, travel, lodging, equipment rental and handouts; b) presenting their session or finding a suitable substitute; and c) being available for consultation with participants immediately following their presentation. All presenters **MUST** register for the conference and are expected to attend the entire conference. *Only Concurrent Session presenters who attend the full conference are eligible for a stipend.*

**Format Required for Submission of Proposed Concurrent Session/ Poster is located on the ESP WEBSITE at: <http://espnational.org>. Failure to follow the outline may result in non-review of the proposal by the Professional Development Committee.**

**All proposals must be received electronically at the National ESP Office by 5:00 p.m. on February 28, 2004. Additionally, a hard copy must be mailed to the National Office and be postmarked no later than February 28, 2004. Fax copy will not be acceptable. Proposals received by the ESP National Office after the February 28, 2004, deadline will not be considered.**



## ESP Connection On-Line

The **ESP Connection** is now on-line. With the Winter 2004 Issue, currently employed ESP members will receive their **ESP Connection** on line. ESP Life Members will continue to receive a hard copy of the **ESP Connection**.

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## Regional VP Nominations Due January 1, 2004

Jim Hovland, President-Elect

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Have you considered becoming involved with the ESP National Board? If you have been involved with ESP National committees or have been active in ESP through your state chapter, there is an opportunity to be active on the National ESP Board. The four regional vice president positions on the national board will be elected at the 2004 JCEP Regional Workshops. Nomination materials for all four regions are due in the National ESP Office by January 1, 2004.

The newly elected Regional Vice Presidents will have the responsibility of chairing the following committees in addition to their regional leadership responsibilities:

Northeast Region----- Global Relations

Western Region----- Public Issues

Southern Region----- Resource Development and Management

North Central Region-----Member Services

Visit the ESP website and refer to the Chapter Handbook, Section J, for specific duties and responsibilities and the nomination form, J-8. The term begins at the ESP National Conference, September 15-18, 2004 in Moline, Illinois and continues through the 2006 National Conference.

Please note that the current ESP chapter president must sign the nomination form and a letter of support from the State Director of Extension must be included with the nomination form.

The elections will take place at the 2004 JCEP Regional Leadership Workshops. Northeast 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.

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## Getting Involved in National ESP

Nancy Crago, National 2<sup>nd</sup> Vice-President

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One of the best ways to get involved in National Epsilon Sigma Phi is to submit an application to become a member of one of the six national committees. These committees are Professional Development, Global Relations, Resource Development and Management, Membership Recruitment and Retention, Member Services, and Public Affairs. The committees work to carry out the goals of our organization. Strong committees are vital to the success of our organization.

As a committee member you will have the opportunity to work with members from all the regions to generate new ideas and make recommendations to help ESP achieve its mission. You will learn more about the benefits of your national organization as you continue to develop your leadership skills. State chapters and regions also benefit from your involvement because you are informed about what is happening at the national level.

Committees meet during the national conference and carry out their responsibilities through e-mail and teleconference calls the rest of the year. Committee members are expected to attend the national conference and receive a stipend to support their travel expenses.

Make this year the time to become more involved nationally. Consider your interests, experiences and what contributions you would like to make. Then, submit an application form to **Nancy Crago, 2<sup>nd</sup> Vice-President, Allegheny County Extension, 400 N. Lexington Ave, Pittsburgh, PA 15280-2521 by March 1, 2004.** If you are already serving as a national committee member and are interested in serving a second year, you must complete a Committee Reappointment form. The Committee New Appointment and Committee Reappointment Nomination Forms can be downloaded from the National ESP website (<http://espnational.org>) under the "Forms" button.

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## Member Services Committee and National ESP Board Approve New Recognition Programs and Modify Others for 2004

Duane P. Johnson, Member Services Committee Chair

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At the recommendation of the Member Services Committee, the National ESP Board has approved new recognition programs and modified others for 2004. Complete information on each of the new recognition categories and the changes in existing programs can be found on the ESP website at <http://espnational.org>. The following is a summary of the changes for the Recognition Program in 2004:

- **Chapter DSA Recipients** will be recognized during the National ESP Professional Development Conference.
- **Early Career Service Recognition** expanded to include Regional Recognition.
- **Chapter and Regional Recognition for Administrative Leadership**
- **Chapter & Regional Continued Service Recognition**
- **Diversity Recognition Program at the Chapter and Regional Level.**



