

2006

**OFFICERS**

**President**

Paul E. Lehman  
pel5@cornell.edu

**President-Elect**

Marilyn J. Smith  
mjs225@cornell.edu

**Secretary**

Sheri A. Jones-Sherman  
saj6@cornell.edu

**Treasurer**

Martha G. Shortlidge  
mgs6@cornell.edu

**Past President**

David Hawley  
dhh10@cornell.edu

**Historian**

William Pardee  
wdp5@cornell.edu

**COMMITTEE CHAIRS**

**Professional Development**

Lydia M. Reidy  
lmr5@cornell.edu

**Global Relations**

Andy Dufresne  
And2@cornell.edu

**Membership Recruitment  
and Retention**

John M. Ameroso  
jma20@cornell.edu

**Membership Resources  
and Recognition**

Sue K. Beebe  
skb11@cornell.edu

**Liaison to ACCEE**

Lydia (Lee) Reidy  
lmr5@cornell.edu

**Fund Development &  
Web Site Development**

Michael W. Duttweiler  
mwd1@cornell.edu



**EPSILON SIGMA PHI  
National Honorary  
Extension Fraternity**



**LAMBDA CHAPTER - NEW YORK**

**The Lambda Briefs  
March/April 2006  
Newsletter**

**Mission Statement:**

*Epsilon Sigma Phi (ESP) is dedicated to fostering The  
Cooperative Extension Professionals' Organization  
standards of excellence in the  
Extension System and developing the Extension  
profession and professional.*

**Vision Statement:**

*Epsilon Sigma Phi leads the Extension System in  
promoting and supporting professionalism in Extension*

**The 2005 Epsilon Sigma Phi award winners** will be honored during the Thursday breakfast at the ACCEE Conference in Syracuse where they will receive framed certificates commemorating their achievements.

Thanks goes to all who submitted award nominations: Wayne Torgersen, Paul Lehman, Ronnie Coffman, Kathleen Rau, Michael Duttweiler and Daniel Decker.

Awards were given in six categories with the winners as follows:

**Early Career** – recognizing Ralph Tuthill of Nassau County as a rising young professional with seven years of service to Cornell Cooperative Extension.

**Mid Career** – recognizing Louise Spangle of Nassau County as a professional who has shown outstanding program planning and delivery during her fifteen years of service to Cornell Cooperative Extension.

**College-based Staff** – recognizing Dr. Margaret Smith who has provided outstanding support and

subject-matter resources through the Department of Plant Breeding and Genetics at Cornell University.

**Managerial Leadership** – recognizing Kathleen Rau of Nassau County for her endless contributions to the success and carrying out the mission of Cornell Cooperative Extension.

**Team Award** – recognizing the 4-H Community Summer Program of Nassau County carried out by Wayne Torgersen, Louise Spangle, Tebbie Cliff and Alicia Martinez. This program helps introduce youth from a diverse audience to the opportunities offered through the 4-H “Learn By Doing” experience.

**State Distinguished Service Award** – recognizing Michael Voiland who has provided exemplary service to Cornell Cooperative Extension and Cornell University for more than 28 years. He has worked in the New York Sea Grant Extension Program, Cornell Governmental Affairs, Assistant Director for Research and Extension, and even has served as co-chair for the Association of Cornell Cooperative Extension Employees. With all this in mind he has clearly continued to provide the highest standard of leadership and excellence.

### Is Your Chapter Ready for a Makeover?

#### Nancy Crago, President



Makeovers of all kinds are a part of our society. This past October I had the opportunity to visit the Alpha Phi Chapter in South Carolina for their annual meeting. The main purpose of my visit was to help the members take their first steps in a chapter makeover. I am cheering for the Alpha Phi Chapter to reach their goals and be recognized as a Chapter of Merit recipient at the 2006 ESP conference in Annapolis. And, I also want to encourage you to consider making 2006 a makeover year for your chapter.

The preparation for a makeover is just as important as the makeover itself. Actually, it may be more important. It's important that your chapter pick a plan that works best for your members. Alpha Phi Chapter members used a compression planning process developed by educator, Jerry McNellis. Working as a team they were able to put together a plan in about one hour.

