



Epsilon Sigma Phi

Alpha Omicron Chapter

Spring 2015 Newsletter

Epsilon Sigma Phi Alpha Omicron Chapter

Executive Committee

Bethany Raney, President
Robin Kuleck, Vice-President
Karen Thomas, Secretary
Nancy Stevens, Treasurer
Jon Laughner, Past President

Committees:

Annual Meeting – Suzanne Weltman
Audit & Finance – Tom Walker
Awards - Melinda Graver
Constitution & By-laws – Ann Swinker
Global Relations -
Membership & Initiation – Claudia Mincemoyer
Nomination – Janice Stoudnour
Professional Development – Mandel Smith
Scholarships & Loans – Stacie Hritz
Sympathy & Memorial - Peter Wulfhorst
Recognition on Retirement – Jan Scholl
Historical (Ad Hoc) –
Life Member Involvement (Ad Hoc) - Patricia Powley

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President's Message

By *Beth Raney*

Greetings!

Whether it looks like it or not as you glance out your window, it is officially spring! I know some of you probably still have some snow around, but maybe over the next month, those will be gone!

Alpha Omicron Chapter of ESP is busily working our way into the new year! Committees are underway to determine their work for 2015. When you hear from your committee's chair, please respond willingly with how you will help. Thank you to all those who are serving as officers and chairs for 2015... those important leadership roles are important for our chapter! Our chapter is in a rebuilding year. Please consider sharing ESP with your colleagues and invite them to join.

The ESP National Conference this year will be held at beautiful Coeur d' Alene Resort in Coeur d' Alene, Idaho, October 4-7, 2015. Check out the site, speakers and schedule on the conference Web site at <http://conference1.espnational.org/>. More information,

including concurrent sessions, will be added as it becomes available for both active and lifetime members.

Alpha Omicron chapter's annual meeting will be held in conjunction with the PA JCEP Conference this Fall ... hold the dates of November 17 and 18, 2015 to be at the Ramada Inn in State College. We will meet at 9:00 AM on November 17 for our meeting, professional development and a luncheon. Additional professional development will be held jointly with the other extension associations that afternoon. More details will be coming during the year.

Here's to a good year for the Alpha Omicron chapter!

Beth

Stay connected to ESP.
Visit our SharePoint site at
<https://sharepoint.ag.psu.edu/coext/esp/default.aspx>
or
website at
<http://agsci.psu.edu/esp>



2015 JCEP Leadership Conference – Leading Through Trust

By Robin Kuleck,
Vice President

In February I had the opportunity to represent the Alpha Omicron Chapter of Epsilon Sigma Phi at the annual Joint Council of Extension Professionals conference held this year in Las Vegas. This was my first time attending the conference and as the only Pennsylvanian there took the opportunity to network with people from across the nation. With 250 conference attendees, this was the largest JCEP Leadership Conference ever! In addition to enjoying sunny, spring like weather, I met a 4-H/Youth Educator from Alaska, Terry Meisenbach from eXtension, eXtension wrangler Meredith from Missouri and innumerable other enthusiastic and interesting extension educators.

The goals of the leadership conference are:

- Enhancing the professional's leadership skills
- Offering Extension professionals an opportunity to share successful leadership programs, skills, and techniques
- Training association members for leadership positions and roles

- Networking with Extension professionals from across the country.



The keynote speaker was David Horsager, a producer, professor, business strategist and national best-selling author of *The Trust Edge*. As a former Minnesota 4-H'er, he certainly knew his audience and shared the results of his Trust Research, engaging the audience in a knowledgeable, useful way with just the right touch of humor. Horsager defined trust as “a confident belief in a person, product or organization”. He shares with businesses that he consults with the “lack of trust is your biggest expense” and the converse that “trust is the biggest asset you have”. He went on to share in detail the 8 traits or pillars that must be present to establish and maintain trust with your customers/constituents/audience. The eight traits are:

1. Clarity
2. Compassion
3. Character
4. Competence
5. Commitment
6. Connection
7. Contribution
8. Consistency

I had the opportunity to meet many ESP officers from across the nation and get a better understanding of how

the national organization works. Additionally I attended 4 concurrent sessions.

