



# CONNECTION

AUGUST/SEPT 98 • NUMBER 73

EPSILON SIGMA PHI

National Honorary Extension Fraternity

Epsilon Sigma Phi National Conference

## Balancing High Tech and High Touch

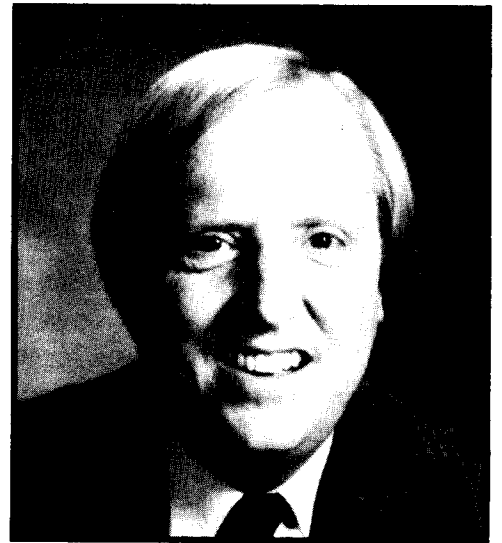
December 10-12, 1998 Atlanta, Georgia

Outstanding Keynote Announced

Chip R. Bell has been engaged as the keynote speaker for the second general session at the Epsilon Sigma Phi National Conference. He will address the conference attendees at the Friday morning session.

Dr. Bell is a senior partner with Performance Research Associates, Inc. and manages their Dallas, TX office. PRA consults with organizations on ways they can build a culture which supports long-term customer loyalty. Chip logs over 150,000 air miles a year working with organizations on ways they can enhance employee performance. He has served as consultant or trainer to such major organizations as

(Turn to **Keynote** on page 2)



Chip R. Bell

1998 Nationwide  
Downlink  
December 10, 1998  
**BUILDING A  
LEARNING  
ORGANIZATION  
FOR THE 21ST  
CENTURY**  
Presenter:  
Charlotte Roberts  
Turn to Page 2 for  
Detailed Information

## Second Opportunity for Scholarships

The national board re-opened applications for three scholarships for a second-round of applications. These \$500 scholarships are to be used to participate in the National Conference in Atlanta.

Application deadline is September 15, 1998.

- ♦ *Early Career* – First time national conference attendees who have been with Extension for less than a decade
- ♦ *Life Member* – For life members; retired at least 2 years
- ♦ *Administrative Leadership* – For outstanding administrators

For application materials, contact your chapter president or the National Office of Epsilon Sigma Phi.

### Inside this issue:

Satellite Teleconference Site Fees & Registration Form	2
To Make The Best Better – Editorial	3
1998 National Conference for Professional Development – Dec. 10-12	4 & 5
International Emphasis – Armenian Support Project	6
1998 National Conference for Professional Development Registration Form	7



New email address at  
the National Office:

[jcarlson@prtel.com](mailto:jcarlson@prtel.com)

(Keynoter from page 1)

IBM, GE, Microsoft, Motorola, Marriott, 3M, GTE, Shell Oil, Ritz-Carlton Hotels, Lucent Technologies, Royal Bank, Eli Lilly, Ryder Trucks, Price Waterhouse, Harley-Davidson, Cadillac and Victoria's Secret.

Prior to starting a consulting firm in the late 1970's, he was vice president and director of management and organization development for NCNB Corporation (now NationsBank, the 4th largest bank in the U.S.). In 1969, he served as an infantry unit

commander with the 82nd Airborne Division in Vietnam.

Dr. Bell is the author or co-author of ten books including three best sellers: Customers As Partners: Building Relationships That Last, Managing Knock Your Socks Off Service (with Ron Zemke) and his newest book: Managers as Mentors: Building Partnerships for Learning. His next book (scheduled for Fall, 1998 release) is Dance Lessons: The Six Step Method to Show-Stopping Partnerships.

