

espconnection

Number CXLIV

The Newsletter of Epsilon Sigma Phi

May/June 2017

President's Message

Kathleen Tweeten, National ESP President

Dear ESP Members,

All I can say is that you are really going to like our 2017 conference site, Wilmington, North Carolina, October 9-12, 2017. The ESP board traveled to Wilmington for their mid-year board meeting the end of April. There we met with the local conference hosts and toured the facility. Your 2nd Vice President, Mark Blevins, NC Extension, showed us a little of the area including a drive to the beach where one of the preconference tours is scheduled.



Although we enjoyed the area very much and you will, too, in October, there were several items of business that the board had to address including a constitutional addition to make the at-large membership less confusing, discussion of affinity group membership, updating our strategic plan for 2017-18, discussion of how we measure our success on

The conference hotel is located downtown where you can shop, eat, walk the river trails or just simply enjoy the patio and pool.

meeting our strategic plan objectives as well as reviewing our executive director's job description. Stay tuned to the ESP website and your Regional VP's for detailed information on all board action.

Our 2 1/2 days were jam packed but I can assure you that you will love the location of the hotel and what your local ESP hosts have in store for you. It will be a wonderful, fun filled, educational conference that you won't want to miss!

Kathy Tweeten can be reached by email at Kathleen.tweeten@ndsu.edu.



Kathleen Tweeten

2018 National ESP Officers Announced

Elections for the incoming 2018 national officers were recently held. The 2nd vice president will serve a 4-year term and the regional vice presidents will serve 2-year terms.



Mike Knutz from Oregon's Gamma Chapter was elected to serve in the roll of ESP National 2nd Vice President. Mike has been active in ESP on the national level for several years as a committee member on a number of national committees and attended and presented at several national ESP conferences.

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International Extension—Stories from the Global Relations Committee

Joel Brumley, Global Relations Committee Member and Member of Alpha Lambda Chapter/IN

While I have no experience with ag machinery built in Nebraska, I have owned preeminent turf equipment produced in Beatrice, Nebraska, the “Lawn Mower Capital of the World.” Therefore, it was not a surprise to learn that the Nebraska Department of Economic Development is collaborating with Nebraska Extension in a 3-5 year project to open new markets for Ag machinery in Central China.

When I spoke to Dr. Chuck Hibberd, Director of Nebraska Extension, he was fresh off his third trip to the Yangling China – Nebraska Demonstration Farm. Three Extension Specialists and seven Extension Educators who represented all areas of production agriculture accompanied Dr. Hibberd.

The group spent a week in China studying soil, weeds, diseases and insects. Now, every month, two Extension staff members will visit the farm and perform tasks such as crop scouting, irrigation scheduling and training for the farm manager and crew. “Chinese farmers are producing just 50% of their genetic potential,” said Dr. Hibberd. “China is a net importer of food and they have a goal to increase domestic food production,” he added.

This provides Extension the opportunity to help Chinese farmers, while at the same time, help improve the success of its home state ag machinery producers and expand the skills of Extension staff for their work back home.

The Yangling China – Nebraska Demonstration Farm provides an excellent global Extension experience. Staff will teach, learn and engage people from another culture and ultimately bring behavioral changes to their audience that help them reach their full potential.

Dr. Hibberd noted that he has observed Extension staff who traveled for short-term global study tours in the past. Those participants typically returned with new information and insight, but especially with a high level of confidence. His question to those participants was always, “What are you going to do with that [information]?”

Dr. Hibberd’s challenge to staff returning from a study tour was to get them thinking about how they could better perform their Extension work back home

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Karen Reddersen

Karen Reddersen from the Maryland Tau Chapter was elected as the Northeast Region Vice President. Karen has been active on a number of national committees and currently is serving as the Public Issues PILD Conference Planning Committee representative for ESP. She will be appointed to serve as chair of one of

the national committees with that responsibility beginning at national conference.

