



Cooperative Extension Service

Extension Community Development
Umberger Hall
Manhattan, Kansas 66506
913-532-5840

PRIDE VIEWS is published to provide communication among the communities of Kansas participating in the Kansas PRIDE Community Improvement Program and other interested groups and individuals. It is intended to help in the sharing of ideas. Your input is welcome.

PRIDE is jointly administered by Kansas State University Cooperative Extension Service and the Kansas Department of Commerce.

E. J. Sisk
Extension Specialist,
Organization and
Leadership Development

Kansas State University County Extension Councils and United States Department of Agriculture cooperating. All programs and materials available without discrimination on the basis of race, color, national origin, sex or handicap.

COOPERATIVE EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE
KANSAS STATE UNIVERSITY
MANHATTAN, KANSAS 66506

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PRIDE VIEWS

A Community Improvement Communicator

For Kansas Leaders

JANUARY - FEBRUARY

VOL. 6

WELCOME ABOARD BEV

Beverly Wilhelm has been hired and is on the job at Kansas Department of Commerce (formerly known as the Kansas Department of Economic Development). Bev comes to this job with experience and knowledge of rural Kansas. She has been a field representative for the Kansas Small Cities Community Development Block Grant program, Director of Community Resource Program and Coordinator, Clay County Community Education Program. In her previous jobs, she has traveled Kansas and has worked with many of you. Many of you have met Bev as she attended the Fall PRIDE workshops and will be joining the Area Extension Specialists in the Winter and Spring visits to the communities.

PRIDE MANUALS

The new PRIDE manuals were distributed to PRIDE chairpersons who attended the fall workshops. One manual is to go to each PRIDE Community. As new people are elected to chair the PRIDE organization please pass the manual on to this person. We will try to update the manual when new information is available. Please keep us informed of who is responsible for the manual. We hope it is useful to you. The manuals were funded through sponsors' contributions.

OPPORTUNITY KNOCKS:

You have the opportunity to win fame. This opportunity is yours for submitting the winning theme for this year's PRIDE Day. Your entry must be received by April 6. Last years theme was "Kansas 125th Celebration," and the 1985 theme was "Great Grassroots Gathering"; and the 1984 theme was "Volunteers, Ah- opportunity People." The decisions of the judges will be final. Presentation will be to the winner at PRIDE Day.

NOW IS THE TIME TO:

- *Have your goals set for 1987
- *Order your record books for Achievement Awards
- *Plan your publicity
- *Take pictures
- *Organize your task forces or clubs to adopt PRIDE projects
- *Complete your Blue Ribbon application forms
- *Help enroll another community in PRIDE
- *Read your PRIDE manual
- *Give Valentines to the volunteers

KNOW YOUR SPONSOR BOARD MEMBERS

Kansas PRIDE Inc. is governed by a board of six sponsor members, the past year's chairmen, plus the five first place community award winners in the achievement awards, and a Pacemaker community chairperson.

The companies that sponsor Kansas PRIDE Inc. donate money plus volunteer time serving on the Board of Directors. A part of this newsletter will feature a write up on one Board sponsor.

KANSANS BUILDING BETTER COMMUNITIES

KCPL

Kansas City Power & Light Company is a medium-size electric utility and the corporate successor to one of the world's first electric companies, generating electricity since 1882. Headquartered in downtown Kansas City, Missouri, the Company generates and distributes electricity to about 374,000 customers in a 4,700-square-mile area located in all or portions of 23 counties in western Missouri and eastern Kansas.

Albert E. Conyers is currently the District Manager for the South District territory of Kansas City Power & Light Company. The territory includes all or parts of 8 counties in East and Southeast Kansas. Approximately 23,000 customers are served by the KCP&L South District Service Center located in Paola, Kansas. Mr. Conyers, who began his duties for KCP&L in 1985, previously served in local government for 13 years. Al Conyers joined the Kansas PRIDE, Inc. Board in 1985, serving as a Corporate Sponsor representative for KCP&L. In 1986, he was elected Treasurer of the organization. This year, Mr. Conyers was chosen Chairman of the State Board of Kansas PRIDE, Inc. by his fellow Board members for the 1987 year.

"I believe the Kansas PRIDE, Inc. program to be a powerful and positive force in communities across the State. The great number of small and medium-size towns involved testifies to the program's past successes. The thousands of volunteers participating in projects shows the future is bright for even more improvements in 1987. Corporate Sponsors, like KCP&L, are proud to join with local communities to better the quality of life for all Kansans," is Conyer's view of the PRIDE Program.

SPECIAL AWARDS FOR 1987 PRIDE YEAR

DOWNTOWN REVITALIZATION: A four point approach.

Point I--Organization. To develop leadership and improve the organization

to bring together concerns of various groups that have a stake in the community.

Point II--Promotion. To create an enticing image of the town to shoppers, retailers, investors, and potential visitors.

Point III--Design. To bring attention to all elements of the town's appearance, including buildings, signs, window and store displays, graphics, and public areas.

Point IV--Economic Restructuring. To improve the economic appeal of the town by retaining and strengthening existing small businesses, and recruiting new businesses to diversify the retail mix.

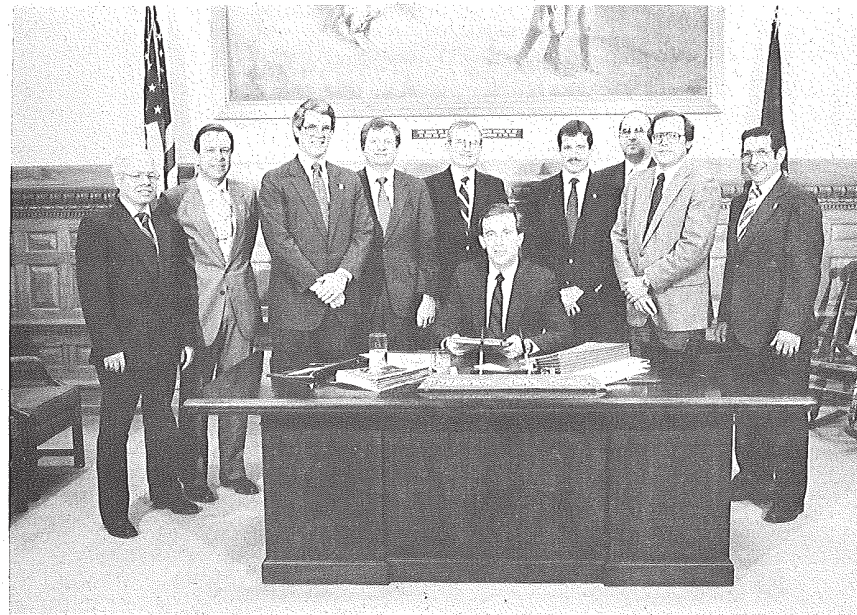
OUTREACH: This award is given to a community when their PRIDE Committee helps another community.

