

espconnection

Number CXXXV

The Newsletter of Epsilon Sigma Phi

October/November 2015

A Message from the President—Member Connections...Change, Challenge and Opportunity

Patricia Dawson, National ESP President



Patricia Dawson

I am humbled and honored to serve as your 2016 President. Embracing our 2016-2019 Strategic Plan, my focus for the year is *“Member Connections... Change, Challenge and Opportunity.”* It is an exciting time for ESP as we embrace new opportunities, technologies and

change in an effort to deliver premier professional development experiences to our members.

Speaking of premier experiences, our 2015 national conference in Coeur d'Alene was a huge success with over 200 delegates in attendance. Idaho's Theta Chapter provided incredible hospitality, outstanding programs, and relaxing evening events. The beautiful resort venue with lakeside views coupled with superb weather provided the perfect setting for our meeting.

Thank you Theta Chapter for your dedication to providing an excellent professional development experience...you are AWESOME!

We also must thank Oregon's Gamma Chapter for inviting three highly inspirational and thought-provoking speakers to the podium ~ Dr. Kay Sagmiller, Oregon State University; Dr. Larry Roper, Oregon State University; and Dr. Waded Cruzado, President, Montana State University. Statements from their presentations such as *“Mr. Google doesn't come to you like we do,”* (Dr. Cruzado) or *“Don't steal my pause, all the good stuff comes after the pause”* – lesson provided by Dr. Larry Roper's son, and *“People are seeking connection, engagement and nourishment – there's a human yearning for our organization”* resonated with the entire audience and left us

yearning to spend more time with each speaker. If you were unable to attend the sessions I would encourage you to view their presentations which are posted on our ESP website. I personally intend to revisit their presentations as their powerful messages are packed with insightful inspiration and wisdom to assist me in my role as an Extension professional.

As we transition our National Board for the coming year we must say goodbye and THANK YOU to three outstanding ESP members who have completed their terms on the national board. We wish the very best to Jeff Myers after five years of leadership to the National Board, as well as his representation of ESP on the JCEP Board. We will miss Jeff's incredible leadership, dedication and compassion at the board table. We have appreciated Elaine Long Bailey's service as

Inside this issue:

Development Fund Grows at Conference—Thank You	2
Kudos!	3
Chandler Reports the Benefits of the PILD Conference	3
Mapping Out Success with ESP Marketing Kits	4
Busy Fall for the Membership Recruitment & Retention Committee	5
News From the Journal of Extension	5
And a Great Time was Had by All!	6
Life Member Corner	7
Important Dates for Your Calendar	8

(Message Continued on page 2)

Development Fund Grows at Conference—Thank You!

David S. Ross, RDM Committee Member



David Ross

Thank you to the many people both at the annual conference and other supporters for record donations to the Development Fund during the annual conference as we kicked off our 2016 KICKOFF CHALLENGE. The total donations were \$8,850 from our pin and ribbon sales, \$5,500 in honor of Ann Berry as outgoing ESP President, and \$2,028.72 from half the fundraising auction. Totals at the end of Annual Conference were:

- **132** individual or organization contributors
- **33** new donors
- **\$16,379** raised for the Development Fund

All will be recognized in later newsletters and on the website. Key level recognition will be given as shown on the website under “Development

Fund”. Go to <http://espnational.org/en/development-fund>.

The numbers stated previously lay an exciting foundation for our 2016 KICKOFF CHALLENGE. We are not done yet. As we continue the 2016 campaign, we invite all chapters and members to give a tax deductible donation in any amount soon to grow our development fund even more. We still have over \$100,000 to go to reach our goal. Donations by check or credit card are welcome. If you have not already given to the 2016 campaign, consider giving now by clicking on this [link](#)!

Thank you so much for your support of the ESP Development Fund and the mission of Epsilon Sigma Phi!

David S. Ross can be reached by email at dsross@umd.edu.

(Message Continued from page 1)

Northeast Region Vice President, as well as her outstanding, insightful leadership as Chair of the Global Relations Committee. We were fortunate to have Donna Gillespie join our team for the past year as Western Region Vice President and Chair of the Public Issues Committee. Donna’s willingness to step in and provide immediate leadership for the PILD conference, as well as assistance with the Idaho conference, was greatly appreciated. ESP has truly been enriched thanks to the wonderful services of Jeff, Elaine and Donna.

