



July 2009

Hello Chapter Leadership.

I hope you are having a good summer. The National ESP Conference is seven short weeks away and we are excited that many of you will be joining us in Fargo. If you have not registered and would still like to, there is still space. Thorough this communication, I am reminding you of some important ESP items to be completed and some new opportunities. Thank you for all your efforts in ESP.

ESP Conference Items:

- **2009 Memorial Listing Being Finalized.** Please check the attached listing and be sure that your chapter is represented. These names are needed by August 1.
- **Needing to register for the 2009 Conference:** Go to the ESP website for registration information at: <http://www.ag.ndsu.edu/ESP2009/registration.htm>.
- **August 1st is the deadline to notify the National ESP Office of Voting Delegates** to the 2009 National Council Meeting.
- **Scholarship Auction Items are Needed!** The proceeds from the scholarship auction during the National ESP 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 conference website at: <http://www.ag.ndsu.edu/ESP2009/auction.html>.
- **Letters for Duane's Book are needed by August 15th at the latest!** Please send flat to the National ESP Office at PO Box 357340, Gainesville, FL 32605.
- **Chapter President's Breakfast, Tuesday, September 15, 2009, 7:15 am.** One person from each chapter is invited to attend this special breakfast for chapter presidents/leadership. Chapter recognitions will be given during this event. Please be sure that someone is designated to attend and represent your chapter.
- **Leadership Training Session, Tuesday, September 15, 2009, 10:30 – 11:30 am.** Every chapter is encouraged to have a representative in this session. It will help current or aspiring chapter leadership learn about the operations of a local chapter and the national organization.

Recognition Items:

- **2009 Recognition Recipients** will be recognized during the Recognition Brunch on Wednesday, September 16th, during the National Conference in Fargo. We ask that you encourage your recipients to attend.
- **2009 Chapter DSA Recognitions.** I have attached a listing of the 2009 Chapter DSAs which have been submitted to national for recognition. Additionally, I have listed people who were submitted for the national ballot but not submitted as 2009 Chapter DSA. If there are additional people who

should be recognized as a 2009 Chapter DSA, I need to know by August 1. The program will be finalized and sent for printing on that date.

- **2009 Chapter of Merit Recognitions:** I have attached a listing of the chapters who have submitted a Chapter of Merit form. I am well aware that items get lost in cyberspace. If you sent a form and are not on the list, please re-send now.

End of the Year Items:

- **September 1st is the deadline for 2009 National Dues.** Dues payments after this date will be considered 2010 payments.

Announcing ESP Website:

The Marketing Committee under the leadership of Deborah Thomason and the National ESP Board has been working on a new format for the ESP National Website. Thanks to the work of Bob Ohlensehlen and the expertise of his wife, Darlena, we are moving forward and plan to have the site up for membership use in the next few weeks. At this time, we would like to invite you as the chapter leadership to go to the site and give us some feedback. We know that there are more items to be loaded and we are working on some revisions to the ESP Handbook but we want you to have an opportunity for input at this time. The link is: <http://www.espnational.com>. At this time, we ask that you review it as a chapter leader and see if it supports your needs. We will be announcing it to the membership in the next few weeks. Please send your input to espoffice@espnational.org.

Marketing Committee and Chapter Relations Committee Request Your input: 4 Quick Questions, Deborah Thomason, Second Vice President

The goal of the Marketing Committee has been to assist chapters in implementing the new marketing plan and capitalizing on the marketing successes of chapters from each region.

We would like to encourage you to share marketing strategies that have been successful in promoting ESP locally. Please share the answers to the following questions with Deborah Thomason, Second Vice-President at dthmsn@clemsn.edu by August 20.

1. How has your chapter marketed ESP and promoted membership opportunities?
2. How have you used the new branding materials?
3. Have you updated your state ESP website with the new logo?
4. What else could the national board and the national office do to assist with your local marketing efforts?

We would like to summarize these marketing strategies provided by chapters and share with members during our regional meetings and during the Chapter Leadership training at the National meeting in Fargo.

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