The outreach award was especially designed for a PRIDE community that assists in enrolling another community in PRIDE. It may be presented when a PRIDE community assists another community in community projects. You as a community need to have this information in your book.

JOB CREATION AND RETENTION: The main thought is on creating jobs or retaining jobs in your community.

Some examples might be a group incorporating and buying a business that was closing; a group forming an industrial development corporation; a group helping a local person with an idea start a business; helping expand an existing business or bringing a new business in to the community. This business may be a one person home base industry or it may be General Motors.

It will not be enough for the PRIDE community to say that the local grocery store hired two more people this year. You will tell and show the judge the linkage between PRIDE and the jobs created or saved. It's the same procedure as we have used in the past. When you are judged it would be dramatic if the business person could tell how PRIDE helped.



ACTIVITIES OF THE BOARD

In December, the Board members of Kansas PRIDE Inc., presented Governor Carlin a plaque for his interest and support in the Kansas PRIDE Program.

All sponsor Board members were in attendance from L-R: Stan McAadoo, Kansas Department of Commerce; Jim Price, Continental Telephone of Kansas, Treasurer of Kansas PRIDE Inc.; Brad Harsha, United Telephone Company of Kansas; Richard Shanks, Southwestern Bell; Rod Weinmeister, Kansas Power and Light Gas Service Company, John Carlin, seated, former Governor of Kansas; Al Conyers, Kansas City Power and Light, Chairman, Kansas PRIDE Inc.; Michael Germann, Kansas Railroad Association, former Kansas PRIDE Inc. Chairman; E. J. Sisk, Kansas State University.

Other board members not present for picture: Jim Edwards, Kansas Chamber of Commerce; Shirley Frederick, Alden PRIDE; David Thurlow, Wakefield PRIDE; Patricia Liggett, Atchison PRIDE; Debbie Hartley, Baxter Springs PRIDE; Cindi Lipe, Ft. Scott PRIDE; Nita Schmidt, Minneola PRIDE; Dr. Walter Woods, Director of Cooperative Extension, KSU; Harland Priddle, Secretary, Kansas Department of Commerce.

ANNUAL REPORT

Kansas PRIDE Inc., produces an annual report each year. One report will be sent to each PRIDE community. The report contains information about PRIDE over the past year. These reports are available to anyone. Write to: Kansas PRIDE Inc., 400 W. 8th, 5th Floor, Topeka, KS 66603-3957.

4. The community must participate in Arbor Day activities by issuing a proclamation and publicly planting trees on an annual basis.

The Tree City USA Program is coordinated through your State Extension Forestry Office. Contact your county extension agent for more information.

PRIDE VIEWS Newsletter Starts 2nd Year

The section on "Dialogue of Community Activities" never developed. This part could be very useful in letting others know what you are doing. Please send you community's PRIDE activities to me by May 1 for the next newsletter.

Has the newsletter been of help to you? Are there things you would like to see included in the newsletter? Let us know and we will try to include articles that are important to you.

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MARCH - APRIL 1987

VOLUME 7

KANSAS SPRING CLEANUP

Many PRIDE committees have conducted cleanup, paint-up, fix-up campaigns in their communities. Campaigns can get a wide amount of citizens involved and give residents a feeling of accomplishment. They can even be fun.

Organize as soon as possible. Good planning takes time and many weeks may be needed to complete all of your arrangements.

Selecting Areas

Decide which vacant lots, entrances to town, parks, or blocks are to be improved. Make a list of elderly or handicapped people who may appreciate help in improving their yards or houses.

Publicity

Obtain adequate publicity of the groups and individuals involved, dates, schedules, and activities. Ask the mayor to proclaim a community cleanup week or day. Arrange with the city or county to have free time at the landfill for residents. Prepare a leaflet explaining the project in detail. Distribute the leaflet widely. Prepare posters and display them in conspicuous places.

Recruiting the Volunteers

Send information to leaders of community organizations and follow up with a telephone call asking for help. Suggest local businesses provide soft drinks and snacks. Try to involve as many groups, individuals, and businesses as possible.

Additional Information

More information on cleanup campaigns can be obtained from Community Development, 215 Umberger Hall, Kansas State University, Manhattan, KS 66506.

PRIDE Blue Ribbon Certificates

These communities were evaluated for economic preparedness in the Blue Ribbon phase of the PRIDE program.

Communities approved by the Board of Directors in January:

Alden: Solid Waste Management

Dodge City: Emergency Medical Services

Formoso: Fire Prevention

Junction City: Education

Phillipsburg: Parks & Recreation

Communities approved by the Board of Directors in March:

Alden: Emergency Medical Services, Library

Dodge City: Airport, Beautification, Culture and Arts, Education, Library, Police Protection, Water

Ellis: Emergency Medical Services, Library

Elie: Beautification

Phillipsburg: Energy

Plainville: Health

KANSAS BUILDING BETTER COMMUNITIES

CONTEL Telephone Operations

Continental Telephone Company of Kansas, Inc. (CONTEL) is the third largest telephone company in Kansas, serving more than 52,000 customers in 100 communities, throughout the eastern half of the State. CONTEL'S Kansas operation, with headquarters in Gardner, Kansas, is a part of CONTEL Corporation's Telephone Operations Sector. CONTEL, a nation-wide company with \$3.0 billion in sales and revenues, provides a broad range of telecommunications and information processing products and services through four business sectors: Telephone Operations, Business Systems, Federal Systems, and Information Systems.

James F. Price is Administrator of Public Affairs for CONTEL's Kansas operation. Mr. Price, who has been with CONTEL for nearly 28 years, has held his current position since 1977. Price joined the Kansas PRIDE, Inc. Board of Directors in 1985, serving as Corporate Sponsor representative for CONTEL. This year he was elected Treasurer of the organization. Price states, "Future growth in Kansas will depend a great deal on how others perceive our state as well as each community. The very positive results accomplished through the efforts of thousands of volunteers working on numerous PRIDE projects throughout Kansas, enhance our prospects for achieving our goals. CONTEL is proud to be affiliated with a program such as PRIDE."

SPONSORS PROVIDE VITAL LINK

A number of private Kansas firms and organizations provide financial support for the Kansas PRIDE Program. No public funds (tax dollars) are used for the awards or PRIDE Day.

Please let these people know what you are doing in your community and thank them for their support of the PRIDE Program.

