



CONNECTION

JANUARY/FEBRUARY 2005 • NUMBER 99

EPSILON SIGMA PHI

The Cooperative Extension Professionals' Organization

ESP COLORADO GOLD

EPSILON SIGMA PHI NATIONAL CONFERENCE, NOVEMBER 9TH – 12TH, 2005

COLORADO SPRINGS, COLORADO

Nancy Crago, ESP President-Elect, National Professional Development Committee Chair

Epsilon Sigma Phi and the ESP Zeta Chapter in Colorado invite you to participate in the 2005 Epsilon Sigma Phi National Conference being held at the world famous Broadmoor Hotel in Colorado Springs, CO, from November 9 through 12, 2005. It will be a "Colorado Gold" professional and personal development opportunity for ALL Extension professionals featuring:

- Three dynamic keynote speakers.
- Scholarly concurrent sessions and poster presentations.
- Three program tracks - life members, emerging leadership, and program developers.
- Strategies for enhancing Extension's image and communicating the value of Extension.
- Opportunities to explore new tools and technologies to enhance outcomes of Extension programs.
- Methods for strengthening communities through Extension programs.
- Recognition of ESP members for excellence in programming addressing diversity and critical issues.
- Presentations of interest for retirees/life members.



Dr. Evan Vlachos

The keynote speaker for the first general session is **Dr. Evan Vlachos**, Professor of Sociology and Civil Engineering, at Colorado State University. His presentation, "**Zoom-Boom or Drift: Futuring for Extension**," will address emerging trends and futuring issues for Cooperative

Extension. Dr. Vlachos' presents a unique and thought-provoking view based on over 30 years of experience in teaching and administration, applied research, and consulting. Dr. Vlachos emphasizes the importance of community as we learn and work together.

(See Colorado Gold on Page 2)

National ESP Conference



"Colorado Gold"
Colorado Springs, Colorado
November 9 - 12, 2005

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

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The speaker for the second general session is **David Remson**, teacher, trainer, and owner of Triangle Consulting. In his presentation, **“Thriving in the Multi-Generational Workplace,”**



David Remson

Remson will help Extension professionals deal with changes in the workplace and the challenges of having four generations with distinctively differing values working together. Using his 15 years experience in diversity and workplace equity, he will present information to help Extension staff develop a better understanding of the motivations and preferences of each generation and go a step beyond what they may have previously experienced. Remson’s philosophy is “It’s not about them. It’s about you.”

The final speaker, **Mary LoVerde**, will help participants focus on developing the personal skills and attitudes necessary to adapt to the changes they



face. Her presentation, **“June Cleaver Never Fried Bacon in a Bill Blass Dress,”** will help answer the question, “What to do when you can’t keep up?” Participants will be introduced to LoVerde’s “Connection Solution.” LoVerde served as director of the Hypertension Research Center at

Mary LoVerde the University of Colorado School of Medicine for 15 years, has authored three books, and has been featured on ABC World News Tonight.

Conference events will include a Poster Showcase Session in conjunction with Wednesday evening’s Welcoming Reception, the Retirees and First Timers Breakfast, concurrent sessions, the Awards Banquet, the ESP Auction on Friday evening, the Ruby Lecture

and Luncheon, dinner at the Flying W Ranch, and pre-conference tours. Several tours for family members and friends will also be offered.

The conference location is an ideal place for personal relaxation. The Broadmoor Hotel, a five star resort, is offering the \$117/day conference lodging rate for three nights prior to and after the conference dates. Participants can relax and enjoy the surrounding beauty of the Colorado Mountains, play golf on one of Broadmoor’s three courses, or visit area attractions, including the Air Force Academy, many historic sites, a gold mine, and natural areas. More information about the area’s attractions can be found on the web site www.pikes-peak.com.

The early bird registration fee for the conference is \$375 with a deadline of August 15, 2005. Watch for the registration information in the next issue of ESP Connection and on the ESP web site <http://espnational.org>.

2005 PRE-CONFERENCE TOURS

The following pre-conference tours are being planned for Wednesday, November 9, 2005:

- Historic Manitou Sites including Miramont Castle, Glen Eyrie Castle, Old Colorado City History Center and Manitou Springs
- Air Force Academy, Garden of the Gods, and Pikes Peak by Cog Railroad

All tours will be from 9:00 – 4:00 pm and include lunch and transportation. The cost will be \$65. Watch for registration information in the next issue of the ESP Connection.

