A Message from the President:

Dear Alpha Eta members of ESP,

As I write this letter today, the rain continues to fall and there is no sun in sight! Yet I know that the rain must stop sometime soon. It is not unlike the challenges we are facing as we update the Extension operating model and look ahead to the 100th anniversary of Ohio State University Extension. There are days when the future may seem bleak yet the strengths and expertise that are uniquely Extension shine brightly throughout the state.

As your Chapter President, I have had the privilege to represent you at the National JCEP (Joint Council of Extension Professionals) Conference in San Antonio, Texas in February. Now that might sound like the place to be in early February but it was nearly as cold as Ohio for most of the time I was there. The cold temperatures at least kept me from spending too much time exploring, shopping and eating on the River Walk! The conference was very informative and a great way to network with about 200 Educators from all the professional associations across the country. We also took part in sessions on preparing NIFA proposals, AFRI and beyond. There was also time to learn more about the working of the National ESP Board and have some face time with other state presidents. We shared successes during the ESP meeting time. Many states are also facing challenges much like ours. I came away with a renewed sense of pride in the open dialogue that we share among administration, educators, and staff.

I have represented your concerns to Administrative Cabinet as this group works through expectations, key elements and philosophy that will

North Central ESP Leaders, 2011

Continued on page 2
provide a framework for an updated OSU Extension structure. Thank you to all who took the time to share their thoughts and concerns regarding restructuring concerns in March. Administrative cabinet listened intently to your input as had their discussions. I believe that they truly appreciate and listen to our concerns. Recently, I attended an EERA meeting with administration as they move around the state to share key elements of an “updated” Extension Operating Model. Hearing feedback from county commissioners shows that they want to continue a solid relationship with Extension even in economically challenging times for counties. We need to also keep positive and move forward with our programming and educational efforts in our teams, EERAs and counties.

As our past president, David Crawford, so often reminded us, let’s not forget to take some personal time to keep our health and outlooks positive in these both stressful and exciting times. Don’t hesitate to call a trusted colleague to visit about challenges, bounce off an idea, vent or just say hello to brighten your day!

On behalf of the ESP Board, please continue to let us know if you would have concerns or suggestions for how we can better fill your needs as we move through 2011! We are here to assist you in any way we can. Share input with any ESP Board member, Gwen Wolford, President Elect or me. We will be glad to visit and discuss your concerns as an ESP Board and share with others as needed.

The 2011 Leadership for Tomorrow Conference, scheduled in April, was cancelled due to inadequate registration. In lieu of the conference, the planning committee decided to tape some of the presentations that will be made accessible soon. Watch for more information on how you can view these presentations and utilize ESP scholarship money to support your registration fee.

The National ESP Conference will be held in Syracuse, New York on October 10-13, 2011. Mark your calendars and consider this as one of your professional development opportunities!

I hope you will all find a way to be actively involved in the association or utilize the benefits that are yours through membership.

I am pleased to announce that Robert Boggs who’s application was submitted by the Alpha Eta Chapter for consideration as a Friend of Extension has been selected as one of the three that will be honored for his contribution at the banquet on October 13, during the ESP National Conference in Syracuse.

Thanks for your involvement and support of ESP and OSU Extension!

Sincerely,
Marcia Jess,
Alpha Eta Chapter President
Epsilon Sigma Phi
The Joint Council of Extension Professionals held the annual Public Issues Leadership Development (PILD) Conference on April 4 - 6, 2011 in Alexandria, VA. Extension professionals from all program areas and volunteers from throughout the state learned more about how our government works at the federal level. The outstanding educational sessions prepared attendees to communicate Extension’s relevance and value. If you’re interested in learning more, check out some of the presentations that are archived online:

National Institute of Food and Agriculture (NIFA) Extension Outlook
The Relevance of Cooperative Extension in 2011 and Beyond
Impact Counts: Telling the Cooperative Extension Story to Stakeholders
Branding Counts: Ensuring Cooperative Extension is No Longer the ‘Best Kept Secret’
Making Your Hill Visit Count

Click here to learn more about PILD
http://www.jcep.org/pild.htm

Thank-you for your ongoing commitment to ESP! Just under 200 OSU Extension professionals joined the organization this year. Membership in ESP is open to employees with five years of service in Extension. Epsilon Sigma Phi is Extension’s national professional honorary fraternity. Alpha Eta, the Ohio ESP chapter, seeks to:

- maintain the standards and ideals, uphold the morale, prestige, and respect of OSU Extension.
- develop effective working relationships and a spirit of fraternal fellowship among present and former employees
- encourage professionalism within Extension.