Mark Platten from the Colorado Zeta Chapter was elected to serve as the Western Region Vice President. Mark has also been very active on a number of national committees and has attended and presented at several national ESP conferences. Mark is the chair of the host chapter committee from Colorado, whose chapter will host



Mark Platten

the 2019 national conference. He will be appointed to serve as chair of one of the national committees with that responsibility beginning at national conference.

Help us congratulate and welcome them to their new roles.



October 9-12, 2017, Wilmington, NC
Registration is now open! Click [here](#)
for more information.

ESP Scholarships, Grants and Recognition Committee Announce 2017 Recognition Recipients

Join us in congratulating our 2017 Recognition Recipients!

Northeast Region	
Distinguished Service Award	Jeannette Rea Keywood New Jersey Alpha Xi
Continued Service Award	Nancy Kadwill-Brand Pennsylvania Alpha Omicron
Mid Career Service Award	Melinda Graver Pennsylvania Alpha Omicron
Early Career Service Award	Jocelyn Koller Maryland Tau
Administrative Leadership Award	Brad Paleg Maryland Tau
Visionary Leadership Award	Jeffrey D Myers Maryland Tau
International Service Award	Robin Brumfield New Jersey Alpha Xi
Diversity Multicultural, Individual	Lisa Gonzales Maryland Tau
Distinguished Team	Elaine Long Bailey – Calvert 4-H Chesapeake Outdoor Discovery Camp Maryland Tau

Southern Region	
Distinguished Service Award	Shirley Williamson Georgia Alpha Beta
Continued Service Award	Elizabeth L. Andress Georgia Alpha Beta
Mid Career Service Award	Daphne Richards Texas Alpha Zeta
Early Career Service Award	Raghuwinder "Raj" Singh Louisiana Alpha Alpha
Administrative Leadership Award	Kenneth Jones Kentucky Alpha Kappa
Visionary Leadership Award	Judith L Warren Texas Alpha Zeta
International Service Award	Charles Overstreet Louisiana Alpha Alpha
Diversity Multicultural - Individual	Edda Z. Cotto-Rivera Georgia Alpha Beta
Diversity Multicultural, Team - Tie	Ninfa Pena-Purcel – Equipping and Empowering Minorities with Diabetes Education / Texas Alpha Zeta
Diversity Multicultural, Team - Tie	Patricia J. West – Around the World with 4-H / Georgia Alpha Beta
Distinguished Team	Christopher Sneed - Farmers' Fresh Market / Tennessee Omega

North Central Region	
Distinguished Service Award	Beverly Maltzberger / Missouri Alpha Tau
Continued Service Award	Jeff King / Ohio Alpha Eta
Mid Career Service Award	Eric Barrett / Ohio Alpha Eta
Early Career Service Award	Dan Marzu Wisconsin Alpha Sigma
Administrative Leadership Award	Gayle Price Kansas Alpha Rho
Visionary Leadership Award	Gregory Davis Ohio Alpha Eta
International Service Award	Bonnie Wichtner-Zoia Michigan Alpha Psi
Diversity Multicultural, Individual	Angela Holmes Ohio Alpha Eta
Diversity Multicultural, Team	Susan Hogan - In the Garden 4-H Special Interest SPIN Club (SPIN) Club Ohio Alpha Eta
Distinguished Team	Mary Ann Schilling - Dollars During Development / Wisconsin Alpha Sigma

Western Region	
Distinguished Service Award	Scott Cotton Wyoming Eta
Continued Service Award	John Williams / Oregon Gamma
Mid Career Service Award - Tie	Lynette Ranney Black Oregon Gamma
Mid Career Service Award - Tie	Irene Shonle Colorado Zeta
Early Career Service Award	Jamie Davis Oregon Gamma
Administrative Leadership Award	Joey Peutz Idaho Theta
Visionary Leadership Award	Pamela Rose Oregon Gamma
International Service Award	Ross Penhallegon / Oregon Gamma
Diversity Multicultural, Individual	Mark Platten Colorado Zeta
Distinguished Team - Tie	Stacey MacArthur – Discover 4-H Clubs / Utah Iota
Distinguished Team - Tie	Carole Smith - SNACZ (Students Now Advocating to Create (healthy snacking) Zones Oregon Gamma

