

EPSILON SIGMA PHI
SPEAKERS' BUREAU COMMITTEE
CONFERENCE CALL MINUTES

January 25, 1993

CALL: WR 31461, 1-800-232-1234

Call to Order: Chairman Lynn R. Russell called the meeting to order at 3:00 p.m. with some members expected to be linked later. Bill Pardee, Cornell, linked at 3:11 p.m. and Al Wollenzien, Madison, at 3:37 p.m.

Introductions: The Conference call operator identified those who were linked. Lynn Russell shared the reasons why some members were not present.

Review of Committee

Purpose and Responsibilities: Members had received the 1993 Editions of page 38 with their January 13, 1993, letter from the Chairman. The information is self explanatory - there were no questions in this area.

1993 Plan of Work: Lynn gave an update on the Committee's action last year and said that the new brochure was distributed to ESP speakers with a letter dated Dec. 3rd. The brochure will be distributed at the Regional Meeting. The Directory, containing 11 members having a term of 3 years, should be added to the Chapter Handbook.

The 1993 Committee was to develop a display for use at Regional Meetings. Lynn has developed the display. No one objected.

Conduct conference call. This will be the only conference call for the Committee, this year.

Nominations of New Members: A January letter went out to Chapter Presidents soliciting nominations for new speakers/presenters. Nominations are to be returned through Chapter Presidents to Lynn R. Russell. Nominations are to have the Director's signature on them. Nominations will be reproduced and distributed to each Committee member with ballot. Screening will be based on 1) the number of people in the Bureau and 2) on the topic of expertise. Regional

Directors could help create awareness of the utilization of the Speaker's Bureau.

Innovative ideas for promoting Speaker's Bureau were discussed including promotion by Regional Directors, State Directors and State Presidents or Program Development Specialists and Chapter Presidents; having Bureau members on agenda for Regional Workshops and National Council Meetings; sharing Directory with the three National Associations; asking Bureau members to do seminars in addition to speeches; sending Directory to USDA's Office of Public Affairs, etc. Speakers may be able to submit video/cassette tape of their presentation. Include Directory and other information in exhibits at Regional Meetings. Notify members of Speaker's Bureau of our promotion activities.

We have no evidence of reports, etc., as formal evaluation of Speaker's Bureau. It was suggested that each member receive a postcard which they would complete indicating number of requests received, topic presented/not presented, etc. Member would return postcard to Lynn Russell.

Lynn promised to get each Committee member copies of the Speaker's Directory and brochure.

Respectfully submitted



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