



CONNECTION

MARCH/APRIL 2004 • NUMBER 65

EPSILON SIGMA PHI

The Cooperative Extension Professionals' Organization

Keynote Speakers Help ESP Mark the Way 2004 ESP National Conference, September 15-18, 2004, Moline, IL



Dr. Gary Weaver
*Challenges for Leadership in a
Multicultural, Global Society*



Orion Samuelson
*Communicating With
Your Stakeholders*



Dr. Sharon Anderson
Extension in the 21st Century

TENTATIVE CONFERENCE SCHEDULE

Wednesday, September 15, 2004

- 8:00-5:00 p.m. Pre Conference Tours: Amana Colonies, Galena, Ag Tour
- 4:00-7:00 p.m. Registration Open
- 6:00-7:30 p.m. Welcome to Illinois Reception

Thursday, September 16, 2004

- 7:00-12:00 p.m. Registration Open
- 7:00-8:00 a.m. First Timers/Life Members Breakfast and Program
- 9:00-5:00 p.m. Posters available for viewing
- 8:00-9:15 a.m. Regional Meetings
- 9:30-11:30 a.m. Opening General Session
Keynote Speaker: Orion Samuelson
"Communicating with Your Stakeholders"
- 11:30 a.m.-3 p.m. Lunch on your Own/Optional Tours lunch included
- 3:30-4:30 p.m. Concurrent Sessions I
- 3:30-5:00 p.m. Poster Session with Authors Present
- 5:30-9:00 p.m. Celebration Belle—Dinner Cruise

Friday, September 17, 2004

- 7:00-10:00 a.m. Registration Open
- 7:45-8:45 a.m. National Committee Presentations
- 9:00-10:00 a.m. General Session—Dr. Sharon Anderson
"Visioning for the 21st Century"

Friday, September 17, 2004 (continued)

- 10:15-11:15 a.m. Concurrent Session II
- 11:45-1:20 p.m. Ruby Award Luncheon/Lecture
- 1:30-2:30 p.m. Concurrent Session III
- 3:00-3:40 p.m. Roundtable Discussion Session 1
 - a. Scholarship in Extension—Dr. Sharon Anderson
 - b. Looking at the Future of Extension—JCEP Team
 - c. Involving Life Members in ESP—Mike McKinney
 - d. Creating ESP's Future—Nancy Crago
- 3:45-4:30 p.m. Round Table Session 2
- 6:00-7:00 p.m. Silent Auction begins – Cash Bar
- 7:00-9:00 p.m. Dinner Buffet & Live Auction

Saturday, September 18, 2004

- 7:00-9:00 a.m. Registration Open
- 8:00-10:00 a.m. ESP National Committee Meetings
- 10:30-12:00 noon. Third General Session—Dr. Gary Weaver
"Challenges for Leadership in a Multi-cultural, Global Society"
- 12:00-4:00 p.m. Lunch On Your Own/ Spousal & Optional Tours
- 1:30-4:00 p.m. 2004 National Council
- 5:00-6:00 p.m. Registration Open
Reception (Cash Bar)
Photo Session for Recognition Recipients
- 6:00-9:30 p.m. Recognition Banquet
Installation of 2005 National ESP Board

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On-Line registration available May 1 at <http://espnational.org>

2004 Scholarship Auction
Start planning your special items for the 2004
Scholarship Auction NOW! Details on shipping will
be in the Summer ESP Connection.

Meet the 2005-2006 Regional Vice Presidents



Kendra Wells, Northeast Regional VP and Chair of Global Relations. Wells is an Extension Specialist for 4-H Youth Development with the Maryland Cooperative Extension System. She has served as Tau Chapter President and on has served on the National ESP Member Recruitment and Retention Committee and the National ESP Resource Development and Management

Committee. She is a past recipient of the NE Regional Distinguished Service Award. Wells says "it is an honor to serve ESP. I look forward to working with Extension colleagues to provide valuable services that enhance the Cooperative Extension profession."



