



Epsilon Sigma Phi Newsletter

Missouri Alpha Tau Chapter
The Extension Professionals' Organization

Summer 2007

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**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.**

Extension Workers Code of 1922 Still Good Today

Mark Stillwell, Missouri, President

Daryl Buchholz, Director KSU Research and Extension shared the "Extension Worker's Code" with us at the North Central Administrative Leadership Conference last April. The "Extension Worker's Code" may be found at website: http://www.oznet.ksu.edu/pr_histpubs/Pubs/exbul33.pdf. I was amazed how the 46 items identified 85 years ago are still relevant today.

Some of the many points are:

- Believe in your work;
- Study and serve people;
- Make friends of people, especially leaders;
- Form close contact with cooperators;
- Make clear, concise talks;
- Don't be afraid to say, "I don't know";
- Know your county and state;
- Cooperate to mutual advantage of all;
- Use failures as stepping stones;
- Use discretion in telling jokes;
- Report and answer promptly; and
- Have a vision.

This one caught my eye, "Do the things which will count: It is a great art to know what to leave undone, to know how to weed out the less important things and to spend one's energies in doing the things which will count."

Being active and involved in professional development through our professional association is one of "the things which will count." ESP National meeting September 10-15 is in Charleston, SC.

The University of Missouri Extension Galaxy conference is October 10-11. These are two opportunities to share ideas and learn about programs that improve people's lives. Our professional growth enables us to more effectively serve Missouri's citizens.

I especially liked the final code —
Be Courageous

- "If you can keep courage when others lose heart;
- if you can keep pushing on when others turn back;
- if you can smile and wait when others play the coward and quit;
- if you can be serene in the face of misfortune and failure;
- if you can keep your nerve and a level head when others get panicky;
- if you can carry yourself like a conqueror, keep your fixity of purpose when others waver;
- and you still refuse to lose courage and grip on yourself, then you may know that your work is a success and that there is a hero or heroine in you as noble as any that ever gave up his life on the field of battle for a great cause."

I am proud we have courageous leaders throughout our organization – in 4-H clubs, extension councils, advisory groups, professional associations, among our faculty and staff, and within our administrative team. I'm optimistic that 85 years from now someone will review the Extension Workers Code and find it as relevant as it was in 1922 and as it is today.

PILD Team Makes "Hill" Visits

Sandra Stegall, Missouri, ESP Committee Public Issues

Thirteen University of Missouri Extension personnel participated in the Public Issues Leadership Development conference in Washington, D.C., April 23-25, to interact with federal legislators, be updated on public issues, and gain ideas from Extension professionals around the nation for communicating in the legislative arena.

Those making up the PILD delegation and the Extension professional groups they represented were Dr. Michael Quart, MU vice provost and director of cooperative extension; Dave Baker, ag and natural resources program director; Bev Coberly, director of off-campus operations; Tony DeLong, county council coordinator; Karisha Devlin, agribusiness specialist and Shelby County program director, (University of Missouri Extension Association); Anita Hampton, State Extension Council member from Bolivar; Bev Maltsberger, NW community development specialist, (Epsilon Sigma Phi); Tammy Roberts, SW nutrition specialist, (Missouri Extension Association of Family and Consumer Sciences); Johanna Reed Adams, state community leadership development specialist (University Extension Community Resource Development Association); Kathy Bondy, WC 4-H youth specialist (Missouri Association of Extension 4-H Youth Workers); John Carver, EC Region Council chair; Amie Schleicher, NW livestock specialist, (Missouri Agricultural Extension Professionals); and Sandy Stegall, constituent relations coordinator.

In three teams, the delegates visited the offices of Congressmen Kenny Hulshof, Roy Blunt, Todd Akin, Sam Graves, Russ Carnahan, Ike Skelton and Emanuel Clever; Congresswoman Jo Ann Emerson;

and Senators Kit Bond and Claire McCaskill. The three-part message was:

- Thank you for your support of land-grant universities, including the University of Missouri and MU Extension;
- Extension has a positive impact on the lives of Missourians (given through the two volunteers' testimonies);
- Please support the National Association of State Universities and Land-Grant Colleges' recommendation for items in the FY08 budget slated for Extension and agricultural research, including base funding for operations, the Expanded Food and Nutrition Education Program, eXtension and the National Research Initiative.

