

February 2013

I just returned from the 2013 JCEP Leadership Development Conference. The keynote speaker, Jay Rifenburg presented a program called, **No Excuse! Incorporating Core Values, Accountability and Balance into Your Life and Career.** The foundation of Jay's message of "No Excuse," is built on the following leadership concepts: accountability, integrity, defining success, and purpose. He feels to be true to oneself; one must identify and live your core values. Jay used the word, "thesaurus" to explain his message of leadership success.

**Totally Forgive-** Self, others, and environment. Lack of forgiveness is portrayed through behavior; those behaviors are destructive and lead to a breakdown in communication-efficiency-productivity-profitability.

**Have Self Esteem-** Self Esteem is the self-respect that one has for themselves. It is earned not given. It is earned by acting on an understanding of core values, which in turn allows one to hold themselves accountable and personally honest.

**Elevate Your Attitude and Enthusiasm-** Attitude is one's latitude and longitude in life. The first impression is critical.

**Sustain Self Control-** The first true test of one's core values. How do you perform under pressure? Professionalism is defined as emotional patience.

**Always Dream, Be Honest, and Set Goals-** What do you look forward to?

**Upgrade your Knowledge-** There is a connection between the ability to communicate and level of success achieved. Knowledge is the fuel of "No Excuse!"

**Remember to Honor Family and Friends-** When all is said and done who truly defines how successful you have been?

**Upgrade your Determination-** Conflict between desire and risk. Learn to become more accepting than expecting, not accepting of behaviors that violate one's values, but accepting of what makes others wonderful.

**Succeed and Balance your Life-** Be eager to go to work and eager to go back home. Balance your life.

What are your core values? Can you list the core values of K-State Research and Extension? Are you true to these values?

Follow Jay's blog at: [www.rifenburg.com/jays\\_blog/](http://www.rifenburg.com/jays_blog/)

**Announcements:** Member Benefits- <http://scholarship.espnational.org/>

**Richard R. Angus Professional Development Scholarship:** The submission deadline is March 1st.

**ESP Administrator / Leader Scholarship:** Eligible recipients include county, regional, state, national and program administrators/leaders. The submission deadline is May 1.

Gayle Price,  
President, Alpha Rho Chapter