



CONNECTION

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EPSILON SIGMA PHI

The Cooperative Extension Professionals' Organization

Chester P. Fehlis, Jr. Selected 2004 Distinguished Ruby Recipient



Dr. Chester P. Fehlis, Jr.

Chester P. Fehlis Jr. of Texas has been selected to receive the 2004 National Distinguished Service Ruby. Fehlis is associate vice chancellor and director of Texas Cooperative Extension, The Texas A&M University System.

He will deliver the prestigious Ruby Lecture during the Ruby Luncheon on Friday, September 17th, at the 2004 ESP National Conference in Moline, IL. His

distinguished Extension career certainly has helped "Mark the Way" for Extension programming across the nation.

The Distinguished Service Ruby is the highest and most prestigious recognition presented by Epsilon Sigma Phi and is designed to recognize truly outstanding thinking, performance and leadership in Cooperative Extension. Our ESP colleagues in Texas wrote, "Chester Fehlis has played a critical role in leading Texas Cooperative Extension through an evolution essential to the very existence of the agency and its ability to be relevant, accessible and

progressive in the 21st Century. His success has been a national influence recognized at CSREES and by his fellow Extension directors and administrators, who elected him the 2002–03 chair of the national Extension Committee on Organization and Policy."

Dr. Fehlis started his 35-year Extension career as an assistant agriculture agent in Jackson County, Texas. He began his administrative career in 1982 as a district Extension director. In 1988, he was named assistant director for county programs and in 1998, he assumed the primary leadership role for Texas Cooperative Extension. He holds a BS in animal science, and a MS and PhD in agricultural education from Texas A&M University.

The Texas Community Futures Forum (TCFF), a cyclical process to identify local needs and critical issues, was conceived and implemented by Dr. Fehlis in 1999. It is currently in place in all 254 Texas counties and involves some 10,000 local citizens in providing input on key issues. TCFF produces findings that enable Extension to set new program priorities and strengthen accountability and collaboration with other agencies and organizations. It has been adopted by several states as their program-planning tool. Under Dr. Fehlis' leadership,

(See Fehlis on page 3)

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Register Today!

2004 ESP National Professional Development Conference

**Midwest Magic on the Mississippi –
ESP Marks the Way
September 15–18, 2004,
Radisson at John Deere Commons,
Moline, IL**

Visit the ESP website for additional information and registration. Don't forget to sign-up for a tour! Space is still available! Book-on-Line today at <http://espnational.org>!

ESP Futuring Task Force Wants Your Feedback about ESP's Future

Nancy E. Crago, Second Vice President and Chair of Futuring Task Force

In January 2004, with ESP Board approval, an ESP Futuring Task Force was established to take a look at who we are as an organization and what we want and need to be in the future. Nancy Crago, ESP Second Vice-President, serves as chair of the task force composed of three persons from each region, appointed by ESP President, Bob Ohlensehlen. This task force is seeking input from a representative cross section of our membership.

The information gathering process began by surveying and conducting discussions with participants attending the ESP meetings conducted at the four Regional JCEP Leadership Workshops. Futuring task force members have reviewed the information collected, organized and collapsed data, and identified three goals with recommended objectives and strategies for achieving these goals.

The task force is now inviting comments and suggestions from a larger cross section of ESP annual and life members, as well as non-members. The recommended goals and strategies are posted on the ESP web site at <http://espnational.org> from July 10 through August 10, 2004. Please visit the web site and give us your feedback. You may also send comments via U.S. Mail to Nancy Crago, Penn State Cooperative Extension, 400 North Lexington Avenue, Pittsburgh, PA 15208-2521.

A final report from the task force is planned for the National ESP conference in Moline, IL, in September 2004.

2005 JCEP Regional Workshops...

Mark Your Calendar!

