



## ESP Alpha Kappa (Kentucky) Chapter Presents:

A two-for-one opportunity with nationally recognized Michele Payn-Knooper as she presents **Championing Agriculture!** and **Farming Your Online Community**.

A Kentucky Extension Professional Development In-service Conference

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**Thursday - March 22, 2012**

**My Old Kentucky Home State Park**

**501 East Stephen Foster Avenue**

**Bardstown, KY 40004**

**502-348-3502**

Registration and Check-in begins at 9:45 am  
EDT

Program Begins at 10:30 am EDT

Lunch and materials are included in registration fee (\$40 by March 1; \$50 through March 15. Registration will not be accepted after March 15<sup>th</sup>. There will be no on-site registration. Register early—a maximum of 140 may register.

Program concludes by 3:00 pm EDT

This is a day for anyone working in agriculture – interactive, stimulating and practical!

### **In *Championing Agriculture*, you will:**

- Evaluate agriculture's failures and successes in telling its story
- Learn from case studies of anti-ag activist groups
- Complete a personal action plan that can be used with your members
- Share agricultural advocacy ideas with other organizations
- Receive resource list to help you and your members have the arsenal to proactively fight back for agrifood business

### ***Farming Your Online Community: Social Networks & Beyond***

Does the buzz about Facebook, LinkedIn, blogging, Ning, Twitter, YouTube and other online communities really matter to agriculture? It sure does. Learn:

- 6 social media tools you can use in business
- Demographics demonstrating social media is not a fad
- 10 ways to shift public opinion about agriculture through social media
- Action plan to get started on social networks in a matter of minutes



**Michele Payn-Knooper** is a community catalyst, agriculture advocate, food connector, entrepreneur, farm girl, mom, and cow-lover. Knooper holds degrees in Agricultural Communications and Animal Science from Michigan State University, where she is past president of College of Agriculture and Natural Resources Alumni Association. Career highlights include a Regional Directorship for the National FFA Foundation, where she sold over \$5 million in corporate sponsorships and led campaigns to develop community support for various Foundation expansions. She has also marketed and sold dairy genetics to more than 25 countries, managed e-business accounts, and presented training programs in developing countries. Michele still holds

her firsthand farm experience as the best contributor to her work as an advocate. You can read much more at [www.causematters.com](http://www.causematters.com)

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## Thursday evening – Agritourism and Kentucky Proud Educational Dinner Program

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Thursday - March 22, 2012

5:30 – 8:30 p.m. EDT

Enjoy a tour through The Bourbon Heritage Center, learn about the history of this agricultural industry, and browse the numerous value-added food products prepared with one of Kentucky's signature products. The evening will conclude with a sit-down dinner featuring Kentucky Proud items.

**Location:** Bourbon Heritage Center at Heaven Hill Distilleries, 1311 Gilkey Run Road, Bardstown, KY 40004

**Registration:** Your payment of \$50 must be received no later than March 15, 2012 to secure your reservation—a minimum of 40 persons must register for this event to be offered.

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## 2012 Annual Meeting and Awards

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Friday - March 23, 2012

My Old Kentucky Home State Park

501 East Stephen Foster Avenue

Bardstown, KY 40004

502-348-3502

**Time:** Registration, Networking, and Poster Sessions @ 9:15 am EDT

Annual Meeting begins @ 10:00 am EDT

**Registration:** \$90 (renewing members), \$95 (new initiates), or \$250 (life time members paying for the first time) **and are discounted if paid by deadline of January 20, 2012**, which will include 2012 dues. Extension professionals may be able to include their dues as a part of registration and pay from their Professional Development Funds. **Those registering after January 20 through March 15, 2012**, will pay \$50 meeting registration fee AND \$50 annual membership dues. These payments are not eligible to be paid out of professional development funds.