1. Eliminating Excuses and Settling for Nothing but Success – focused on identifying and dealing with organizational sacred cows.
2. The Social Media Marketing Map – a planning tool to empower digital leaders in Extension in how to most effectively use the various media tools available.
3. Don't be LinkedOut: Networking that Works Takes Work – emphasized that technology should complement, not replace, personal relationships
4. How to “Git-r-Done” an overview of energy management skills – how to identify and maximize your personal daily energy swings.

I would highly recommend that others take advantage of joining Epsilon Sigma Phi and attend the JCEP Leadership Conference. The quality of workshops and diversity of topics make it applicable to all Extension Professionals, regardless of discipline or years of tenure.

2015 Membership Update

By Martha Gregory,
2014 Membership Chair

30 Active Members
1 New Member – Andrea Tessier,
District Director –
Lehigh/Northampton Counties

80 Life Members
1 New Life Member – Sandra Hall

Why are you an ESP Member?

As part of a JCEP Conference, ESP Chapters were asked why their members chose to be involved with ESP. In canvassing current and past members, the following responses give pause for thought. It is our active engagement in any organization that benefits both the individual and the group. Here are some of the reasons for membership given by Alpha Omicron members:

*It is one of my professional organizations. It provides the opportunity to promote our profession as a unified approach.

*I belong to ESP because of the professional development opportunities. ESP presents a broader perspective of Extension which enables members to link to

resources and people across the nation. The subject matter professional organizations deal primarily with development and enhancement of programs while ESP explores more personal leadership development and broader extension issues.

*I primarily joined ESP because through the years, in the various states where I have worked with Extension this has been a group that represented lots of leadership and experience. The members were respected for their dedication and contributions to the Extension profession.

*I am at the point in my career where I need more than subject matter training for professional development and stimulation. I am also in a position to give back to the Extension organization for some of the perks I have had as an educator and administrator.

*ESP provides me with an opportunity to interface with educators and faculty from all program areas, not just one.

*It is the professional development organization that has the greatest potential to enhance my administrative and leadership abilities. It

envisions the whole of what Extension is and could be.

Why are YOU an ESP Member?



ESP Needs Your Leadership!

By Janice Stoudnour,
Nominating Committee Chair

“The purpose of this association is to uphold extension standards and ideals, maintain respect for the traditions, and uphold the morale of the Cooperative Extension Service.” Our chapter needs you to take a leadership role to support this purpose. With this in mind, the Membership Committee invites you to take the opportunity to serve in a leadership role during 2016 as **secretary**. Please email Janice Stoudnour, jes102@psu.edu, if you would like to volunteer to serve in this position.

Sympathy/Memorial Committee Report

By Peter Wulforth,
Sympathy & Memorial
Committee Chair

ESP Alpha Omicron Chapter has lost several of our life members since our November 2014 annual meeting.



Below is a list of deceased ESP members.

- Robert M. Hetrick, (82) Jan. 21, 2015
- Frederick A. Hughes, (92) Jan. 25, 2015
- Josephine M. Kotch, (85) Jan. 26, 2015
- Thomas King, (89) Feb. 7, 2015
- Guy Temple, (84) Mar. 5, 2015
- Frank Zettle, (91) Mar. 11, 2015

We will recognize these members at our 2015 Annual Meeting.

ESP Recognizes Award Winners at 2014 Annual Meeting

By Mindy Graver,
Awards Committee Chair

The Friend of Extension Award was given to Commissioner Wayne Nothstein from Carbon

County at the JCEP Conference at the Ramada Inn in November 2014.

