



Membership Committee Report 2012

COMMITTEE MEMBERS

Edie Felts-Podoll, Chair (2012)
Ellen Andrews (2013)
Ken Schroeder (2013)
Randy Knapp (2013)
Gary Korb (2013)
Faye Malek (2014)
Jeanne Baum—Board Liaison (2012)

The annual membership drive was conducted between November 1, 2011 and January 20, 2012. All Cooperative Extension employees were invited to join ESP or to renew their membership through a combination of “Extension All” emails, newsletter articles, personal phone calls and personal letters.

CHAPTER MEMBERSHIP SUMMARY

2011	2012	
14	9	New Members
124	112	Employed Annual Members
4	3	Annual Retired Members
158	156	Life Members/which includes 7 new life members
300	280	Total Membership

The Membership committee was active in developing strategies to contact potential members. An annual list was provided by District Assistants indicating new hires within their respective Districts. This list was used for the first time during this recruitment season. A list of retirements are available monthly so that newly retired Extension staff can be offered an opportunity for annual retiree or life membership in ESP.

A special letter was sent to active Extension retirees that have not been ESP members encouraging them to join. Overall, Committee members contacted potential members and renewals by program area, district and sphere of influence. One-to-one contacts continue to be the best method to attract and keep members. Keeping our membership strong is everyone’s responsibility.

NEW MEMBERS for 2012 are:

Ted Bay, Ag, Grant
Aerica Bjurstrom, Ag, Kewaunee
Jennifer Blazek, Ag, Polk
Kristi Cutts, FL, Winnebago
Sarah Hawks, FL, Racine
Beth Johnson, FL, Green Lake
Betsy Olson, 4-H, Grant
Richard Toebe, Ag, Rusk
Karen Vermillion, CRD, Menominee

NEW LIFE MEMBERS for 2012

Jim Hovland, Joined Extension 1975, CRD

Barb Hug, Joined Extension in 1976, FL, Iowa Extension retiree/previous WI employee

Bob Kaiser, Joined Extension in 1981, ANRE

Joan LeFebvre, Joined Extension in 1974, FL

Melanie Miller, Joined Extension in 1978, 4-HYDP

Rosanne Schleif, Joined Extension in 1989, 4-HYDP

John Wedberg, Joined Extension in 1974, ANRE

Those present at the ESP Annual Membership meeting in Stevens Point, participated in an induction ceremony. Each was presented with a copy of the Extension Professional's Creed.

In 2011 Wisconsin ESP was recognized for our membership recruitment and retention efforts at the National level. "Achievement in Chapter Membership", at the gold level, was presented at the National ESP meeting in Syracuse, New York in October, to President, Joan LeFebvre.

Membership dues continue to come in through April. Membership numbers are required to be reported to the National office in February.

A special thank-you to those who helped with targeted membership promotions:

ESP Director, Mary Mennes, District Administrative Assistants: Jennifer Brindley, Cathy Crandall, Mary Curran, Terry Kraft and Karen Smiley.

Also a thank you to those who helped develop communication strategies and convey important membership information, Janice England of the Dean's office, Linda Arneson, Administrative Assistant Adams County, Paul Roback, past ESP President and Joan LeFebvre, ESP President.

I want to thank everyone who promotes the benefits of ESP membership not only during the membership drive, but year round. Your support and commitment to ESP makes a difference and is appreciated by those who provide leadership for this organization.

Respectfully submitted

Edie Felts-Podoll, Chair