2017 Distinguished Ruby, Friends of Extension and Scholarship & Grant Recipients Announced

Distinguished Ruby Recognition

Dr. A. Scott Reed, OR/Gamma

Dr. A. Scott Reed is the 2017 recipient of Epsilon Sigma Phi's highest recognition - the Distinguished Service Ruby. As the Ruby Recipient, Dr. Reed will give the prestigious Ruby Lecture at the Ruby Luncheon on Tuesday, October 10, 2017, during the 2017 ESP National Conference. Scott Reed is recognized nationwide for his visionary leadership and strategic planning expertise. Dr. Reed chairs the ECOP Task Force on Private Resource Mobilization and represents Cooperative Extension on the Board on Agriculture Assembly. As Vice Provost for OSU Outreach and Engagement, Dr. Reed provides leadership for the Extension Service and Extended Campus, focused on providing worldwide engagement with learners and partners. Numerous organizations including ESP have honored him for his professional accomplishments. In addition to his leadership and service to Epsilon Sigma Phi, Scott served as the National President of the Association of the Natural Resource Extension Professionals, served on the Joint Council of Extension Professionals Board of Directors and served as the JCEP liaison to the ECOP Budget and Legislative Committee in the early 2000s.

Friends of Extension

Zippy Duvall/Georgia, Alpha Beta Chapter

For UGA Extension, Zippy Duvall is the total package to be counted among our friends and supporters. He brings a unique combination of public, private and programmatic support to our work of serving the people of Georgia. Zippy Duvall was elected President of the American Farm Bureau Federation in 2016. Prior to this Duvall has served about 10 years as president of the Georgia Farm Bureau. Duvall, a boiler, cattle and hay farmer from Greensboro, Georgia, is a lifelong supporter of Extension programs. In addition to his Farm Bureau leadership, Duvall is the past chairman of the Greene County Georgia Board of Commissioners and is a member of the Association of County Commissioners of Georgia. He has served on the Rayle EMC Board of Directors for 16 years. Duvall is a member of the Greensboro Farmers Bank Board of Directors and is a member of the Greensboro/Greene County Chamber of Commerce. Duvall and his wife, Bonnie, have four children: Vince, Corrie, Zeb and Zellie. Zippy Duvall continues to strive to make his life useful to humanity and we are fortunate to call him a 4-H Alumni, UGA Extension supporter, and friend.

Joel Rotz/Pennsylvania, Alpha Omicron Chapter

Joel Rotz, Senior Director of State Government Affairs with Pennsylvania Farm Bureau (PFB), worked tirelessly with PFB and Penn State's College of Agricultural Sciences to support funding for Agricultural Research and Extension programs in

Pennsylvania. It is in large part to the efforts of Joel and the Pennsylvania Farm Bureau that Extension survived the 2015/16 state budget stalemate. Joel's determination throughout the budget process, his effort to inform and persuade the legislators, and the trust and respect he has earned in Harrisburg all demonstrate great leadership at its best. If ever there was a need for strong leadership, this past budget cycle was it. Joel Rotz stepped up and helped organize a loud and united voice for Pennsylvania on our behalf. His efforts set a national example and prevented Pennsylvania from setting an unthinkable precedent. He recognized the seriousness of the threat early on, took immediate action and went above and beyond to fight to restore the funding for the college. In his role as Senior Director of State Government Affairs with PFB, Joel led Farm Bureau members in an advocacy effort that included grassroots advocacy, extensive media relations and social media efforts. His vision, leadership and action best describes Joel Rotz and his contributions to Penn State Extension. He is a true Friend of Extension!

