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EPSILON SIGMA PHI
National Honorary
Extension Fraternity



LAMBDA CHAPTER - NY

The Lambda Briefs
October 2007
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

Message from the President
Marilyn J. Smith

I recently attend the national conference of Epsilon Sigma Phi, the Extension Professionals' Organization, held in Charleston, South Carolina. It's always a good learning opportunity to attend workshops provided by extension educators in other counties and states, to get ideas of what works for them, and to build relationships with others.

The theme of this year's conference was "ESP – Bridging Strengths of People and Nations." Many of the workshops, as well as the keynote speakers, focused on the richness of history and culture in the United States and abroad, and called attention to the importance of globalizing Extension in local communities and beyond.

Dr. David J. Sammons, Director of International Programs at University of Florida, talked about internationalizing extension. In his opinion, the United States is not really a *melting pot*, but instead it is a *tossed salad*. He suggested that in a melting pot, all the individual ingredients disappear and gradually become one. But in a tossed salad, all the ingredients come together to make something great, but each of them maintain their individuality. He likened this to extension programming within the United States, as well as taking programs to the international community.

James F. Barker, President of Clemson University (SC), discussed what institutions of higher education can do to further the strengths of people and nations. He firmly believes that one must travel abroad in order to be a true educator.

Susan Hansen, Extension Educator with University of Nebraska at Lincoln, gave a workshop titled "Make the Most of Your Travels." She indicated that when she is traveling, she goes through five stages: dreaming, planning, packing, experiencing, and sharing. Her workshop covered each of these stages in varying detail.

Dreaming includes questions like: Where do I want to go? How do I decide where to go? Is this trip part of my short-term, mid-term, or long-term goals?

Planning is the part that takes some time and thought. Lack of planning can cause problems during the travel. Several key questions here include: Do I use a travel agent or make arrangements on my own? Am I going on an organized tour or will I plan my own itinerary? Do I want an itinerary or do I go with the flow? How long will I be gone? What is my budget? What guidebook or travel information works best for me? How will I travel – air, rail, auto, bus? What kind of lodging do I want? What kinds of activities do I want to do? What documents and medical shots do I need?

Ms. Henry suggests that packing is actually part of planning, but she keeps it separate because it is the bridge between planning and experiencing. Things to consider are: What do I really need to take? What can I buy later at my destination? What can I love without? What needs to be done at home and work before I leave?

The experiencing stage includes the actual traveling as well as the destination. If there is an itinerary, be open to serendipity – those opportunities that are not in a guidebook or travel office or website. Be open to meeting and getting to know people. But always remember to be street smart.

Lastly, share experiences. Some people will be more interested than others. Offer to share travel experiences with local service clubs. Talk with the local newspaper editor about writing an article or a series. Be less of a travelogue and more of an opportunity to help others learn about another culture and what is going on in other parts of the world.

Many opportunities exist for extension professionals as well as volunteers from all walks of life to do service work abroad. And even if working while traveling is not for you, all the conference speakers extolled the benefits of traveling simply for vacation, pleasure and personal education.

Success in Extension: It's All about People Caring about People was the title of Dr. David Petritz's 2007 ESP Ruby Award acceptance speech. He recently retired as Director of Purdue Extension and Vice Provost for Outreach. (*The text of his speech is at: <http://www.espnational.org/2007NationalMeeting/ruby07a.htm>*).

Lambda Chapter Members Appointed to National Committees

Beth Claypoole, Executive Director and Agriculture Program Leader in Wayne County, has been appointed to the National ESP Public Issues Committee.

Gretchen Ferenz, Urban Environment Program Leader in New York City, has been appointed to serve on the National ESP Professional Development Committee.

Paul Lehman, Agriculture and Community Issues Program Leader in Niagara County, has been appointed to serve on the National ESP Resource Development and Management Committee.

Participating on a national committee is an excellent way to serve and provide leadership to Epsilon Sigma Phi. The national committees are the foundation on which the strength of the organization is built.

Lambda Chapter Earns Recognition at National ESP Conference in Charleston

Chapter of Merit Recognition – Gold Standard. The purpose of the Chapter of Merit program is to provide a way for the National Board to recognize those chapters that have excellent programs to service their members in harmony with the national goals and objectives of ESP.