The locations and dates for the 2005 JCEP Regional Workshops are:

West
January 31-February 2, 2005
Boise, ID

North Central
February 3-5, 2005
Milwaukee, WI

Northeast
February 9-11, 2005
Baltimore area

South
February 17-19, 2005
Nashville, TN

Nationally, ESP provides a \$300/chapter stipend to help defray travel costs. Epsilon Sigma Phi, with the support of ANREP, is providing leadership for the 2005 workshops and will announce further details in the near future.

What's In It for Me?

Bonnie D. McGee, Chair, Membership Recruitment & Retention

When asked to be a member of an organization, the inevitable question is "what's in it for me?" Luckily for ESP, there are many positives that we can share with potential members when doing our recruitment. But is your chapter being "all that it can be?" Are you localizing the national ESP efforts so that the local member can see that its important to be a part of "The Cooperative Extension Professionals' Organization"?

A big "sale" point is that ESP offers professional development opportunities for its members to help them stay engaged and networked with their Extension colleagues across the nation. The National ESP Conference is a quality professional development opportunity to learn and to share scholarly activity. The JCEP Regional Workshops and the JCEP Public Issues Leadership Development (PILD) conference offer insightful experiences for the participants. (Check <http://espnational.org> for more information). Another important point is that ESP honors its members and outstanding friends with recognition and scholarships.

Are you replicating some of the national opportunities at the state level? If you can answer the question of "what's in it for me?" at the state level, I'm confident that the national involvement will meet members' needs. Let the National Board know how we can support your recruitment and retention efforts during these changing times in Extension.



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



I hope that your summer is going well. It won't be long until it will be time for the annual meeting, which will be in Moline, Illinois. The early-bird deadline for registration has already gone by and it looks like we will have a good turn out for our meeting. The Professional Development Committee and the Illinois Chapter have put together an exciting program of professional development for us to enjoy in September.

In addition to the keynote speakers, there will be many concurrent sessions that will allow our members to share experiences and successes in providing Extension programs to the people of our great nation. Presentations will highlight the best from all subject areas of Extension with the presenters providing sessions that are designed to meet the professional development goals and objectives of our conference for 2004.

New for the 2004 meeting will be the poster session consisting of sixteen posters, which provides an additional opportunity for presentations at our national meeting. As the requirement for Extension workers to make presentations at national meetings

as a part of the promotion and tenure process continues to increase, Epsilon Sigma Phi will strive to meet the needs of our membership by providing the opportunity to meet these needs.

Another important part of the annual meeting is the honor we bestow on members selected to receive awards. This year's Distinguished Ruby Award will be bestowed on Dr. Chester Fehlis of Texas A & M University. Dr. Fehlis is truly a deserving recipient of the award, as are all of the members slated to receive awards during the conference. It will be the highlight of our year to present these awards at the annual meeting.

We will be welcoming the newly elected regional vice-presidents to the leadership of ESP during the conference. Unfortunately, we will also bid a farewell to four outstanding regional vice-presidents and our past national president as their terms expire. They are leaving Epsilon Sigma Phi a better organization as a result of their leadership contribution over the past years.

Another subject that will hopefully become prominent in the years to come is the creation of a new

standing committee on the JCEP Board of Directors. The JCEP Board of Directors is made up of the Presidents, President-elects and Past Presidents of the five Extension professional associations. This new standing committee's purpose will be to assist all of the professional organizations on how to be advocates for Extension and to provide emphasis and training for the advocacy for Extension. In past years extensive discussion has been held regarding the need to support and promote Extension, but more could have been done to insure that advocacy is done correctly and in a unified effort in a manner that benefits all of Extension. The committee will provide a means to develop additional training and information sources for committees such as our Public Issues Committee to work on topics in a coordinated effort along with our partner professional associations.

There are many good things that have happened in the past year, there are many good things happening now and many good things to come. May you enjoy the experience.

(Fehlil from page 1)

the Texas "Urban Initiative" became a national Urban Extension model for staff and program development to increase capacity for serving diverse urban audiences.