To begin, the Alpha Phi members used the [ESP Chapter of Merit application form](#) as a guideline to help them decide what current features they liked and what characteristics they wanted to change to make their chapter more desirable for the future. If

you are not familiar with this form, it lists seven broad categories with specific indicators under each category and can be viewed on the ESP web site.

The next step was to identify a basic concept, such as member services, and generate several approaches that could tie the concept together. A critical part of this step is aligning target audiences to your approaches. McNellis suggests selecting your three top approaches, evaluating them, then choosing one, to develop a plan that lists the tasks to be done, who will take responsibility for the tasks, when it will be done, and the expected outcomes. As Extension professionals we recognize this as our action plan.

McNellis also suggests spending another 20 to 30 minutes to develop contingency and communication plans for the action plan. The contingency plan should address what can go wrong, what can be done to prevent it, and what to do if it happens. The communication plan identifies all the key people with whom to communicate and what messages need to be sent.

Even with a good plan, to be success in a chapter makeover demands resolve and willpower on the part of all your chapter members. The work can't be left to just a few persons. Commit some time to do your share of the work and stick to it. The degree to which your chapter will be successful depends on members' honesty, responsibility, commitment and inner strength. If your chapter has already recruited most of the eligible persons, perhaps you want to focus on member retention or member services. When those non-members see what ESP does for its members, they may be motivated to learn more about ESP and join.

Making excuses or laying blame on circumstances within your organization can also hamper your makeover efforts. Look for ways to use local and national resources available to reach your goals. National ESP has many resources to help your chapter reach its makeover goals. Your Regional Vice President and Linda Cook are available to answer questions and assist you. Talk with the people from your region who serve on ESP national committees. Learn about available promotional items.

I recently received a card that read, "It takes work to reach for the stars, but those who do walk in stardust." It takes work to build a strong chapter, but of each member has the inner strength to reach out with his or her time and talent, your chapter will shine and excel.

## Important National ESP deadline

May 1<sup>st</sup> Chapter of Merit and Achievement in Chapter Membership Recognition

### McKinney Scholarship for Public Policy/Public Issues Education

Mike McKinney, Past Chair of Public Issues and Southern Region VP, has established the McKinney Scholarship for Public Policy/Public Issues Education. The scholarship is for eligible ESP members to attend a professional conference or meeting, or to take formal coursework toward an advanced degree in a public policy/public issues area. Current ESP members who have not previously received this scholarship are eligible. One \$500 scholarship will be awarded annually. The scholarship must be used within one year of award. The Member Services Committee will make selection recommendations to the National Board.

The ESP/McKinney Scholarship Application Form is posted on the ESP website and is to be used to apply for the scholarship. Application must not exceed two pages (one page front and back). A letter of support is required from applicant's Extension Director and Chapter President. Application and letters of support must be sent electronically to the Chair of Member Services Committee and the Executive Director of ESP. For 2006 only, the application deadline is to be May 1 with an announcement date of June 1.

Judging Criteria:

- 5 points Follow application procedures
  - 40 points Statement of goals and objectives for participation and plans for follow up
  - 40 points Potential benefit of seminar/coursework to applicant and chapter
  - 15 points Previous involvement in leadership and public issues including ESP
- Total 100 points

Reimbursement Procedure:

Upon completion of seminar, workshop, or

coursework the scholarship recipient will forward to the Executive Director the following:

- Request for scholarship payment
- Proof of participation
- Financial statement including receipts showing payment for registration fees, travel, lodging, etc.
- Brief report for possible use in Epsilon Sigma Phi Newsletter

### Report from JCEP Northeast Regional Leadership Workshop

Marilyn J. Smith, President-Elect, attended the three-day workshop.

The key note speaker on the first day was Michael McKinney, Professor Emeritus, University of Florida. The title of his presentation was *"Empowering & Motivating Extension Advisory Boards, Committees and Councils: A Hands On Practical Approach"*

The following is a brief summary of his presentation:

**Selection** is one of the most critical components of establishing or maintaining a viable working board/committee. The people selected will ultimately determine the direction the organization will follow in serving the needs of the community. It is extremely important to have a diverse committee. One should always consider the gender and racial make-up of the community. In addition, things like geographic boundaries, program representation, and community profile are key factors in the selection process. It is important to have a good mix of those with a strong tradition and affiliation with Extension and those with no prior association with Extension.