We welcome three new members to our National Board’s ranks. Elizabeth Claypoole, NY, will provide leadership as Second Vice President and Chair of the Global Relations and Chapter Relations committees. Rusty Collins, CO, will serve as the Western Region Vice President and Chair of the Marketing Committee and Beth Raney, PA, will serve as Northeast Region Vice President and Chair of the Professional Development Committee. These three individuals are known for their strong leadership and management skills, enthusiasm and innovative approach to challenges which will be of great value as we continue to seek ways to enhance our organization.

As Extension educators we all share the common goal of making connections and the desire to serve. Please know that as your National ESP Board we are here to serve you as chapters and as individual members, yet communication and connections are a two way street. Please know that there is always an ‘open door’ to your National Board and our National Office and we definitely welcome your suggestions, questions and feedback.

Together, I am confident we will continue to move our association forward.

“Membership Connections... Change, Challenge and Opportunity” ~ I look forward to our 2016 journey.

Patricia Dawson can be reached by email at patricia.dawson@oregonstate.edu

Kudos!

Ann Berry, National Past President and Public Issues Committee Chair

Kudos to the Idaho/Theta Chapter for a fantastic national conference in Coeur d'Alene! Marsha Lockard, Donna Gillespie, Joey Peutz, Tyanne Freeburg, Bob Ohlensehlen and the rest of the chapter did an outstanding job coordinating the conference. And the Oregon/Gamma Chapter and the Professional Development Committee provided excellent keynote speakers, concurrent sessions and poster sessions. Thanks to everyone for making the national conference a great one!

Serving as your Past President, I am on the planning committee for the JCEP Public Issues Leadership Development Conference. The committee is well-underway to planning an outstanding conference; the theme is *Innovation: The Story of Extension*. New sessions this year include a walking tour of the area, a mobile tour to the National Institute for Food and Agriculture to allow for participants not visiting the Hill to find out more about our Federal partners, and a workshop leading delegates from point A to point Z in helping to prepare their own state's message. The committee will also offer one or

two webinars centered on "Your Visit to the Hill" to help prepare participants for their trip to Washington, DC. The RFP is out for concurrent session submissions. Submission deadline has been extended to November 17, so visit the JCEP website, jcep.org, to access the form. This is a great outlet to share what you are doing in your state in regards to public issues and working with local and state government. Dates for PILD are April 10-13, 2016 and the conference will be held at the Hyatt Regency Crystal City.



Ann Berry

Our ESP Public Issues Committee members for 2016 include Mike Knutz, Oregon; Paul Lachapelle, Montana; Debra Bolton, Ohio; David Crawford, Ohio; Pennie Crinion, Illinois; Amanda Marable, Georgia; Mandel Smith, Pennsylvania; and Karen Reddersen, Maryland. The committee is working on some exciting projects for the coming year to help states address current public issues. Be on the lookout for upcoming webinars!

Ann Berry can be reached by email at aaberry@utk.edu.

Chandler Reports the Benefits of the PILD Conference

Laurie Chandler, Scholarships, Grants & Recognition Committee Member and Alpha Rho/KS Member

In 2009, I had the opportunity to attend the Public Issues Leadership Development (PILD) Conference. As President-Elect of our chapter, it was my responsibility to represent the chapter. I was encouraged to apply for a \$600 PILD scholarship from ESP for first-timers and was lucky enough to receive one.

As I think back to the conference, I can't help but think that what may have started out

as a responsibility for my chapter resulted in many benefits to me in my position as a County Extension Director.

In addition to dynamic keynote presentations and breakout sessions, we had the opportunity to visit with our federal legislators and share the positive impact of Extension programs in our communities and across the state. It was those conversations that provided a shift in my thinking

about how we report and maybe more importantly, what information we share. The information I learned from these visits changed the way in which we shared the value of Extension programs with our community stakeholders.

The PILD conference was one of the top conferences I have attended in my Extension career. If you haven't attended a PILD conference before, I would

(Chandler Continued on page 4)

Mapping Out Success with ESP Marketing Kits

Mary Carol Sheffield, Marketing Committee Member, Alpha Beta/GA Chapter Member

We're a few miles out now from our National meeting in Coeur D'Alene, Idaho where many of our state leaders received a sample Marketing kit with items that can be used to map out successful marketing strategies for growing state chapters. Members also had the chance to purchase marketing items for use back in their states. Now is the time to map out your plan to use these items and to organize an order from ESP National Office.

How exactly can these marketing items help you with successful recruitment and retention? The window shade displays would be great for use at state, district and local meetings of program areas or even at state professional association meetings. Exhibit them at poster sessions, and add some chapter specific information on how current members can nominate future members, as well as information on the benefits of maintaining your ESP membership. Don't forget to highlight all the fantastic leadership development opportunities available through ESP, including the availability of scholarships

and travel stipends for those who are truly seeking to engage in professionalism through service to ESP National!

