

ESA Annual Leadership Training  
ESA Champions

Each year, IC Leadership has a theme and in 2009 we were ESA Champions! The goal of the training was to help us develop the skills to spread the word about ESA.

One of the first sessions was titled, “Keep in Touch in Cyberspace”, presented by Tracy Swanson, Headquarters Membership Director. The emphasis was three-fold: to increase awareness for all we do, allow others to experience ESA, and to enhance our own membership experience. We learned all about different ways to get the word out about ESA by use web tools that already exist. We covered Craig’s List, Face book, Google groups, and more. We talked about the many ways you can get connected and stay connected to people with like interests.

We heard the story of a young, student nurse in Orlando, Florida who went out on the web looking for volunteer opportunities. She found ESA and contacted the Florida State President. They met and put together a plan to start a new ESA chapter in Orlando as there was no chapter in the area. This enterprising young gal and a friend put an ad on Craig’s List for anyone in the Orlando area that wanted to attend a meeting and learn more about volunteer opportunities. To make a long story short, they chartered a new chapter in Orlando with 11 members!

ESA is already using the internet in a number of ways. There are several ESA groups on Face book and Google. Tracy Swanson started a Google Group called the Membership-Mavens where ESA membership chairs can share ideas about sponsoring new members and starting new chapters. There is even a group that was started by currently active ESA members who were formerly collegiate members. The message we also heard at Leadership was that Cyberspace does not need to be scary! You can use it safely if you use it smartly.

The ideas are endless. Tracy’s entire presentation is available by going to the IC website. Go to the Member Center > Communication Tools > Member to Member > Keep in Touch in Cyberspace. Take a look and let me know what new ideas you come up with for Kansas!

Pat Josey  
1<sup>st</sup> VP/President Elect