Your dedicated commitment to our profession and proven excellence are an asset to the current members of the honorary fraternity. The organization will also be of professional benefit to you.

Members benefit from scholarships, awards, recognition and professional networking. See for yourself what the state and national organization have to offer you.

My Fantastic Visit to Jordan and the UAE

Janice (my wife) and I were two of ten U.S. mentors selected to visit Jordan and the United Arab Emirates as part of a grant exchange program titled, "Young Entrepreneurs & Family Businesses in Jordan, Lebanon, and United Arab Emirates (UAE)". The program was funded by the U.S. Department of State Bureau of Educational and Cultural Affairs, organized by the Great Lakes Consortium for International Training and Development (GLC) in Toledo and the Center for Family Business (CFB) at the University of Toledo College of Business Administration in collaboration and with support from the Al-Zaytonaah Private University of Jordan, Lebanese University and Zayed University of the UAE and other local partners in NW Ohio and the Middle East. The overall goal of the program is to contribute to economic growth, strengthen democracy, and enhance cooperation between Northwest Ohio and the Middle East by focusing on young entrepreneurial men and women with innovative ideas to revitalize family businesses for retaining and creating jobs.

The mentors were involved in welcoming two delegations of 28 young entrepreneurs from the Middle East who visited businesses and universities in Northwest Ohio and surrounding states in April & May 2010 and September & October 2010. The exchange program provided opportunities for collaboration between U.S. businesses and organizations with the young entrepreneurs and their family businesses in Jordan, Lebanon, and UAE.

The U.S. delegation visited Jordan and the UAE during the last part of February and the first part of March 2011. The U.S. delegates provided follow up mentoring, consultation and assistance with workshops, The U.S. delegation visited businesses and drafted plans for continuing relationships with members of the three countries.

The family businesses in the Middle East face many of the same challenges that family businesses face in the U.S. such as governance in a family business, family relations & communications, business transition, roles for family members and succession planning.

Following are just two of the talented young entrepreneurs that we met.

Abdel Hadi from Amman, Jordan. Hadi is an emerging interior designer. He has designed facilities from cafes for friends to palaces for Saudi Arabian sheikhs. He is part of his family’s architectural business. His father is a well-known architect in the Middle East. Hadi is pictured showing a fabric selection catalog to our delegation.

Rasha Shehada of Dubai, UAE. Rasha is the marketing director for her family’s chafing candle business. Family business members include her father, mother, sister and brother-in-law. They make about 2.5 million chafing candles per month that are shipped to various parts of the
world. Pictured is Rasha demonstrating a chafing candle.

Places Visited

We also had time to experience some of the wonders of the country. Jordan has a rich history that goes back thousands of years. It is possible to sense the ancient cultures that once occupied the area.

The UAE was mainly a desert region mainly occupied by Bedouins until the last twentieth century. The cities are very modern. The history of these cities only goes back for decades.

There are many Roman ruins in Jordan. The Romans conquered and occupied the area from 63 B.C. to 323 A.D. One of the main Roman cities was Jerash.

It was a stopping place for the caravans travelling between the far east and the Mediterranean countries. The city has the ruins of temples, churches, theaters, Market areas, public baths and much more. About 20,000 people lived in Jerash.

The ancient city of Petra is amazing. It is the only city in the world that was carved into rock. The Nabataean’s developed this city through trading. The city is only accessible by traveling through a narrow gorge. Pictured is the Treasury Building. It is believed to be built as a tomb for a king. About 24,000 people lived in the city. It was ruled by the Nabataeans from 400 B.C. to 106 A.D.