**Meeting Registration will not be accepted after March 15<sup>th</sup>. There will be no on-site registration. A maximum of 140 may register because of space limitations so register early!**

## **Tentative Agenda**

- 9:15 am Check-in, Networking, Poster Sessions, Silent Auction Items set up
- 10:00 am Annual Meeting and Awards Presentations Begin
- 10:30 am Lifetime / Retiree Members Meeting Begins
- 11:45 am Bidding for Silent Auction Items (continues through lunch hour)
- 12:00 pm Lunch
- 1:15 pm Silent Auction – final bidding and conclusion
- 1:30 pm Meeting and Awards Continue
- 2:00 pm Installation of new officers
- 2:30 pm Meeting adjourns

**The awards presentations will be moderated by Mr. Duane Bonifer, Director of Public Relations at Lindsay Wilson College. The awards presentations will occur throughout the day.**



**Registration Form: March 22 - 23, 2012**  
**ESP Professional Development In-Service, Special Evening Event,**  
**and Annual Meeting**

Name: \_\_\_\_\_

Day Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

County: \_\_\_\_\_ District: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

**Check one:** \_\_\_\_\_ New Initiate \_\_\_\_\_ Regular Member \_\_\_\_\_ Life Member

Read selections carefully and indicate which events and payments you are including (be sure to note deadlines):

Check appropriate boxes below:	Professional Development / In-service Training Events (Thursday – March 22, 2012):	Payment Due
	1. <b>PROFESSIONAL DEVELOPMENT IN-SERVICE</b> – Thursday, March 22, 2011 - <b>\$40 if received by March 1; After March 1 through March 15, \$50. No registration after March 15; no on-site registration.</b> A maximum of 150 may register.	
	2. <b>AGRITOURISM &amp; KENTUCKY PROUD EDUCATIONAL PROGRAM AND DINNER EVENT</b> – Thursday evening, March 22, at Kentucky Bourbon Heritage Center: <b>\$50. Must register by March 15;</b> a minimum of 40 must register by the deadline in order to offer this event; a maximum of 80 may register.	
Check appropriate boxes below:	Annual Meeting (Friday – March 23, 2012) Registration, Membership Dues, and Lifetime Members (A maximum of 150 individuals may register for the annual meeting so get your registration in early. No on-site registration will be accepted.)	Payment Due
<b>Annual Meeting registration must be submitted and paid by January 20, 2012 to be eligible to pay out of professional development funds.</b>		
	(1) <b>ANNUAL MEETING REGISTRATION - NEW INITIATE MEMBERS - \$95</b> if received by January 20 <u>and</u> includes discounted annual meeting registration (\$40), 2012 membership dues (\$50), and new initiate fee (\$5)	
	(2) <b>ANNUAL MEETING REGISTRATION - RENEWING MEMBERS - \$90</b> if received by January 20 <u>and</u> includes discounted annual meeting registration (\$40) and 2012 membership dues (\$50)	
	(3) <b>ANNUAL MEETING REGISTRATION – NEW LIFETIME MEMBERS - \$250</b> if received by January 20, includes discounted annual meeting registration (\$30) <u>and</u> a one-time payment for Lifetime membership (\$210)	
	(4) <b>ANNUAL MEETING REGISTRATION – LIFETIME MEMBERS - \$30</b>	
Check appropriate boxes below:	Registration Only and Dues Only	Payment Due
<b>Use this section if registering and paying January 20 – March 15, 2012 – NO ONSITE REGISTRATION.</b>		
	<b>ANNUAL MEETING REGISTRATION ONLY FOR LIFETIME MEMBERS - \$30</b>	
	<b>ANNUAL MEETING – REGISTRATION ONLY FOR CURRENT MEMBERS - \$50</b>	
	<b>ANNUAL DUES FOR NEW INITIATE MEMBERS - \$55</b> (does not include meeting registration)	
	<b>ANNUAL DUES ONLY FOR RENEWING MEMBERS - \$50</b>	
	<b>NEW LIFETIME MEMBERS DUES ONLY- \$210</b> (a one-time payment)	