Mark Russell, North Central Regional VP and Chair of Member Services. Russell is an Extension Specialist in Animal Sciences with the Purdue University Cooperative Extension Service. He is currently serving as the Alpha Lambda Chapter and has served on the National Global Relations Committee. Russell says "I am honored to have the

opportunity to represent the North Central chapters on the National ESP Board. I will help frame the future of our organization and particularly believe that ESP should aggressively focus on enhancing professional development opportunities, highlight involvement and representation of life members, and assist administration to coordinate association activities to benefit the whole CES system."



Mark Gateley, Southern Regional VP and Chair of Resource Development and Management. Gateley is the Executive Director for the Tennessee 4-H Foundation and the Coordinator of the Tennessee 4-H Alumni, Inc. He is currently serving as the President of the Omega Chapter and has served on the National ESP Resource Development and Management Committee. He states that

"I look forward to working with the national officers, the committee chairs and Linda Cook to enhance the financial resources available to ESP, and to provide assurance to members that these funds are being well stewarded."



Janice Stimpson, Western Regional VP and Chair of Public Issues. Stimpson is an Extension Educator in Fremont and Clark Counties with the Idaho Cooperative Extension System. She served as President of the Theta Chapter and on the National Member Services and Member Recruitment and Retention Committees. She received the Western Regional Team Award in 1990. Stimpson says "My goal

is to help ESP continue to develop and unite the professional and the profession through excellence in programming, leadership, communication and teamwork and to do this with enthusiasm and optimism."

Call for ESP Connection Editor

Nancy Crago, 2nd Vice President and Chair of Marketing Committee

Over the next few months, the ESP Marketing Committee will assume the development of the ESP Connection, the National Epsilon Sigma Phi newsletter. We are seeking a creative person with journalism experience to serve as editor for this newsletter. This person will be responsible for soliciting and determining content, editing articles and formatting four editions yearly. The printing and distribution of the newsletter and maintenance of the address database will remain the management of the ESP National Office. If you are interested in serving as editor, please contact Nancy Crago, ESP Second Vice-President, by June 15, 2004. You may reach her by e-mail at nxa3@psu.edu.

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



CONNECTION

EPSILON SIGMA PHI, INC.

ESP CONNECTION

Epsilon Sigma Phi, Inc. The Cooperative Extension Professionals' Organization
A Newsletter

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ESP Connection Layout: Jeana Kienzle, Twin Falls County Extension Office, Twin Falls, ID



Midwest Magic on the Mississippi River – ESP Marks the Way
Epsilon Sigma Phi -The Cooperative Extension Professionals' Organization
National Conference for Professional Development – September 15-18, 2004
Radisson on the John Deere Commons and the Mark, Moline, Illinois

REGISTRATION FORM - Please Type

Name: _____ Office Telephone: _____
 Name on Tag: _____ Home Telephone: _____
 Title/Position: _____ E-Mail: _____
 Address: _____ FAX: _____
 City, State, Zip: _____

PARTICIPANT INFORMATION: Check all that apply.

Voting Delegate _____ Chapter President _____ First Time Attendee _____ Award Winner _____
 Session Presenter _____ National Committee Member _____ Life member/Retired _____ Other _____

REGISTRATION INFORMATION: Circle appropriate rates based on postmark dates:

A. FULL REGISTRATION (Includes Conference, **Wednesday:** Opening Reception, **Thursday:** Breakfast, River Boat, **Friday:** Breakfast, Ruby Luncheon, Dinner Buffet, **Saturday:** Breakfast and Awards Banquet; and all beverage breaks each day).

	EARLY BIRD–July 1	September 1	Onsite
_____ ESP Member (Annual or Life)	\$315	\$375	\$425
_____ Extension employee (Non-member)	\$365	\$420	\$450
_____ Full Guest Registration (Includes Meals & Sessions)	\$365	\$420	\$450

B. GUEST/ADDITIONAL MEALS * *Subject to space availability*

Additional meals for Family Members/Guests ONLY (Indicate Number of Tickets)