**SATELLITE TELECONFERENCE SITE FEES and REGISTRATION FORM**

The National Professional Development Conference **Building a Learning Organization for the 21st Century** session will be downlinked via satellite from the ESP Conference to Extension professionals nationwide on Thursday, December 10, from 1:00 p.m. to 4:00 p.m. EST. Persons attending the ESP National Conference will be on-site at the Georgia Center for Continuing Education at the University of Georgia in Athens. You, your colleagues, and community partners can also take advantage of Charlotte Roberts' insight and experience in developing sustainable organizations anywhere you have downlink capability. Use this form to register yourself or your site to downlink this session.

	Postmark date:	Nov. 1	Nov. 15
_____ Individual Site Fee		\$ 175	\$ 200
State / Organization fee for multiple sites:			
_____ a. Cooperative Extension state with 8 sites confirmed		\$1200	\$1300
_____ b. Cooperative Extension state with 9-12 sites confirmed		\$1800	\$2000
_____ c. Cooperative Extension state with 13-16 sites confirmed		\$2200	\$2400
_____ d. Cooperative Extension state with all County / Region Centers satellite connected		\$3000	\$3200

\*Please indicate number of sites \_\_\_\_\_

Name of Contact / Individual \_\_\_\_\_ Position \_\_\_\_\_  
Address \_\_\_\_\_  
City / State / Zipcode \_\_\_\_\_  
Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-Mail \_\_\_\_\_

**Method of Payment:** Make check or purchase order payable to EPSILON SIGMA PHI. Mail form and payment to Judith S. Carlson, P.O. Box 626, Battle Lake, MN 56515. Phone: 218-864-8678.

**Please note postmark dates.**

Additional information and satellite coordinates will be sent to registered sites. Individuals planning to attend the on-site broadcast should use the conference registration form, Page 7.



## To Make The Best Better

by: Madeleine Greene, National President

Long have we lived "To Make the Best Better". We've encouraged the moldable young and their mature leaders to join us in the pursuit of excellence. The old motto has a new spin-on-it as continuous self-improvement processes. It's easy to agree that brave new personal growth is a good thing. Determining how to put the processes into action is exceedingly more difficult. How can we get our plans for personal growth up and going?

As I listened to a presentation of the results of a study to measure job satisfaction among Extension professionals, I had one of those flashes of insight that struck me much like a lightening bolt flashing across the night darkened sky. It is easier to remember the general impressions of the flash than the specific details.

What struck me was that the processes of personal change and growth begin with time schedule reallocation, for growth requires significant amounts of time. Where is

that time to come from? My flash of insight was a pruning metaphor. Our schedules quickly become overgrown vines of weakened, random-reaching tendrils that no longer bear fine fruit. If we would launch our pursuits to new kinds of excellence with a schedule pruning, we'd be stronger professionals with more basic root strength.

I see a basic problem with this example of schedule pruning. In the vineyard the gardener makes the judgment calls about

(Turn to **Better** on page 8)



**PILD Scholarship Winners:** Duane Johnson, OR, (left), Mark Manno, DE, (center), Rachel Guthrie, GA (right) and Fran Richmond, KS, (not pictured) standing with Robert Ohlensehlen, Western Region Vice President (far left), were awarded \$500 scholarships by Epsilon Sigma Phi to participate in the 1998 Public Issues Leadership Development Conference. Applications for 1999 are due January 1 for conference set for April 18-21 in Washington, DC.



**CONNECTION**

EPSILON SIGMA PHI

National Honorary Extension Fraternity  
A Newsletter

Published four times a year - February, May,  
August & October

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<http://esp-nat.tamu.edu>



**Planned PILD from ESP:** Margaret Viebrock (far left), Walter Walla, (standing left), Robert Ohlensehlen (center), Patrick Boyle (standing right) and Douglas Jardine (far right) are ESP members who shared in the planning of this year's conference.

photo by M.