1987 PRIDE SPONSOR LIST

American Walnut Company
18th and Argentine Blvd.
Kansas City, KS 66105
Contact: Don Elliot

ARCO Pipeline Company
Box 460
Independence, KS 67301
Contact: Galen Palmer

Beech Aircraft Company
9709 East Central
Wichita, KS 67206
Contact: L. E. Lawrence

Boeing Military Airplane Company
PO Box 7730
Wichita, KS 67277
Contact: Christine Garcia

CENTEL ELECTRIC - KANSAS
2300 Broadway
PO Box 170
Great Bend, KS 67530
Contact: Darrell Davidson

Continental Telephone of Kansas
PO Box 367
Gardner, KS 66030
Contact: Jim Price

Duckwall-Alco Stores, Inc.
401 Cottage Street
Abilene, KS 67401
Contact: R. R. Soelter

Hallmark Cards, Inc.
25th & McGee Street
Kansas City, MO 64141
Contact: Jeanne Bates

KMG Main Hurdman
606 Merchants National Bank
Topeka, KS 66612
Contact: Charles Clinkenbeard

KNEnergy, Inc.
PO Box 608
Hastings, NE 68901
Contact: Rodney Hansen

KPL Gas Service
PO Box 889
Topeka, KS 66601
Contact: Rod Weinmeister

Midwest Energy, Inc.
PO Box 898
Hays, KS 67601
Contact: Harlan Murphy

National Cooperative Refinery Association
Box 1167
McPherson, KS 67460
Contact: Robert Hull

Northern Natural Gas Company
Merchants National Bank
Room 817
Topeka, KS 66612
Contact: Lou Stanton

Kansas Bankers Association
Merchants Towers
8th & Jackson
Topeka, KS 66612
Contact: Charles Stones

Kansas Chamber of Commerce & Industry
500 First National Bank Tower
Topeka, KS 66603
Contact: Jim Edwards

Kansas Power & Light Company
PO Box 229
Paola, KS 66701
Contact: Al Conyers

Kansas Federation of Business & Professional Women's Club
400 West 15th
Hays, KS 67601
Contact: Sue Rouse

Kansas Industrial Developers Association
500 First National Bank Tower
Topeka, KS 66603
Contact: Gary Toebben

Kansas Medical Society
1300 Topeka Avenue
Topeka, KS 66612-1887
Contact: Jerry Slaughter

Kansas-National Education Association
715 West 10th Street
Topeka, KS 66612
Contact: Kay Coles

Kansas Railroad Association ✓
920 SE Quincy
Topeka, KS 66628
Contact: Michael Germann

Panhandle Eastern Pipeline Co.
PO Box 1348
Kansas City, MO 64141
Contact: James Haynes

Southwestern Bell Telephone Co. ✓
220 East 6th Street
Topeka, KS 66603
Contact: Richard Shank

Empire District Electric Co.
602 Joplin Street
Joplin, MO 67801
Contact: Joe Jennings

The League of Kansas Municipalities
112 West 7th Street
Topeka, KS 66603
Contact: E. A. Mosher

Union Gas Systems, Inc.
Box 347
Independence, KS 67301
Contact: Harrison Johnson

United Telephone Company of Kansas ✓
123 North Eisenhower
Junction City, KS 66441
Contact: Brad Harsha

TREE CITY USA

Interested in improving the appearance of your community? The Tree City USA Program may be the answer. Through the program, communities are encouraged to plant evergreens and deciduous trees at selected sites to produce shade, buffer noise, screen unsightly views and offer abundant fall color. To participate, a community must meet four requirements.

1. A legally constituted "tree board" must be established to administer the program.
2. A local tree ordinance must be developed.
3. An active, comprehensive community forestry program must be started; financed by a minimum \$1 per capita fund.

THE GOVERNOR'S SAFETY BELT CHALLENGE

Governor Mike Hayden recently established the Safety Belt Challenge to encourage safety belt usage within towns throughout the state.

Municipalities belonging to the League of Municipalities have received information packets regarding the challenge. They are invited to compete for a number of special awards that will be presented by the Governor at the end of the Memorial Day - Labor Day challenge period. If your town did not receive this packet and/or wishes further information contact Kansas Safety Belt Education Office, KSU Cooperative Extension Service, 343 Justin Hall Manhattan, Kansas 66502.

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MAY - JUNE 1987

VOLUME 8

PRIDE DAY

Committees have been meeting and planning the 1987 PRIDE Day. It will be held October 10, 1987 at the Kansas State University Student Union. The following plans have been made.

- 11:30 - 1:00 Resource Fair - There are a lot of resources in the state to help you improve your community. We hope to have people available during this time to visit with you.
- 12:00 - 1:00 Registration
- 1:00 - 2:00 Opening - Speaker: Community Boosterism of Yesteryears
Blue Ribbon Awards
Annual Meeting
- 2:00 - 4:30 Leadership Workshop
- 2:00 - 3:00 Concurrent Workshops:
Harvesting Hometown Jobs
Creative Financing
Home Based Businesses
PRIDE and Economic Development
Tourism
- 3:00 - 3:30 Break
- 3:30 - 4:30 Repeat of Concurrent Workshops
- 5:15 - 8:00 Banquet

As you may have noticed the conference will start a little later and no lunch will be served. The emphasis of the workshops will be job retention, job creation, and leadership. The plans are tentative.

PACEMAKER

Congratulations to Phillipsburg, Kansas's most recent PACEMAKER community. They are making plans for their celebration with the Governor.

PRIDE BOOK

Inserts and the PRIDE book covers can be ordered from the Kansas Department of Commerce. The standard cover costs \$5.00 and the inserts are free. The purpose of the PRIDE book is to tell, briefly, the individual story of each project of the community. This book is used by the judges to gain knowledge of your community's PRIDE Program. Their final placing is based upon what the judges see and hear in the community on their judging visit the week of September 21, 1987.

MINNEOLA -- THE SECRET TO OUR SUCCESS

We believe the secret of our success in winning the first place Cash Award in our population category for 1986 is really not a secret at all. As many winners in the years before us have learned, the ingredient is called hard work. In the goal setting process, we set goals that are realistic for Minneola, making accomplishments possible. Then with the support of our school, city government, business community, clubs and organizations, the accomplishment is sometimes beyond our wildest dreams.

We support other groups and boards within the community and they support us. Last year our library, school, and city council supported the Kansas 125th Birthday Celebration. This year we have supported the Library Board and the community now has a beautiful new library addition. The second most important ingredient for success must be working together. A community can accomplish great things if they are committed to working together.

KANSANS BUILDING BETTER COMMUNITIES



Southwestern Bell Telephone

Southwestern Bell Telephone serves 800,000 customers in 177 cities and towns throughout Kansas. The company is committed to the Kansas PRIDE Program and to making Kansas a better place to live and work.

Under the leadership of Kansas Division President, William Dreyer, Southwestern Bell Telephone has embarked on an ambitious effort to promote economic development. These efforts include development of a first class telephone network, involvement in local economic development activities, and financial support of quality-of-life projects.

Also, the company has loaned a company executive, Brad Parrott, to the State. On April 20, 1987, Governor Mike Hayden announced that Parrott will be assigned to the Kansas Department of Commerce to undertake a business retention project and to develop a campaign to promote a positive image of Kansas.

