



# CONNECTION

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EPSILON SIGMA PHI

National Honorary Extension Fraternity

## Reserve your state's sites today for ESP December satellite conference

by: Bernadette G. Watts, National President Elect and Satellite Conference Chair

Excitement is in the air for the Epsilon Sigma Phi Satellite Downlink Conference, December 10, 1998, originating from The University of Georgia at 1:00 p.m. (EST). The 1998 ESP satellite conference, **Building a Learning Organization for the 21st Century**, is making history as the first ESP uplink from a land-grant university campus. ESP continues to foster this unique professional development satellite program segment on the first day of our national conference.

The "lion's share" of our 9,000 members, plus volunteers and community partners, can participate in our national conference through their state and territory Cooperative Extension System downlink sites across the USA. Only a few of our 9,000 members will come to Athens, but the downlink potentially expands and extends the opportunity to every member and guests as well.

This year's featured speaker is Charlotte Roberts, co-author with Peter Senge of "The Fifth Discipline Fieldbook".

*(Turn to Satellite on page 2)*

### 1998 National DSA Ruby Award

#### **RAYGENE C. PAIGE**

State Program Leader

Family & Consumer Education – Mississippi State University Extension Service  
Mississippi State University

Raygene C. Paige, Ed.D., CFCS has been elected to receive the 1998 National Distinguished Service Ruby Award. She will deliver the prestigious Ruby Lecture at the ESP National Conference in Atlanta, Georgia. The lecture will be entitled "High Tech, High Touch --- High Time". She will discuss how Extension has changed to incorporate "high tech" opportunities as one of Extension's strengths intertwined with multiple factors ensuring success.



Dr. Raygene C. Paige

Since 1994, Paige has been State Program Leader for Family & Consumer Education at Mississippi State University. She has been an Extension professional since her initial position as an associate home demonstration agent in 1961. In the ensuing years she has given subject matter and administrative leadership as a county and area home economist, district program leader, district agent, area director, and assistant to the state director.

Dr. Paige has been very involved in programs to achieve cultural diversity in the Extension System.

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## CONNECTION

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(Paige from page 1)

As chair of her state's Cultural Diversity Committee, she successfully guided development of innovative goals to carry out Extension's commitment to diversity and pluralism. These goals were used to develop the statewide strategic plan which included the 1890 Extension program. The strategic plan, EMBRACING DIVERSITY: A CULTURAL DIVERSITY PLAN FOR THE MISSISSIPPI COOPERATIVE EXTENSION SYSTEM was shared throughout the University system and heralded as an example for other units and departments to follow.

Through Dr. Paige's encouragement and perseverance, MSU Extension (1862 institution) and the 1890 institution, Alcorn Cooperative Extension Program (ACEP), forged a partnership to unify Extension programs in 14 southern Mississippi counties. She provided direction for a Fact Sheet to explain the relationship between the 1890 and 1862 land grant institutions. This information is used with state legislators to enhance their awareness of the roles of both programs.

(Satellite from page 1)

Using Cooperative Extension as a focus, Ms. Roberts will discuss strategies, techniques and frameworks for building and sustaining a learning organization. You will learn valuable understandings of tools to improve communications and how to put systems' thinking into action, freeing people to explore, experiment and work differently, thereby building trust and credibility to enhance working relationships as we embark on the 21st Century.

Get a piece of this action by reserving your state site(s) today for the early bird price break (*until November 1*). Congratulations to the Virgin Island as the FIRST 1998 satellite site registrant! Other states committed two months "out" include: Minnesota (12 sites), North Carolina (6 sites), Kansas, Kentucky, Delaware, Pennsylvania and others.

All ESP Chapter Presidents, plus 1862 and 1890 land grant institutions' State Directors of the Cooperative Extension System, recently received informational packets. Additional registration information for both the satellite conference and the entire ESP 1998 National Conference, hosted by the Georgia (Alpha Beta) Chapter in Atlanta, was printed in the August/September issue of the ESP Connections Newsletter. Check the ESP website at <<http://esp-nat.tamu.edu>> for this information as well.