The PILD program included educational sessions on such topics as "Working with Elected Officials in Your State," "Building Extension's Public Value" and "Farm Bill Reauthorization."

Was the experience worthwhile? Schleicher says: "Before the conference, I didn't have much involvement with elected officials. After attending the conference and discussing Extension with the folks on Capitol Hill, I feel more connected with them and won't hesitate to keep them informed of what's going on."

\$6000 in National Scholarships and Loans Available – Check it out!

Not only can you get money from our own Extension System, through Loan and Fellowships...as an ESP member, you are eligible for mini grants and scholarships from National ESP! Make your dues work for you and check out the National ESP website to discover benefits of scholarships and professional mini grants. <http://extension.missouri.edu/esp/benefits.html#Scholarships> You'll have to plan ahead for these benefits because most are due in February and March.

Need a Loan? Be an ESP member in good standing; show evidence of financial need; must not have received an ESP loan previously; present strong professional improvement plan; and recommended by the State Extension Director. Up to \$2,000 may be loaned, at no interest, provided the loan is repaid before the conclusion of the first year (12 months) following the closing date of the professional improvement funded. No application deadline.

None of us Can Pass up Free Money—Right?

Lisa Wallace, Loan and Fellowship Chair

Are you planning to attend a professional association meeting? If so, consider applying for Loan and Fellowship money. The application is at the Epsilon Sigma Phi website or at <http://outreach.missouri.edu/staff/awards/fellowship.html>. For those of you attending upcoming national association meetings, this fund can also be a resource to you.

Heading back to class this Fall? Loan and Fellowship can also be a source of funds for college coursework expenses.

Ready to Apply? Applicants must have two years of consecutive employment for UM or LU. The total amount individuals may receive is \$1,500 during their tenure. Processing can take up to two months, so don't wait to apply.

Only e-mail applications will be accepted. After completing the application, individuals must send it to their supervisor, who will forward it to the committee. Supervisors: Send applications via e-mail to Patricia Snodgrass, chair, Fellowship and Awards Committee, snodgrassp@missouri.edu. Applications are reviewed monthly. To be considered in a given month, applications must be received by the first. Nominations will be reviewed by the Fellowship and Awards Committee appointed by the executive vice president and director of cooperative extension. The committee — comprised of representatives of UMEA, Epsilon Sigma Phi, the UM campuses, Lincoln University and the executive vice president's Office — will make recommendations to the executive vice president, who will make the final selection.

Emerging Leadership Series presented by Epsilon Sigma Phi – FREE to ESP Members

The Five Things an Extension Professional Needs to Know About Distance Learning.

Distance learning appears more and more like a tool that Extension must embrace, but where do you start? This workshop will cover the five basic things you need to know as you consider expanding your program to include distance learning. From what it is and what it isn't, to where to find examples of success, these five ideas will help you begin to understand the process and the opportunities distance learning can provide. Emerging Leadership Distance Education Session will be at 4:00 pm EDT on July 24th through satellite. It is free to ESP members, but you must secure a Penn State ID and register for the conference. Deadline to sign-up is July 1 and it is limited to the first 100 people.

Presenters include:

- Dave King, Department Head and Professor, of Extension and Experiment Station Communication, Oregon State University; and
- Janet Poley, President, of American Distance Education Consortium (ADEC).

Registration information can be found on the ESP website at <http://espnational.org>.

Extension Retiree Meetings

| | |
|------------|--|
| October 10 | Gallatin—Lions Club |
| October 11 | Lamar—Blue Top Restaurant |
| October 12 | Springfield—Golden Corral Restaurant |
| October 17 | Columbia—Lenoir Community Center (tentatively) |
| October 19 | Sedalia—State Fair Best Western Motel Restaurant |
| October 25 | Jackson—County Extension Center |

Attention Recent Retirees – If you are not yet a Life member of ESP, now is the time to make it so! Be sure to sign up for your ESP Life Membership *before* September 1, 2007. The current membership fee is \$150. After September 1 it will be \$200.

