

# CONNECTION

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EPSILON SIGMA PHI

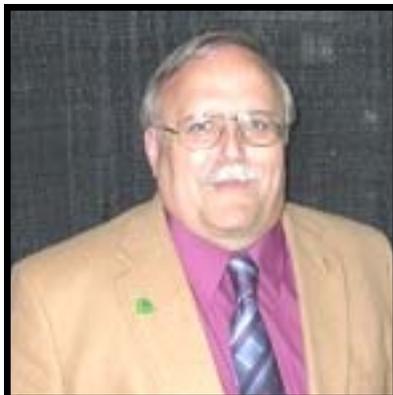
The Cooperative Extension Professionals' Organization

## Word from the President

James E. Hovland, University of Wisconsin Extension

Epsilon Sigma Phi thanks the Alpha Nu Chapter, Epsilon Sigma Phi from Illinois for being excellent hosts for the conference as well as the committees and volunteers for helping to make the conference successful. It certainly was Midwest Magic on the Mississippi- ESP Marks the Way. From the conference keynote presentations to the poster and concurrent session presenters, people were enthusiastic about ESP. One of the many highlights included the Scholarship Auction that raised a record \$9,000.

This past year ESP had a Futuring Task Force look at our organization. The task force presented its report at the National Conference in Moline. Additional input was received at the round table discussions. Information from the report was utilized in the ESP National Committee Meetings. As a result of the ESP Futuring Task Force Report, Epsilon Sigma Phi will be developing a Strategic Directions Plan for the organization for the next few years. Input to the Strategic Directions Plan will come from discussion through the national committee meetings, JCEP Regional workshops, ESP plan of work and the National Board Meetings. The Strategic Directions Plan will be completed for the 2005 National Conference in Colorado Springs. The plan will serve as a guide to ESP for the next few years, and plan will be revised annually with input from the national committees, membership, regional workshops and National Board. Completing the Strategic Directions Plan will assist ESP when the organization and committees develop their annual plan of work.



James E. Hovland

Ideas from the Futuring Task Force have already been included in such areas as the Request for Proposals for Presentations for the 2005 National Conference and the national committees' plan of work for 2005. Future conferences will offer tracks in leadership development. An Emerging Leadership Ad Hoc Committee is being formed to look at providing professional development

opportunities on an ongoing basis for ESP members. Emerging Leadership, Administrative, and Professional Development program opportunities are being requested by ESP members. Part of their charge is to look at links with other leadership groups and how leadership and professional development are components of all committees.

The key to making the Epsilon Sigma Phi successful requires membership to be engaged and involved in the organization, at the chapter, regional or national level. Members have the opportunity to become involved through chapters in their state, participation at the regional Joint Council of Extension Professional regional meetings, ESP National committee meetings, or presentations at the national conference. The JCEP regional workshops will be held in January and

*(See President on Page 2)*

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## CONNECTION

EPSILON SIGMA PHI, INC.

### ESP CONNECTION

Epsilon Sigma Phi, Inc. The Cooperative Extension  
Professionals' Organization  
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## Public Issues Leadership Development (PILD) Conference April 17-20, 2005, Marriott Crystal City, Arlington, Virginia

Janice Stimpson, ID, Public Issues Committee Chair

“Leadership Development Through Partnerships” is the theme for the 2005 PILD conference. Planning is underway for another great conference. This conference will focus on Leadership in Public Policy, Strengthening Existing Partnerships and Building New Partnerships.

JCEP would like to stress that this conference is open to ALL Extension employees – Agent/Educators, Specialists, Directors and Administrators. It is not limited to Association leadership or those with administrative duties.

PILD is an opportunity to learn what makes Washington tick...and how to use this new understanding of the “big picture” to improve Extension programs. Attendees will learn about program and public issue partnerships with USDA-CSREES, federal agencies and non-profits. Through the program offered at PILD you can build skills that will help you effectively communicate with public decision makers at all levels. And, you get to spend “a day on the Hill” with congressional senators, representatives and staff to discuss the impact of your Extension program on their constituency.

Save the date, April 17-20, and join other Extension employees at the 2005 PILD conference.