His national Extension leadership positions include chair of ECOP in 2003 and earlier service on the ECOP Legislative and Program Leadership Committees. His impact was recognized by The Texas A&M University Association of Former Students' with the Distinguished Achievement Award in 2003; and by CSREES with the Award for Diversity for Texas Cooperative Extension in 2001.

Dr. Fehlil and his wife Jan have three grown children and one granddaughter.

Letters of congratulation may be sent to Chester P. Fehlil Jr., Associate Vice Chancellor and Director, 106A Jack K. Williams Administration Bldg., 7101 TAMU, College Station TX 77843-7101.

Put Green in the ESP Endowment,

David S. Ross, Chair, Resource Development and Management Committee

Keep ESP in the green in 2004 and make your donation or pledge today to the Development Fund. A form is on the web at <http://espnational.org> to mail to the national office. Show your support by helping to build an endowment fund to support professionalism among our members.

In 2003, ESP members put the ESP Development Fund well on its way to its goal of \$500,000 with pledges and donations of nearly \$100,000. With the funds on hand, this gets us nearly half way there. Show your continued support by making a donation today. Chapters are urged to promote a fundraiser to contribute to the endowment fund.



Candidates for National Second Vice-President

To be elected from Southern Region at 2004 National Council Meeting, National President in 2007

Bonnie D. McGee, Past President and Chair of Nominating Committee



Della Baker

Nominated by Alpha Phi Chapter in South Carolina

Della A. Baker is currently the Interim State Program Leader for Evaluation, Accountability and Staff Development for Clemson Extension Service. This role has included building networks and collaborations with individuals and groups internal and external to the South Carolina Cooperative

Extension System having recently been a part of a team to recommend approaches to merge the Research and Extension programming process. She holds a BS in Home Economics Education from Winthrop College, a MEd in Instructional Media from the University of South Carolina and a PhD in Educational Leadership & Policy Studies from Virginia Polytechnic Institute & State University.

Dr. Baker's Extension career includes 26 years of service at Clemson. Professional development is a key component of her work as shown through the development of an in-service and professional development training coordinated between South Carolina's 1862 and 1890 Cooperative Extension Services. Teaming with SC State University, a New Agents Training Manual was developed and she made portions available as on-line training. With a future focus, she serves as co-coordinator to develop a module on *Writing Impact Statements* for the Southern Regional Committee, Cooperative Extension Curriculum Project (CECP). CECP is a Southern Land Grant universities collaborative effort of on-line educational modules.

ESP Leadership: Baker served as the Alpha Phi Chapter President in 2002-03 and the related positions. Her chapter awarded her State Team Award in 2001, a Professional Development grant in 1999, and a Mid-Career Award in 1990. Additionally, she currently serves on the National ESP Futuring Task Force (2004), is a member of the National Global Relations Committee, and received a 1999 National ESP Professional Development Scholarship.

(Baker continued on page 5)

Nominated by Alpha Alpha Chapter in Louisiana



Sally Soileau

Sally M. Soileau, Extension Agent, Family and Consumer Sciences/Program Development & Evaluation, is located at the Louisiana State University Ag Center in Baton Rouge. She provides FCS programming, regional and state nutrition and food safety education with adult audiences including Extension peers, FCE leaders, FNP/EFNEP, and train the trainer workshops for clientele. She holds a BS in Home Economics Education from Louisiana State University, a MS in Extension Education from Louisiana State University, a MEd in Home Economics Education from the University of Southwestern Louisiana, and a PhD in Vocational Education from Louisiana State University.

During her 28 year career with LSU Agricultural Center Cooperative Extension Service, Dr. Soileau has worked with the 4-H Youth Development program for 23 years with leadership in Character Education trainings, 4-H Sew with Cotton, 4-H Environmental Education; and she initiated the Saint Landry Parish 4-H Club foundation. As a current member of the State Board of Directors for the "*Grandparents Raising Grandchildren*" she has assisted in the collaboration of six conferences for parents, children, grandparents, and other care givers. Also a member of the *Keep Baton Rouge Beautiful* Board, she has worked cooperatively with the Baton Rouge city officials, parish leaders, and organized groups for the *Great American Clean Up* effort.