Bridging Strengths of People and Nations

Mark Stillwell, Missouri, ESP President

2007 ESP National Conference
Charleston, South Carolina
September 10 - 14, 2007

You are invited to experience a wonderful educational and cultural opportunity by attending the 2007 Epsilon Sigma Phi Annual Conference in Charleston, SC.

The Francis Marion Hotel is the 2007 conference site. It is an historic hotel with architectural beauty and charm. The hotel rooms are small and quaint.

We have exciting speakers, excellent member presentations and fabulous tour opportunities. Charleston is consistently voted as the most gracious city in America. After you visit, we are sure you will agree!

Scholarship Auction Items are Needed for National Conference!

The proceeds from the scholarship auction during the national conference are used to fund ESP scholarships and mini-grants. Each chapter (including those who are not present) is asked to provide one or two quality items for the auction. Check out the auction brochure on the ESP website at: <http://www.espnational.org/2007NationalMeeting/2007ESP-Auction-brochure.pdf>.

Recognition Recipients will be recognized during the Recognition Banquet at the National Conference. We ask that you encourage your recipients to attend.

2007 Concurrent Session and Poster Presentations are now posted on the ESP website at:

<http://www.espnational.org/2007NationalMeeting/Presentations/index.htm>

<http://www.espnational.org/2007NationalMeeting/Posters/2007PosterPresentations.pdf>

National Extension Budget Information—Check it Out!

University of Missouri Extension supports the portions of the Create 21 initiative that stabilizes and increases funding for integrated applied research and extension educational programming. And increasing land-grant universities' abilities to address such opportunities as biofuel development and such challenges as climate change and avian flu.

MU Extension also sees a need for stronger support of basic agricultural research, as proposed in the National Institute of Food and Agriculture Bill. Basic research is critical to advancing the frontiers of science in agriculture, nutrition, energy and health to keep the United States strong and competitive in a global economy.

FY 2008 President's Budget Proposal: A Summary of the President's FY 2008 Budget Proposal for CSREES-USDA as Presented to Congress in February 2007

http://www.csrees.usda.gov/about/offices/budget/08_budget_brochure.pdf

NIFA – National Institute of Food and Agriculture

1. National Institute of Food and Agriculture Act of 2007 (Introduced in House)[[H.R.2118.IH](#)]
2. National Institute of Food and Agriculture Act of 2007 (Introduced in Senate)[[S.971.IS](#)]

National Association of State Universities and Land-Grant Colleges Budget and Advocacy Committee

www.nasulgc-bac.com

Create 21 Website

www.create-21.org

1. CREATE-21 Act of 2007 (Introduced in Senate)[[S.1094.IS](#)]
2. CREATE-21 Act of 2007 (Introduced in House)[[H.R.2398.IH](#)]

Comparison of Create – 21, NIFA and Farm Bill

<http://www.create-21.org/documents/PDF/Comparison.pdf>

Reminder of Upcoming Deadlines

- Jul. 1 Deadline for nominations for Second Vice-President. Candidate must be from Northeast.
- Jul. 1 Deadline to sign-up for the Penn State Emerging Leadership Distance Education Session.
- Aug. 1 Deadline to register for the Leadership: Progressing Through the System and Scholarship in Extension Pre-Conference Registration. Go to the ESP website for additional information and to register.
- Aug. 1 Deadline to notify the National ESP Office of Voting Delegates to the 2007 National Council Meeting.

Reminder of Upcoming Events

- Jul. 24 Emerging Leadership Distance Education Session. 4:00 pm EDT. It is free to ESP members, but you must secure a Penn State ID and register for the conference. Deadline to sign-up is July 1 and it is limited to the first 100 people. Additional details are on page 3 and on the ESP website.
- Sept. 10 Pre-Conference in Charleston, SC. The Professional Development Committee is planning a two part pre-conference for Monday, September 10 from 1:00 – 9:00 p.m. The two parts are Leadership: Progressing Through the System and Scholarship in Extension. Additional information and registration is on the ESP website. Registration is limited to the first 35 people.