The Dead Sea is over 1,300 feet below sea level (The lowest point in the world). It is four time saltier than the oceans. The Dead Sea is prominently mentioned in the Bible. Jordan is on one side of the Dead Sea and Israel is on the other side. Pictured are Janice and I covered with supposedly rejuvenating mud before Swimming in the Dead Sea.

The Grand Mosque in Abu Dhabi, UAE is astounding. It has the largest carpet in the world for prayer. It has ornate chandeliers hanging from the ceiling. It can accommodate up to 40,000 worshipers at one time. An abaya (Muslim cloak) is provided free to women who wish to visit the Mosque. Shoes must be removed.

The Burj Khalifa soaring ½ mile high is the tallest building in the world. 159 floors are occupied. Many of the floors are private apartments. There is a lounge on the 122 floor. The tower opened in 2010. It is attached to the four story Dubai Mall. The mall has a large aquarium and brand name stores. We visited the lounge at night view the city lights and to view the water and light show in the Dubai Mall fountain.
One of the UAE delegates is a close friend of a sheikh’s ruling family. He arranged for us to have lunch at the **Sheikh family compound**. The young sheikh studied at Boston University. He now manages several of the family businesses. Pictured is the sheikh in the middle surrounded by our delegation. It was truly an amazing visit.

These are just some of the highlights of the fantastic three week trip. There is much more I could share about foods, customs, the people and other cultural experiences. It is truly a trip to consider if one would like to learn about a part of the world that is not familiar to most of us. Please contact me if you would like more information about my experience in Jordan and the U.A.E..

Ron Overmyer
419-308-5378 Cell,
rovermyer@roadrunner.com

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**Extension Advisory Committees – What are your Questions?**

In this time of limited time and travel, technology can come to your assistance. *LinkedIn* has a site designed for the busy Extension professional, whether you work as a director, educator or program staff trying to understand how to utilize the power of these volunteers. *Linkedin.com* can be a useful tool to help in answering questions or creating a conversation that will help you. Once you have set up a password on this free site, look for the group, "Extension Advisory Committee Group". You are welcome to post your questions....and frustrations about advisory committees.

Let me know if I can help you in finding this group or in posting your questions to this group.

LinkedIn Extension Advisory Committees is supported through the Professional Development Committee of ESP.

*Nancy Stehulak*
*Ohio State University Extension*

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In the next
**ESP Newsletter…**

**Scholarships, Grants & Awards**

**Events** –
OSU Extension
Annual Conference

Submit Your “Members in Action” news to ESP – send to Julie Fox,
[fox.264@osu.edu](mailto:fox.264@osu.edu)
The purpose of ESP Alpha Eta Chapter shall be to maintain the standards and ideals, uphold the morale, prestige and respect of Ohio State University Extension; to develop an effective working relationship and a spirit of fraternal fellowship among the present and former employees of Ohio State University Extension, and to encourage professionalism within Extension.
2011 National Meeting Report
Marcia Jess, Epsilon Sigma Phi, Ohio Alpha Eta Chapter President

Eight Ohio Extension professionals participated in the 2011 ESP National meeting in Syracuse, New York. Below is a summary of the awards and scholarly works from Ohio. Session presenters, board members and voting delegates receive $200 from National ESP to support their participation. Poster presenters, committee members and retirees receive $100 support.

Presentations:
Cooking Day Camp – Cooking Up a Kettle of Fun. Travis West, Cassie Turner, Jo Williams, Tracy Winters, Erin Dailey, and Connie Goble
Pre-Conference Professional Development Session: Creating Cooperative Extension’s Future – A Future Backward Workshop. Jerrold Thomas

Posters:
Evaluating a Community Leadership Program. Marcia Jess

Awards
Friend of Extension – Mr. Robert Boggs, former Ohio Director of Agriculture
North Central Distinguished Service – Jeff King
North Central Administrative Leadership – Garee W. Earnest
North Central Visionary Leadership – Gwen H. Wolford
North Central Mid-Career – David C. Crawford
Chapter of Merit, Platinum Level (highest level possible): Alpha Eta Chapter
Silver Key Level Contributor (to the National ESP Endowment): Alpha Eta Chapter
8 Ohio individuals contributed to the National ESP Endowment