The site fees are:

1-7 sites – \$175 per site for early birds by November 1  
(*\$200 until November 15*)

For more than 7 sites these total packages are available:

8 sites – \$1,200 total for early birds (*\$1,300 until Nov. 15*)

9-12 sites - \$1,800 total for early birds (*\$2,000 until Nov. 15*)

13-16 sites - \$2,200 total for early birds (*\$2,400 until Nov. 15*)

Connecting all sites in state/territory - \$3,000 total for early birds  
(*\$3,200 until Nov. 15*)

For additional information contact: Judith S. Carlson, Epsilon Sigma Phi, Inc. National Office, at P.O. Box 626, Battle Lake, MN. 56515. Phone: 218-864-8678. FAX: 218-864-8064. e-mail [jcarlson@prtel.com](mailto:jcarlson@prtel.com).

Persons attending the entire ESP National Conference, December 10-12, will depart at 8:00 a.m. via buses from Atlanta, Georgia on December 10 to go to Athens, Georgia for the satellite conference.

Georgia is in ESP's heart and mind. Join us for this professional staff development opportunity.

## Info for ESP Fiftysomethings and Up

by: Dorothy Martin, Colorado

There are definite advantages to being "mature" and my goal is to find every one of them! So, let me give you one today. Requirements: Like to travel, enjoy meeting other people over 50 plus providing bed and breakfast for them, and be willing to spend \$10 a night for bed and breakfast in every state and many foreign countries. Now, if you're still interested, here's the deal.

The Evergreen Bed & Breakfast Club, 1-800-962-2392, located in Falls Church, Virginia, has been connecting people over 50 through this unique club for the last 14 years. Anyone over 50 who is willing to host others over 50 in his/her home can join the club for \$50 (for two) or \$40 (for one person) per year. For these dues, you will receive a book of Evergreen member listings. The listings are extensive, with codes indicating whether there are pets and whether you can bring your pet, whether the host smokes or allows smoking, will they assist with

transportation (*i.e., pick you up at the airport*), if they will assist with sightseeing, will they accommodate last minute guests, let guests use their laundry and whether they will consider long-term exchanges.

The book includes club members' names, addresses, phone numbers, whether they are retired, what their occupation is (was), well known locations or other amenities they are close to (ours says "lakeside"), distance to major highways from their home, their hobbies and passions, the kind of accommodation and number they can accommodate (ours says "2 - Queen; 2 - Double") and whether or not the bath is private or shared.

When you want to travel, you plan your travel itinerary, check Evergreen homes on your route, call, write or e-mail them, tell them your Evergreen membership number and ask if they have a room available on the date you wish to stay. They will send you a map and directions to get to their home. Recommended length of stay is one to

three days, but some will accommodate you for longer periods of time.

When you arrive, you will have the cash (\$10 single, \$15 double) in an envelope which is called the gratuity. You show the host your Evergreen membership card and hand them the envelope and they will show you to your room. Often there's time to sit and chat. Sometimes we have been offered wine and cheese and other munchies upon arrival. These people know the area--the tourist traps, the early-bird dinners, the road construction, etc.

I have stayed in Evergreen Club homes at Golden CO; Alexandria, VA, in a lovely colonial home a mile from George Washington's Mt. Vernon; two days on Sansibel Island, FL; and several places in Iowa, Nebraska and North Carolina. We were in Pennsylvania in beautiful old homes, a new stone house, one with an indoor swimming pool and many had hot tubs.

Tau Chapter, Maryland, gave an ESP life membership and a laminated life membership card to their retiring State Director of Cooperative Extension. Madeleine Greene, national president, (left) made the presentation to Craig Oliver, former Director of UMD Cooperative Extension, (center) with the assistance of Jean Greene (left), also of Tau Chapter.

Photo by Madeleine Greene



**ESP national election at Assembly of Delegates in Atlanta**  
**Candidates for national second vice president**  
**Will be national ESP president in 2001**

**Dr. Jim Lindquist**  
**Area Extension Director**  
**Kansas State University**  
**Cooperative Extension Service**  
**N E Area Office - Manhattan, KS**

*Nominated by: Kansas – Alpha Rho Chapter*



**Jim Lindquist**

Dr. Lindquist has been an Extension professional since 1974 when he was appointed as a county agricultural agent in Kansas. In 1979 he was selected as County Extension Director in Riley County, Kansas. Dr. Lindquist was selected in 1989 to create a new unit of Extension Personnel and Recruitment for Kansas CES. In 1995 he was selected as the Area Extension

Director for the Northeast Area. He is responsible for personnel, programs and budgets for 23 counties and 70 professionals serving 44% of the state's population. He has been active in several other professional associations including NACAA, ALE, AAACE and Phi Delta Kappa.