Commissioner Nothstein was born and raised in Lehighton, Carbon County. He served his country in the Air Force during the Vietnam War and upon his return home, he served his community as a fire fighter, and later as fire chief for over forty years. Wayne also served as the coordinator of the Emergency Management services for 4 years and upon his retirement; he decided to run for County Commissioner in 1999. Wayne won the election and is currently serving his 4th term. In 2012 he was named Chairman.

Wayne is a champion of the SAFE Kids Program in Carbon County and since 1995 has been educating youth and adults in various safety issues in the county. Along with other team members, he works closely with the PA State Police, 2 local hospitals, and local fire companies and police to provide hands on educational programs to all.

As a member of the SAFE Kids Chapter under the Better Kid Care State Team, Mindy Graver worked closely with Commissioner Nothstein in many educational programs in the last 12 years. In 2007 Nothstein, the state health nurse and Mindy saw an increase in childhood fatalities that could have been

prevented. They felt there was a need for a large community event to provide various educational programs to the youth and adults in the county. The three partnered with the Mason Lodge #242 and working with the town of Jim Thorpe – to hold a Fun-N-Safety Day program at the Mason Lodge. The town closed down a small side street for the event. The event had 10 human service agencies, two fire companies, 1 local police and the environmental center in attendance to present programs. Over 350 youth and adults participated in the first event.

All felt the event was a huge success and decided to make it an annual event. Since then 7 Fun-N-Safety Days were held in the county. In 2013 Senator Yudichak wanted to partner with the group and the event had become so popular, Commissioner Nothstein changed the venue to the Mauch Chunk Lake – our County Park. Because of the larger space and the lake, they were able to add new safety topics to the event. This past year 25 agencies, 2 hospitals, 15 fire companies, 2 helicopters, and water rescue teams each demonstrating a different topic of safety were in attendance. The public attendance has risen to over 1000 participants and 170 volunteers.

Wayne is deeply rooted in the county and he holds Extension up as a model of providing valuable educational programs in many different ways. His long experience in firefighting/safety and his leadership position has been beneficial at the local and state level. His participation has provided a credible basis for extending his positive influence throughout the county. He takes every opportunity to promote extension to new audiences and reinforces our role in the community to existing stakeholders. His personal first-hand knowledge is invaluable in creating a positive impression of our organization in working with youth and families in the community. He truly is a caring Commissioner for the people in Carbon County.

Commissioner Nothstein was unable to attend the JCEP conference but was given his award at the Extension Annual Dinner on November 6th at the Mahoning Valley Ambulance Association Building in Lehigh.



Distinguished Service Recognition Award – Dr. Ann M. Swinker

Dr. Swinker began her career with Cooperative Extension as a county agent in Allegheny County. There she helped with the development of some of the larger state and regional extension programs, such as the PA Equine Symposium, National Eastern 4-H Horse Round-Up, National Western 4-H Horse Classic, Ag Progress Days and even worked with the Western PA Turf Grass Symposium. Throughout her extension career, Ann has been an active member in two state chapters of Epsilon Sigma Phi. She served as state secretary, vice-president and president in both Chapters, in addition to chairing and working on numerous committees for both the Alpha-Omicron and Phi-Zeta chapters. She has also participated in PACAA and PAE4-HA over the years, and played significant roles in the several national meetings held in Pennsylvania and other states.

Ann demonstrates outstanding extension leadership. In conducting a successful extension educational program, she adds in two important elements, commitment and caring. To achieve this she utilizes input from educators, staff, volunteers and stakeholders to drive

programming and facilitate educational programs in a way that enhances learning and meets the need of the intended audience. She believes that extension educational programs need to reach into the community with the use of advanced technology. The real measure of Dr. Swinker's educational programs is the enthusiasm of the participants and motivation followed by the impact to the industry and community.