The company's 17 community relations managers across the state spearhead work with local chambers of commerce to promote economic development in those areas. Through Southwestern Bell Foundation, the company provides grants for scholarships to students attending independent colleges, to promote the arts, and to teachers to encourage creative projects, in addition to supporting United Way campaigns and many other local projects.

Still, the company feels that our number one objective is to provide quality telecommunications service to Kansas.

The company's participation in the PRIDE Program is part of our effort to make the communities served by Southwestern Bell Telephone a better place to live, work, and play.

PRIDE BLUE RIBBON CERTIFICATES

<u>ALDEN</u> -	Energy Police Protection Recreation & Parks
<u>DODGE CITY</u> -	Commercial & Industrial Development Community Planning Energy Recreation & Parks Solid Waste Management
<u>ELLIS</u> -	Culture & Arts Education
<u>IOLA</u> -	Community Planning Education Emergency Medical Services Library Police Protection Recreation & Parks Sewage Disposal Solid Waste Management Streets Water
<u>PHILLIPSBURG</u> -	Housing
<u>WAKEENEY</u> -	Sewage Disposal Solid Waste Management

DIALOGUE OF A COMMUNITY

SHARON SPRINGS

The Sharon Springs PRIDE Committee will again sponsor their National Issues Forum in the Fall. Topics for this year include "International Trade," "Freedom of Expression," and "National Security."

They are also working to get the Robidoux house in Wallace County listed on the Register of National Places.

ALDEN

Alden held its fifth annual "Quilts and Things" exhibit on April 18, 1987 from 9 am to 5 pm in the Alden School Gymnasium. 93 quilts, 54 miscellaneous handmade items, and 51 wooden items from area crafts people were on display. No admission was charged and a free quilting demonstration was held throughout the day. 410 guests registered from 41 different cities in 5 states.

FUNDRAISING HANG-UPS

PRIDE Programs have the vision to make their respective communities better places to live, a strong organization to implement goals and members to do the work to accomplish projects. An important need for volunteer programs is, however, money. You must pay the bills to build the organization through some method of raising funds. It is not easy, but it can be simple. The best way to get money is to ask for it. Often the money is out there for the PRIDE Program once it is asked for. A recent national survey showed only 4% of those interviewed had contributed to political campaigns. However, 89% said they would contribute if asked. The money is out there for your organization just as soon as volunteers ask for it.

When one hears the word "fundraising" different perceptions trigger different reactions. For some, fundraising is a challenge and an opportunity to help achieve the organization's development goals. For most, however, any activity associated with asking for money or raising money for your cause is distasteful. As fundraising expert Joan Flannagan says in her book, Grassroots Funding, "Everyone thinks about money, but no one is supposed to discuss it in polite company." Most people are anxious about asking somebody else for money. Why? Because they are afraid they will fail and in failing, experience rejection. If we knew we would receive a cheerful donation when asking for money, it would be enjoyable and not a tedious job. Hang-ups about asking for money are normal and a very common inhibition which must be overcome to be successful in fundraising. How to deal with the fear of fundraising is a process in which one must first acknowledge they are afraid to ask for money. Few people want to admit it and hide behind weak excuses, or procrastinate forever. Most people equate asking for money to something so offensive, they refuse to become involved. How often have you had a person tell you "I will help out with anything you need for PRIDE, just do not ask me to ask for money?" In order to control and eventually overcome the fear of fundraising, volunteers must be prepared. The unknown is frightening and especially so when asking for money. Understanding the philosophy of giving helps volunteers view fundraising in the proper perspective.

Asking for money is something that happens all of the time. Each of us is asked to give to some cause often. We have all had contact with fundraising since we took our pennies to Sunday School, paid our dues in Scouts or 4-H, bought a T-shirt to help on the band trip, bumper stickers or raffle tickets. Fundraising is not intimidating, it is a normal way to raise money for organizations. Most of the time people give when they see their own interests reflected in the cause and they can respond to the needs of others as an individual. As soon as you understand why you give, you will understand why people will want to give to you.

Contribution to the PRIDE Program will clearly pay off in the citizens' self-interest -- a more viable business climate, a more attractive main street, a library, museum or Senior Center. You are simply giving others an opportunity to effect change in the community through their support to the PRIDE Program. Remember, you are providing a means for the giver to experience the joy of giving by simply asking. The new message to the philanthropist is: "We're here to help you realize your own aspirations, to provide opportunities and to deliver benefits. And with your support, we can do even more than we are doing today."

The fear of asking for money for your organization can be very costly. It can keep you on dead center in achieving program goals. It can limit the growth and development of your organization. This inertia can result in not only low budgets, but low morale and commitment. By getting a handle on fear, you can turn it around into a positive factor. You will realize being told no is not the worst thing that will ever happen to you. You will have had the benefit of the experience and learn how to prepare for the next appointment. Most important, you now know you can muster up the courage to ask for money and were brave enough to do so. So let's go for it -- devise a strategy that will work for you and for your community.

To be continued - Fundraising Planning, Basic Rules and Marketing Tools.

LET'S PROMOTE PRIDE

As you are well aware, the success of the PRIDE Program is largely dependent upon public awareness.

One of the most effective ways to develop awareness in the community is a planned, ongoing publicity program.

There are many community events in which your PRIDE Program's participation is an opportunity to increase visibility of a specific project, recruit volunteers and keep PRIDE in the public eye. Now we are in the season of reunions, centennials, fairs, parades, and festivals. All of these "happenings" are great opportunities for PRIDE to increase public awareness of what you are and what you are doing for the community. As you plan your involvement in these events, remember to include using both PRIDE lapel pins (\$2.25 each) and PRIDE balloons (\$0.15 each).

Lapel pins are a novel way to stir community interest in PRIDE. Everyone loves balloons and the yellow and white PRIDE balloons add to both outdoor and indoor occasions.

Both are available from Bev Wilhelm, Kansas PRIDE, Inc. at 400 West 8th, 5th Floor, Topeka, Kansas 66603-3957 or call 913-296-3485. Allow approximately two weeks for processing. All orders are shipped postpaid. Please enclose payment for the exact amount of pins and/or balloons ordered. Make checks payable to Kansas PRIDE, Inc.

PACEMAKERS

Congratulations to **COURTLAND** and **OBERLIN**, Kansas's most recent PACEMAKER communities. They are making plans for their celebration with the Governor.

PRIDE AREA WORKSHOPS

We have not scheduled any area PRIDE workshops this fall and winter. If a community wants a workshop or a group of communities want a workshop let us know either through your county agent, area CD specialist or by calling direct to Bev Wilhelm or myself.

Part II Fundraising will have to wait until the next edition of PRIDE-VIEWS.

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VOLUME 9

PRIDE PROJECT BOOK

By now every community should be well on their way to completing the PRIDE Project Book. You know, the long blue notebook that you faithfully pledged to start assembling early in the year. If you have broken your pledge read on, others may want to check your book.