_____ Guest Registration (Meals Only)		\$190	\$240	\$275
_____ Taste of Illinois	_____ @ \$15 ea	\$ _____	\$ _____	\$ _____
_____ Continental Breakfast (9/16)	_____ @ \$15 ea	\$ _____	\$ _____	\$ _____
_____ Dinner Cruise/Celebration Belle (9/16)	_____ @ \$50 ea	\$ _____	\$ _____	\$ _____
_____ Continental Breakfast (9/17)	_____ @ \$15 ea	\$ _____	\$ _____	\$ _____
_____ *Auction Buffet (9/17)	_____ @ \$35 ea	\$ _____	\$ _____	\$ _____
_____ *Ruby DSA Luncheon (9/17)	_____ @ \$30 ea	\$ _____	\$ _____	\$ _____
_____ Continental Breakfast (9/18)	_____ @ \$15 ea	\$ _____	\$ _____	\$ _____
_____ *Awards Banquet (9/18)	_____ @ \$45 ea	\$ _____	\$ _____	\$ _____

Guest Name(s) _____

C. ONE-DAY REGISTRATION	\$150	\$175	\$200
_____ Thursday (9/16)	\$ _____	\$ _____	\$ _____
_____ Friday (9/17)	\$ _____	\$ _____	\$ _____
_____ Saturday (9/18)	\$ _____	\$ _____	\$ _____
Non-Members add \$25 to each one-day rate	\$ _____	\$ _____	\$ _____

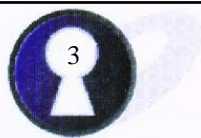
D. TOTAL REGISTRATION AND MEALS \$ _____ \$ _____ \$ _____

E. TOTAL TOUR REGISTRATION (Total From Tour Section) \$ _____ \$ _____ \$ _____

F. RETIREE/LIFE MEMBER REGISTRATION REDUCTION –\$100 (First 50 Members to Register) \$ _____ \$ _____ \$ _____

G. TOTAL AMOUNT DUE \$ _____ \$ _____ \$ _____

HOTEL RESERVATIONS: CALL RADISSON ON THE JOHN DEERE COMMONS DIRECTLY AT 1-309-764-1000
\$82 SINGLE/DOUBLE AND \$92 KING SUITE



REGISTRATION FOR CONFERENCE TOURS

CONFERENCE TOURS: If your first selection for a conference tour is full, you will be registered for your 2nd, 3rd, or 4th choice, as available. If you do not make an alternate choice or all tours are full, your tour money will be refunded.

A. OPTIONAL PRE CONFERENCE TOURS, Wednesday, September 15 (Includes lunch)

Amana Colonies: An Iowa Treasure	_____ @ \$55	\$ _____
Galena	_____ @ \$55	\$ _____
Ag Tours	_____ @ \$55	\$ _____

2nd Choice _____ **3rd Choice** _____ **4th Choice** _____

B. OPTIONAL CONFERENCE/SPOUSE TOURS, Thursday, September 16 (Noon-3:00 pm, includes lunch and transportation)

Villages of East Davenport	_____ @ \$25	\$ _____
Quad City Botanical Center (9/16)	_____ @ \$25	\$ _____
John Deere Heritage (9/16)	_____ @ \$25	\$ _____
Rock Island Arsenal (9/16)	_____ @ \$25	\$ _____
Shopping at Northpark Mall (9/16)	_____ @ \$25	\$ _____

2nd Choice _____ **3rd Choice** _____ **4th Choice** _____

C. OPTIONAL CONFERENCE/SPOUSE TOURS, Saturday, September 18, Noon-4:00 pm, includes lunch and transportation)

Niabi Zoo (9/18)	_____ @ \$25	\$ _____
The Putnam Museum (9/18)	_____ @ \$25	\$ _____
LeClaire, IA (9/18)	_____ @ \$25	\$ _____
Scott County Park and Walnut Grove Pioneer Village	_____ @ \$25	\$ _____
Shopping (9/18)	_____ @ \$25	\$ _____

2nd Choice _____ **3rd Choice** _____ **4th Choice** _____

TOUR REGISTRATION TOTAL: \$ _____

METHOD OF PAYMENT: Full payment required with registration

_____ Check (Make Payable to: University of Illinois) _____ Purchase Order Number _____

_____ Credit Card __ Visa __ Master Card __ American Express __ Discover

Name of Cardholder: _____ Card # _____

V Code: __ __ __ Expiration Date: _____

Signature: _____

TO REGISTER: Use one of the following options:

- ♦ On Line at the ESP Website at <http://espnational.org>
- ♦ Credit card paid registration can be faxed to 217-333-9561
- ♦ Mail registration and check to: Cashiering Office, University of Illinois, ESP 2004 Conference, 162 Administration Bldg, 506 South Wright, Urbana, IL 61801
- ♦ Call Toll Free 1-887-455-2687

SPECIAL ACCOMMODATIONS

Epsilon Sigma Phi is committed to making the National Conference accessible to all participants. Please indicate any special requirements due to a physical disability or dietary restrictions:

Special Meal Requirements (Please Specify) _____

Special Accommodations (Please Specify) _____

Confirmation: Please note that a confirmation and receipt will be mailed out on registrations received at least seven days prior to the conference. Thereafter, registrants will receive their confirmations/receipt on site.

Cancellation Policy: Notice of cancellation must be received in writing by September 1, 2004, in order to receive a refund. A \$50 Processing Fee will be withheld from full registrations and \$25 from one-day registrations. Substitutions will be accepted.



CONFERENCE TOURS

A. OPTIONAL PRE CONFERENCE TOURS, Wednesday, September 15 (ALL TOURS INCLUDE LUNCH)

The Amana Colonies: An Iowa Treasure “Gemutlichkeit” (German for warmth, cheer and friendliness) overflows in the seven quaint villages of the Amana Colonies which were founded nearly 150 years ago. During our day in the Amana Colonies, a step-on guide will board our bus and take us on a four-hour adventure of the heritage and hospitality of The Amanas. The experience includes tours and stops at a variety of historically interesting attractions as well as unique specialty shops. The tour is made complete with a bountiful meal of German-American fare served family-style in the “old world” charm of the Ox Yoke Inn. There will be personal time at the end of the organized tour to enjoy the stores and attractions in Amana.

Galena, Illinois: Vintage Charm, Contemporary Spirit Awaken your senses with the rolling hills and gentle valleys of Galena and JoDaviess County. Marvel in 19th century architecture, sip award-winning regional wines and sample local cuisine in this quaint town in far northwestern Illinois. Upon departing Moline, we will travel north along the Mississippi River to Galena where a step-on guide will join us for an entertaining narrated tour of this historic lead-mining community. Plenty of personal time will be made available for exploring Galena on your own. Visit the home of Ulysses S. Grant, discover the local artisans, admire the architecture, or spend your time shopping at the many antique and specialty shops.

MidWest Agriculture: From Farm to Table Your visit to Illinois is right at the heart of harvest season in the Midwest! Spend the day learning more about agriculture and today’s American farm. You’ll go “down on the farm” and take a hayrack ride through the fields of commercial corn, seed corn and soybeans. Discover how modern technology plays a critical role in today’s farming operation and see harvest in action. On a smaller scale, you will also see beef cattle and some additional 4-H livestock projects. From the farm, we will visit and tour a local seed corn company which should be at peak performance in mid-September.

No visit to the farm would be complete without a home-cooked meal of tasty, locally grown foods.

B. OPTIONAL CONFERENCE/SPOUSE TOURS, Thursday, September 16 (Noon-3:00 pm, includes lunch, transportation)

Village of East Davenport: Discover the charm and rich culture in this unique village along the banks of the Mississippi River. There are many specialty shops in this historic retail area dating back to 1851. A tour of the famous Isabel Bloom production studio is a “don’t miss” part of this outing.

Quad City Botanical Center: Escape to the award-winning Sun Garden that blooms with exotic tropical flowers and boasts a 14-foot waterfall and reflecting pools. The outdoor gardens feature a magnificent conifer collection, and thousands of colorful, rare perennials and annuals plus a small children’s garden. We will be treated to the “Chocolate Tour” which features fudge with tastes of the tropics and an emphasis on the plant origins.

John Deere Heritage: Experience John Deere history by visiting the beautiful homes of the Deere family. The Deere-Wiman House sits atop a Moline hill overlooking the original plow-factory site. Across the street is the Butterworth Center. Both of these homes and their beautiful gardens give you a glimpse of the family life that existed in these stately homes, once occupied by John Deere, his son, daughters and relatives. Upon leaving the homes, we will visit the renowned Deere & Company World Headquarters, an architectural gem overlooking the Rock River Valley.