Ann provides leadership for extension and industry related activities in Pennsylvania. She has served as a resource person for county extension agents, has helped identify problems that need additional research and has served as a liaison between research scientists, county extension agents and the public. Her research is of an applied nature with needs of the industry being the catalyst for the research. Ann has disseminated new information to producers and citizens of Pennsylvania by means of numerous popular press publications, manuals, electronic mail, blogs, electronic newsletter, eXtension Horse Quest, video productions and telecommunications (in addition to 81 scientific abstracts and publications). Twenty-three grants and contracts totaling over a million dollars were awarded to the extension program in just the last few years.

Dr. Swinker is an extension professional who uses many methods to promote extension education. She demonstrates strong insight and understanding of the industry and community, whether serving as a leader or as team player. Each program is an expression of her commitment to provide a quality educational experience to participants. She is highly motivated and committed to doing her best in teaching, research and extension; while serving extension, the university, the public and the profession.



**Distinguished Team
Award- The Penn State
Land Use Webinar Team:
Peter Wulfhorst, John
Turack, Neal Fogle and Jeff
Himes.**

Pennsylvania faces many challenges in making vibrant and livable communities. These include issues such as transportation, economic development, community cohesion, and land use. Community and land use related decisions are constantly being considered by public as well as private

entities and individuals.

For Pennsylvania's local elected and appointed officials, comprehensive education on land use, community planning and the natural environment is needed to provide them with knowledge and skills to effectively meet their goals, obligations and priorities. Such education is also necessary to assist private land owners, organizations and citizens in their current and future decisions on land management and community involvement.

The Penn State Extension Economic & Community Development land use team has provided the leadership for the Penn State Extension land use webinars. Team members oversee the development of the topics as well as participate in moderating the webinars and technical support. In addition, team members have presented at several webinars.

The team has created the adobe connect sites that host the webinars. The team has also marketed the webinars through press releases, invitations to local municipal officials and the PA Chapter of the American Planning Association newsletter.

The team uses the survey monkey evaluations at each webinar to assist in the development of future webinar topics.

The webinar fees have generated revenue for the Economic & Community Development Extension team. In addition, the webinars are recorded for those who register and can't view them live. The recorded webinars are also marketed as part of the Economic & Community Development programming.

Recorded webinar sessions are also then offered for a fee, generating supporting revenue for the development of additional future programming, and for the delivery of existing programming to audiences that may otherwise be unable to participate in this technology-based format.

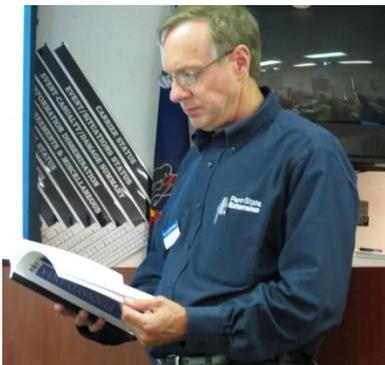
Evaluation methods for the webinars include a series of three questions at the end of each webinar as well as a survey monkey evaluation which participants are encouraged to complete. The questions relate to items such as webinar quality, knowledge gain, and intended actions.

The results of the survey monkey evaluations reveal that 95% of the participants either agree or strongly agree that webinar met its stated objectives, 89% either agree or strongly agree that the subject matter was presented effectively, 92% either agree or strongly agree that the information stimulated their thinking, 87% agree or

strongly agree that they gained new knowledge and 74% agree or strongly agree that they plan to apply what they learned from viewing the webinar. (N =116)

Over 400 municipal planners and elected officials, citizens and professional planners have participated in both the live and recorded Penn State Extension land use webinars.

Penn State Extension conducts land use/local decision-making webinars to disseminate information to land owners, elected and appointed officials, developers and the public about important aspects of land use and natural resource preservation & development, as well as information about the management of and policy issues relative to the effective use of land and energy resources.



Rookie of the Year Award - Amy Shollenberger

Amy grew up in 4-H in Montgomery County and signed on as a livestock volunteer leader as soon as she aged out of 4-H. When

the veteran 4-H Coordinator retired in 2011 (and her position was not filled), Amy graciously agreed to work part-time as a 4-H program assistant in addition to full employment at a local ag industry. She became familiar with the county horse program and took over all responsibilities for numerous 4-H horse clubs and county horse shows. She also took the role of chair for the regional horse show which was held in Montgomery County.