You should have a blue project book, a summary page, a supply of project pages, and a number of long white sheets to document the project record. These can be ordered from the Kansas Department of Commerce, 400 W. 8th, Topeka, Kansas 66603-3957. The blue covers cost \$5, you may want to use last years' cover.

State Special Emphasis Awards

Special emphasis awards for 1987 include downtown revitalization, outreach and job creation. These may need just a word or two of clarification. The Downtown Revitalization award is one we have emphasized in the past. It includes improvements in your community from downtown clean up to new storefronts. The Outreach award was created for the many good PRIDE Leaders that help other communities. We would like to see outreach in creating a new PRIDE community but if your outreach has been in a different form go ahead and report it. It does need to be outreach to another community. Job Creation is the new emphasis this year and we are leaving it open to your imagination. It may be that you have started anything from a baby sitting service and hired some teenagers to creating a large corporation. That leaves a lot of space in between but they both include jobs and that is what this award is all about.

Hints on Assembling Your Book

Start early gathering newspaper clippings, before and after pictures and other documentation for your project.

Table of Contents

A table of contents is not necessary but may help the judges especially on the thick books.

Summary Page

A summary page should be inserted prior to the projects in your book. This summarizes the activities and tells how goals were selected. It would help the judges if you listed your goals here.

Project Sheets

List each project on a separate project record sheet and tell who was involved and what was accomplished, (what value did this project have for the community), number of volunteer hours and number of individuals involved. You can estimate these much better than we can.

Documentation

Your individual projects should be documented by before and after pictures, pictures of volunteers actually doing something and newspaper clippings. It helps the judges if you would highlight PRIDE in your clippings. Remember to give PRIDE credit for what it does and others credit for what they do.

Youth Section

The Youth Section should go to the back of the adult book. It is a good idea to have tabs on the different sections of your book.

If you need assistance or have questions on your project book the County Agent, the Area Community Development Specialist in your area, Beverly Wilhelm or myself would be available to assist you.

The book should be assembled and mailed to Kansas Department of Commerce, 400 W. 8th, 5th Floor, Topeka, Kansas 66603-3957 by September 1. Everyone who submits a project book will be visited by a team of judges.

Youth PRIDE with no adult PRIDE will be judged by their project book only. They will not be visited by a team of judges.

KANSANS BUILDING BETTER COMMUNITIES

THE JUDGES ARE COMING

The judges will be visiting during the week of September 21st. This is your opportunity to convince the judges that your projects should be number 1. Remember the book was used by the judges to gain insight into your program. Their decisions are based on your sales pitch and what they see in the community.

Plan a format that puts your best PRIDE foot forward. This is your day. Be organized. The format for visits to projects and/or presentations is up to the community. You may want to rehearse prior to the arrival of the judges. Be enthusiastic and proud of your community, PRIDE, the volunteers and the projects.

A written agenda to hand out to the judges can be helpful. You may want to list the highlights of PRIDE's efforts.

Adhere to the time constraints. (One hour for communities up to 5,000 population and 1 1/2 hours for cities of more than 5,000 population). This number may vary according to number of communities per category.

Some communities serve refreshments when the judges arrive and start the presentation as soon as possible to make the best use of time. Allow time for a restroom break and introduction. There should not be a meal planned for the judges during the visit. The meeting place should be a pleasant, comfortable, friendly place.

The Presentation

If you are short of time, slides or pictures may show before and after shots quicker than a tour. If you take a tour keep the judges in the same vehicle and use the travel time to inform the judges.

Stopping to see the projects can be time consuming. Viewing projects from the vehicle can save you time and still be effective. Selecting one or a few projects to visit that require a minimum of travel can be effective, but watch your time.

Involve enough presenters to indicate involvement and give program variety. Select presenters who are familiar with the project and PRIDE efforts.

Judges may determine involvement, awareness, and accomplishments by the number of people at the judging. Don't overwhelm the judges with numbers but also don't have a one person show.

Allow some time at the end for questions, but not too much time to detract from an adequate presentation. It may be appropriate to give a brief summary. You may want to invite representatives from the mass media, county/extension agents, legislators, and/or representatives from communities in your area. Representatives from other communities not now in PRIDE such as mayors, city council members, leaders of civic and service clubs or members of chamber of commerce could be invited. They could attend as observers and learners. This could be a very worthwhile outreach effort. Mass media representatives may want to take pictures and gather information. Give them and other visitors a copy of the agenda and the PRIDE highlights of the year.

You will be informed by phone three or more days prior to the judges' visit as to the exact time and date of their visit.

Good luck on putting your best PRIDE foot forward.

PRIDE DAY

The Kansas PRIDE Day will be held Saturday, October 10, 1987 at the Kansas State University Student Union.

11:30-1:00	Registration and Resource Fair
1:00-2:00	Speaker: Community Boosterism of Yesteryear Blue Ribbon Awards Annual Meeting
2:00-4:30	Leadership Workshop
2:00-3:00	Concurrent Workshops: Creative Financing, Home Base Business, Harvesting Hometown Jobs, Retention & Expansion of Local Business, PRIDE & Economic Development, and Tourism.
3:00	Break
3:30-4:30	Repeat of Concurrent Workshops
4:30-5:00	Reception for PRIDE Sponsors
5:00	Banquet: Recognition of Sponsors, Introduction of 1988 Board of Directors, Speech: "Kansas' Future In Economic Development" given by Governor Hayden, Presentation of Awards: Governor Hayden.



United Telephone System serves about 3,000 communities in 19 states. The Western Division of United's Midwest Group is headquartered in Junction City, Kansas, and serves about 95,000 access lines in Kansas, Nebraska, and Wyoming. United Telephone System is the third largest non-Bell telephone company in the United States, and is a subsidiary of United Telecommunications, Inc., founded more than 100 years ago in Abilene and now based in suburban Kansas City, Kansas.

Brad Harsha is currently the staff director for United's Western Division. He has 17 years' experience in the telecommunications industry, including a number of management assignments with Southwestern Bell Telephone, Mountain Bell Telephone, and AT&T. He is a graduate of the University of Kansas and has completed graduate work at Massachusetts Institute of Technology.

He joined the Kansas PRIDE, Inc. Board of Directors in June, 1986, and believes that PRIDE plays a vital role in the development of Kansas communities. "The commitment of local volunteers and the involvement of Kansas corporations has made PRIDE successful," Harsha said. "United Telephone is proud to be involved with a project that makes such a difference in the quality of life in the state of Kansas."