## CONFERENCE OBJECTIVES:

### *Extension Professionals will:*

- ⇒ experience new technological advances and develop proactive techniques to keep the Extension system on the cutting edge
- ⇒ identify and use technological skills to keep in personal contact with clientele
- ⇒ define ways of providing education to learners not connected to technology
- ⇒ learn to build lasting relationships in a new age

## FEATURED PRESENTERS:

- ⇒ **Charlotte Roberts** is co-author with Peter Senge for **THE FIFTH DISCIPLINE FIELDBOOK**. In the third nationally televised satellite conference sponsored by Epsilon Sigma Phi, Ms. Roberts will offer practical strategies, techniques and frameworks for building and sustaining a learning organization in Cooperative Extension in the 21st century.
- ⇒ **Chip Bell**, senior partner with Performance Research Associates, Inc., is author of "Customers as Partners: Building Relationships That Last". PRA consults with organizations on ways they can build a culture that supports long-term customer loyalty. His most recent books are "Managers as Mentors" and "Dance Lessons: The Six Step Method to Show-Stopping Partnerships".
- ⇒ **Kevin Ivey**, Vice President of CNN, is credited with bringing the Gulf War into our living rooms using the technology of the media. Formerly an Extension videographer, Mr. Ivey will provide insights into the importance of using technology to transmit messages.
- ⇒ **1998 Distinguished Ruby Award Lecturer**

### ENTERTAINMENT

There are many opportunities for dining, shopping, theatre performances, sporting events and tours in the Buckhead area of Atlanta in the vicinity of the conference hotel. Georgia ESP members will provide a hospitality information center near the Epsilon Sigma Phi registration headquarters. Stop by for help in planning your evenings and free time. Through the ESP National Web Site, you can access the Georgia ESP site which will feature tour, restaurant, shopping and entertainment information to help you plan your visit. Periodically check the Web Site for updates.

### SCHOLARSHIP AUCTION

Support member services. Bring items for Auction from each chapter.

Auction at "Taste of the South" Friday, December 11, 4 - 6 p.m.

E-mail auction item information to: [jcarlson@prtel.com](mailto:jcarlson@prtel.com)

Please notify Judith S. Carlson in advance so that a preliminary "bill of sale" can be compiled.

## BALANCING HIGH

1998 National Conference for Profes

Terrace Garden Hotel at Buckhead

Tuesday, December 8, 1998

Wednesday, December 9, 1998

8:00 am - 10:00 pm

8:00 am - 5:00 pm

Noon - 8:00 pm

Thursday, December 10, 1998

7:00 am

8:30 am

11:30 am

1:00 pm

4:30 pm

Friday, December 11, 1998

7:00 am

7:30 am

9:00 am

10:15 am

11:15 am

12:15 pm

2:45 pm

4:00 pm - 6:00 pm

Saturday, December 12, 1998

7:30 am

8:00 am

10:00 am

11:15 am

12:15 pm

Afternoon

2:00 pm

5:30 pm

6:00 pm

Sunday, December 13, 1998

Orientation for ne

Participants travel

Life Member tour

1998-1999 Nation

Registration open

Registration open

Board chartered b

Tour Athens, Univ

Lunch at Georgia

**Building a Learn**

co-author with Pe

Depart Athens to

Registration open

Regional Meeting

**Customers as Pa**

author of book by

Concurrent Sessio

Chapter Connecti

1. Global Relatio

3. Resource Devel

5. Membership R

**Ruby Luncheon**

Concurrent Sessio

"A Taste of the So

Registration open

**Communication**

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1999 National Co

Lunch on your ow

Non-Voting Delep

National Council

JCEP Report and

Award photo sess

**Awards Receptio**

1999 National Bo

## LIFE MEMBER TOUR -- PI

On Wednesday, December 9, 1998, a spe

Presidential Pathway Event includes a visi

retreat), Warm Springs Village for some "retr

Callaway Gardens and on to Pine Mountain

Gardens for a tour of the Holiday specialty "

lights in artistic formation. Time: 8:00 a.m.