It's Time to Recognize Good Work and People!

Do you know of a co-worker or other person that has made a significant contribution to Extension? I'm certain that we all can think of those people without too much trouble. Well this is your opportunity to recognize some of them.

The *2007 Epsilon Sigma Phi* awards are now open for you to nominate someone that has made that significant contribution. Award nominations will be due **September 1** so you have plenty of time to do it. Below is a listing of the awards

State Certificate of Recognition

Outstanding Regional Extension Faculty (Woman)
Outstanding Regional Extension Faculty (Man)
Outstanding State Extension Faculty

Epsilon Sigma Phi State Friend of Extension Award

Distinguished Service Award

International Service Award

Mid-Career Distinguished Service Award

You can find the specific criteria and more about the award at our web site which is <http://extension.missouri.edu/esp/> and click on awards. The nomination forms and past honorees are located there as well. Contact Joe Koenen if you have specific questions at koenenj@missouri.edu or (660) 947-2705.

State Early Career Service Award

State Retiree Service Award

State Meritorious Support Service Award

Distinguished Team Award

Visionary Leadership

National ESP Headquarters
The location of our national office / contact is:
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Epsilon Sigma Phi, Inc.
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Community Based Entrepreneurship in Thailand: A Unique Study Tour

Mark Stillwell, Missouri, ESP President

Study Tour Dates: November 3-16, 2007

Application Deadline: August 24

The University Extension Global Leadership Program is announcing a unique study tour to Thailand which will offer 12 participants an exceptional opportunity to see a successful community-based entrepreneurship program. The group will meet with policy makers as well as others visiting local villages and towns to see how communities are enhancing local and regional economic development through an innovative program called OTOP ("One Tambon, One Product" (a Tambon is a local government unit which translate to "sub-district").

This study tour will focus on strategies to:

- Create and foster local entrepreneurship through networks and partnerships;
- Convert local assets into a sustainable economy including regional branding and product identification; and
- Stimulate local leadership and innovation to develop strong networks of community and regional partnerships.

The OTOP program, started in 2001, brings income to local communities by developing and marketing products made in the community from local materials and knowledge, including handicrafts, textiles, clothes, jewelry, furniture, decorative items, food and beverages. Eco-tourism and value-added agricultural products are also an important component of the OTOP program. The OTOP focuses on alleviating rural poverty by:

- Strengthening communities through the development of a place-based economy, that also preserves local Thai culture and skills;

- Creating jobs and increasing incomes for communities; and
- Encouraging self-reliance and creativity.

One innovative approach in the program is a classification system to assure the highest quality and marketability of products. Local decision-making and a marketing system are key component of OTOP with community involvement in all steps of the process.

In Missouri, programs are also underway to support entrepreneurship at the community level using available assets, from local materials to traditional knowledge. As new opportunities for entrepreneurship arise, this offers economically disadvantaged communities, especially those in rural areas, prospects to create achievable opportunities by building businesses that are owned and operated by local populations.

More information about the study tour, deadlines and how to apply can be found on the GLE Thailand Study Tour website: <http://extension.missouri.edu/cd/gle>

For more information, contact Sandra Hodge, Ph.D., at hodges@missouri.edu or 573-882-4435 or Mary Leuci, Ed.D. at leucim@missouri.edu or 573-884-9034.

Presentation Opportunity

If you know a colleague who has done a great job of public issues education, or if you have worked in that area yourself, there is an opportunity for you to serve as part of a team at this year's annual meeting to present a session sponsored by the ESP Public Issues Committee called "**Best Practices for Dealing with Controversial Public Issues.**" Please nominate yourself or a colleague, by July 1, by sending an email to Gwen Wolford, National Public Issues chairperson at wolford.1@osu.edu. Briefly indicate the issue or issues that you have worked with, methods and outcomes.