*(President from Page 1)*

February 2005. In the next few months individuals will have the opportunity to respond to present programs and posters at the 2005 national conference in Colorado Springs as well as to respond to the national committee nomination process.

I would like to thank Epsilon Sigma members, for providing me with the opportunity to serve in this

## National ESP Recognition Program Deadline is March 1

Duane P. Johnson, 2004 Member Services Committee Chair  
Mark Russell, 2005 Member Services Committee Chair

If you are planning a Professional Development experience in 2005 and need financial support, have you considered applying for one of the ESP Richard R Angus Professional Development Scholarships? The information and application are located on the ESP Web Site. Applications are due March 1<sup>st</sup>.

If you have an Extension Administrator role and would like to attend the 2005 ESP Conference in Colorado Springs, Colorado, November 9-12 as an ESP member, you will want to consider applying for one of four Administrative Leadership Scholarships. These \$500.00 scholarships are designed for first-time attendees and help to balance the cost of participation. ESP hopes all scholarships are used in 2005. Applications are due March 1<sup>st</sup>.

March 1<sup>st</sup> is also the due date for all chapter nominations for regional and national recognition. Nominations must be postmarked by March 1. These **Recognition Programs** are:

- National Distinguished Service Ruby Recognition
- National Friend of Extension Recognition
- Regional Distinguished Service Recognition
- Regional Mid-Career Distinguished Service Recognition
- Regional Early Career Recognition
- Regional Visionary Leadership Recognition
- Regional Distinguished Team Recognition
- Regional Distinguished International Service Recognition
- Regional Diversity/Multicultural Recognition - Individual
- Regional Diversity/Multicultural Recognition - Team
- Regional Continued Excellence Recognition
- Regional Administrative Leadership Recognition

Details for each of these recognition programs and the procedure for nomination is located on the ESP web page under Member Services Section of the Handbook.

leadership role for the next year. We have a number of opportunities to strengthen Epsilon Sigma Phi at the national and chapter level. The National Board is comprised of professional and dedicated individuals that will work together to improve and strengthen the organization, along with ESP committees and membership.



## 2005 JCEP Regional Workshops

“Getting from Good to Great!” -  
Effective Strategies of Building Support with  
Decision Makers

In these times of uncertain resources, Extension professionals must learn how to build support with decision makers. The 2005 JCEP Regional Leadership and Professional Development Workshops, “Getting from Good to Great! - Effective Strategies of Building Support with Decision Makers,” are designed to help you gain new information to benefit your association, hear about new ideas, and interact with professionals from other state associations and representatives of the Extension Committee on Organization and Policy (ECOP). These special workshops will include opportunities for: professional development, networking, leadership training and dialogue with ECOP.

The program presenters are specialists in legislative communications and external relations. They will provide you with tools for grassroots strategies for engaging decision makers. Additionally, each association will conduct its own leadership training during the breakout sessions.

### 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.

For additional information and to register go to the ESP website at <http://espnational.org>. You will gain valuable tools and resources to better serve your association and Extension.

*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.*

## A Call for Visionary Leadership Distinguished Ruby Lecture

By Dr. Chester P. Fehlis, Director Emeritus, Texas  
Cooperative Extension, The Texas A&M University  
Presented at Epsilon Sigma Phi Annual National  
Conference, Moline, Illinois, September 17, 2004

A positive future for the Cooperative Extension System depends upon having more visionary leaders at all levels. We must have leaders who recognize Extension’s potential value to the total university and the breadth of Extension’s mission to meet ever-evolving societal needs in a rapidly changing, diverse world.

Extension is an outreach organization for the people and thus we cannot constrain Extension to serving only production agriculture and to working only in rural areas. A government or university leader who is not visionary and knows Extension only in the context of the past may be a threat to Extension’s future.

Along with visionary leaders, the national Extension system needs to establish criteria and metrics that clearly define excellence in Extension. How can a new administrator, especially one from outside Extension, effectively achieve excellence in a state Extension program if there is not a clear vision nor accepted metrics for our national Extension system?