PRIDE BLUE RIBBON CERTIFICATES

<u>ALDEN-</u>	Community Planning Culture & Arts Tourism
<u>COURTLAND-</u>	Housing
<u>DODGE CITY-</u>	Health Housing Streets
<u>ERIE-</u>	Recreation & Parks
<u>FORD-</u>	Water
<u>FORT SCOTT-</u>	Community Planning
<u>HAYSVILLE-</u>	Community Planning Culture & Arts Library Recreation & Parks Sewage Disposal Streets Water

<u>IOLA-</u>	Airport Culture & Arts
<u>JUNCTION CITY-</u>	Airport Commercial & Industrial Development Community Planning Culture & Arts Emergency Medical Services Fire Protection Health Housing Library Police Protection Recreation & Parks Solid Waste Management Streets Tourism Water

<u>OVERLIN-</u>	Commercial & Industrial Development
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<u>SPEARVILLE-</u>	Commercial & Industrial Development Community Planning Housing
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<u>ULYSSES-</u>	Emergency Medical Services
-----------------	----------------------------

<u>WAKEENEY-</u>	Education Fire Protection Health
------------------	--

Police Protection	Recreation & Parks Streets Water
-------------------	--

PRIDE RESOURCES AVAILABLE

Communities in the PRIDE Program or those communities thinking about enrolling in PRIDE have a number of resources available to assist them.

Staff personnel are available in the County Extension Office in each of the counties; the Area Extension Offices; or from the co-administrators of Kansas PRIDE: PRIDE, Cooperative Extension Service, Room 215 Umberger Hall, Kansas State University, Manhattan, 66506 or PRIDE Kansas Department of Commerce, 400 W. 8th, 5th Floor, Topeka, 66603-3957.

Southwest Area Office: Duane Williams, 1501 Fulton Terrace, Garden City, 67846. South Central Area Office: Ken Albright, 1600 N. Lorraine, Suite 125, Hutchinson, 67501. Southeast Area Office: Steve Bittel, 20 S. Highland, Chanute, Kansas 66720. Northeast Area Office: Ralph Utermohlen, 1515 College Avenue, Manhattan, 66502.

KANSAS RAILROAD ASSOCIATION

Ranking third in the nation in total miles of railroad, Kansas serves as a vital link in the national rail



transportation network. The Kansas Railroad Association (KRA) is a public affairs organization representing the interests of both interstate and intrastate private rail carriers who own and operate their own trackage. Member lines of KRA own and operate in excess of ninety percent of the total miles of railroad in Kansas.

Mike Germann has been with KRA for almost eight years. He served several terms on the PRIDE Inc., Board of Directors and in the past was the Chairman of the Board. Mr. Germann believes the success of PRIDE can be attributed to the community volunteers. He stated, "It is community volunteers who identify the needs of their own communities, exercise control of the local programs, and deserve all the credit for the success of PRIDE. KRA is proud to have been one of the early sponsors of this successful program."

COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
KANSAS STATE UNIVERSITY
MANHATTAN, KANSAS 66506

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300



Cooperative Extension Service

Extension Community Development
Umberger Hall
Manhattan, Kansas 66506
913-532-5840

PRIDE VIEWS is published to provide communication among the communities of Kansas participating in the Kansas PRIDE Community Improvement Program and other interested groups and individuals. It is intended to help in the sharing of ideas. Your input is welcome.

PRIDE is jointly administered by Kansas State University Cooperative Extension Service and the Kansas Department of Commerce.

E. J. Sisk

E. J. Sisk
Extension Specialist,
Organization and
Leadership Development

Kansas State University County Extension Councils and United States Department of Agriculture cooperating. All programs and materials available without discrimination on the basis of race, color, national origin, sex or handicap.



PRIDE VIEWS

A Community Improvement Communicator
For Kansas Leaders

SEPTEMBER - OCTOBER 1987

VOLUME 10

Kansas PRIDE Week

Governor Mike Hayden proclaimed the week of October 4 - 10 as Kansas PRIDE Week. PRIDE Week honors the community development taking place through the Kansas PRIDE Program. More than 300 Kansas communities have participated in the PRIDE Program since its inception in 1970. Kansas PRIDE encourages economic, social, and cultural community development efforts. The PRIDE Program is jointly administered by the Kansas Department of Commerce and the Cooperative Extension Service of Kansas State University. PRIDE Week ended with the annual PRIDE Day meeting, workshops, and awards banquet on Saturday, October 10, in Manhattan.

PACEMAKER NEWS

Many communities have been working on their PACEMAKER designation. The following communities have reached their goals to become a Kansas PACEMAKER:

Phillipsburg	Oberlin
Columbus	Spearville
Courtland	

Congratulations! You have been judged adequate in all areas of community services and facilities. These services and facilities are important in making your community a better place to work, live and play. All of the PACEMAKER communities have worked hard over time to bring their communities to PACEMAKER standards. A PACEMAKER is presented to a community after it reaches standards in 19 categories of services and facilities.

Columbus chose to receive their PACEMAKER recognition at the opening ceremony of PRIDE Day from Governor Mike Hayden.

Oberlin is trying to schedule a time for the Governor to present their plaque in the community.

Spearville has just been notified of their approval as a PACEMAKER community and they are in the process of planning their banquet.

SCHEDULED PACEMAKER BANQUETS

COURTLAND

Courtland's PACEMAKER will be presented on October 21, in the Courtland High School Gymnasium. Dr. V. C. Hurtig, Jr. will talk about the history of PRIDE in Courtland. Banquet reservations can be made by sending a check in the amount of \$5 for the dinner to Myra Landis, Courtland, KS 66939 on or before October 19. Courtland invites everyone to come and share in their celebration.

PHILLIPSBURG

Phillipsburg's PACEMAKER will be presented by Governor Mike Hayden on November 3, 1987. Banquet reservations can be made by sending your name along with a check in the amount of \$10 to the Phillips County Extension Office, 761 Third Street, Box 246, Phillipsburg, Kansas 67661 on or before October 26.

PRIDE Achievement Day

Thanks to everyone who participated in the 1987 PRIDE Day. The day's success was the result of a lot of hard work by Sponsors, communities, and staff. A very special thank you to the following communities.

Hosts:

Atchison--Exhibits
Fort Scott--Workshops
Minneola--Refreshments
Wakefield--Refreshments
Osawatimie--Banquet Decorations
Alden--Awards Presentation

Congratulations to those communities winning recognition through cash awards.