Thank your state leadership and encourage them to drive down this path with you.

Order a few thumb drives for your state ESP Board and load them up with information that is important for your state chapter. Copy ESP National information from the thumb drive found in your sample marketing kit to share with them.

Recognize the accomplishments of new inductees or state award winners. Consider a small ESP themed gift for new members and officers. Pins have always been a great gift for new members, but now there are many options that have daily utility and are a great reminder of the investment we make in our professionalism by becoming active in Epsilon Sigma Phi within our state chapters and at the national level.

Encourage membership renewal by offering a prize drawing for people who meet a specific early bird deadline for

renewal. Use ESP Marketing items for prizes: A nice polo shirt with the ESP logo, a card holder or memo holder, nice pen and luggage tag, would be a great package for the drawing. This would be a relatively inexpensive way to incentivize early bird renewal and the winner would be equipped to promote ESP in their office.

Map out a state strategy for using these tools today. ESP National has these items available and will make an effort to bulk order additional quantities if they are needed and ordered by November 30. Items will be available on a continuing basis, but planning your path right now will help you execute a successful state wide marketing strategy for your chapter. Browse the marketing items online and place your order: http://www.espnational.org/files/Marketing/ESP_Items_for_Sale-2015.pdf

Mary Carol Sheffield can be reached by email at msheff@uga.edu.



(Chandler Continued from page 3)

encourage you to make plans to attend the 2016 PILD Conference, April 10-13, 2016. For registration information, go to: <http://jcep.org/images/PILD/2016-PILD/2016-PILD-Brochure.pdf>

If you would like more information about applying for an ESP scholarship, go to: <http://scholarship.espnational.org/pild-scholarship> "

Laurie Chandler can be reached by email at chandle@ksu.edu.

A Busy Fall for the Membership Recruitment and Retention Committee

Peggy Compton, North Central Region Vice President and Chair of the Membership Recruitment & Retention Committee



Peggy Compton

The National Membership Recruitment and Retention Committee (MRRC) had a busy fall preparing for the National ESP Conference which was held in Coeur d'Alene, ID, October 4-7. On Sunday night we greeted nearly 60 Life Members and those attending the conference for the first time at a "First Timers and Life Members" reception. We also held the final meeting for the 2015 MRRC and the inaugural meeting of the 2016 MRRC. The 2016 Committee meeting was used as a forum to continue the conversation regarding the potential for moving to an online membership management system. This change would allow the efficiencies of combining our website, membership management (renewals, contact information etc.), communications (email lists) and conference registration into one system. While there are many questions still to be answered, the National office and MRRC will continue

to work on this and hopes to launch a pilot with a small number of chapters.

As we move into the busy holiday season – **don't forget to renew YOUR ESP Membership** – the benefits are great – networking, leadership, scholarships, grants, awards and our excellent professional development conferences. Although individual chapters may approach membership recruitment and retention in various ways and time frames, one thing is certain: Each of our chapters is hoping to retain all of our current members and attract new Extension colleagues to our wonderful organization. Not sure who to contact in your state for membership renewal? From the National ESP website <http://espnational.org/> "Contact Us" tab you can find the president of each state chapter or contact the National Office where you'll find Bob and Jeana always willing to help.

Peggy Compton can be reached by email at peggy.compton@ces.uwex.edu.

News From the Journal of Extension

Stephen Brown, ESP Institutional Representative to JOE

The Journal of Extension (or JOE as it is affectionately known) is the flagship journal for all of Extension. Although there are other Extension journals published by different professional organizations and schools, JOE is the overarching peer reviewed publication that encompasses all of Extension.

JOE is considered a tier I journal and has an acceptance rate of just 23%. That may sound intimidating, but JOE is also a journal that is dedicated to teaching new authors how to navigate the world of journal publishing. Many Extension professionals published their very first peer reviewed journal article in JOE. Article categories include Commentaries, Features, Research in Brief, Ideas at Work

and Tools of the Trade. The scrutiny and type of review an article receives depends upon the category. They vary from only a review by the Editor to an Editorial Review plus three blind peer reviews.

JOE has long been on the cutting edge. It was one of the first academic journals to publish exclusively on the Internet back in the 90's. Ironically, many administrators predicted this would be the end of JOE because "very few will be able to access it."

Much of JOE's success has been due to its iconic current Editor Laura Hoelscher. She took JOE down many unconventional paths such as encouraging authors to

write in 1st person and insisting that articles answer the "why should I care" question. Laura will be retiring on December 31st of this year. The new Editor will be Debbie Allen.