When a full-time position was announced in the county in 2013, Amy left a higher paid position to take the role of 4-H Extension Educator in the county. Up until a few years ago, Montgomery County with a population of over 850,000 had three full-time 4-H educators. Thanks to continual budget cuts, Amy now covers the job of three people by herself. Despite the heavy workload, the county reported over 11,000 members for 2014, probably the highest enrollment in the state. She has done an excellent job of staying in touch with the many clubs in the county and providing support for the leaders. She has helped to start several new clubs; the most recent being a cooking club.

Amy has strong connections with the ag industry in the county and has done an excellent job marketing

events to the public. She has instituted numerous new events such as a fall open-house to promote enrollment and bring attention to the existing clubs. Her summer youth activities have included such activities as photography camp, animal science and chef camp. Outreach is also extended to out-of-school programs, school classrooms, youth organizations, community centers and summer youth camps.

Amy has also collaborated with the Farm, Home and Youth Foundation of Montgomery County and provided leadership for several fundraising events. These include a Montgomery County 4-H Center 30th Anniversary event which raised thousands of dollars to help support 4-H scholarships and participant fees.

One of the other counties in the district had been without an ag educator for many years. Amy graciously agreed to travel to that county numerous times to provide “Good Production Practices” training to the 4-H youth so they could meet state requirements. She has continued to be open to helping other 4-H educators and often attends 4-H events in neighboring counties just to help out.

Amy has been an outstanding addition to the county and district extension staff. She is

an enthusiastic worker and a team player. Amy has increased our county's efforts with outreach through social media and is creative in her approach. She makes a point to get to know the youth and leaders in the club and is very approachable.

Despite her heavy workload, she is always upbeat and positive about the 4-H program. She is professional when dealing with leader disputes and differences and is careful to follow University policy. She has helped other new educators understand procedures and is always willing to lend a helping hand.



Friend of Extension Commissioner Nothstein, Dr. Ann Swinker's Distinguished Service and the Distinguished Team of Penn State Land Use Webinars' applications have been sent to the ESP National Association for national award review.

Epsilon Sigma Phi 2015 Committee List

Annual Meeting

Suzanne Weltman
Cathy Bowen

Audit and Finance

Tom Walker, Chair (15/16)
Ted Alter
Robert Goodling
Gregory Martin

Awards

Melinda Graver, Chair (15/16)
Marilyn Corbin
Don Tanner

Constitution and By-Laws

Ann Swinker, Chair (14/15)
Dan Kniffen

Global Relations

Andrea Tessier

Membership and Initiation

Claudia Mincemoyer, Chair (15/16)
Christy Bartley
Dwayne Hay

Nomination

Janice Stoudnour, Chair (2015)

Professional Development

Mandel Smith, Chair (14/15)

Recognition on Retirement

Jan Scholl, Chair
Martha Gregory

Scholarship and Loans

Stacie Hritz, Chair (14/15)
Elise Gurgevich
George Hurd
Brenda Bernatowicz

Sympathy and Memorial

Peter Wulfhorst, Chair (15/16)
Donna Zang

Historical (Ad Hoc)

Life Member Involvement (Ad Hoc)

Patricia Powley, Chair
Nancy Kadwill

Invite an Extension colleague to join ESP!

Let's set a goal for each member to invite an Extension colleague to join ESP this year. Extension educators and faculty from all disciplines are welcome to join. Some of the member benefits include:

- Extension personnel united across disciplines, units and program areas.
- Connecting personnel and retirees to build networks, continuity, and support for the Extension System and related issues.
- Access to scholarships and mini-grants.
- Recognition system for excellence in Extension's personnel, retirees, clientele and supporters.
- Professional development opportunities.