National ESP Committee Members:
Membership Recruitment and Retention – Karen Bruns
Resource Development & Management – Graham Cochran
Public Issues – David Crawford

Voting Delegates for the 2011 National ESP Council Annual Meeting:
• David Crawford
• Marcia Jess
• Gwen Wolford

Continued on page 2
Mark your calendar for **October 7-10, 2012.**

**The 2012 ESP National Conference – Mobile AL.**

*The theme is: From humble beginnings to meeting future needs: The Vision Continues.*

The conference will be held at the Renaissance Mobile Riverview Plaza Hotel in downtown Mobile with easy access to dining, museums and attractions. Two Key-note speakers have already been identified and there will be a call for concurrent session and poster session presentations from ESP members showcasing the outstanding program efforts of Extension professionals from across the country. Pre-conference tours will be available to Dauphin Island/Estuarium/Fort Gaines, Mobile Bay Eastern Shore, and Alabama State Docks & Delta. For details, visit [http://espnational.org](http://espnational.org)

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**OSU ESP Members at the 2011 National Conference**

*Top Left: Garee Earnest, Leader, OSUE Human Resources accepting the North Central Administrative Leadership Award*
*Top Right: Tracy Winters, Gallia Co. 4-H Educator and Travis West, Vinton Co. Extension Director and 4-H Educator (not pictured, Cassie Turner, Hancock Co. 4-H Educator)*

*Below Left: Mr. Robert Boggs, former Ohio Director of Agriculture, receiving the Friend of Extension Award with Marcia Jess*
*Below Right: David Crawford, Stark Co. Extension Director and 4-H Educator—Why Trees Matter*
Eight ESP members, including me, from Ohio attended the National ESP meeting in Syracuse last month. While there participating in the meeting, I reflected upon the organization and its value to the Extension profession. Epsilon Sigma Phi is dedicated to fostering standards of excellence in the Extension System and developing the Extension profession and professional. A few of the ways that ESP fulfills its mission are through awards and recognition, by providing funds to support professional development opportunities and by providing a forum for Extension educators to connect and learn from each other regardless of program area or academic discipline.

Travel funds are limited, and are extremely limited for some, but you can still gain insights from the presentations at the ESP national meeting by viewing them on ESP’s website at www.espnational.org at no cost. It’s not the same as being there but is still an opportunity to learn about the topics presented. While you’re there, check out the grants and scholarships for professional development. Not all of them were used last year, so consider taking advantage of these opportunities that are a benefit of your membership in ESP.

Finally, I want to draw the 2012 PILD conference to your attention. PILD is NOT just for association officers, it is for any interested Extension professional. PILD (Public Issues Leadership Development) will be held April 15-18 in Alexandria, VA and includes a chance to meet with national program leaders from USDA and the opportunity to spend a day on Capitol Hill meeting with members of Ohio’s Congressional delegation and their staff. There are scholarships available for first time attendees. And, there are opportunities to submit a proposal to present at this conference. The deadline to submit is nearly upon us – November 9. But, the abstract required is reasonably brief. Also, a presentation that is accepted will be accompanied by a waiver of one registration fee for the conference.

Many of us are aware of the work of our state chapter of ESP. I hope this gives you a few insights into how your membership in ESP national can benefit you as an Extension professional and motivates you to seek out some of the opportunities discussed.

Gwen Wolford is the Government Relations Director for the College of Food, Agricultural and Environment Sciences.
I volunteered for a Farmer-to-Farmer Program administered by the Citizens Network for Foreign Affairs (CNFA). It is administered by USAID. My assignment was to help a Ugandan maize (what we call corn) sector organization with organizational development issues. The organization is composed of farmers, millers, buyers, input suppliers, institutional representatives, society representatives and government officials. The challenge is to structure the organization so that collectively they can have an effective voice in determining their destiny for the maize sector in the Kasese District. The Kasese District is in western Uganda next to the Congo border. Uganda is in East Africa. The district is a major maize production area for Uganda. They presently have about 1,700 farmers in 16 farmer groups that are part of the organization along with the representatives from the other stakeholders in the maize sector.