Rock Island Arsenal: The Rock Island Arsenal is an active US Army facility located on an island in the Mississippi River. Today, Rock Island Arsenal is our nation’s largest government owned and operated arsenal. While on the island, you will enjoy a 1-hour guided tour which includes views of the National Cemetery, Confederate Cemetery, Clock Tower and other historical points. There will also be time at the Rock Island Arsenal Museum. A final feature of the trip to Arsenal Island will be the Mississippi River Visitor Center located at Lock and Dam 15 where you will view navigation and learn about the river past and present.

Northpark Mall: For those interested in shopping, this “Out and About” is just for you! Shop the many stores in this Davenport mall where you will find “big-city selection with Midwestern charm.”

C. OPTIONAL CONFERENCE/SPOUSE TOURS, Saturday, September 18, (Noon-4:00 pm, includes lunch, transportation)

Niabi Zoo: Enjoy your day at one of the Quad Cities’ largest attractions. The zoo is home to more than 700 animals representing 160 different species. Asian elephants, large cats, tropical birds and zebras are among the many popular attractions.

The Putnam Museum: Whether it’s the 3,000 year old Egyptian mummy, a Mississippi River artifact, or the life-sized polar bear that grabs your interest, the Putnam Museum is a must-see. The Putnam offers several permanent exhibits: River, Prairie and People; the Asian/Egyptian Gallery; and the Hall of Mammals; Black Earth / Big River; plus an ever-changing temporary exhibit. Also at this site is the IMAX theater. For an additional \$8.50 (payable that day) you can see the featured movie which will be “NASCAR 3-D” or “Our Country.”

LeClaire, IA: Situated along the beautiful bend on the upper Mississippi River, LeClaire was home to the brave river pilots who navigated the treacherous Upper Rapids between LeClaire and Rock Island, IL. In route to LeClaire, we will stop at the Mississippi Valley Welcome Center which offers a spectacular view of the river as well as information about the Quad Cities area. Then on to the small town of LeClaire which offers many options for shopping as well as an interesting self-guided tour of the historic homes in the town.

Scott County Park and Walnut Grove Pioneer Village: Spend the day in the great outdoors at Scott County, Iowa’s largest park. Hike the trails or relax in the peaceful outdoors. Be sure to include a visit “Walnut Grove” which was a Scott County cross-roads settlement and stage coach stop of the 1860’s. The Village includes 18 historic buildings.

Southpark Mall: For those interested in shopping, this “Out and About” is just for you! Shop the many stores in this Moline mall where you will find “big-city selection with Mid-western charm.”



An Adventure in Panama and Costa Rica

by Mary Alice Gettings, Member, Global Relations Committee, Alpha Omicron, Pennsylvania Chapter

As I prepared for a trip to Panama and Costa Rica, it never crossed my mind that I would be teaching the natives of an Indian Village the "hokey-pokey." We shared one of our American customs after they had asked us to participate in one of their dances.

This tour, planned by a local PA beekeeper who had been working with Cooperative Extension in Panama, included visits to a banana plantation, and palm oil, juice, concentrate, and coffee processing plants. With a program emphasis in nutrition and food safety, it was interesting to see all of this food processing in action. I will never eat

a banana, drink a cup of coffee, or drink a glass of orange juice without thinking about what I experienced. The trip to the Indian Village was quite a cultural experience. Our first stop was to see the "Medicine Man." I found this fascinating in view of my interest in the medicinal uses of herbs. One of our many stops was a visit to the "craft house," where women of the village produce their traditional Indian dresses, purses, and beaded bracelets. We were given the opportunity to watch the women extract the fiber from the pineapple leaf and weave these into purses.

Throughout this trip, I met with a Cooperative Extension employee with

program emphasis in nutrition and an elementary school teacher who wanted to discuss nutrition education for her students and their parents. I was able to obtain and send to them curriculum in Spanish that was appropriate for their native eating habits.