ESP Leadership: Soileau has served as the Southern Region Vice President on the national board which included chair of the Member Services Committee. She served on the national marketing committee task force and currently is a member of the Public Issues Committee. Alpha Alpha Chapter has elected her President (2003-04) and the related positions, as well as recognizing her with a Mid-Career Award.

(Soileau continued on page 5)



What Can the Global Relations Committee Do For You?

Mary Alice Gettings, Member, Global Relations Committee, Alpha Omicron, Pennsylvania Chapter and Ellen Burton, Chair, Global Relations Committee, Alpha Nu , Illinois Chapter

The National Global Relations Committees is dedicated to enhancing the professional and personal development of our members. We strive to do this by increasing awareness of global opportunities, by promoting cultural awareness and an appreciation and respect for the dynamics of diversity and multiculturalism. The focus of the Global Relations Committee is on helping Extension professionals understand, act, and interact within the global society in which we live. The Global Relations Committee is striving to increase the ability of Extension professionals to assist individuals and families in the communities in which they work to better understand, communicate, and act within this changing global context.

Extension professionals visiting the National ESP Web Site will

find the link to the National Extension Diversity website, which provides information on staff development, reaching audiences, and organizational change. In addition, a mini-grant program through the National Initiative to Internationalize Extension can be found through ESP's Go Global website.

If you have an interest in international opportunities, the Go Global button on the ESP National website is a place you want to visit. Put your expertise to work by checking out the more than 10 links under the International Opportunities button. In addition, you can link to USDA's CSREES International Programs Site. With the click of a button, the International Travel Information will help you with information on obtaining insurance and immunizations you may need.

At the state level, we would encourage an active Global Relations Committee. Epsilon Sigma Phi's 2004 Chapter Handbook, Section D provides a fact sheet with a list of program ideas that can be carried out at the state level. A brochure is also included in this section detailing how you as an Extension professional can become involved in Extension International Programs.

To learn more about the work of the National Global Relations Committee join us for our National Global Relations Committee Meeting; to be held during the National ESP Conference in Moline, Illinois, on Saturday, September 18, from 8:00 AM to 10:00 AM. If you have specific questions concerning the National Global Relations Committee, contact Ellen Burton at 217-333-5588 or eburton@uiuc.edu.

(Baker continued from page 4)

Other Leadership and Awards: Dr. Baker has been actively involved in professional associations. Besides ESP, she has had leadership roles as President of the South Carolina Association for Family and Consumer Sciences (2003), active in the National Extension Association of Family and Consumer Sciences; President of the South Carolina Extension Association of Family and Consumer Sciences (1991); and committee chairs in the South Carolina Association of Extension 4-H Agents, as well as serving as President of Kappa Delta Phi, Xi Zeta Chapter (1998) and Vice President of Phi Beta Delta, Gamma Omega Chapter (1999).

As an active member, the SCAFCS recognized Dr. Baker with their Outstanding FCS Professional in Extension Award and Distinguished Service Award. She received the AAFCS Freda DeKnight Fellowship in 2000. The SCEAFCS awarded her the distinguished Florence Hall Award (1990) as well as naming her the 1985 Outstanding Home Economist.

(Soileau continued from page 4)

Other Leadership and Awards: Recognized as a resource in her field, Soileau received the 2003 Distinguished Educator of the Year award by the Louisiana Dietetic Association. She and her colleagues were recognized with the USDA Service Award. Also she received the 4-H and NEAFCS DSA Awards, 4-H and FCS Outstanding Young Agent Awards; Junior Award of Merit and Past President of LSU Human Ecology Alumni Association; the Community Award for Outstanding contributions to Education by the Louisiana Association of Educators; and a recipient of the H.C. Sanders Fellowship.

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.



Midwest Magic on the Mississippi River – ESP Marks the Way 2004 National ESP Conference

Visit the ESP Website at <http://espnational.org> to view the abstract of each session.

