



EPSILON SIGMA PHI- ALPHA SIGMA WISCONSIN CHAPTER

Board of Directors Meeting – via Wisline minutes

November 2, 2010

10:00 am – 12:00 pm

Meeting was called to order by President, Paul Roback, at 10:00 am.

Roll Call:

Present: Paul Roback, Jeanie Baum, Shelley Tidemann, Patrick Nehring, Joan Lefebvre, Sue Buck, Fade Fulleylove-Krause, Peg Reedy, Jenny Wehmeier, Edie Felts-Podoll, Dan Wilson, Linda Kustka, Dwayne Rohweder

Excused: Yvonne Horton, Renee Mehlberg, Matt Hanson

Absent:, Chris Kniep, Ann Keim, Ken Schroeder

Review and Adopt Agenda: Moved by Nehring / Baum. Motion carried.

Moved by Buck / Fulleylove-Krause to accept the August 17, 2010 Meeting Minute. Motion carried.

Treasurer's Report: Jeannie Baum reported on the financial report mailed out. National Meeting expenses were on target as reported by Baum. Strategic Planning expense will be placed under Board operations within the budget. There has been a down payment for room rental for Strategic Planning. Motioned made by Buck and seconded by Wilson to place Treasurers report on file for audit. Motion Carried.

New Business

Historian Position Description- Linda Kustka

Position description e-mailed out was explained by Kustka and discussed by those on line. Roback asked Kustka to update the description from the discussion held and Kustka should send the updated description to Roback for posting on the ESP Website.

2011 Dues Structure- Paul Roback and Edie Felts-Podoll

Roback discussed that there is no change at this point in national dues structure. Motion made by Felts-Podoll and seconded by Nehring that our 2011 ESP chapter dues structure remain the same pending no changes from the national office. Motion carried.

Defining Member Benefits and Annual Report- - Paul Roback

Drafted piece that Roback had done, title "Annual Report to Members" was discussed. This piece is intended to be used for membership recruitment. The piece will be sent out via e-mail with renewal and recruitment. He is still researching information for inclusion in this piece at this time. Discussion on suggestions for the piece followed. Fulleylove-Krause noted the inclusion of identifying the opportunities of belonging was good. Additional suggestions were to have the inclusivity of all levels of Extension and all programming areas be highlighted; adding in retirees (if membership numbers are used, do not use exact numbers as it dates the piece). Felts Podoll suggested that more explanation would be needed for some of the bullet points, linking to the website would assist with the explanation. Roback will make edits and will send out to Board members for review.

The website membership tab is out of date and benefits of belonging could be added. Roback noted his conversation with Mehlberg, newsletter editor, and the distribution of the newsletter to the coop-all list. Is there a conflict with sending the newsletter to the coop-all list or just to the membership? Discussion on availability of the newsletter, as it is downloadable from the website and is the newsletter the correct marketing tool for recruitment? Discussion on retirees/emeritus e-mails would not be a part of the coop-all list, so question on how the retiree individuals receive the newsletter. Roback has developed ESP mailing distribution lists. Felts-Podoll suggested that ESP get the e-mail addresses of retirees and emeritus status to start, as currently there is an assumption that this group receives e-mail and they do not. Plus allow emeritus status the ability to opt in on coop extension e-mail related to their extension career was suggested. Roback offered to mention this void for retirees to Yvonne Horton for further action. Many on line noted this would be an opportunity for retirees to be informed and involved with future Extension needs and political effectiveness. Roback will, at this point, suggest continuing to send the newsletter via the coop all list.

Discussion on knowledge of the ESP organization and does this resonate with the new Extension colleagues and what our chapter has out there marketing our organization to tell the story we want? Felts-Podoll talked about three different prongs to membership.

On-line Membership List- Jeannie Baum and Edie Felts Podoll

This is a work in progress that would be via e-mail and not regular mail. Membership recruitment will be done by e-mails (3 times) and newsletter. Felts-Podoll noted the availability of using the ESP mailing distribution list Roback has developed and asked Roback to send the 2010 list to the webmaster for posting, names only. January 15th, is the suggested cutoff date for membership. Notices would be sent out to renew, after January 15th, the billing notices for renewal could be sent out after that.

Member list on the website could be done with 2010 current membership and add the new 2011 member listing for future comparison.

Marketing: ESP Retractable Banner Stand- Paul Roback

Roback noted the great banner they saw at National ESP meeting. He made the suggestion that possibly Wisconsin would like to investigate having something like this? He had sent a photo of the banner prototype to board members. Discussion followed on the benefits of having the banner (use, ease of use, timeliness and professional looking) Suggested the banner be designed for use at different heights and for under \$500.00 cost limit. Roback suggested researching the banner cost, and have it approved at the next board meeting with the intention for use by JCEP conference. LeFebvre offered to check with Family Living Programs and Nehring will check with his tourism group on costs for banner information from those respective groups and report back.

Public Issues Leadership Development (PILD) Delegates (April 4-6)- Paul Roback

shared the PILD purpose and ESP's involvement in the past. Roback asked for interested board members who would like to represent ESP at 2011. Peg Reedy noted interest if dates worked?