JOURNAL OF EXTENSION UPDATE

Deborah Maddy, ESP Representative to JOE Board of Directors

- All past issues of JOE, from 1963 to the present, are now available on line at <http://www.joe.org>.
- In 2004, 279 submissions were received with an acceptance rate of 47%.
- As of December, there were 55 JOE reviewers. There is a great demand for reviewers in the areas of 4-H youth development, economics and natural resources.
- In 2004, there were 1,055,639 visitors to the JOE website with an average of 2,884 daily.
- 2004 was the first year that JOE managed the National Job Bank. There were 378 jobs posted from 44 states, with a daily average of 224 visitors.
- One of the goals for 2005 is to increase the number of publications from 6 to 8 annually.



CONNECTION

EPSILON SIGMA PHI, INC.

ESP CONNECTION

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

A Newsletter

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NATIONAL CONFERENCE DATES

November 8-13, 2005
Colorado Springs, Colorado

November 12-19, 2006
Annapolis, Maryland.

September 12-15, 2007
Charleston, South Carolina

NATIONAL COMMITTEE OPPORTUNITIES... MARCH 1 DEADLINE

Looking for a leadership opportunity on the national level? Consider membership on an ESP National Committee. Appointments are for one year and become effective at the National Conference in the year the appointment is made. Committees for your consideration:

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.

To be considered submit the Committee New Nomination and/or Reappointment Forms to Della A. Baker, ESP Second Vice-President, 108 Barre Hall, Clemson University, Clemson, SC 29634 by **March 1**. If you need more information, contact Della Baker at Dbaker@clemson.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 Professional.

2005 ESP NATIONAL CONFERENCE REQUEST FOR PROPOSALS FOR CONCURRENT SESSIONS/POSTERS

Nancy Crago, ESP President-Elect, National Professional Development Committee Chair

Proposals for concurrent sessions and posters for the 2005 ESP National Conference being held in Colorado Springs, CO, from November 9 – 12, 2005, are now being accepted by the ESP Professional Development Committee. Categories for submission are:

- Volunteer Development
- Partnerships
- Program Development and Evaluation
- New Communication Tools and Technologies
- Leadership Development
- Public Policy Issues
- Administrative/Organizational Strategies
- Financial Strategies
- Life Membership/Retirees

All categories apply to adult and/or youth programming. New for 2005 are three program tracks – Emerging Leadership, Life Members, and Program Developers. Presenters are asked to indicate a track for their presentation.

Proposals will be evaluated by the Professional Development Committee and selections made during March. Recommendations for approval will be presented at the Mid Year Board Meeting in early April. All successful applicants will be notified in mid-April. Presenters must register for the conference and are expected to attend the full conference. Presenters attending the full conference are eligible for a stipend.

Deadline for proposals is 5:00 PM on February 28, 2005. All proposals must be submitted electronically to Nancy Crago, Penn State Coop Ext., Email address - nxa3@psu.edu. In addition, a hard copy must be mailed to Nancy Crago, ESP President Elect, Penn State Coop Ext., 400 North Lexington Ave., Pittsburgh, PA 15208-2521, and post marked no later than February 28, 2005. Fax copy is not acceptable. Any proposal not received by February 28, 2005 and any proposal failing to follow the required submission format will not be evaluated by the Professional Development Committee.

Complete details about the categories, guidelines and required format for submission can be found in the Request for Proposals located on the ESP website at: <http://espnational.org>.



The 2005 PILD—Public Issues Leadership Development Conference—is scheduled for April 17-20, 2005, and will focus on “**Leadership Development through Partnerships.**” Plan now to attend PILD and learn about strengthening current partnerships around public issues and building new ones. PILD is open to all Extension staff and administrators and is sponsored by JCEP, the Joint Council of Extension Professionals.

Who are the decision makers for staff to focus on, i.e. county commissioners, state legislators, district/state Congressional offices, etc? The Sunday general session with Extension directors and administrators will answer this and other questions . . . How are they advised to do this work? Training involved? What are they told not to do? What are some best practices our institution has discovered?

One of Monday's general sessions, ***The Federal Budget Process?*** will try to explain the complicated process that takes place in Washington, D.C. to determine funding for programs such as Extension. Tina Buch will explain what CSREES does to prepare the agency's budget. Noah Engelberg will then explain what the Office of Management and Budget does with that product and how a budget is sent to Congress. Troy Phillips, the

appropriations assistant in Congressman Sam Farr's office, will then give the perspective of what Congress does with the budget that OMB sends to them and how a final decision is reached on who receives funding and how much money actually goes to programs.