CONCURRENT SESSIONS

THURSDAY, SEPTEMBER 16, 2004

Concurrent Sessions I

- **Ethics In The Work Place**, Janice Stimpson, Extension Educator, University of Idaho, ID.
- **Raising Awareness of Multicultural Challenges and Opportunities in Extension Educators**, Mark Russell, Extension Animal Scientist, Purdue University, IN
- **Extension Incognito**, Rhonda K. Christensen, County Extension Education Director, Iowa State University, IA
- **Communicating With Stakeholders**, Robin Orr, Extension Specialist/EFNEP/FNP, University of Illinois, IL
- **Understanding and Developing Your Emotional Intelligence**, Garee W. Earnest, Program Leader & Associate Professor; and Rose Fisher Merkowitz, Extension Agent, FCS/CD & Associate Professor; Ohio State University, OH

FRIDAY, SEPTEMBER 17, 2004

Concurrent Sessions II

- **The Changing Face of Urban Extension**, Vernon Waldren, Extension Educator, University of Nebraska, NE
- **Evaluation Tools That Show Impact**, Susan Busler, OSU Extension Family and Community Development Faculty, Oregon State University, OR
- **Involving Stakeholders in a Leadership Reality Check**, Elaine Bowen, Extension Specialist, West Virginia University, WV
- **Appreciative Inquiry: A Positive Approach to Future Building**, Laurel L. Kubin, County Director, Colorado State University, CO
- **Community Partnerships through Community Pride**, Rae Wilkinson, 4-H Specialist/State CYFAR Program Coordinator; and Susan Holder, State Program Leader 4-H Youth Development, Mississippi State University, MS

Concurrent Sessions III

- **A Proven Method for Extending Your Outreach To a National Audience**, Andy Lewis, Community Development Specialist, University of Wisconsin, WI
- **A to Z Recipe for Diversity**, Valynnda K. Slack, Extension Educator, Purdue University, IN
- **Parent Smarts: A Credit Information Series For Parents**, Angela Lyons, Assistant Professor and Extension Specialist, University of Illinois, IL

- **Lessons In Partnerships, Programming and Evaluation from An Innovative Youth Education Center**, Graham Cochran, Center Director & Extension Agent, 4-H Youth Development; Nate Arnett, Program Director/Extension Agent, 4-H Youth Development, Theresa Ferrari, Extension Specialist, 4-H Youth Development; Ohio State University, OH
- **The Power of Attention for Extension Professionals**, Jeff Olsen, Extension Horticulturist, Oregon State University, OR

POSTER SESSIONS

THURSDAY, SEPTEMBER 16, 2004

Authors present 3:00 – 4:00 pm

- **The Tillamook-Slatiora 4-H Connection**, Joy Jones, OR
- **Helping Extension Program Teams Reach Their Potential**, Beverly Kelbaugh, OH
- **The Effect of Participation in Youth as Partners Opportunities on Positive Youth Development Outcomes in Older 4-H Youth**, Nancy Kershaw, Joy Jones and Pam Olsen, OR
- **First Impressions: Removing the Rose Colored Glasses**, Andy Lewis, WI
- **Involving Stakeholders in a Leadership Reality Check**, Elaine Bowen, WV
- **Expanding Extension's Delivery with 319 Clean Water Funds**, Sheila Craig, MN
- **Shared Chairmanship, A Team-Focused Leadership Approach**, Greg Homan, Andy Kleinschmidt, Carol Trice, and Nancy Bowen, OH
- **Internationalizing Extension: Study Tours and In-depth Learning Experiences**, Mary P. Andrews and Jan Hartough, MI
- **Helping Children Resolve Conflict – Teaching Child Care Professionals**, Mary E. Nelsons and Eileen Krumbach, NE
- **Empowering Communities to Impact Hunger**, Nellie Oehler and Susan Busler, OR
- **Learn by Doing: Livestock Day Camps Teach Life Skills and Animal Husbandry**, Rauh Panting, ID
- **Preparing Indiana Extension Educators for a Global Community**, Kelli Selby and Mark Russell, IN
- **You Meet Me on IPV: Delivering Extension Programs and Staff Development Through 2-Way Video Conferencing**, Valynnda K. Slack, IN
- **Bridging the Gap – Breaking Down Barriers to New Programming**, Susan Holder and Rae Wilkinson, MS
- **Building Strong Families – A Youth Development Approach**, Deborah J. Thomason, SC
- **Idaho Informing Extension Legislators**, Wayne Jones, Janice Stimpson, Joey Peutz and Rauh Panting, ID
- **Effective Technology Tools for Collaborative Writing**, Diane C. Vigna and Patricia Fairchild, NE