UW-Extension 100th Year Celebration – 2012 – Linda Kustka

Kustka asked for thoughts from the ESP board that she can take to the planning meeting in December. Rohweder has provided some information, and encouraged an effort to capitalize on the Extension effort in the Midwest. Lefebvre offered a suggestion to have a top 100 reasons with Extension like David Letterman. Jerry Apps, Jerry Campbell and Ellen Fitzsimmons are the tri-leaders for the celebration. Kustka noted all thoughts are welcome and to send them to her.

Standing Committee Reports:

Please report on activities & upcoming deadlines.

Awards: Matt Hanson – excused, Roback reported

Wisconsin ESP members were recognized at the National Epsilon Sigma Phi Conference in Jackson, Wyoming this year. Award recipients included: Paul Roback – Early Career Award and Mary Britnall-Peterson – Distinguished Service. Hanson encouraged people to consider nominating a colleague or even themselves as there are many awards available. It's quick, it's easy and it's totally on-line this year. Nomination forms are found online at: <http://espnational.org/>. Nominations deadline is January 28, 2011 to Matt Hanson, ESP Awards Committee Chair.

Benefits Review: Dwayne Rohweder

Last update has been sent for publication in newsletter. 2011 newsletter dates are needed for future updates. Rohweder asked for another helper to take over this role, to attend meetings and working into the role. Discussion on possible individuals to contact was held.

Grants: Patrick Nehring

Next grant due date is February 1, 2011. Noted a TER from a 2008 grant recipient came in and the committee is meeting to act on this.

Global Relations: Jenny Wehmeir & Faden Fulleylove-Krause

Wehmeir attended the National meeting in Jackson Hole, and is currently serving on the national committee for Global Relations. Wehmeir was impressed Wisconsin is considered leaders for international efforts, and will be working with Wisconsin Affiliate and national to update the information here. A Wisline has been conducted and another Wisline may be scheduled for the committee. One opportunity, nationally there will be one global experience highlighted each year and she hopes to do this for Wisconsin as well.

Membership: Edie Felts Podoll

Newsletter article will be first push, then a coop-all email around Nov, 15, Dec. 15 and billing notice between Nov. 15 and Dec. 15th.

Nominations: Christine Kniep – no report

Resource Development and Management: Peg Reedy

End of second quarter donations are closed. The link that was sent to her from the foundation was not a viable link and she is working to get this fixed. The annual letter for continued support and silent auction items has been prepared and will go out around the 1st of the year. Parslow updated the mailing list. 2011 Silent Auction volunteer coordinator is on board.

Roback noted the importance of the National Endowment campaign held at the National meeting.

Retiree: Committee on hiatus until completion of strategic plan

Board Member Reports:

Historian: Linda Kustka

Kustka reported earlier in the agenda.

Newsletter: René Mehlberg

3 per year – July, November, March. Next newsletter article deadline is February 15th.

Administration Support: Barbara Heidecke

Barbara is the official contact for ESP in the Dean's Office.

Administration Representative: Yvonne Horton- no report

Roback extended Yvonne's regrets on not being able to be on line today.

Retiree Representation: Dan Wilson & Faden Fulleylove-Krause – no report

State Representation: Ann Keim & Sue Buck – no report

Past President: Christine Kniep- no report

2011 WI JCEP Conference Planning information will be forthcoming

President-elect: Joan LeFebvre

LeFebvre reported that 4 memorials had been reported to her. They are: Carolyn Stevenson, Jan 14, 2009, Richard Bristol, July 6, 2010, David Dickson, July 9, 2010 and Allen Steinbrenner August 28, 2010.

Lefebvre noted thanks for the opportunity to attend the National Conference and highlighted some of the outstanding programming she had attended.

President: Paul Roback

National ESP Updates were covered. Roback noted he has abilities in his office to update the chapter website and has done so. He has updated the last annual meeting reports to one report, rather than individual reports. Additionally, separate reports were created for each committee to post on the separate committee pages on the ESP website.

Unfinished/On-going Business

ESP Picnic- Paul Roback

2011 Picnic- date is August 16th. This year's picnic had good attendance and is a great place for recruitment. Roback reminded board members to place this date on their calendars.

Strategic Planning Update- Paul Roback

Roback noted the strategic planning face to face session is November 16 and 17th. Committee has been preparing for the session by doing interviews with non ESP members- who were members and no longer are; non members, retirees who have no longer joined, and state specialists who are no longer members. Two interview questions asked were: What prevents you from being a member and what would encourage you to be a member? Information will be shared as it is available.

Incorporation Status- Paul Roback, Jeanne Baum & Patrick Nehring

Roback attended at the national ESP meeting a session on 501c3 and has requested documents from IRS for further review. Following the national conference, Roback has been in contact with the national ESP level to encourage the national to file, so state chapters could file under the national organization. More information will follow and how to proceed will be reviewed.

Upcoming Meetings

Roback noted upcoming Board Meetings and will send a doodle schedule for dates/times.

Meetings are: February / March 2011

Annual Meeting at JCEP Conference (April 5-7 2011) not sure what day yet.

May / June 2011

August 16, 2011 (face-to-face meeting) in conjunction with ESP picnic

2011 National JCEP Leadership Conference - Feb. 8-10, 2011- San Antonio, TX

Public Issues Leadership Development (PILD) – April 4-6 2011 – Alexandria V

Wilson moved and Fulleylove-Krause seconded to adjourn. Meeting adjourned at 11:56 a.m.

Contact: Paul Roback, President, paul.roback@ces.uwex.edu

Minutes recorded by Michelle D. Tidemann, Secretary