Population 0-500

First--Courtland
Second--Alton
Third--Alden
Fourth--Morrowville
Fifth--Ford

Meritorious Awards--
Formoso Leonardville Jennings
Muscotah Grinnell

Downtown Revitalization--
Excellence: Courtland
Merit: Alton

Economic Development--
Excellence: Courtland
Merit: Alton Muscotah Grinnell

Community Outreach--Alden

Newspaper--*Osborne County Farmer* (Alton)

Youth--
First--Alton
Second--Grinnell
Third--Formoso

Population 501-800

First--Potwin
Second--Westmoreland
Third--Minneola
Fourth--Bird City
Fifth--Spearville

Meritorious--
Haviland Nortonville

Economic Development--
Excellence: Westmoreland
Merit: Macksville

Newspaper--*Bird City Times* (Bird City)

Youth--
First--Westmoreland
Second--Potwin
Third--Onaga/Neuchatel

Population 801-1,500

First--Sharon Springs
Second--Wakefield
Third--Stafford
Fourth--Highland
Fifth--Erie

Meritorious--
Oskaloosa Burrton

Downtown Revitalization--
Excellence: Stafford
Merit: Sharon Springs Highland

Economic Development--
Excellence: Sharon Springs
Merit: Highland Wakefield

Community Outreach--
Sharon Springs Highland

Newspaper--*Highland Vidette* (Highland)

Youth--
First--Erie
Second--Highland
Third--Stafford

Population 1,501--5,000

First--Marysville
Second--Oberlin
Third--Osawatomic
Fourth--Wakeeney
Fifth--Ulysses

Meritorious--
Ellis Kinsley

Downtown Revitalization--
Merit: Marysville Ellis Wakeeney

Economic Development--
Excellence: Oberlin
Merit: Marysville Wakeeney Kinsley

Community Outreach--Marysville Wakeeney

Newspaper--*Ulysses News* (Ulysses)

Youth--
First--Marysville
Second--Oberlin
Third--Wakeeney

Population 5,001 and Up

First--Russell
Second--Goodland
Third--Fort Scott
Fourth--Lansing
Fifth--Haysville

Meritorious--
Ottawa Dodge City Iola Atchison

Downtown Revitalization--
Excellence: Russell
Merit: Fort Scott Ottawa Goodland

Economic Development--
Excellence: Russell
Merit: Goodland Atchison

Community Outreach--Goodland

Newspaper--*Dodge City Daily Globe* (Dodge City)

Youth--
First--Fort Scott
Second--Atchison
Third--Dodge City

Part Two FUNDRAISING STRATEGIES

The success of any volunteer organization's fundraising activity is a result of a carefully thought out plan. Every PRIDE Program should have a sound fundraising program. Some communities place in the cash awards and use this money for further community development projects. But all communities should strive for local private sector support. Successful fundraising takes intelligence, concern, courage, lots of hard work, and a PLAN.

Successful fundraising is like running a successful business. The product is your program. The more efficiently you sell it, the more money you will make. You want to make money quickly so that members can spend more time on projects. Consider fundraising events which will take the least amount of time. Respect the volunteer's time as well as the prospective donor's time. Have a detailed schedule. Volunteers will agree to help raise money if they know what to do and by when.

Successful businesses work in an organized manner, setting goals and knowing where they are going. Use long range, as well as short term, plans. An efficient way to boost budgets is to have long range plans and raise funds annually. If a project works, streamline it, give it a new slant, and go with a proven money-maker. Money losers should be discarded. Long range planning is one key ingredient in making fundraising successful and fun as well.

Planning for fundraising is based upon the availability of monetary and human resources, amount needed, and the sources of support. It is important to view each of these areas in the proper perspective.

First, draft a budget. Include money needed, and how it will be used.

Next, look at the resources available. Do a feasibility study to provide an evaluation of community support and to serve as an educational tool to in-

crease awareness. It tells you who else is raising funds and if there are uncommitted funds for your organization. Informal surveys tell us what we want to know. Important information can be gained through "Coffee Shop Interviews" or a simple questionnaire. The strengths of the program should be used to the best advantage of promoting PRIDE. The weaknesses need to be recognized, addressed and minimized. Image is an area frequently mentioned when assessing community support. Is PRIDE a household word? It is unlikely donors will know or care about what you are doing if PRIDE has low visibility. Shape your plans for raising funds by finding who would be likely to give, why, and who would not be likely to give and why. In looking at resources, consider not only who is out there to give and how much, but what is the work force of the program. How many people can you depend on to work on fundraisers?

Ask yourselves "Who in the community wants what we do?" Someone who believes in the organization and wants it to make progress will usually contribute money. Determine which local businesses would want to support PRIDE. The source and type of support may vary in each community. Keep in mind there are many ways to raise money from the general public. As you put a plan together it is important to think through "external fundraising". Special events are popular in many communities and generate sizable amounts of money. Evaluate the above factors honestly and factually. Then you can organize a fundraising campaign.

Planning for the future of PRIDE in your community is a process of thinking ahead and considering all aspects with forethought for solving problems. In fundraising, devising strategies will provide for guiding activities toward a well-coordinated achievement. Planning is vital! It will take the most time and thought, but it is the vehicle to carry you to success. So prepare a plan!

To be continued--Basic Rules, Marketing Tools and Special Events/Ideas

TIME TO:

Celebrate your success
Thank those who helped
Set your goals for 1988
Plan your strategy
Create greater awareness
Let the community know about the positive effects of PRIDE in their community.

NOW IS A GOOD TIME TO:

- Have your goals set
- Form committees or task forces
- Order your project books
- Plan your publicity
- Take pictures of before projects
- Work on Blue Ribbon projects
- Help to enroll another community in PRIDE
- Read PRIDE Manual
- Pass newsletter to another to read



Cooperative Extension Service

Extension Community Development
Unberger Hall
Manhattan, Kansas 66506
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PRIDE VIEWS

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NOVEMBER - DECEMBER 1987

VOLUME 11

KANSAS PRIDE INC.

Youth

The intentions of PRIDE are to bring the total populace of the community together for community improvements. The program as it now stands creates two separate organizations, the PRIDE youth and the PRIDE adult. To rectify this the Board of Directors made a decision to have one PRIDE program and not designate Youth or Adult. Hopefully the communities which have a separate strong youth program will continue to have a strong youth group involved in the program.

The program will change over a two year period:

1988: Youth may enroll as a separate organization and will be recognized at the 1988 PRIDE Day by certificates instead of cash awards in each population category.

1989: The enrollment forms will not include a designated youth program or adult program. Youth will not be recognized with separate awards.

A community with a "youth only" program, without an adult program, will enroll in the PRIDE program and compete with all other PRIDE programs.

Awards

To compete in the following awards a community will need to apply as they submit their PRIDE project book.

Special emphasis awards for 1988 will be:

- Job Creation
- Downtown Revitalization

Other awards available will be:

- Media Award - changed from Newspaper award to include TV, radio and newspaper.

- Outreach Award - an award given to communities that help other communities in the PRIDE Program. The Outreach Award may include helping a community organize a PRIDE committee or helping them out on a project, filling out the project book, etc.

KNOW YOUR PRIDE BOARD MEMBERS

Kansas PRIDE Inc. is governed by an executive board of six sponsor members, the past chairperson, the five first place winners in community achievement awards, and a PACEMAKER community chairperson.