A Little Midwest Magic for the ESP Scholarship Fund! Lois E. Smith, Auction Committee

Don't miss the fun -- a great dinner (cash bar at 6:00 pm), door prizes, and an opportunity to see "Midwest magic" in motion -- watch your auction item(s) bring big bucks for the ESP scholarship fund!

We'll have two auctions on Friday, September 17 -- the silent auction from 6:00 -- 7:30 pm and the live auction from 7:30 -- 9:00 pm.

We need your donations for the auctions! Items should be "unique" and represent your culture, community or geographic area, hobby or a special interest -- with a value of

\$30 or more. The higher quality/valued items will be reserved for the live auction. I hope each chapter will provide a couple of representative items.

Auction items can be registered (near the registration desk) on Wednesday, September 15, from 4-7:00 pm; Thursday, September 16, from 7-noon; or Friday, September 17, 8-10:00 am.

Or, you can ship your items to me prior to the conference if you wish: **200 University Park Drive, Suite 280, Edwardsville, IL 62025-3649; (618)**

692-9434 -- shipment carrier may require a phone number for delivery.

To help me finalize plans for the auction, please let me know what you're donating and whether you plan to bring it with you or send it in advance. And, I'll need some information -- your name and a number to reach you, a description and estimated value of the item.

Help make this a great event! I'm looking forward to seeing all of you on the Mississippi!

ATTENTION ALL LIFE MEMBERS and SOON TO BE RETIREES -Your Response Is Critical

Michael McKinney, Southern Regional Vice President, Public Issues Committee Chair, Futuring Task Force Member

Fact: In the very near future, ESP Life Members will outnumber Annual Members.

Question: How does an organization retain the interest and commitment of a member once he or she retires from active service?

Realization: Retirees may retain their loyalty to ESP, but their interests and needs may be considerably different from those of annual members.

The Plan: Your National ESP Organization is currently looking at options that would provide greater opportunities for our retired professionals. One of the proposals being discussed is to prioritize organizational efforts on which to focus. They include:

1. Providing leisure opportunities that are both educational and fulfilling for the retired Extension professional. (Cruises, Study Tours, Lifelong Learning)
2. Providing updated legislative reports on the federal retirement system and other related topics.
3. Providing knowledge on issues such as healthcare, financial management, and leisure fulfillment.

4. Serving as ambassadors to ESP and assist in resource recruitment and provide political lobbying support for ESP and Cooperative Extension nationwide. Several options are available for consideration. For example: Option I: Establish a subcommittee of an existing National Committee(s). The members would hold a two-year term and focus on "life and retirement" issues. Or... Option II: Establish a Life Member Committee with a chair who would share equal status with the current regional vice presidents. This position would be elected every two years and could be open nationally or rotated between regions. This option will require additional support funds.

Will It Work? To assess your interest, you are being asked to complete the enclosed survey and return it as soon as possible. Your help and cooperation is not only critical, but extremely appreciated.

The National Member Services Committee Asks...Did You Know?