Jim has also been very active in the Manhattan, Kansas, community serving on several non-profit boards, as Chair of the County United Way fund drive and eight years as a member and president of the public school board. He is an active Barbershop Quartet and Chorus member and enjoys following the sports, music and other extracurricular activities of his two children, Molly and Matthew. Jim is married to Mary, Medical Staff Coordinator of the local hospital.

**ESP chapter leadership:** 1992 Chapter President Elect, 1993 Chapter President and Chair of Kansas ESP Endowment which raised over \$62,000 in pledges and contributions

**National ESP leadership:** 1993 Chair of National ESP Marketing/Public Relations Committee, presenter at 1993 and 1994 ESP National Conferences and at the 1997 Galaxy Conference

**Major awards:** Distinguished Service Award for National Association of County Agricultural

Agents (NACAA), member of Class 3 of National Extension Leadership Development (NELD) program and 1997 ESP State Team Award as a founding member the Kansas 21st Century Leadership Development Program.

**Education:**  
B.S. – Agricultural Education,  
Kansas State University  
M.S. – Agricultural Education,  
Kansas State University  
Ph.D. -Adult and Extension Education,  
Kansas State University

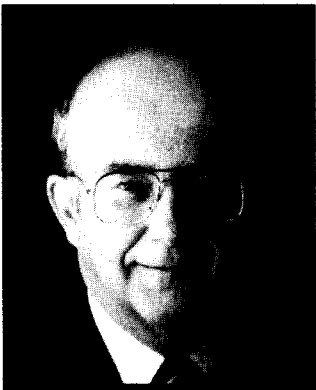
**Joined:** Epsilon Sigma Phi in 1979

**Dr. Henry A. “Hank” Wadsworth**  
**Director, Cooperative Extension Service**  
**Associate Dean, Purdue Agriculture**  
**Purdue University**  
**Cooperative Extension Service**  
**Campus at Purdue University**

*Nominated by: Indiana - Alpha Lambda Chapter*

Wadsworth returned to Purdue in 1983 to become Associate Dean of the School of Agriculture and Director of the Purdue University Cooperative Extension Service, a position from which he will retire in June 1999. From 1976 to 1983 he was director of The Oregon State University Extension Service. He served as Associate Director of Extension at Cornell University from 1973 to 1976. Prior to his administrative work he was a professor of Agricultural Economics at Purdue.

Wadsworth has had involvement on many national Extension leadership committees and is currently a



**Henry A. “Hank” Wadsworth**



*(Turn to Candidates on page 5)*

# 1998 Epsilon Sigma Phi

## National and regional award winners

### National Ruby Distinguished Service Award

Dr. Raygene Paige - Mississippi  
State Program Leader Family & Consumer Education  
Mississippi State University Extension Service

### National Friend of Extension Award

John O'Brien - Pennsylvania  
Patty Ann Moorhead - Kentucky  
Dorothy M. Montgomery - Ohio

### Regional Distinguished Service Award

Marilyn J. Schnittjer - Iowa  
Lawrence J. Hutchinson - Pennsylvania  
Diane Annis Sumner - Georgia  
Margaret A. Viebrock - Washington

### Regional Distinguished Mid Career Award

Susan Shockey - Ohio  
Barbara Mercer Briscoe - Maryland  
Thomas W. Fuchs - Texas  
Michael P. Vogel - Montana

### Regional Distinguished International Service Award

Allan E. Lines - Ohio  
William J. Roberts - New Jersey  
William R. Bridges - Kentucky  
Judy McKenna - Colorado

### Regional Distinguished Team Award

#### Iowa

"Partnering to Make 'School-to-Work' Happen"  
Contact Person: Sharon Wastenev

#### New Jersey

"Money 2000: Marketing Improved Financial Well-Being"  
Contact Person: Barbara O'Neill

#### Georgia

"Development of a Regional Horticulture Center and Gardens  
Focusing on Plants for the Coastal Area"  
Contact Person: Bob Issac

#### Washington

"Agriculture Horizons: Contemporary Issues for Agriculture"  
Contact Person: Phil Crawford

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

(Candidates from page 4)

member of ECOP (Extension Committee on Organization and Policy) and Chair of the Legislative Committee. He served as the Chair of ECOP in 1984 and Chair of the Budget Committee in 1992. He also lead the 75th Anniversary Book Task Force which produced the 75 year history, Taking the University to the People, by Wayne D. Rasmussen.

Hank was raised on a dairy farm in Cortland County New York. He and his wife, Emy, have three sons, two daughters-in-law and three grandchildren. He recently completed restoration of a 1934 Allis Chalmers WC tractor for display at the Indiana State Fair. He took great pleasure in sharing rides with all members of the family during evening parades.