Enough common metrics exist to define excellence in the Extension system so that a clear vision could evolve to guide anyone, internal to our system or not. This effort would take tremendous courage by ECOP and our federal partner, but without it, we are perceived not as a system but as some 76 institutions headed in different directions.

The hard work, creativity, and service attitudes of our faculty and staff are essential to Extension’s future, but our future also requires visionary leaders who strive for excellence and set a heading for Extension based on the reality of constant change. I believe that there has never been a time in our history when Extension has been more relevant than it is today or will be through the 21<sup>st</sup> century. But our relevance can be realized only if the call for visionary leadership is answered.



## National Distinguished Friends of Extension

### **Barbara K. Cowdery** - New Hartford, New York

Cooperative Extension has always been a part of Barbara Cowdery's life, having grown up as a 4-H'er and an "Extension kid" in California, where her dad was best known as a farm advisor and the first state climatologist. People always come first in Barbara Cowdery's world. That's how she became involved with Cornell Cooperative Extension of Oneida County, where she began her long history as a Cornell Cooperative Extension Volunteer. For the past 12 years, Barbara has served as a CARET (Council on Agricultural Research, Extension, and Teaching) representative for Cornell University. She has served as the Northeast CARET chair and as secretary of the National CARET Executive Committee. In Barb's own words, "I love Extension. I just feel that it is such a valuable organization that feeds and helps so many people. And the goodness that comes from Extension is continuous. As a result, I would do almost anything to support it."



belief with her time and talent in helping Extension specialists and agents even though she left Extension for research and teaching more than 25 years ago. Clara Pratt has been a strong advocate for Extension within the university and the community. She worked tirelessly with the faculty in both colleges to assure that they understood the Extension program and to assure that in the merger it was not marginalized, but rather embraced as a critical part of the new college's mission and structure. Teacher, scholar, leader are all terms that describe Clara C. Pratt, who has generously shared in knowledge and skills with Extension specialists and agents for more than 25 years. Skilled in evaluation, Pratt has helped Extension faculty show government leaders and others how their programs do make a difference for communities and families.

### **Tiney McComb** - Gahanna, Ohio

Tiney McComb has made significant and long-term contributions to the Ohio 4-H Youth Development program. His contributions to the 4-H program far surpass what is normally expected of community leaders. Tiney has always been willing to support the Ohio 4-H's programming and fund-raising efforts. His contributions go beyond the everyday efforts. He is a visionary and actively engages himself to fulfill his vision and that of the 4-H program. Tiney has the ability to take a thought or idea and turn it into a tremendous opportunity for young people and the 4-H program as a whole. Tiney's contribution to 4-H represents an "investment" to make the best better. It is truly an investment that will continue to provide important visibility and financial support for generations to come.



### **Clara C. Pratt** (Picture not available) - Corvallis, Oregon

As Head of the Department of Human Development and Family Sciences at Oregon State University, children and families are Clara C. Pratt's passion. Evaluation is one of the tools that she uses to gauge the impact of programs designed to help children and families. The Oregon State University Extension Service is fortunate to count Clara Pratt among its friends. She has been generous beyond

## Professional Development – ESP Can Help You!

Nancy Grago, PA, President-Elect and Professional Development Committee Chair

One of the overall goals of the 2005 Professional Development Committee is to support, enhance, and communicate professional development opportunities for ESP members and Extension colleagues. This article highlights two ways you can plan for your professional growth and get the most from your ESP membership.

If you are looking for a way to dialogue with all Extension professionals, do a scholarly presentation or report on a research project, or develop your leadership skills, then begin planning now to

attend the 2005 ESP National Conference, "**ESP – Colorado Gold.**" The 2005 National Conference will be November 9 – 12, 2005, at the Broadmoor Hotel, in Colorado Springs, CO. This will be a great way to build on your professional growth while experiencing the personal benefits of staying at a 5 star resort at a very reduced rate of what is normal cost. Some of the exciting features being planned are:

- Expanded opportunity for poster presentations
- Emerging leadership program track
- Special track for life members

The RFP for the 2005 national conference will be available in November 2004.