includes transportation, entrance



## TECH AND HIGH TOUCH

sional Development -- December 10-12, 1998  
d, 3405 Lenox Rd, NE, Atlanta, GA 30326

w National Board members  
to Atlanta  
- Presidential Pathway Event  
al Board meets  
-- Terrace Level

-- Terrace Level  
ises for Athens, GA  
ersity of Georgia campus  
Center for Continuing Education  
ing Organization for the 21st Century by Charlotte Roberts,  
er Senge for The Fifth Discipline Fieldbook  
return to Atlanta for an open evening

-- Terrace Level  
over breakfast  
tainers: **Building Relationships That Work** by Chip Bell,  
same name  
ns  
on Workshops  
s 2. Public Issues  
opment 4. Member Services  
recruitment and Retention  
nd 1998 Ruby Distinguished Service Award Lecture  
ns  
uth" Georgia Hospitality and Scholarship Auction

-- Terrace Level  
000 Style by Kevin Ivey, Vice President, CNN  
ns  
mmittee Meetings  
ates, Guests, etc., Explore Metro Atlanta on self-directed tour  
Meeting  
nstallation of 1999 National Board  
on and award recipient orientation  
and Banquet  
rd Meeting

## PRESIDENTIAL PATHWAY EVENT

ial tour event is planned for Life members. This  
to the Little White House (Franklin D. Roosevelt's  
therapy", Bullock House for a Southern noon dinner,  
for a light supper followed by a return to Callaway  
fantasy in Lights Extravaganza" featuring five million  
o 10 p.m. Transportation will be in vans. Cost: \$30  
es and meals. Limited to 30 participants.

## CONCURRENT SESSIONS

**Reach Out and Touch Someone Through ITV** by Frank Carr & Ann Rhinesmith, NJ  
**Talk, Teach, Touch: Public Relations Ideas for Building Stakeholder Support for Extension Educators** by Rachel Guthrie & Bonita Roberts, GA  
**Faces That Make a Difference** by Natalie Thomas, AK  
**Staying High Touch via Today's Technology -- Coaching for Leadership Development** by Chuck Bell, OH  
**Programming Face-to-Face Long Distance** by Keith Martikainen, NE  
**Distance Diagnostics Through Digital Imaging: A Simple, Versatile, Supportable System** by Don Hamilton & Ed Brown, GA  
**Using Fax-on-Demand and Fax Broadcast Technology to Deliver Extension Information** by Peter Nitzsche, NJ  
**Responding to Mid-Way Evaluations Creates a Win-Win Experience for Everyone** by Jacqueline LaMuth, OH  
**Nine Ways to Make Learning Fun** by M.L. Annette Reynolds, SC  
**Development of a Digital Imaging Diagnostic System for Extension Education Programs** by Ed Brown & Don Hamilton, GA  
**Kids, Machines and Volunteers: A Winning High Tech / High Touch Combination** by Kay Hendrickson, WA  
**Computerized Farm Record Keeping Workshops -- An Opportunity for High Tech and High Touch** by David Miller, OH  
**Implementing the Kentucky Agriculture Plan** by J. Henry Duncan, KY  
**Public Relations Methods used for Promoting Urban Gardening Programs** by I.C. Patel, NJ  
**What To Do If You Aren't A "Techie"** by ESP Professional Development Committee Members

## HOTEL RESERVATIONS

**Terrace Garden Hotel at Buckhead,**  
3405 Lenox Road, N.E., Atlanta, Georgia  
Call 1-800-241-8260 (*Outside Georgia*),  
8am-6pm EST, M-F, or 404-261-9250 by November 15  
Identify you are with Epsilon Sigma Phi.  
**Room rates:** Single / Double \$125  
(+14%tax) Quad / Triple \$135  
Hotel rooms are equipped with coffee maker,  
hair dryer, iron, ironing board.