Ray Bartholomew/Kansas, Alpha Rho Chapter

The "I got it moment" is what keeps Ray Bartholomew passionate about the Kansas 4-H Shooting Sports Program. That moment when a 4-H member masters the shooting pattern on the paper target, Ray knows the young person is hooked on 4-H Shooting Sports. Ray's efforts as the State Volunteer Coordinator over the past 10 years has made an extraordinary contribution to the 4-H program. As a master of the 4-H Shooting Sports Program, Ray has been certified in six disciplines in Kansas: archery, coordinator, hunting skills, pistol, rifle and western heritage/cowboy action. In 2015, Ray contributed over 1,040 volunteer hours estimated at \$22,505.60 for extending the 4-H Shooting Sports educational programs statewide. Nearly 525 certified adult volunteers in 70 recognized Extension Units contributed more the 49,000 hours at a value of \$1,060,360 for the Kansas 4-H Youth Department. The 4-H Shooting Sports continues to increase its membership with more than 3,516 youth participating within the eight disciplines. Project enrollment ranks third among all 4-H projects statewide. Ray has also provided visionary leadership on the Reno County Executive Board in Hutchinson, Kansas, and the statewide Kansas Extension Advisory Council. Ray Bartholomew is an outstanding advocate for the value and future of Extension and has helped to move the discussion ahead into action in developing a stable and sustainable program. Ray is passionate about K-State Research and Extension, 4-H and 4-H Shooting Sports, and yet humble in his accomplishments and contributions. What a friend KSRE has in Ray Bartholomew!

(Recognition Continued on page 7)

Life Members: Strategies for Marketing Life Membership Opportunities to New Retirees

Deborah Thomason, Life Member, Marketing Committee Member and Past National President

The excitement of counting those last few months, days, hours and even seconds before we become “officially” retired! Seems like only yesterday for me, and it’s been almost 5 years!!!

We all experience a variety of emotions when the day arrives and we can be joyous and ambivalent at the same time. One common question becomes, “Now, what?” Having been involved in a very dynamic and intense profession, we ask, “How will I spend my time and how can I maintain special relationships that I have developed and nurtured during my career?” As a Life Member and a member of the ESP Marketing Committee, I would like to offer a few suggestions.

1. **TIMING** Potential Life Members should be recruited and encouraged as they approach their last days of employment. Don’t WAIT! Some states actually present life memberships to their retiring members during their retirement celebrations.
2. **INCLUSION** ... Keep recently retired members on distribution lists of e-mails relating to association activities and events. E-mails are only one way to remain in contact, those of us of a “certain age” still enjoy receiving a phone call or a personal “snail mail” note inviting us to participate in activities or even attend the National Conference.

3. **MONEY\$\$...** Everyone is concerned about saving money! If your regular members are attending state or national meetings, invite Life Members or recent retirees to share a ride or a room.
4. **INVOLVEMENT** ... Invite Life Members to serve on state committees, serve as committee chairs or officers. Yes, we will tell you that we are busier now that we are retired and can’t imagine how we worked and still got everything done! However, we do enjoy keeping in contact and feeling a “part” of the Extension family we devoted our life to for so many years. In addition, you can encourage Life Members to apply to serve on National ESP Committees. Stipends for attending the National meeting are available for committee members and participation in the committee activities can be a valuable service to the state chapter. In addition, ESP provides a few Life Members stipends that can help defer some of the costs of a national meeting.

Bottom line ... Marketing ESP to potential new members is critical to perpetuating our organization; however, if we miss the opportunity to recruit Life Members, we sacrifice an abundance of knowledge and wisdom!

Deborah Thomason can be reached by email at dthmsn@clemsn.edu.

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because of the experience abroad. His goal for staff is to have not only more confidence, insight, and information, but also the adaptability to perform at their highest level. Working in a long-term global outreach effort such as the Yangling China project, Extension staff learn that the world is not as they expect. They must adapt quickly to find any success.

He also noted that in one of his previous long-term global experiences, Extension staff members had to suspend their program plans and shift their focus on building a relationship with a

tribal elder before even approaching the intended audience. Challenges such as this create a superior global experience and result in genuine Extension accomplishments. Accomplishments that bring benefits to a global audience first, and then a local audience later.