**Empowering yourself** to serve others is one of the best ways to recruit volunteers. To get good volunteers, we must be good volunteers. Extension is not the only game in town. Other educational, governmental and nonprofit organizations will be contacting you to service on their committees. Through this collaborative effort, you will soon be recognized as a team player and a community resource. It is amazing how many organizational contacts you will make from this endeavor. Not only will you obtain greater knowledge of your community, but you will expand your presence in the community and have an opportunity to promote Extension and educate other professionals.

**Orientation** is a way of leveling the playing field for new members and the perfect time to establish

ground rules and to review the association's mission and vision.

**Motivation** and enthusiasm are critical for successful boards/committees. The best way to motivate volunteers is to be motivated yourself. It is contagious and most volunteers are just waiting to be infected. Some of the simple suggestions to motivate volunteers focused on being friendly and positive, considering meeting frequency, utilizing volunteers to the fullest through meaningful tasks and projects, being creative, and being a good listener.

If you are interested in a copy of the workshop handout in PDF format, please contact Marilyn J. Smith at [mjs225@cornell.edu](mailto:mjs225@cornell.edu)

**The Extension Professional's Guide to Communicating with Decision-Makers is available on the JCEP website at <http://www.jcep.org/>.**

**"ESP - On the Waterfront of Professional Excellence"  
Epsilon Sigma Phi Conference**

**November 14 - 17, 2006**

The Tau Chapter of Maryland will host the National Epsilon Sigma Phi Conference November 14 - 17, 2006 at the Loews Annapolis Hotel in Annapolis, MD. The conference will offer opportunities for professional development for Extension professionals and continuing education for retirees. This conference will feature dynamic keynote speakers, scholarly concurrent sessions and poster presentations, three program tracks - life members, emerging leadership, and program developers, strategies for enhancing Extension's image, opportunities to explore new tools and technologies to enhance outcomes of Extension programs, methods for strengthening communities through Extension programs, and recognition of ESP members for excellence in programming addressing diversity and critical issues.

Conference events will include pre-conference tours on Tuesday to Historic Annapolis, the University of Maryland College Park: Clarice Smith Center, Plant Sciences, Dairy Bar and Rossborough Inn; and a seafood industry tour. An evening "Taste of Maryland Reception" welcoming event is also scheduled. A

special Retirees and First-timers breakfast will be held Wednesday followed by Regional Meetings, the



first General Session, and a Poster Showcase Session in conjunction with lunch. Concurrent sessions also begin on Wednesday. Thursday features are the second General Session, concurrent sessions, the Ruby Lecture and Luncheon, the ESP Auction, and dinner. The Alpha Omicron Chapter of Pennsylvania is handling the Silent and Live Auctions. On Friday, the various ESP National Committees will meet, followed by the third General Session, the National Council Meeting, and the Recognition Banquet.

Enjoy the Baltimore Aquarium and Inner Harbor stores and restaurants while in Maryland. You will want to visit the many national memorials in Washington D.C. and browse the fine free museums on the National Mall. Check out the Anne Arundel website and plan your personal itinerary: <http://www.visitannapolis.org>.

The Loews Annapolis Hotel is offering the \$125/day conference lodging rate for doubles or kings until October 13, 2006. The early bird registration fee for the conference is \$375 with a deadline of August 15, 2006. Watch for the registration information in the next issue of ESP Connection and on the ESP web site at <http://espnational.org>

Lambda Chapter has been asked to assist with on-site registration and workshop facilitation. In addition, each of the chapters in the northeast region has been asked to contribute an item for the auction, as well as 200 small state-specific items for the registration packets. Contact Gretchen Ferez for more information, [gsf4@cornell.edu](mailto:gsf4@cornell.edu).

**Epsilon Sigma Phi Presence at the ACCE Conference**

Although we have sought a speaker from ESP, national, on the topic of strengthening chapters (Wednesday May 10<sup>th</sup> from 4 PM to 6) we seem to be in direct conflict with national committee meetings. However, we used this time last year for a "town meeting"-type discussion and found it to be very productive. Join us, if you are able!

On Thursday morning at the breakfast, Lambda Chapter will be responsible for the speaker, Robert Daino, a TV media leader in the Syracuse area. We will recognize award winners at our breakfast. We welcome members to help staff the ESP exhibit

during poster and exhibit open times. Our exhibit from the national and award winners will be featured.