## ATLANTA TRAVEL via Air Line

From the Hartsfield International Airport, Atlanta, GA take the MARTA Doraville train (Northeast). Exit at Lenox Station, then walk 1 block on Lenox Rd, N.E. The Terrace Garden Hotel is on the right. Fare: \$1.50 one way. Additional information available from the Atlanta Convention and Visitors Bureau.  
Web site: <http://www.atlanta.com>



## Armenian Support Project

by: Dale W. Redding

Former LaGrange County PURDUE Cooperative Extension Director  
USDA Armenian-American Extension Project, CARE Consultant, VOCA Volunteer

My experiences with public decision making education at the county level and my close working relationship with an industrious Amish clientele enhanced my capacity as an educator to consider serving in a foreign country. I also found that my computer experiences helped immensely: first, having finger-tip access to the e-mail notice of the opportunity and easy access to the USDA agency/system, and later to struggle through communications problems/ language barriers when I reached the village level in Armenia trying to help orient, train and service Armenian Extension Agents who were fairly well trained, but had only known the Soviet Union way of doing business.

I worked in Armenia in 1994 on a 6 month assignment. Specifically, my assignment was to:

A.) Orient and train local Armenian Agents to provide the farms/farmers of the Talin Region to needed agricultural production information.

B.) Visit the 28 villages of the region, observe and assess their agricultural situation, listen to their comments and identify three agricultural projects that could be accomplished in the 6 month time period of the project in conjunction with the Armenian agents.

By the third day in Armenia, I was taken to the regional



Dale W. Redding

center of Talin which borders Turkey on the Eastern side of Armenia. This region has two lower level villages (that are in the vast fruit production portion of the Aarat valley) and the remainder is transitional mountainous areas. All farmland was external to the villages which had each served as a collective farm in the FSU days, but had been divided into small 1+ hectare farms for each family living in the village.

Upon my arrival, I was introduced to my interpreter and the USDA and local officials interviewed and hired 7 village agents and 4 regional agents including a veterinarian, agronomist, engineer and economist. My interpreter Mkrtchain, translated the Extension Professionals

Creed (which is an integral part of Epsilon Sigma Phi tradition) into Armenian and typed it in the laptop computer and we printed copies for each agent. This served as the central training for Armenian Agents.

To teach we established:

1. A wheat demonstration plot to show visual and economic differences in improved seedbed preparation, different seeding rates, and fertilizer application rates, and

(Turn to **Armenia** on page 8)

From Bill Braden, ESP's JOURNAL OF EXTENSION Board Member

### JOE Editor Search

The Editorial Board of the JOURNAL OF EXTENSION is recruiting a new editor. Proposals are accepted until October 16, 1998. For information contact Michael Lambur at [lamburmt@vt.edu](mailto:lamburmt@vt.edu) or the current editor, Len Calvert at [lenc@teleport.com](mailto:lenc@teleport.com).

The Editor must have breadth and depth in Extension experience and a vision for moving the Extension system forward to address the critical needs of people. The successful candidate must have excellent writing and communication skills with experience and familiarity in refereed journal publication.

### 1998 Professional Development Scholarships Awarded

Cassandra D. Caldwell, North Carolina

Jan F. Scholl, Pennsylvania

Mary Meehan-Strub, Wisconsin

(1999 applications for \$500 Professional Development Scholarships - due March 1 - Contact chapter presidents for information)

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.