Session Highlights

The Healthy Lifestyle Partnerships session will feature how Extension and other partners are working towards the national Healthy People 2010 goals. Speakers from the CDC, state partners and other health promotion partners will discuss successful partnerships, obstacles and opportunities for Extension in future health promotion education for youth and adults.

Growing Opportunities for Agricultural Technology will include new opportunities working with our federal partners in agricultural technology and its application such as using hand-held devices (GPS/GIS) for data collection and predicting agricultural market trends.

The **Youth & Civic Engagement** session will feature staff from the American Youth Policy Forum. Extension professionals will critically examine unique models and review current research and lessons learned from civic engagement experiences around the country.

Other sessions will include **The Role of Extension as a First Responder, Farm to Table: Food Safety Partnerships, Empowering**

Advisory Committee Leadership, Innovations in Funding: Managing a Changing Portfolio, Leadership IS Us, International Extension Partnerships, County Government as an Engaged Partner and Expanding the 'Footprint' of Extension Visibility and Influence.

All Extension professionals are invited to attend PILD, learn what makes Washington tick and how to use this “big picture” to improve your Extension programs. The Marriott Crystal City, Virginia is the new site for the 2005 PILD conference. Arrive early for an evening performance of “The Capitol Steps” or a tour of the National Cathedral.

Registration and conference details will be online at www.jcep.org in January, or contact Janean Creighton, PILD Chair, creighton@wsu.edu or Janice Stimpson, Registration Chair jstimpson@uidaho.edu for more information.

JCEP, the Joint Council of Extension Professionals is made up of the five Extension professional associations: Association of Natural Resource Extension Professionals, Epsilon Sigma Phi, National Association of County Agricultural Agents, National Association of Extension 4-H Agents and National Extension Association of Family and Consumer Sciences.

RICHARD R. ANGUS HONORED BY ROTARY INTERNATIONAL

Richard R. Angus, Past National President and Maryland Life Member, was honored in 2004 as one of fifty Rotarians in the world to receive the Distinguished Service recognition. ESP knows of

Dick's generosity through his commitment to the ESP Endowment and contributions to support the Richard R. Angus Professional Development Scholarships.



MEMBER RECRUITMENT AND RETENTION

Bob Ohlensehlen, Membership Retention & Recruitment Committee Chair and Past President

One of the goals of the Member Recruitment and Retention Committee is to strengthen chapter membership recruitment and retention committee efforts. In the current climate within Extension it is difficult to focus efforts on anything other than the work for which we were hired. Yet one of the important aspects of being a professional is the service we provide to our profession. In our most recent conference call, the committee discussed how we could address our goal of assisting chapters to improve membership recruitment and retention. It should come as no surprise that communication surfaced as being critical in attracting and maintaining members.

One of the serious shortcomings that we have experienced at the national office is getting the information to the right person in a timely manner. We need the help of our chapters to insure that the national office has the names, addresses and emails of the current chapter officers. When officers change the appropriate outgoing officer for the chapter should contact the national office with the changes.

In the case where important information is sent out at the time a change in officers occurs, it is important that the outgoing officers pass along information to the newly installed officers.

Another idea that surfaced in the committee's discussion is to

encourage the chapter officers to pass along pertinent information they receive from the national office to the general membership. It is hard to know what piece of information members might receive that could spark interest in increasing their involvement in Epsilon Sigma Phi.

Just a reminder to check out the Chapter Merit Award and the Achievement in Chapter Membership programs to see how your chapter measures up. A strong chapter that is active and provides a variety of opportunities for its members is much more successful in member recruitment and retention than one which offers little for the member's time and money.

HAVE YOU GIVEN??

David S. Ross, Chair, Development Fund Board of Trustees

The ESP Development Fund continues to grow but if each member will give \$25.00 per year for the next four years, we will easily make our goal. Yes, \$25.00 per year for just four years. Can those of you who have not yet contributed please step forward? Yes, we realize we need larger pledges than that, but it makes a big difference if EVERYONE participates in their professional society and gives back to it to make a difference in the lives of all members.

If you have Internet access, the Development Fund Campaign brochure is on the web and can be printed from the web at www.espnational.org. If you have no web access, contact the national office. Send a check along with a short letter giving your contact information and a note stating your intentions to make a one time gift or a pledge of (how many) years at \$ _____. A pledge of \$25.00 or more per year can be paid by credit card.

We thank our leading contributor who recently made a second large donation. We thank all 475 contributors (many who have given repeatedly) who have made \$117,892.50 in pledges and paid \$104,582.25 in actual dollars collected. If you are not one of the 475, please contribute now!! Thank you!!