Another new plan for 2005 is to develop a series of professional development sessions focusing on conversations with leadership around issues critical to Extension and leadership development. With the use of modern technology, ESP members nationwide will be able to join these conversations without leaving home. Watch for detailed information about this professional development opportunity in future *ESP Connection* newsletters and on the ESP web site.



## Seeking National Committee Members

Della A. Baker, ESP Second Vice-President

Please consider serving on an ESP National Committee. Appointments are made for one year after being recommended by the chapter and/or current National Board members, with reappointment possible. Nominations are due to the 2<sup>nd</sup> Vice-President from the chapter by March 1 (Use the Committee New Nomination and Reappointment Forms [page C-5 and C-6, respectfully]). Members on committees shall not succeed themselves for more than a total of three (3) years. A chapter should have no more than one (1) member appointed to serve on the same committee in any given year, in addition to the Vice President. Committees are appointed at the mid-year Board Meeting. Consideration will be given to retiree/life member appointments. Committee business is generally conducted by e-mail or conference call. Committees shall become active at the National Conference in the year their appointment is made.

### COMMITTEE TASKS:

**Global Relations:** Develops programs and projects related to International activities.

**Member Recruitment:** Works with chapters to recruit and retain membership.

**Member Services:** Develops membership benefits programs, reviews scholarship and mini grant applications and nominations for National Friend of Extension Awards.

**Professional Development:** Plans the National Conference, selects presenters for concurrent sessions at National Conference.

**Public Issues:** Follows public issues related to Extension personnel benefits (i.e. Federal Retirement); makes input into Public Issues Leadership Development Conference (PILD) and other public issues related to developing support for Extension.

**Resource Development and Management:** Works on the National budget proposal and implements plans for increasing financial resources of the organization.

Do you need more information? Contact Della Baker at [baker@clemsun.edu](mailto:baker@clemsun.edu).

## National Conference First-Timer

Carl Garten, KS, 2004 Administrative Scholarship Recipient

The 2004 National Meeting of Epsilon Sigma Phi held in Moline, Illinois provided an excellent place to learn what this organization is all about. As a first-time participant, I learned quickly that this was very good professional development conference from the first breakfast for first timers. The conference objectives of providing for personal and professional development were met through the sessions that ran Thursday through Saturday. The second goal of providing opportunities for Extension professionals to make presidents was met by some of the top names in Extension. These sessions were excellent and covered a wide variety of topics with at least four different sessions to choose from. The third goal was to encourage and promote interdisciplinary programming and diversity. The programming came from all areas of Extension and all topics such as: diversity, ethics, scholarship, partnership, impact evaluation, and attention. The fourth goal of sharing strategies for enhancing the image of Extension and communicating the value of Extension was carried by not only the excellent Extension staff that was there but also by Orion Samuelson who is a real spokesman for Extension. The fifth goal of providing new tools and technologies was reached not only through the sessions but also the excellent posters sessions. The sixth goal of strengthening communities was reached through speakers and the poster sessions that cover not only local issues but also international issues. The last goal to recognize members for excellence was done very well at the recognition banquet and Ruby Luncheon. Then throw in the excitement of the Scholarship Auction and the entertaining Dinner Boat Cruise down the Mississippi and it made for an excellent way to get some top-notch professional improvement training. There was still time to see some of the sites of Moline such as John Deere Pavilion in a beautiful setting on the Mississippi. In my new role as District Extension Director this training will come in very handy in working to join several counties as one unit. As you quickly find out, communication becomes a tool that must be used to keep everyone informed, calm and ready to move on to the new challenges ahead.

## Make a Four-Year Pledge Today

David S. Ross, Chair, Development Board of Trustees

Please join fellow ESP'ers and make a pledge or donation today. Payments can be spread out over four years to the ESP Development Fund Campaign. Over \$110,000 have been pledged or donated so far by 475 members.

Recognition levels include:

- ESP Diamond Key: \$25,000 or more
- ESP Platinum Key: \$15,000 – 24,999
- ESP Gold Key: \$5,000 – 14,999  
(\$1,250 per year for four years)
- ESP Silver Key: \$1,000 – 4,999  
(\$250 per year for four years)
- ESP Bronze Key: \$500 – 999  
(\$125 per year for four years)
- ESP Key: \$250 – 499  
(\$62.50 per year for four years)
- Other \$ \_\_\_\_\_

Checks or credit cards are accepted. Contribution information and form is on the ESP website at <http://espnational.org>.