He serves on the board of directors of the Purdue Agricultural Alumni Association and the Indiana State Fair.

**ESP leadership:** As Indiana Extension's chief administrator, Wadsworth has actively supported the leadership of his staff and retirees in all levels of ESP.

**Major Awards:** Hank was the National Epsilon Sigma Phi Distinguished Service Ruby Award recipient in 1996. In 1989 and 1971 he received the Team Superior Service Award from the USDA. He was named Sagamore of the Wabash by the Governor of Indiana in 1988 and received the Purdue University Cooperative Extension Specialists Association Junior Recognition Award in 1968.

#### Education:

B.S. – Agricultural Education, Cornell University  
M.S. – Agricultural Education, Cornell University  
Ph.D. – Agricultural Economics, Cornell University

**Joined:** Epsilon Sigma Phi in 1972



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# Final touches to 98 national conference in Atlanta

## December 10 - 12

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Arrangements for the 1998 national conference of Epsilon Sigma Phi are getting their final touches by the Georgia local arrangements committee, the national board and the national Professional Development Committee. Laurel Kubin, conference chair, provides you answers to questions she is most often asked.

### Hotel has a new name

*And, is it true that the conference hotel has changed it's name?* "Yes, by the time we get to Atlanta the hotel will be Sheraton - Buckhead. It will be good to recall when you walk to the hotel from the Marta Station or take a taxi, that the Terrace Garden Hotel has new signs as a Sheraton Hotel.", reminds Kubin.

### Daily registrations appeal to Southern Region members

*Can I come for just part of the conference?* "In our conference planning we made provisions for the members and their colleagues to come for only part of the conference if they can't make it to the entire event.", reports Kubin. "We have an excellent roster of presenters you'll want to hear. When you are within driving distance of Atlanta this is an excellent professional development opportunity for part or all of the conference."

### Chapter Connection Workshops

*What are the Chapter Connection Workshops scheduled for Friday morning, December 11?* "These workshops are intended to tighten the connections between the national program-of-work and chapter activities. As a result of attending one of these sessions there will be stronger linkages into the national program-of-work among chapters." says Kubin. These workshops are to be conducted by the personnel of the 1998 national committees.

### Scholarship auction

*Will there be a scholarship auction?* "Yes, there will be a scholarship auction on Friday evening, December 11," responds Kubin. "This scholarship auction is your special opportunity to make scholarships and mini-grants available for yourself and your colleagues. The revenue from the auction is turned right around to pay for these scholarships and mini grants."

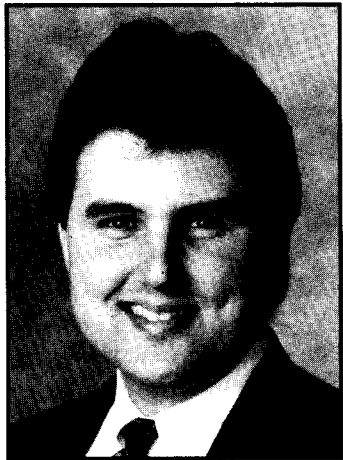
Georgia's Beta Chapter will conduct the auction making it a fun time for all. Members and chapters across the country contribute items to sell. When members have something to contribute to the auction but can't attend, those things can be shipped to the national office or directly to the hotel.

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## CNN Vice President Kevin Ivey National Conference Speaker on Technology

Kevin Ivey, Vice President, Research & Development, Basic Technology, for CNN, will be the speaker at the final general session at the ESP National Conference. Ivey is a former Extension professional who understands our transition in initiating the use of technology in education and communication.

His responsibilities include the evaluation and implementation of emerging technologies as they apply to the process of newsgathering and production. As a member of CNN's Research and Development group, he is re-engineering CNN's information infrastructure to meet the demands of a changing marketplace and achieve new efficiencies in the news production process. He has been with CNN since 1985. He is a graduate of Mississippi State University.



Kevin Ivey, Vice President,  
Research & Development, Basic  
Technology, CNN



# A new international role for Extension

by: John Ragland, Kentucky\*\*

From the end of World War II through the 1980's, most foreign agriculture assistance projects emphasized strengthening academic institutions, providing graduate training or building research capacity. With the end of the Cold War and the collapse of the Soviet Union, a new challenge emerged in that part of the world: how to get relatively good indigenous agricultural research out to privatizing farmers and former state farm workers.