Use separate form for each person

## REGISTRATION

### Epsilon Sigma Phi National Conference

December 10 - 12, 1998

Atlanta, GA

Name \_\_\_\_\_ Office Telephone \_\_\_\_\_  
Title/Position \_\_\_\_\_ Home Telephone \_\_\_\_\_  
Address \_\_\_\_\_ E-mail \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ FAX \_\_\_\_\_

Check: Voting Delegate \_\_\_\_\_ Chapter President \_\_\_\_\_ First Time Attendee \_\_\_\_\_  
Vegetarian Meal \_\_\_\_\_ Award Winner \_\_\_\_\_ Session Presenter \_\_\_\_\_

	Postmark date:	Nov. 1	Nov. 15	Onsite
<b>A. Full Registration</b> [includes round-trip transportation to Athens for satellite conference & lunch (12/10) Breakfast & Ruby Luncheon (12/11) & Awards Banquet (12/12) and all beverage breaks]				
_____ ESP member (active or life)		\$225	\$275	\$300
_____ Extension employee (non-member)		\$275	\$325	\$375
_____ Family / guest meals ONLY (indicate number)				
_____ Ruby DSA Luncheon only (12/11)		\$ 35	\$ 45	\$ 55
_____ Awards Banquet only (12/12)		\$ 50	\$ 60	\$ 70
Guest name(s) _____				
<b>B. One Day Registration for</b> Friday, Dec. 11 _____ or Saturday, Dec. 12 _____ (check one)				
_____ ESP member (active or life)		\$100	\$150	\$200
_____ Extension employee (non-member)		\$125	\$175	\$225
<b>C. On-site Satellite Conference ONLY, Thursday Dec. 10</b> University of Georgia, Athens, Center for Continuing Education (No transportation to Athens provided)				
_____ ESP member (active or life)		\$ 75	\$ 95	NA
_____ Extension/University employee (non-member)		\$ 95	\$115	NA
_____ Corporate individual		\$125	\$175	NA
DOWNLINK SITE FEES: See Page 2				
<b>D. Life Member Tour – Presidential Pathway Event (12/9)</b>		\$ 50	\$ 55	\$ 55
<b>E. Total Registration Fee</b>		\$ _____	\$ _____	\$ _____

Make check or purchase order payable to EPSILON SIGMA PHI. Mail form(s) and payment to Judith Carlson, Box 626, Battle Lake, MN 56515, Phone: 218-864-8678. Refund policy: After November 23, 1998, up to 75% may be refunded. Refund request must be written.

**HOTEL RESERVATIONS:** See Page 5





## CONNECTION

EPSILON SIGMA PHI

PO BOX 626

BATTLE LAKE, MN 56515

RETURN SERVICE REQUESTED

Non-Profit Org.

U. S. Postage

**PAID**

Battle Lake, MN

Permit No. 46

(**Armenia** from page 6)

2. A cost-benefits study regarding purchasing and using pesticides. A Farmer's Association was formed to receive donated pesticides and to purchase and make available fertilizer, animal medications, and pesticides.

Since I returned home, Peace Corps Small Business Volunteers continued to assist with these efforts to understand, adopt and utilize cooperative practices. I have communicated with the Armenian Association leadership via e-mail through the PVC Chuch Specht and assisted an American NGO with funds to provide a revolving loan fund for financing the Talin and other farmers' associations to provide a source of essential financial capital to put these practices in to action. I also returned to Armenia in 1998 to facilitate further development work.

*Article provided by the National Gobal Relations Committee, Rita Wood, Chair*

(**Better** from page 3)

the worthiness of a branch and cuts off the unworthy portions. Not so with us. We face the more challenging process of self-pruning. It is a streamlining move requiring great courage. How can we nurture growth in courage? ESP can fill a useful niche as a courage builder for schedule downsizing and reallocation of time to new priorities. Courage grows within us as we encourage others to move through a pathway of continual self-improvement. Within our organizations and networks we find comparison markers for evaluation. There are persons all around us who have the talent we desire to develop. Ask some new people new questions. We can help each other muster the courage to do some schedule pruning. We can become the "butcher, baker, candlestick maker" we aspire to be by starting with schedule pruning supported by the courage we foster among one another.