IS YOUR EXTENSION TEAM OUTSTANDING?



JCEP - Joint Council of Extension Professionals - proudly announces the 2005 JCEP Extension Teamwork Award.

If you and your colleagues have a successful, multidisciplinary Extension program, apply now for the 2005 Teamwork awards! Two \$500 awards will be presented during this year to outstanding Extension programs with team members from two or more program areas. The Joint Council of Extension Professionals sponsors this award to encourage and recognize successful Extension programs or projects that demonstrate effective performance and significant results (impact) at community, area, state or multi-state levels.

Visit the JCEP website, <http://www.jcep.org/> for a 2005 application and complete guidelines, plus information about the 2004 award winning teams. Applications are due April 1, 2005 to Jim Hovland, JCEP President-Elect. The JCEP Teamwork awards will be presented at the 2005 national meetings of the winning team members.



REPORT ON THE 2004 PUBLIC ISSUES LEADERSHIP DEVELOPMENT (PILD) CONFERENCE

Marie Blythe, Kansas, National Epsilon Sigma Phi Scholarship Winner

I was fortunate to receive one of the National Epsilon Sigma Phi scholarships, and am very appreciative of the support from National, the North Central region, and from the Kansas – Alpha Rho chapter.

Whether you do or do not receive a scholarship, applying for the scholarship is really good preparation for attending the conference. You consider what you will gain from participating, as well as how you will share and implement what you learn when you get home.

We learned about emerging issues from the national perspective for Cooperative Extension through the national report of Extension Committee on Organization and Policy. Through numerous breakout sessions, we were given the opportunity to learn the legislative process and how best to make a difference in creating new legislation, to understand demographic data and their implications, and to see opportunities in new areas of programming. Some of the session topics were Rural Development, Human Nutrition and Obesity Education, Diversity and Program Delivery, and Looking at Best Practices in Advocacy. Highlight of the D. C. experience was the day on the Hill. The Kansas delegation had an enjoyable day making visits to each office and spending time with Senators, Representatives, and their staffers. It was interesting to observe where the real work really gets done! We were pleased with the knowledge and understanding the staffers had of Kansas State University and K-State Research & Extension--many are K-State grads. We appreciated the congressional delegates and staff members who took their valuable time to visit with us, exchange information, and express sincere interest in the work we do for and with the people of Kansas.

ADDITIONAL PUBLIC POLICY OPPORTUNITY

Michael McKinney, Florida ESP Member

In addition to PILD and ESP's Public Issues Committee, Extension educators now have another opportunity to gain valuable experience in public issues education. The National Public Policy Education Conference (NPPEC) will give you the research-based information you will need to work with citizens on controversial public issues. Extension professionals are being asked to take on many community issues without any substantial training in public issues education. The NPPEC will give you the practical tools for being an effective Public Policy/Public Issues educator.

The 2005 NPPEC Conference is scheduled for September 18-22 at the Hyatt Crystal City in Washington, D.C. The Farm Foundation fostered the establishment of the National Public Policy Education Committee in 1950. ESP was invited to have a representative on the committee starting in 2005. Former ESP Board Member and Public Issues Committee Chair, Michael McKinney (FL), will serve as the ESP Liaison to NPPEC for the 2005 and 2006 Conferences.

The Art of Public Policy Education: Public policy issues are constantly emerging in today's fast-paced society. Those issues may surround a variety of topics such as land use, water, food safety, hunger, health care, farm income, biotechnology or economic development. To learn more about the upcoming NPPEC Conference, log on www.farmfoundation.org.

NEWS FROM THE RESOURCE DEVELOPMENT AND MANAGEMENT COMMITTEE AND THE ESP BOARD OF TRUSTEES

Mark Gateley, Chair Resource Development and Management Committee

The Committee and Board of Trustees have been working together in recent months to accomplish ESP's financial goals.

First, we are currently accepting proposals from investment firms to provide the National Board with information they need to make a decision regarding the management of ESP investments. We hope to submit a recommendation of one or more investment consultants by mid-February.

Second, the development fund campaign continues! 475 contributors (many of which are repeat donors) have made possible the addition of \$117,892.50 in gifts and pledges. THANK YOU! We are working to expand and update the development campaign for 2005. Dick Angus has given leadership to this effort for several years both as a donor and as a hands-on fundraiser. We appreciate Dick's commitment to the organization and to the development campaign. We are adding new members to the campaign committee and are seeking campaign coordinators in each state. The 2005 theme for the campaign is "Colorado Gold," a reflection of our 2005 National Meeting location. With your help and strong leadership in each chapter, we will add significant dollars to the development fund in 2005.