I met about 13 stakeholders for five days per week for two weeks in mid-June to conduct training sessions on organizational development. The training was directly related to their organization. We worked on vision, mission, goals and objective statements that reflected the purpose of the organization. We developed a business constitution that outlined the membership requirements, rights, powers and obligations of the various stakeholder groups in the organization. We developed a five-year plan for the development of the organization. We developed job descriptions for key people in the organization. We outlined potential enterprises that could be developed by the organization that would significantly help the farmers and also produce income for the organization. We collected financial information that will be used to develop five-year financial projections for the organization.

I was impressed with the leaders that met with me. They are very intelligent. They know their challenges. They know their weaknesses. They recognize that they can only solve them by working together. It is similar to the U.S. farming community back in the late 1800’s when farmers formed organizations like the Grange to give them a collective voice in dealing with the railroad monopolies.

Most maize farmers are small subsistence farmers. Most are growing one to three acres of maize. They grow two maize crops per year. Due to limited resources and the lack of support services like we have in the U.S., most of them are only producing about 31 bushels per acre. Most of the field work and harvesting is done by hand. They have the capability of raising 120 bushel per acre maize if they used modern technology that is suited to their situation. They would also greatly benefit from an effective agricultural research program, an effective extension service and an agricultural credit system like we have in the U.S.
timely planting, proper fertilizer use and proper harvesting techniques. They would also like to have an extension worker who will assist the farmers and storage owners with proper storage techniques that will reduce the loss of grain to pests and mold.

Then they would like to establish a credit system for farmers that will allow them to keep ownership of their grain until the market has higher prices. Right now, most farmers have to sell at harvest because of household bills that are due around harvest time. Prices are low at harvest and then tend to increase during the next four months. Farmers need credit to pay the bills at harvest but to delay maize sales until later in the marketing season.

It was also a tremendous cultural experience to visit one of the developing countries of East Africa. I had many experiences with foods, facilities and people that are much different than the experience in the United States but that story is for another time. Just know that there are wonderful people in Uganda who want to improve their quality of life and it is possible to help them on a one-on-one basis.

Ron Overmyer is a former Ohio State University Extension Educator that served in both Ottawa and Sandusky Counties. Contact him for a presentation or for more information. rovermyer@roadrunner.com, 419-308-5378

PILD Report 2011

The theme of the 2011 Public Issues Leadership Development (PILD) Conference was “Cooperative Extension: Relevant Now and Beyond.” This is a theme we can all relate to, as Extension goes through a reorganization process and we strive to remain relevant to our clients. I was honored to have been selected to present a session on urban 4-H at the conference, and I would like to express my appreciation to the Alpha Eta Chapter of ESP for providing support for me to attend. The conference was held in Washington, D.C., April 3-6, 2011, amidst the beauty of the cherry blossoms in bloom throughout the city. I got the chance to experience the colors and scents of the flowers as I walked with other ESP members to visit the office of the National Association of Counties (NACo) during Professional Association time. I learned a lot about the similarities as well as the differences in county governments during that visit!

Ohio was represented at the PILD conference by eleven professional association members and volunteer delegates. Attendees participated in a number of sessions that addressed PILD’s mission of providing leadership and advocacy skills to affect public issues. Topics addressed by speakers included the outlook for NIFA’s impact on Extension, the relevance of Extension in 2011 and beyond, how to effectively share impacts of Extension with stakeholders, and the importance of branding. A panel including our own Gwen Wolford presented strategies for aligning counties and Extension. A recurring theme throughout the conference was that Extension can no longer be the “best kept secret.” Nearly every speaker referenced the phrase and provided suggestions on how to prevent that from being the case.

It is becoming increasingly important that our stakeholders understand the breadth of Extension’s programming and the impact of its services. The PILD conference goes a long way towards enhancing our abilities to communicate Extension’s impact to legislators at the local, state, and federal levels. I highly recommend to anyone seeking opportunities for networking or professional development in the public issues area to consider attending this premier conference.

Janice Hanna is the 4-H Educator in Mahoning County.