Registration Form continues on next page →

	<b>CONTRIBUTIONS TO SCHOLARSHIP FUNDS</b>	
	<b>CONTRIBUTION TO T. R. BRYANT SCHOLARSHIP FUND</b> <i>Voluntary</i>	
	<b>CONTRIBUTION TO RETIREES SCHOLARSHIP FUND</b> <i>Voluntary</i>	
	<b>NATIONAL ENDOWMENT CAMPAIGN FUND</b> <i>Voluntary</i> Please donate whatever you can--\$1, \$5, \$10, \$25, or more. Our goal is for 100% participation from our membership.	
<b>TOTAL PAYMENT ENCLOSED:</b>		<b>\$</b>
Make checks payable to ESP - Alpha Kappa Chapter. Include Check # _____		

**If you are planning to attend the Thursday evening local foods program at the Kentucky Bourbon Heritage Center, please check the appropriate box regarding transportation:**

<input type="checkbox"/>	I need transportation
<input type="checkbox"/>	I am able to provide transportation and am able to transport ___ colleagues in addition to myself

**MAIL (1) Registration form (BOTH pages), (2) Membership Form (for all new, renewing, and new life members), and (3) Payment to:**

**ESP Professional Development/Annual Meeting**

Donna Fryman, Treasurer  
PO Box 192  
Flemingsburg, KY 41041-0192

**Registration Checklist**—Did you include:

Registration Form \_\_\_\_\_  
Membership Form \_\_\_\_\_  
Payment \_\_\_\_\_

**Checks only, no cash. Credit cards cannot be accepted.**

**Your registration is complete once payment is received.** Confirmation of receipt will be sent via email. **If questions** call 502-597-6325 (office), 502-803-0240 (mobile), or [gae.broadwater@kysu.edu](mailto:gae.broadwater@kysu.edu).

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**For ESP only**

Date received \_\_\_\_\_

Check Received:  
Registration Form \_\_\_\_\_  
Membership Form \_\_\_\_\_  
Payment \_\_\_\_\_

Email Confirmation Sent \_\_\_\_\_ YES \_\_\_\_\_ NO Date Sent \_\_\_\_\_



## Alpha Kappa Chapter

### Epsilon Sigma Phi

## New Member, Lifetime, and Dues Renewal Form

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Name \_\_\_\_\_

Administrator \_\_\_\_\_ Specialist \_\_\_\_\_ Department: \_\_\_\_\_

County Ext Agent: AgNR \_\_\_\_\_ 4-H \_\_\_\_\_ FCS \_\_\_\_\_ Hort \_\_\_\_\_ Fine Arts \_\_\_\_\_

County \_\_\_\_\_ Area \_\_\_\_\_ District \_\_\_\_\_

Has any of the following information changed in the last year? \_\_\_\_\_ Yes \_\_\_\_\_ No

If **yes**, and check changes below:

Name \_\_\_\_\_ Address \_\_\_\_\_ E-mail \_\_\_\_\_ Phone Numbers \_\_\_\_\_

E-mail: (please print clearly) \_\_\_\_\_

Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: Office: \_\_\_\_\_ Home: \_\_\_\_\_ Cell \_\_\_\_\_

**Please check one:** New Member \_\_\_\_\_ Renewing Member \_\_\_\_\_ New Lifetime Member (must be retired) \_\_\_\_\_

**Dues/Registration Deadline: MUST BE RECEIVED BY January 20, 2012 to be eligible to use professional improvement funds and in order for our chapter to get credit for our membership number with National ESP.**

**Mail this form along with your registration form and check to Chapter Treasurer:**

Donna Fryman  
PO Box 192  
Flemingsburg, KY 41041-0192  
(606) 845-6311



## Greeting, Kentucky Extension Colleagues!

This is information about three special events being conducted by ESP Alpha Kappa Chapter (Kentucky) and Kentucky Cooperative Extension Administration (KSU and UK). Make your plans to attend—be sure to register early as space is limited.

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1. **March 22, 2012** (Thursday) – We are pleased to offer you the opportunity to hear from one of agriculture’s most vibrant champions-- **Michele Payn-Knoper**, founder of **Cause Matters Corp.**, an organization that “works to inspire and incite a change so that agriculture starts working together to champion our cause.”