If you are interested in pursuing a global Extension experience, you are encouraged to join the Epsilon Sigma Phi Global Relations Committee, join the eXtension.org Internationalizing Extension Group, talk to your University’s International Extension Program Coordinator, or your University’s Director of International Programs

in Agriculture. If you have questions about the Yangling China – Nebraska Demonstration Farm, you may contact Dr. Chuck Hibberd at hibberd@unl.edu.

Joel Brumley can be reached by email at jbrumle@purdue.edu.

Visit the ESP website at
www.espnational.org

Life Member Corner



Life Member Involvement—Why Do We Do It?

Nancy Kadwill, Life Member and Global Relations Committee Member

When I was asked to write a few paragraphs addressing why I stay active as a life member in ESP, I thought, well this will be easy. But then I realized there were quite a few reasons and it began to be hard to condense it.

People, fun, continued friendships, and feeling valued. It is great to see others we know, make new friends, and reconnect at state and national meetings. The people in ESP have a unique ability to make you feel welcomed and valued even after retirement. There is an appreciation for the help that we can offer, be it as a committee member, host site volunteer, tour leader, etc.

Ability to still contribute to Extension. A lifetime of dedication to Extension doesn't just stop with retirement. We still believe in the goals, purposes, and programs we worked so hard to achieve. We can also express our true views to administrators, legislators, and other decision makers without fear of job repercussions!

Professional and personal improvement. As former educators, we still want to improve our minds. It is nice to be able to give back if we have the time. We are not as hindered by work or university restrictions. Attending several ESP national meetings has been especially enjoyable for me. OK, much as I love being in jeans, shorts and sneakers, it is good to have a reason to dress professionally and feel part of Extension again.

Yes, there is life after retirement - and a pretty good one, too! Trust me, we really can "let go" of work and enjoy this wonderful time in our lives. But it is nice to have a professional organization that values what you wish to contribute. I don't want to take a leadership opportunity from a younger, currently-working ESP member, but if they are overwhelmed by job dictates and there is ESP work to be done, why not contribute what I can?

Nancy Kadwill can be reached by email at nkadwill2@gmail.com.

ESP's First Spring Webinar Series

Beth Raney, NE Region Vice President and Chair, Professional Development Committee

In 2017, Epsilon Sigma Phi introduced our first blind-reviewed webinar series to share professional development with all members. Two proposals were accepted and presented on May 2 and 16.

Recordings of each are available at the ESP Website (espnational.org) and at eXtension's Learn site. Watch them!

Facing the Challenges of Embracing Diversity (<https://learn.extension.org/events/3044>) Presented by Dr. Lupita Fabregas, Dorina Espinoza and Russell Hill, University of California Cooperative Extension.

Program Design Strategy to Increase Participant Capacity (<https://learn.extension.org/events/3045>) Presented by Jody Horntvedt, and Tobias (Toby) Spanier, University of Minnesota Extension.

The Professional Development committee invites your feedback about the webinar series, the proposal selection process and the topics chosen for this year. The webinar series provides academic rigor through blind-review. For 2018, we'd like to plan now to make appropriate modifications. If you have suggestions to make the ESP webinar series stronger, please share your ideas!

Beth Raney can be reached by email at bethanyraney@gmail.com.

National Committee Opportunities—Apply Today!

Patricia Dawson, National Past President

Would you like to learn more about ESP? How about an experience that will assist you in meeting Extension colleagues from across the nation in all program disciplines? Consider becoming involved as a member of an ESP national committee. Serving as a member of an ESP national committee is a fantastic way to grow as a professional, learn more about our ESP association, develop new skills and gain many new friendships. While the deadline to renew membership on a committee or to apply to serve on a new committee was April 1st we still have a number of open slots. Our goal is to have a Life Member and every region represented on each committee.