## Invite Your Colleagues to Join as a Member-at-Large

Rita Wood, Member of Recruitment and Retention Committee, New Jersey

Do you have Cooperative Extension colleagues in the following states: California, New Hampshire, Vermont, Maine, Massachusetts, and Rhode Island? You can invite them to join as a member-at-large and receive all the benefits of ESP membership.

### Members-at-large say the benefits of membership are well worth their annual dues.

- *“Being a member-at-large will connect me with colleagues from other states who are working in the Cooperative Extension System.”*
- *“ESP ‘member service’ is truly following its mission to ‘develop the Extension professional.’ I enjoy reading the ESP Connection newsletter.”*
- *“Being a member of ESP will give me the opportunity to present my research at the national conference. The financial support will certainly help me cover some of the expenses of the trip.”*

- *“The mini grant of \$1,000 was just what the project needed to be completed. I look forward to presenting at the national conference the results of the 4-H and FCS project.”*

Membership-at-large is open to Extension personnel and retirees in states where an ESP Chapter is inactive or does not currently exist.

A member-at-large may join Epsilon Sigma Phi after one year of employment with the state Cooperative Extension System.

Dues are \$35 per membership year (January – December) for a member-at-large. The initiation ceremony into ESP will take place at the National Conference November 9-12, 2005, in Colorado Springs, CO, at The Broadmoor.

Help develop the Extension profession and professionals by encouraging your fellow colleagues in these states to join in order to benefit from national membership in ESP.

Be a winner in promoting member-at-large membership to your friends and colleagues.

### Benefits for Member-at-large

- Professional development conferences and regional leadership meetings
- Extension personnel and retirees united across disciplines, units and program areas
- National platform to give scholarly presentations
- Connecting personnel and retirees to build networks, continuity, and support for the Extension System and related issues
- Scholarships and mini-grants
- Recognition system for excellence in Extension’s personnel, retirees, clientele and supporters
- Quarterly *ESP Connection* newsletter

For more information and member-at-large brochures contact: Linda D. Cook, Executive Director, at [espoffice@espnational.org](mailto:espoffice@espnational.org)

### Raising the ESP Green!!

David S. Ross, Chair, Development Board of Trustees

Can you support ESP with a small donation to our endowment fund this fall?

Annual members, can you add a few dollars to your dues payment? Life members, would you make a small donation to ESP to support our efforts for professional development and recognition of those who excel in Extension programming? The theme for our 2004 Development Fund Campaign is “Raising the Green.” We have nearly \$17,000 worth of professional development/recognition funding opportunities this year and need to fully fund a \$500,000 endowment to support these programs annually. We have a \$75 in 75<sup>th</sup> anniversary pin for those giving \$75 or more for the first time, and a nice cloth tote bag for those giving a second donation of \$100 or more. On our website, <http://www.espnational.org>, there is a campaign brochure with more details and the form to make a pledge or donation.

## Outreach Scholarship Conference a Great Learning Experience

Rita Natal Saathoff, Regional 4-H Agent, South, Rutgers Cooperative Extension and 2003 Angus Professional Development Scholarship Winner

Attending the 2003 Outreach Scholarship Conference provided me with a unique opportunity to learn about the variety of outreach efforts conducted through higher education. More than 400 professionals representing 68 land grant and other institutions from 33 states gathered in October in Madison, Wisconsin to share successes, challenges and practical information in the area of outreach scholarship. The real “eye-opener” for me was discovering that many others in academia – teaching and research faculty, administrators, and public relations officers – have a passion and commitment to outreach activities equal to that of Extension professionals, and can be potential collaborators for us. As a 2003 Professional Development Scholarship recipient, I was honored to represent Epsilon Sigma Phi in Madison, and am looking forward to attending the 2004 Conference at Penn State, where I will co-present a seminar. For more information, log onto <http://www.outreachscholarship.org>.