- Jim Price, Continental Telephone Company - Chairman
- Richard Shank, Southwestern Bell Telephone Company - Treasurer
- Ross Marsh, United Telephone Company
- Darrell Davidson, CENTEL Electric
- Charles Reese, Midwest Energy
- Jim Edwards, Kansas Chamber of Commerce and Industry
- Al Conyers, Kansas City Power and Light Company
- Shirley Fair, Alden - PACEMAKER Representative
- Melvina Jones, Potwin - Population Category 0-500
- Randy Paugh, Courtland - Population Category 501-800
- Harry Lutz, Sharon Springs - Population Category 801-1,500
- Tim Lehman, Marysville - Population Category 1,501-5,000
- Gene Nicholson, Russell - Population Category 5,001 and Up

PASS IT ON

Please pass the PRIDE manual to the new chairperson. Updated information will be sent out this year so you should let us know who has the manual.

KANSAS BUILDING BETTER COMMUNITIES

The Kansas Chamber of Commerce and Industry (KCCI) is the "voice of business" in Kansas. It is a

statewide federation of businesses and organizations, both large and small, dedicated to economic progress and the preservation of a sound business climate.

With a base of more than 3,200 business, industrial, and professional members, KCCI is a consolidation of the Kansas State Chamber of Commerce, Associated Industries of Kansas, and the Kansas Retail Council. When Kansas chambers of commerce memberships are considered, KCCI represents more than 160,000 individuals.

For more than 60 years, it has been focusing on business issues in the state -- studying, speaking out, acting on issues vital to Kansans and Kansas business.

KCCI is a liaison between the business community and the state legislature -- informing legislators of the business viewpoint on issues and showing why the recommendations of business are in the public interest. The organization is headquartered in Topeka, Kansas.

STEPS TO SUCCESS

A successful PRIDE program is like a garden, it takes of planning during the winter months. A written plan is very valuable when you get started on your work.

Why not plan your PRIDE activities and set your goals for the coming year? I received a booklet from Alden last week. They have the 1987-88 PRIDE year all planned. This booklet included such things as their goals, their committees, their meeting dates and what was to happen at those meetings. This will be very impressive to the judges next fall. It certainly impressed me and others will be more inclined to get involved with a group that knows where they are going.



Day
Brightener

If you want to forget all
your troubles, wear tight shoes!

**Kansas
Chamber of
Commerce
and Industry**



500 Bank IV Tower, One Townsite Plaza
Topeka, KS 66603-3460 (913) 357-6321

PRIDE MAKES A DIFFERENCE

Eighty-four Kansas communities enrolled in the PRIDE Community Improvement program last year. Forty-seven of these communities completed a PRIDE project book and were judged for the achievement awards presented at PRIDE Day.

Volunteers from these 47 communities gave of their precious time 252,751 hours to complete 914 projects. One could guess volunteers in the other 37 communities, that did not submit a project book, gave 200,000 hours of their time. Thus, total hours of volunteer time would be 452,751 hours. Generally one considers volunteer time is worth \$5 per hour. This would make PRIDE worth \$2,263,725 to Kansas communities. Your work as a local PRIDE volunteer is priceless to local communities. General recommendation is to keep up the good work and don't present the town officials with a bill. You might let them know the number of volunteer hours your PRIDE Committee gave last year.

On top of this, 161 evaluations were submitted for Blue Ribbon evaluation in community facilities and services. One hundred thirty-one evaluations were approved by the evaluators. Thirty evaluations were disapproved and recommendations for improvements were made.

Seven communities reached PACEMAKER status last year. They were: Columbus, Courtland, Erie, Oberlin, Phillipsburg, Sabetha and Spearville. Two of these communities, Courtland and Phillipsburg celebrated with a PACEMAKER banquet. Columbus chose to have the Governor award their PACEMAKER plaque at PRIDE Day. The four other PACEMAKER communities, Erie, Oberlin, Spearville, and Sabetha are trying to schedule a time for their banquet.

The 1987 PRIDE year was topped off with PRIDE Day at the Student Union at Kansas State University October 10. Three hundred twenty-three community leaders attended this year's PRIDE Day Banquet. Numerous others attended the afternoon workshops.

**START PREPARING FOR HUTCHINSON IN
1988.**

THE ARTISTIC TOUCH OF A COMMUNITY

When it's time to write a newsletter and your mind is empty of words, you're in trouble. There is a picture in my mind.

This picture is a beautiful one--painted by many artists. It's a picture of a PRIDE town in rural Kansas. There are no riots, no picketing, no murders.

On main street there is a beautiful church and a field which, at a certain time of the year, is painted a golden color.

Many artists with different talents have added their touch to this picture. There are auxiliary groups, Lions, civic groups and the chamber of commerce. The youth in action have recently added their artistic touch. Also, Christmas carolers brighten the picture.

The picture is highlighted by all different people who have been born and raised in this little rural town. All the people who moved in are proud to call it home. There is a glow that is added by these people.

There is a color that only a special kind of artist can add to this picture, they are called merchants and professional people. If it weren't for them, there would be no picture.

Many different churches add balance and stability to the picture with their color of serenity.

The picture is a beautiful one. By standing back and looking you see a friendliness that makes you want to walk in and be a part.

Yet, even with all the beauty, the picture is not complete. There are many artists yet to add their touch and brighten the picture. In fact, as long as the picture remains, it will never be complete. And only for as long as it is incomplete it will remain a masterpiece.

The title of the picture is PRIDEVILLE and the artist's name is COMMUNITY.

ENROLLMENT

Many communities have not re-submitted their enrollment form. The purpose of the enrollment form is to insure accurate records of each of the communities and to keep in touch with the PRIDE leaders. Remember: send in your enrollment form.

BLUE RIBBON EVALUATIONS

What can we get out of it? Why should we be involved in the Blue Ribbon evaluations? The city commission takes care of all that. These are a few of the questions and comments we get about the Blue Ribbon evaluation portion of the PRIDE program. Let me explain the Blue Ribbon evaluation purpose:

Remember when the PRIDE program was started, why and who started the program. It was in the late 1960s and a lot of large companies were trying to bring industry to Kansas. These people, professional industrial developers, visited daily with prospects. Prospects came and looked at our Kansas communities but didn't move their companies to Kansas. Why?? The prospects said Kansas communities were not ready. They didn't have adequate water, sewer, fire protection, police protection, medical facilities, cultural activities, etc. to keep new employees or new citizens content.

Professional industrial developers, the state chamber of commerce and the governor's office asked Kansas State University and the Department of Economic Development to develop a program that would help make Kansas communities ready for industry. Thus, PRIDE was created: the annual achievement awards program to get people involved in their community, and the Blue Ribbon evaluation program to determine how your community measures up. What types of services should a community of your size provide? Does the community have some areas that are inadequate?

Many communities treat the Blue Ribbon program as an award program, in reality it is a self-improvement program. It should be treated as a program to achieve adequacy in the 19 categories of facilities and services for industry and the citizens.

Many communities have derived benefits through participation in the program. It improves communication between the citizens, the city council, the chamber of commerce, and other concerned groups in the community. It helps a community to analyze its assets and liabilities and it encourages the goal setting process and action program.