I serve as ESP's Institutional Representative and that places me on JOE's Board of Directors. I currently serve as the board Secretary, but was recently elected as the President Elect for 2016 and will become President in 2017. It has been an honor for me to serve as the ESP representative. Just as JOE is seen as the flagship journal for Extension, ESP is seen as the flagship Extension professional organization!

Stephen Brown can be reached by email at scbrown4@alaska.edu.

And a Great Time was Had by All!

If you were unable to attend the 2015 Epsilon Sigma Phi National Conference, or if you were in attendance and would like to enjoy it all again, check out these pictures taken by our own Life Member, Billy Warrick of the Alpha Zeta Chapter of Texas. All conference pictures taken by Billy are available on the ESP website by clicking on "Resources," then on "Conference Photos by Billy Warrick." You can see this year's pictures, as well as the past several years of conference photos. Thanks again to Billy for keeping the memories alive through his camera!



First Timers/Life Members Reception



Opening Event onboard the Mish-an-Nock and Coeur d'Alene Cruise Boats



St. Joe River Cruise



Life Member Tour—
Wine & Tea Tasting!



Silent & Live Auction



Committee Meetings



Poster Session



Recognition Banquet



Concurrent Sessions



Dialogue with the Administrators



Past Presidents' Luncheon



National Council Meeting



Memorial Service



2016 ESP National Board

Life Member Corner



What is There to do for Life members/Retirees at a National ESP Meeting?

Dr. Deborah Thomason, Life Member, Alpha Phi Chapter, South Carolina

While sitting in beautiful Coeur d'Alene at the National ESP meeting I asked myself WHY am I here...

We all know it is fun to reconnect with old friends.

Of course it is great to see that the ESP organization is prospering and Extension programs are continuing to meet the needs of family, youth and communities.

Attending conference functions such as the opening event, tours, auction, Awards and Recognition Dinner, Ruby Luncheon and Lecture is always a great opportunity to enjoy local culture and honor those in our organization who have earned recognition. Even drop in on a few concurrent sessions and check out what's new in programming.

However, there are a few other very important roles that Life members/Retirees can play.

Stop a member wearing a First Timer ribbon and introduce yourself and share some of your ESP experiences with them and encourage them to attend again next year.

Take a moment and thank your national board members for their dedicated service and let them know that you appreciate the sacrifices they have made and the extra workload they have assumed for the 2-4 years that they serve on the board.

Personally congratulate an award winner and encourage them to keep up their good work.

Shake the hand of one of the general session speakers and let them know you are retired and appreciate their interest in our organization and thank them for contributing to our conference.

Make a contribution to the Endowment Fund in addition to encouraging others to do so and make it a point to thank others who are wearing a donor ribbon.

Let the host chapter/chapters know how much you appreciate their hard work in hosting the meeting.

Check out the donors listed in the program and maybe drop them a note and express your thanks for their support.

Serve on a national committee or at least attend one of the committee meetings and offer input from your perspective - it is valued and appreciated.

Let the Friends of Extension recipients know how important their continued support is to our communities and nation.

Lastly, let the National ESP Office and our Executive Director know how much you appreciate all the hard work and effort that went into the National meeting....

These few little things can make a world of difference in perpetuating ESP for years to come.... And we retirees/life members want that for many reason - including insuring that we will have a wonderful trip to look forward to next year...

See you in Cape May, New Jersey!

Deborah Thomason can be reached by email at Dthmsn@clemson.edu.





Epsilon Sigma Phi National Office
450 Falls Avenue Suite 106
Twin Falls, ID 83301



Important Dates for Your Calendar

NOVEMBER

- November 7, Deadline to Submit National Conference reimbursements for committee and voting delegates
- Collect and Submit 2016 Membership Dues

DECEMBER

- November/December Issue of *ESP Connection* distributed
- December 1, Electronic Submission Deadline for PILD Scholarships, Professional Development Grants and Angus Professional Development Scholarship Applications to National Office
- December 23, Deadline for *ESP Connection* articles to the National Office
- Collect and Submit 2016 Membership Dues
- Register for 2016 JCEP Leadership Conference

JANUARY

- December/January Issue of *ESP Connection* distributed
- Register for 2016 JCEP Leadership Conference (Early Bird ends January 18)
- Register for 2015 PILD Conference
- Collect and Submit 2016 Membership Dues
- February 1, Deadline for Electronic Submission of Chapter Reports for JCEP Leadership Conference