Our local tour guide was a former Extension agent. When I asked him if they have 4-H, he looked at me quite puzzled. After explaining what 4-H is, he said, "We have that, but it is called 4-S." The local county fair I attended highlighted 4-H projects.

For information on future tours, contact magettings@psu.edu.

Professional Development Committee Shares Tips of the Trade

Judy Corbus, Florida, ESP Member, shares Mass Media Tracking Chart at <http://espnational.org>

ESP Announces 2004 Administrative Leadership Scholarship Recipients

Duane P. Johnson, Member Services Committee, Chair

The Administrative Leadership Scholarships to attend the 2004 National ESP Conference in Quad Cities, IL have been awarded **Deirdre M. Shore**, North Carolina; **Trev Williams**, Ohio; **Kipp Nye**, Colorado; and **Carl Garten**, Kansas. These \$500 scholarships will help to pay the expenses of participants attending the national ESP conference.

Congratulations, and we look forward to seeing you in Moline this fall.

ESP Recognizes 2004 Richard R. Angus Professional Development Scholarship Recipients

Duane P. Johnson, Member Services Committee, Chair

The **Richard R Angus Professional Development Scholarships** for 2004 are awarded to:

Danita Brookins, Arkansas. Danita is currently pursuing an Ed.D. in Educational Leadership at Arkansas State University. Her scholarship will be used to attend the Association for Supervision and Curriculum Development Conference (ASCD) in New Orleans, LA. April 19-22, 2004.

Dan McGrath, Oregon. Dan was to use his scholarship to participate in the Public Issues Leadership Development (PILD) Conference May 2-5, 2004 in Arlington, Virginia, but has been forced to decline due to a scheduling conflict.

Tracy Tesdale, Florida. Tracy will use her scholarship to complete the course work for a Non-Profit Management Certificate, an 18-hour program through the University of Central Florida. Courses she plans to take include "Nonprofit Organizations," "Volunteerism in Nonprofit Management," and "Public Program Evaluation Techniques."

Jeff Bader, New Mexico. Jeff will use his scholarship to help pay for his final costs involved with work toward a Ph.D. in Higher Education Administration at New Mexico State University.

Congratulations to each of this year's recipients.



More Support in '04!

David Ross, Chair of Resource Development and Management

Professional grants and scholarships have been awarded for 2004. Twenty life members will receive a registration reduction to attend professional development activities at the 2004 National Conference. Two mini-grants have been awarded for 2004. Your **Development Fund Endowment** is at work helping Extension Professionals grow professionally. These are some of the **\$14,500 budgeted items** for 2004.

The **ESP Development Fund Campaign** is building an endowment to provide funding for these and more activities in the future. Are you one of the 427 members who helped us meet our 2003 goal of \$100,000 in pledges? As ESP enters the second year of this five-year campaign, please consider a tax-deductible gift today! See the ESP website <http://espnational.org> for details or call the National Office at 352-378-6665.

Meet the Challenge – Support ESP's Development Fund!

David Ross, Chair, Resource Development and Management

Who are the top ten chapters/states supporting the ESP Development Fund Campaign? Are your state's members receiving mini-grants and scholarships? Are you giving back to ESP to help build for the future? Have you made your pledge or donation yet?

Number of Contributors by State

1. Indiana	53
2. Iowa	42
3. North Dakota	35
4. Florida	29
5. Kansas	26
6. Maryland	24
7. Oregon	21
8. Wisconsin	20
9. Texas	17
10. Pennsylvania	17

Dollars Contributed by State Members

1. Maryland	\$34,175.00
2. Texas	9,125.00
3. Indiana	5,725.00
4. North Dakota	3,852.50
5. Florida	3,625.00
6. Pennsylvania	2,895.00
7. Iowa	2,790.00
8. Oregon	2,650.00
9. Kansas	2,350.00
10. North Carolina	1,900.00

Our membership numbers over 7,000 people. A contribution of \$75 or more from each member will put us in good financial standing for the future. See the pledge card on <http://espnational.org> and join the 427 members who have paid in \$83,227.50 in year one.