Certificate of Achievement to chapter members for membership participation at or above 5% in the ESP Development Fund Campaign. The goal is to raise \$500,000 for the endowment fund to support professional development scholarships and grants.

Increase of Chapter Membership Recognition for membership recruitment and retention in 2007.

Marilyn J. Smith accepted the three awards on behalf of the Chapter.

2007 Award Recipients for the Epsilon Sigma Phi Lambda Chapter include:

Alexa King (Clinton County) Early Career Award

Lori Bushway (Department of Horticulture) College Based Staff Award

Ken Hillary (Extension Administration) Meritorious Support Award

Ken Hillary (Extension Administration), Michael Duttweiler (Extension Administration), Barbara Eshelman (Extension Administration), and Jim Sheridan (Cornell University) State Team Award

Members with 25 years of service: Patricia Claiborne and Barbara Eshelman

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We will would also like to recognize the 2006 award winners:

Margaret O'Neill (Monroe County) Managerial Leadership Award

Jennifer Grant (Integrated Pest Management) College Based Staff Award

Your next deadline for submitting award applicants is Friday Sept 26, 2008. but don't wait until then! Find someone doing something right now...and please do nominate them. A form may be found at: <http://hosts.cce.cornell.edu/admin/esp/>

2008 JCEP Regional Leadership Dates and Locations

South and Northeast - February 5 - 7, 2008, Orlando, FL

North Central and West - February 20 - 22, 2008 - San Diego, CA

April 28 - 30, 2008 --2008 Public Issues and Leadership Development Conference, Washington, DC

September 15-19, 2008, Galaxy III, Indianapolis, IN

2009 ESP National Conference, September 13-16, 2009, Fargo, North Dakota.

PILD and ESP

Submitted by Beth Claypoole

The Public Issues Leadership Development (PILD) Conference comes but once a year. Last year, 2007, was the second time that I had the ability to attend, thanks to numerous funding sources. Mike Duttweiler, Marilyn Smith and Rod Howe each had a role in helping to provide the needed funds to me to participate, thank you so much! As a last minute participant, I had been chosen to represent National ESP on the planning committee for the conference and am now in my second year of being on the conference planning committee. This has been a great opportunity to network with other extension professionals from all over the United States and from each of the extension professional organizations, including Ag and 4-H. I have learned more about extension and about the importance of communicating the value of extension, since participating.

The highlight of last year's conference was working with our NYS volunteers and hearing their enthusiasm for our programs. They willingly went as part of our state group to learn more about working with and meeting our Washington based public officials. They attended the same programs and workshop sessions as I did. We both learned how best to work with stakeholders of all types. As staff, we really need to work with our volunteers to help them relay their enthusiasm and let them be our voice for extension.

In one of the program sessions, a panel from North Carolina, reminded us that each state needs to see their volunteers as more than volunteers, as spokespeople for extension! "We have 25,000 lobbyists in North Carolina – each of our volunteers," was what one panelist reminded us. (As a

matter of fact, several "volunteers" kept saying throughout the conference that they didn't like that term, and would rather be called "advocates".)

In NY, we do have the Council of Associations, representing Board Members from each of our extension regions. These delegates have worked with local extension staff and local officials and were willing to also talk to our national representatives. How can we train and build upon our solid volunteer base to get more volunteers willing to do the same?

PILD has been historically seen as a training ground for extension professional association officers. More recently, it is also seen as a training ground for our board members and volunteers. I would also challenge you that this is a great training ground for all staff, especially executive directors, to learn more about and get the skills needed, to be effective communicators of our high impact accomplishments.

ESP members – I challenge each of you to find out who are your Council of Association representatives. How can these representatives use your help and what do you need to do to help them get the word out about our accomplishments? Even if you are not a professional association officer, put attending the PILD conference in your learning plan. Check out the national ESP website and see that there are scholarships available for first time attendees. Get in your application, talk with Marilyn and Mike about other sources of funding, and get to PILD! It will be time well spent.

This years PILD is April 28-30, 2008 at the Kay Bridge Marriott, Arlington VA, right across the bridge from Georgetown. Easy access to local airports and the metro. See the web site at: <http://jcep.org/pild.htm> Copies of presentations and resources from this year's conference can also be found there.