YOUTH DEVELOPMENT – INTERNATIONAL FOCUS

Alayne Toretta, 4-H Youth Development Educator, Rutgers Cooperative Extension

With the demise of the Soviet Union in the early 1990's, Russia in all her vastness and splendor has become part of the free world. Out of step with the western world, but not without her resources, Russia is a proud and ancient country looking to take her place in the global community. Today's youth of the Russian Federation struggle for an identity in the rapidly changing society of modern Russia. Russia and the United States look into the future of their relations with optimism and confidence, they actively cooperate in seeking new directions of mutually beneficial cooperation between the two nations." Through an exchange between youth and leaders in New Jersey and Moscow and Siberia, over 100 Russian youth learned about the six pillars of character, the democratic process of decision-making, the food pyramid, conflict resolution, drug/alcohol refusal skills, leadership, the 4 H's of 4-H, and holidays celebrated in the U.S.

Because of the Extension network in the U.S., 4-H is advantageously equipped to make a positive impact with youth of the Russian Federation and train educators in the "learn by doing" approach of 4-H. This is an exceptional, historic opportunity to instill character development, leadership skills, and cooperative learning styles in the youth of the former Soviet Union and an opportunity to learn lessons from the youth and youth leaders that can strengthen 4-H youth development work in the United States. For more information about International opportunities in the former Soviet Union, contact Alayne Torretta, Warren County 4-H Agent. torretta@rce.rutgers.edu or (908) 475-6502. Visit the ESP GoGlobal website for more information about international learning opportunities – <http://www.espnational.org/GoGlobal/index.htm>

"AVOIDING POLITICAL LANDMINES" MINI-GRANT REPORT

Kappa Chapter, Arizona, ESP

The Kappa Chapter was a recipient of a \$1,000.00 professional improvement grant from National ESP. The purpose of the grant was to provide a general session topic, "Avoiding Political Landmines" for Extension professionals at the University of Arizona College of Agricultural & Life Sciences 2004 Annual Conference. The general session was co-sponsored by Arizona Cooperative Extension.

The topic is critical to the Extension System as budgets are tightening and we are needing to market our outstanding research-based educational programs. Extension personnel need to be sensitive to the factors that can cause competing demands in communities. Extension personnel working to keep communities vital need to anticipate potential landmines and ways to avoid them.

Kappa Chapter invited Dr. David Sharpe, Community Development Specialist, Montana State University Extension, to conduct this session. Approximately eighty people were in attendance to hear his talk and participate in the discussion. Participants explored insights from social action and public issues education processes.

Based on the feed back from evaluations, participants gained basic knowledge of social action and public issues education processes. They could identify power structures and potential opposition to issues and a way to involve/inform them. As a spin-off from the session, the Director of Arizona Cooperative Extension has made mini-grants available for professionals to convene groups in their communities to discuss issues that impact those communities.

This general session also served a second purpose for Kappa Chapter. Participants gained awareness of the benefits of belonging to ESP. The session allowed Kappa Chapter a platform for marketing and educating participants to make them aware that ESP is a professional organization for all Extension personnel. We had an exhibit during the break in the general session with the new membership recruitment materials available. We are currently in the process of following up with potential members and will be able to see if in 2005 we have an increase in membership.

For Kappa Chapter, we appreciate the support from National ESP. This opportunity allowed us to be more visible and gain prestige within UA Cooperative Extension. We are hoping that other states could use this model as a professional development tool as well as a recruitment venue.





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DATES OF NOTE

The following list contains many deadlines which are important to the chapters and membership. Additional information can be found on the ESP website at <http://espnational.org>. Do not miss these excellent opportunities for professional development, leadership and recognition.

- | | |
|---------------------|---|
| February 1: | PILD Scholarship nominations to the Chair of Member Services, Mark Russell |
| February 1: | Mini-Grant Applications to the National ESP Office |
| February 1: | 2005 Dues payment for determining number of voting delegates for 2005 National Council |
| February 28: | Proposal for concurrent and/or poster session are due to the President-Elect, Nancy Crago |
| March 1: | Nominations for National and Regional Recognition programs due in the National EPS Office |
| March 1: | Scholarship applications due in the National Office |
| March 1: | Nominations for National Committees due to the National 2 nd Vice-President, Della Baker |