Duane P. Johnson, OR, Chair, and JoAnne Kock, NV

- There is still time to register for the 2004 ESP National Conference, September 15-18, 2004 in Moline, IL?
- You don't have to be a national committee member to attend any of the committee meetings. The National member Services Committee invites you to attend our committee meeting Saturday, September 18th at 8:00 a.m.
- Everyone is invited to attend a workshop presented by the Member Services Committee "Oh! The Places You Can Go Through Member Services," Thursday, September 16, 7:45-8:45 a.m., where you will learn all about how to prepare an effective nomination for recognition (awards) and scholarships. The program will also cover how to present not just a good application but an outstanding, winning application. Information will also be presented on designing "Chapter Mini-grants That Can Make a Difference."
- It is not too early to start preparing scholarship and award applications and nominations for 2005?
- You can download the ESP Benefits Package for an expanded membership experience that explains all the recognition, scholarships and grants that enhance ESP membership. Log on at <http://espnational.org>.



The ESP Regional Recognition Recipients for 2004

Regional Distinguished Service

NC Patricia Hildebrand, IL
NE Susan K. Morris, MD
SO Betty Gottler, AL
W Nellie Oehler, OR

Regional Mid Career

NC Jeffrey E. King, OH
NE Annette Devitt, NJ
SO James E. Hairston, AL
W Jeffrey E. Tranel, CO

Regional Administrative Leadership

W Deborah Maddy, OR

Regional Diversity Team

W Idaho

Regional Early Career

NC Brenda Schmitt, IA
NE Mary Alice Gettings, PA
SO Lisa A. Guion, FL
W Vicki Hayman, WY

Regional International Service

NC Jeffrey D. Layman, OH
NE Susan Schoenian, MD
W Anthony F. Gasbarro, AK

Regional Team

NC Ohio
NE New Jersey
SO Alabama
W Colorado

Regional Continued Service

W Leonard J. Calvert, OR

How to Use ESP Resources in Marketing ESP

Duane P. Johnson, Marketing Committee Member

Marketing ESP to the Extension Professional does not happen without planning and involvement of all members. Marketing ESP and Extension have the same components. The four "C's" of marketing by Vipperman can be applied to marketing ESP - Commitment, Coordination, Communication, and Consistency.

To help ESP members market ESP (The Extension Professionals' Organization) to potential members, recognize current members and honorees, and create awareness of ESP, the National ESP Office and A&T Industries offer a number of useful items. We will take a look at a few of these items and share ideas on how they are and might be used by your chapter.

- **Extension Professionals' Creed:** This is an 8-1/2 x 11 beautifully printed certificate (ready for framing). It is often presented to new members on induction to ESP. Some chapters have made sure each office has a framed copy of the creed in the lobby of their offices to support relations with the general public and clientele. Cost of the printed creed is \$.50 from the National ESP Office.

- **ESP Pens:** The new ESP pen is an excellent item to provide to new ESP annual and life members, to administrators for their support of ESP, or to special speakers and individuals giving to the ESP Endowment Fund from a chapter. They are available from the National ESP Office for \$3.00 each or 4/\$10.00.

- **ESP Emblem (peal-off seal):** This is an excellent item to place on envelopes, special gifts, letters and certificates giving visibility to your chapter and the ESP organization.

The following items are available through A&T Industries (see ESP web-site for information on ordering).

- **Note Cards:** As you write notes of congratulations, thanks and other personal notes these note cards provide excellent visibility and lets others know of your pride of being an Extension professional.

- **ESP Key Pin:** Many chapters provide the new member an ESP Key Pin upon initiation. This not only provides recognition to the member but also provides visibility to the State Chapter.

- **Paper Weights, ESP Letter Opener, and Memo Pad Holder:** These items are popular in saying thank you to officers, committee chairs, recognition recipients, and gifts to special people who have made a difference to ESP and/or Extension.

If you have a need for something special or an idea for something to be available in the National Office or from A&T Industries please let Nancy Crago, ESP Second Vice President or Linda Cook, Executive Director, know of your idea or need.

There are many others items available from the National Office and A&T Industries. You can find a complete listing in Section P of the ESP Handbook on the National ESP website at <http://espnational.org>.