The seven national committees include:

- Global Relations
- Membership Recruitment and Retention
- Marketing
- Professional Development
- Public Issues
- Resource Development and Management
- Scholarship, Grants and Recognition

Most committees meet four to six times per year via conference calls. A face-to-face meeting is held

during the national meeting; however, attendance at the national meeting is not mandatory in order to serve on a committee. For those able to participate in the national meeting, ESP will provide a \$200 stipend towards the cost of attending the event.

The application process is simple. Visit our ESP website and click on the Committee Application under the “Applications/Report” tab and complete the respective online form. Your Chapter President will also need to complete an online support form on your behalf. If you are currently serving on a committee you please complete the re-appointment online form in order to continue with the committee. The renewal application is listed under the “Applications/Report” tab on the ESP website.

I would encourage you to become engaged in our ESP Committee experience. I can assure you that you will gain far more than you give. Please feel free to contact me at patricia.dawson@oregonstate.edu or any member of your ESP National Board if you have any questions.

(Recognition Continued from page 4)

Jan Lohman/Oregon, Gamma Chapter

Commercial beekeeper Jan Lohman has been a staunch supporter, volunteer, and advocate of the OSU honey bee research and extension program even before it was established in 2009. As president of the Oregon State Beekeepers Association, she led a tremendous effort in appealing to the State of Oregon and OSU to create the honey bee research and extension program and later served on the search committee that ultimately hired the apiculturist faculty position at OSU. Since then, Jan has been involved with the OSU honey bee research and extension program in many roles. She is deeply involved with the Oregon Master Beekeeper Program, a cooperative extension effort between OSU and OSBA. She is one of the founders, a committee member, volunteer instructor, field mentor, and participant in the program. She also assists with efforts to provide education to new and experienced commercial beekeepers. She is wholeheartedly dedicated to the education of Oregon beekeepers for the health of honey bees and for the success of the beekeeper. She is an effective liaison between the OSU Honey Bee Lab and other commercial beekeepers, and is always encouraging others from the beekeeping industry to support

honey bee research and extension at OSU. Jan Lohman is not just a “Friend of Extension.” Indeed, she has contributed immensely to the honey bee research and extension efforts at OSU, but she has also become a good friend and role model to the members of the OSU Honey Bee Lab and the beekeeping community of Oregon.

2017 Scholarship & Grant Recipients

PILD Scholarship—\$600

Gail Silkwood, Idaho/Theta
Shari Spoelman, Michigan/Alpha Psi
Amanda Osborne, Ohio/Alpha Eta

Angus Scholarship—\$500

Jeff Myers, Maryland/Tau
Travis West, Ohio/Alpha Eta
Tara Brent, Virginia/Alpha Gamma
Joyce McGarry, Michigan/Alpha Psi
Kirsten Jensen, Idaho/Theta

Professional Development Grant—\$1,000

Arkansas/Alpha Iota, Submitted by Renee Myers



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Important Dates for Your Calendar!

JUNE

- June 1, Announcement of National Recognition and Scholarship Recipients and Officer Election Results
- June, Early Bird Registration (\$450) Available for ESP National Conference in Wilmington, NC, October 9-12, 2017
- **June 15-30, All ESP Membership Records will be moved online to the Wild Apricot System**

JULY

- July Issue of *ESP Connection* distributed

AUGUST

- August 21, 11:59 pm MDST, Early Bird Registration (\$450) Ends for National Conference in Wilmington, NC, October 9-12, 2017
- August 22, 11:59 pm MDST, Regular Registration (\$500) Begins for National Conference in Wilmington, NC, October 9-12, 2017
- August 21, Deadline for Electronic Registration of Voting Delegates for 2017 National Council Meeting
- August 25, Deadline for *ESP Connection* articles to the National ESP Office

SEPTEMBER

- September 25, 11:59 pm MDST, Regular Registration (\$500) Ends for the National Conference in Wilmington, NC, October 9-12, 2017
- September 26, Late Registration (\$550) Begins for National Conference in Wilmington, NC, October 9-12, 2017