ESP’s Professional Development and In-service Training Workshop is an opportunity to join other Extension professionals in conversations about modern agriculture beyond production, processing, and selling of food. The morning session will focus on those of us that work in and with agriculture. Payn-Knoper will demonstrate how to and why we must “reach out to the people who are purchasing our products and making decisions that will impact our businesses long-term.” The afternoon session will focus on using social media as a tool to help share the real story of agriculture. The entire day is designed to prepare us to educate and connect with others to make sure information about agriculture is accurately and fairly presented. **Please note, due to seating capacity of the meeting facility, registration will be limited to 150.**

**Location:** My Old Kentucky Home State Park, 501 East Stephen Foster Avenue, Bardstown, KY 40004, 502-348-3502. Directions and map are attached.

**Arrival/Check-In:** Begins @ 9:45 am EDT; Program begins @ 10:30 am EDT; Program concludes at 3:00 pm EDT; Registration fee includes lunch, breaks, and materials. Registration is limited to a maximum of 140.

You **do not have to be a member of ESP to attend**, and if you are, the ESP annual meeting will be conducted the following day—so plan to stay. You will need to fill out and return the attached registration form **AND** register with CATPAWS.

2. **March 22, 2012** (Thursday) ***Agritourism and Kentucky Proud Educational Program and Dinner Event***, 5:30 – 8:30 p.m. EDT

**Location:** Bourbon Heritage Center at Heaven Hill Distilleries, 1311 Gilkey Run Road, Bardstown, KY 40004

**Registration:** Your payment of \$50 must be received no later than March 15, 2012 to secure your reservation—a minimum of 40 persons must register for this event to be offered.

**Transportation:** We will carpool from the Bardstown Hampton Inn, departing at 5:15 pm EDT. Be sure to indicate your willingness to drive or your need for a ride on the registration form.

3. **March 23, 2012** (Friday) - *Epsilon Sigma Phi - Alpha Kappa Chapter Annual Meeting*

Join the Award Winning Kentucky ESP Chapter for a day of networking, poster sessions showcasing program successes, a silent auction, awards ceremony, installation of officers, a Kentucky proud lunch and more. **Please note, due to seating capacity of the meeting facility, registration will be limited to 140.**

**Arrival/Check-In:** Begins @ 9:00 am EDT; Poster Sessions begin @ 9:30 am EDT; Program begins @ 10:00 am EDT; Registration fee includes lunch and breaks. **Special note to Extension Professionals:** If you register by January 20, 2011, your registration will be discounted and you may include your 2012 membership dues in your registration fee, and you may pay out of your Professional Development funds. See the meeting information and the registration form for more details.

**Location:** My Old Kentucky Home State Park, 501 East Stephen Foster Avenue, Bardstown, KY 40004, 502-348-3502. Directions and map are attached.

**Lodging Options:** A block of rooms is blocked rooms for guests at the Hampton Inn of Bardstown. When registering, the group code is ACE (**Adair County Cooperative Extension Service**) at the discounted rate of \$85.00, single or double accommodations for the dates of March 21 – March 23, 2012. Reservations can be made at the hotel directly by calling **502-349-0100**, toll free at **800-HAMPTON**, or online at [www.hamptoninn.com](http://www.hamptoninn.com). Guests must request rooms under the **Adair County Cooperative Extension Service** (if calling by phone) or enter the group code **ACE** (if making reservations online) to receive the group discount. Make your reservation by **March 1, 2012** to ensure that you receive the discount.

**A registration form for all three events is attached.** If you need additional information please feel free to contact Gae Broadwater, [gae.broadwater@kysu.edu](mailto:gae.broadwater@kysu.edu), or 502-597-6325, Professional Development Committee Members, or Chuck Stamper, ESP Alpha Kappa Chapter President, [cstamper@uky.edu](mailto:cstamper@uky.edu).

Gae Broadwater, Chair

ESP Professional Development Committee

Kelli Bonifer, Co-Chair

Dr. Joanne Bankston

Lynn Blakenship

Sally Mineer

Chuck Stamper

Suellen Zornes

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