

Make the ESA Connection...Connect the Dots!
By Phyllis Simmons, Second Vice President Kansas State Council



ESA Leadership 2011 was held February 3rd thru February 6th in Denver. Kansas was represented by Marsha Barnes, 1st VP and Phyllis Simmons, 2nd VP. Susan Winters, IC 2nd VP, Coleen Cape and Verneene Forssberg IC Convention Chairman & Co-Chairman also attended.



During leadership the new ESA logo was introduced and the announcement of a newly designed ESA website. The new logo and website was designed to help in sustaining and increasing membership. As all of us know to survive we need to keep our current members and continue to recruit new members. The new logo and website was established to reach out and encourage new younger members as well as the male gender.



You can also increase membership by forming an on-line chapter, collegiate chapter, workplace chapter or maybe even a couple's chapter. If we are to survive we need to change with the times and try some new ideas. Members in attendance at leadership were given the opportunity to submit ideas for the website and suggestions on how to reach out in recruiting new members. Use the new website at www.epsilonalpha.org for ideas to increase your membership (the new website is schedule to go live sometime in April).



May 1 is ESA Founder's Day and this spring all ESA chapters were encouraged to participate in the National Seedling Exchange Membership Party or other recruitment ideas. Membership is vital and we need to start now before it is too late. Communicate – Spread the Word – Let's take ESA into the future as an even stronger organization.



Let ESA be known by publicizing your events, partner with other organizations in your community and why not celebrate ESA Day in your community. Another suggestion was to form a Task Force in your state to evaluate particular problems within the state. This Task Force may be established by your State Council and would determine problems within the state and determine which ones might be fixable. The suggested solutions would be presented to the state and a plan devised. "Connect the Dots" and work together to develop new interests to bring people to meetings and to ESA.

The new website can help you with your membership growth. It will tell the whole story of our organization in one place so people can understand the scope of all we do. Use the new website as a tool for sharing ESA. The member center will provide new ideas for recruitment parties, PowerPoint Presentations and more. Other tools on the website might include participation in a book club, crafting, gardening, photography, travel just to name a view. ESA makes a difference. Reach out to someone and continue to spread the word about the greatest service organization there is. Remember: Have Fun and Enjoy the ESA Ride!