Have You Registered?
2011 OSU Extension Annual Conference
Now More Than Ever
December 15, 2011
Ohio Union
ESP Annual Meeting
Wednesday, December 14, 5:30 pm
Nationwide and Ohio Farm Bureau 4-H Center
Greetings,
As the year draws to a close, I hope you will take advantage of 3 Holidays this month and 3 more in December. Set aside the email, Facebook, twitters, blogs, etc. for a couple of days and devote that time to family, friends, and self to keep your health and relationships positive.

2011 has presented many challenges -- a difficult year for OSU Extension to be sure. Over 50 retirements of Educators and staff have left a deep gap to fill. This could have an impact on our ESP membership and leadership as some of those positions remain open. On the local and state level, we strive to continually communicate with decision makers about the positive impact Extension has on individuals, families and communities in the face of tough economic times.
Yet there is still much for which to give thanks. Indeed, as Keith Smith suggests, Extension is Alive and Well! I was especially proud of Ohio’s recognition at the National ESP meeting in October.

Friends of Extension - Robert Boggs, whose application was submitted by our Chapter for consideration as a Friend of Extension, was recognized as one of the three National Friends of Extension, during the ESP National Conference in Syracuse.

Visionary Leadership Award - Gwen Wolford
Administrative Leadership Award - Garee Earnest
Distinguished Service - Jeff King
Mid-Career Award - David Crawford

Check out the report in this newsletter for additional recognition. Now get out your calendar and mark the National ESP Conference, October 7-10, 2012, in Mobile, Alabama as one of your professional development opportunities! Stipends to support presentations, committee members and poster sessions are provided from National ESP. I have found this conference to be a great place to really get to know colleagues from across the nation and from all program areas. The focus is on professional growth beyond subject matter expertise. In 2013, the ESP National Meeting will be held in conjunction with the 4th Galaxy Conference, October 15-20 in Pittsburgh, Pennsylvania.

The ESP Nominating Committee will soon be sending a Zoomerang for election of both the Board members and officers. Please take the time to vote in this very important selection of colleagues to implement ESP’s purpose: …to maintain the standards and ideals, uphold the morale, prestige and respect of Ohio State University Extension; to develop an effective working relationship and a spirit of fraternal fellowship among the present and former employees of Ohio State University Extension, and to encourage professionalism within Extension. Thanks to all who have agreed to have their name placed on the ballot. Your time and commitment are truly appreciated. I hope you will all find a way to be actively involved in the association or utilize the benefits that are yours through membership.

I look forward to seeing you at our ESP Annual Meeting on Wednesday evening, December 14 at the Nationwide and Ohio Farm Bureau 4-H Center. Make the commitment to attend. The OAEP Annual Meeting will follow our meeting that evening. Then Extension Annual Conference: “Extension...Now, More than Ever.” is scheduled for the following day at the new Ohio Union on campus. I would like to thank David Civittolo, Pam Montgomery, Nancy Stehulak, and Gwen Wolford for representing ESP on the Annual Extension Conference committee, GREAT JOB!!

Thanks to all the 2011 officers, board members/committee chairs and committee members for all your hard work and commitment this year. As always, please contact me, Gwen Wolford, President Elect, or any of your board members for suggestions, ideas or concerns about our organization or how we can serve the members.

Happy Holidays!! And thanks once again for your involvement and support of ESP and OSU Extension!

Warm Regards,
Marcia Jess, President
Epsilon Sigma Phi, Alpha Eta Chapter
How Membership Benefits YOU

**Professional Development**
- State & Regional Workshops
- National Professional Development Conference
- JCEP Public Issues/Leadership Development Seminar
- Professional Improvement Scholarships

**Recognition**
- State and National Awards Opportunities

**Networking**
- With Colleagues from across the National Cooperative Extension System

**Resources**
- Mini-grants, Scholarships, and Loans for Professional Development
- ESP Connections Newsletter

**Support & Representation**
- Representing Extension professionals and retirees from all disciplines, levels of administration and program positions
- Retiree & Life Member Support

Stop by the ESP Display at the Annual Meeting & Conference
If you have served in Extension for at least five years, make sure your membership is current & see what ESP has for you.

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