## ESP Chapter Mini-Grant Process Changes in 2005

Duane P. Johnson, 2004 Member Services Committee Chair  
Mark Russell, 2005 Member Services Committee Chair

Application deadline for a ESP Mini Grants is February 1. All applications and supporting material must be sent Linda Cook, Executive Director at [espoffice@espnational.org](mailto:espoffice@espnational.org).

In 2005, Epsilon Sigma Phi will provide four \$1000 mini-grants for chapters to initiate professional development activities in their state or region. The mini-grants will be awarded regardless of region. All proposals need to be completed within one year of application. If four mini-grants are not awarded at this time, a second application date would be August 1. The same procedure as the first date would take place until a maximum of four are awarded.

Application and information on the mini-grant program can be found under Member Services Section of the ESP Handbook on the ESP Web site.

## National ESP Conference "Colorado Gold" Colorado Springs, Colorado November 9 - 12, 2005



Visit <http://espnational.org>  
for more information!

## 2005 Changes Approved by ESP National Committee

- Dues cut-off for determining voting delegates and number of votes for recognition ballot moved to FEBRUARY 1
- Members who do not renew their membership for three consecutive years will be moved to the Past Member Database

## Public Issues Leadership Development (PILD) Conference Scholarships

Duane P. Johnson, 2004 Member Services Committee Chair; Mark Russell, 2005 Member Services Committee Chair

Application deadline for Public Issues Leadership Development Scholarships is February 1. In addition, all applications and supporting material must be sent electronically to Mark Russell at [mrussell@purdue.edu](mailto:mrussell@purdue.edu) with a copy to Linda Cook, Executive Director at [espoffice@espnational.org](mailto:espoffice@espnational.org).

Epsilon Sigma Phi provides four \$600 scholarships annually to assist members to attend PILD for the first time. PILD will be held April 17-20, 2005 in Washington, D.C.

Scholarships are awarded one to each region unless a region does not have an application. The Member Services Committee can then recommend a second person from another region to receive the scholarship.

The Public Issues Leadership Development Conference provides:

- The 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, 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

The Joint Council of Extension Professionals sponsors the Public Issues Leadership Development (PILD) Conference.

Scholarship applications are due and must be emailed by February 1 to Mark Russell and the National ESP Office. Scholarship applications can be located on the ESP National web site in the handbook section at <http://espnational.org>





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## Two Ways to Look at Peace Corps Volunteers

Nancy L. Granovsky, TX, Past Member of Global Relations Committee

There are two important ways for current and retired Extension professionals to interface with the world of Peace Corps Volunteers: 1) apply to become a Peace Corps Volunteer yourself; and/or 2) use the Returned Peace Corps Volunteers in your community as a resource.

Established by President John F. Kennedy in 1961 to promote world peace and friendship, the three goals that comprise the Peace Corps mission may be more relevant and more needed than at any time in history:

1. Helping the people of interested countries in meeting their need for trained men and women.
2. Helping promote a better understanding of Americans on the part of the peoples served.
3. Helping promote a better understanding of other peoples on the part of all Americans.

The average age of current volunteers is 28 but 6% of volunteers are over the age of 50, and the oldest volunteer is 81. More information and on-line applications are available at [www.peacecorps.gov](http://www.peacecorps.gov).

Returned Peace Corps Volunteers (RPCV) are eager to share their experiences in the community. They add a world view to local and regional problem-solving. RPCVs can help communities to understand the dynamics of demographic change occurring in even our smallest of communities and how to understand and work with the new families who are diversifying the face of America. Their experience and perspective make them ideal for helping to broaden the international focus of 4-H and youth activities. Their language skills are waiting to be “exploited” by Extension programs attempting to meet the needs of target audiences for whom English is not a primary language. Recruit RPCVs to serve on advisory committees and program councils and to serve as volunteers in community outreach activities. Recruit them to graduate school and hire them as Extension professionals! Former Peace Corps Volunteers are represented in Epsilon Sigma Phi membership! Find out who they are in your state and take advantage of their vantage point.

Visit the National Epsilon Sigma Phi website at <http://espnational.org> !