Morris Burger Accepts ESP Award

Mark Stillwell, Missouri, ESP President

Extension is a partnership on all levels – federal, state and local. This partnership thrives because of many hours of volunteer service dedicated to Extension by our supporters and friends. ESP celebrated the service of one highly deserving volunteer with the Epsilon Sigma Phi Friend of Extension Award. Mr. Morris Burger was the 2007 recipient of this award.

Many of you know the Burger name because of Burgers' Smokehouse in California, Missouri. Through Morris's leadership, his family business has grown from \$70,000 in sales in 1959 to more than \$50 million today. Morris gives generously of his time, talents and finances to support causes in his community and across the state. He is a generous supporter of Missouri 4-H and began as a 4-H Foundation trustee in 2000. Currently, he is working with the Board to increase corporate support for 4-H as the Foundation plans a multimillion dollar campaign. As an Ag Alumni Board member, Morris was active in getting the Ag Unlimited Auction and Banquet organized, which

raises funds for scholarships. He also was an active member of the Eckles Hall Campaign Committee, raising money for a building addition for the Hotel and Restaurant Management and Meat Science programs at MU. Adding to his list of accomplishments, he has served on the UM Arthritis Council Executive Committee and the MU Development Council, and he is a member of the prestigious Jefferson Club.



Engage Our New Members

Sandra McKinnon, Missouri, Membership Committee Chair

Please welcome our newest member, Kimberly J.M. Keller. Kimberly visited the ESP booth and submitted her application for membership at the May MU Extension conference in Columbia. She received the last of ten tire gauges offered in the "Engaging New Members" campaign.

Kimberly is originally from Northeast Ohio. She moved to central Missouri in 1997, and completed her Ph.D. in Human Development and Family Studies at the University of Missouri. She also holds an M.S. in Family and Child Studies from Miami University, and a B.A. in Psychology from Kent State University. She is a Certified Family Life Educator and has taught college courses in child development and interpersonal relationships. Her current focus is program evaluation. Kim has worked for MU Extension since 2001. She works with the Family Nutrition Education Programs, and ParentLink, within the College of Human

Environmental Sciences. Other new members -- Inducted at the May conference were Debra Davis and Julianne Royse. Keller, along with BJ Eavy and Maude Kelly, will be inducted at our next meeting. Greetings are also extended to Bonita Williams, Lincoln University Youth Specialist. Bonita transferred her membership from North Carolina.



Honored for their years of service to the Extension profession were three new life members, Cassie Venters, Gail Carlson, and Nancy Flood. Congratulations are extended to these dedicated professionals. We look forward to continuing to work with them.

Epsilon Sigma Phi - Missouri Alpha Tau Chapter 2007-2008 Board Members

Visit the Missouri Alpha Tau Chapter website at [http://extension.missouri.edu/esp/!](http://extension.missouri.edu/esp/)

ESP members and families please send information regarding the death of any extension colleague to Wilma Jean Lower. We would like to know the date of passing, who is the family contact with mailing address, the title and position (including location) last held by the colleague. Thank you.

| Officers | Position | Phone number/ Email |
|-----------------------------|----------------------------------|--|
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| Jo Turner | Professional Improvement | 573-882-7430, turnerlj@missouri.edu |
| Lisa Wallace | Loan and Fellowship | 660-885-5556, wallacel@missouri.edu |
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| Tom Henderson | Retirement / Life Members | 573-882-3087, hendersons@missouri.edu |
| Nancy Flood | Nominations | 660-947-7773, flood@nemr.net |
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| Sandy Stegall | Public Issues | 573-882-4134, stegalls@umsystem.edu |
| Rex Ricketts & Karla Deaver | ESP 75 th Anniversary | 573-882-4553, rickettsr@missouri.edu 417-466-3102, deaverk@missouri.edu |

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Retirees if you would prefer to receive this newsletter electronically, contact Beverly Maltsberger or Katie Cook at (816) 279-1691.