ESP Leadership Opportunity - Southern Region

Bonnie McGee, ESP Past President and Chair of Nominating Committee

Every four years a region has the opportunity to nominate candidates to give leadership to the National ESP organization. The 2005 election for Second Vice President will be nominations from the Southern Region. There is not a higher professional development honor than serving the Extension professionals' organization as its leader. With such a large membership in the Southern Region, we have outstanding potential leaders to fill this key position.

The 2005 Second Vice President also serves as Chair of the Chapter Relations Committee on the National Board. This position moves through the leadership positions and will serve as President in 2007.

Nominations are due to the ESP Executive Director, Linda Cook, by July 1. The elections will be held at the 2004 Conference in Moline, Illinois.

Southern Region members are encouraged to review the position responsibilities and nomination form that can be found at <http://espnational.org>. This is a tremendous opportunity for professional growth and development. If you have questions, please contact the national office or me at b-mcgee@tamu.edu. I'm looking forward to having a ballot of outstanding ESP Southern Region members for the elections this fall.

Share ESP with Colleagues... ESP Pens Available

By popular demand, the ESP Pens offered at Galaxy II are making a return. They are great, inexpensive items to say "thank you," recognize a retirement or honor a new ESP member. Pre-orders are being accepted until June 1, 2004. Delivery will be by July 15, 2004.

Pens are \$3.00 each or 4 for \$10.00.
A 10% charge will be added for shipping and handling.



ORDER FORM

Chapter Ordering: _____
Number Being Ordered: _____
Person Placing Order: _____
Ship to: _____

Send Orders to National ESP Office – PENS
PO Box 357340, Gainesville, FL 32635-7340.



CONNECTION

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New Members Welcome All Year Round in ESP

Janice Stimpson, Member of Membership Recruitment and Retention Committee, Idaho

Recruiting members for your ESP chapter should not be a one-time-a-year event. Recruitment should be an active, on-going process throughout the year. Yes, voting delegate count is based on the number of members a chapter has as of March 1, but hopefully, chapters will continue the effort beyond that date.

If you have people who join your chapter after March 1, send the name and money to Linda Cook, Executive Director, as soon as possible so these people can reap the benefits that come from joining ESP – the newsletter, the ability to apply for scholarships and awards, and a chance to serve on national committees.

The ESP Membership Recruitment and Retention committee has been working on a brochure to recruit Members-At-Large. The focus would be to attract members from states where the ESP chapter is inactive. Also, life members who want to stay involved may move to a state where the ESP chapter is inactive. This type of membership would enable them to stay active on the national level. Look for this information soon on the ESP website.

REMEMBER: NEW MEMBERSHIP BROCHURES ARE AVAILABLE ON THE ESP WEBSITE!!!

Two ESP membership brochures have been revised and updated:

Membership: An Invitation to Join

Membership: An Invitation to ESP Life Members

Be sure to check them out on the ESP website. The National Office also has printed copies available at no charge.

Marketing ESP – How Does Your Chapter Rate?

Nancy Crago, 2nd Vice-President, Marketing Committee Chair

On a scale of 1 to 10, with one being the lowest and 10 being the highest, how would you rate your chapter's success in marketing ESP? There are many resources available from the ESP National Office to help you reach a "10" and increase the visibility of ESP in your state. This article will describe two of these promotional materials.

The first resource is the **ESP Banner**, available in a vertical or horizontal format. This banner can be attached to the wall behind a podium or to a speaker's table. It is available free for short term use. All your chapter has to do is pay the return postage to the National Office.

The second resource is the **ESP Exhibit**. It is a three-panel, tabletop exhibit. You can view the exhibit and a PowerPoint presentation by clicking the "Membership" button on the ESP website and selecting Presentations/ Exhibits/Displays. There are three ways your chapter can access it:

- ♦ Download the exhibit from the ESP website and print your own panels;
- ♦ Purchase the exhibit, available in one of three sizes (\$20 for small, \$40 for medium, and \$55 for large); or
- ♦ Borrow the exhibit from the National Office. Your chapter will be responsible for the return postage.

Make a list of all the specific activities in Extension that occur throughout the year where you might use these resources to promote ESP membership. Go to the ESP website and click on the "Forms" button. Complete the Supply/Resource Order Form, then fax, e-mail or mail the form to the ESP National Office.