The U. S. Agency for International Development (USAID) and ambassadors to various countries asked the USDA to become more involved in agriculture Extension activities overseas. Projects were established in Poland in 1990, Bulgaria in 1991, Russia

and Armenia in 1993 and Ukraine in 1996. All of these projects relied upon the cooperation of State Extension Services and the tremendous human resource capacity of the Land-Grant University System.

More than 30 State Extension Services provided 110 county agents and area and state specialists to work in Poland. After five years, the Polish Agriculture Advisory Service was transformed from a top-down, centrally-planned bureaucracy (simply "delivering the mail" as one long-time worker put it) to a major national force for economic transformation and progress. Polish citizens, and outside observers as well, credit the project with saving the Polish Agricultural Advisory Service and turning it into a demand-driven system serving the needs of local clientele. President

Leech Walesa told then Secretary of Agriculture Edward Madigan, that USDA's Polish/American Extension Project was the most successful foreign assistance his country had received from any source.

In addition to strengthening the Polish Agriculture Advisory Service's capability to train others in such areas as farm management, marketing and agribusiness development, U. S. extension agents also provided assistance in such diverse areas as home economics, agri-tourism, water quality, leadership development and the establishment of cooperatives and advisory committees. Although not one of the project's original objectives, the Polish demand for youth development

(Turn to International on page 8)

## Global Relations:

### Opportunities for members' professional growth

By: Arlen Etling, Nebraska

Does your chapter have a Global Relations Committee or an International Committee? Could it be more active? Do you need new ideas to add an international dimension to your chapter's activities? The National Global Relations Committee, under the leadership of Rita Wood, has compiled a list of 50 ideas as a starter. That single page flyer, "Programming Ideas for Chapter International Committees," is available from the ESP National Office and suggests these ideas.

- Start your chapter gathering with an international mixer to encourage members to get better acquainted. To do this, mount a world map on cork board. As members arrive, ask them to insert a blue pin in countries where they've worked, a white pin where they've traveled and a red pin in their country of family origin. Conversation flows easily about the places they've seen, learned about and are thinking about visiting.
- Spotlight members' international experiences in your state ESP chapter newsletter

- Include your university's international program staff or faculty on panels at chapter meetings. Hold a reception for international visitors or students. Conduct a short course for individuals planning international work or travel.
- Your JCEP partner organizations may be looking for collaborators in international themes.
- Electronic communication opens opportunity for international communications right from your office. Make contacts through international web sites.
- A silent auction of international items is a great fund raiser. International student groups on your campus could assist you with a program to raise cultural awareness.
- Extension colleagues in Puerto Rico have been extremely helpful in suggesting arrangements for study tours to their island, including tour sites, lodging, van rentals, etc.. A group of ESP members could experience another language, culture, tropical agriculture and foreign travel while still in the United States.





## CONNECTION

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*(International from page 7)*

activities resulted in the establishment of a 4-H program that flourishes nationwide to this day.

Perhaps not as dramatic, but also very important, was the impact, both personal and professional, that the experience had on U. S. Extension personnel who served in Poland. Even those without prior international experience adapted beautifully to the new environment and found that the skills they had honed back in the U. S. served them very well overseas. The ability to relate to people, assess needs, develop programs based on those needs, monitor and evaluate their activities - all of the things that make for effective Extension work here in the U. S. - transferred well to a different cultural environment. Despite difficult living conditions and a language barrier, many of the project participants requested to stay an additional six months or return later for another assignment.

Anecdotal reports for U. S. Extension employees such as "this experience was the highlight of my career" prompted the USDA to cooperate with Penn State and Michigan State to study and document the

impact of this project - not only on the participants' enhanced ability to do their job, but also the effect on his or her co-workers, clientele and institutions. Their findings should be out in the later half of this year.

The best agricultural research in the world is only of minimal value if there is not an equally effective educational outreach system to help farmers apply it on a large scale. When properly adapted to local conditions, the U. S. Cooperative Extension System offers the world a tremendously successful approach to modernizing agriculture. It is exciting to see it take hold in many far away places.

*\*\* John Ragland prepared this article for the ESP Connection Newsletter. Ragland was Kentucky's Associate Director of Cooperative Extension for the decade of the 70's, chief of party for an AID funded agriculture development project in Northeast Thailand from 1981 - 1986, a BIFAD project leader from 1988 - 1991, Senior USDA Extension Advisor to Poland from 1991 - 1996 and currently Professor Emeritus of Agronomy at the University of Kentucky.*