GODDARD HAS PRIDE

In the background is a picture of a sign located on the west edge of Goddard indicating Goddard is a community with PRIDE. The sign reads "PRIDE" of the Goddard Area Chamber of Commerce the organization responsible for its installation. The girls standing in front of the sign are "PRIDERS" of Goddard High School.

KANSAS PRIDE COMMITTEE

Chairman - Ernie Hensler, Executive Director, League of Kansas Municipalities
Vice-Chairman - Robert A. Robinson, Cooperative Extension Service, K.S.U.
Vice-Chairman - James H. DeCourcy, Jr., Kansas Department of Economic Development
Treasurer - Lou Atherton, Kansas City Power and Light

CARL NORDSTROM WORKSHOP SPEAKER

Carl Nordstrom, Executive Vice President, Kansas Association of Commerce and Industry, addressed the Regional Community Development Workshop at Great Bend, Kansas in November. The subject was "PRIDE—An Attitude and A Program." Below are excerpts from the address.

"PRIDE is an acronym. It is a fancy, high sounding title for what really is a very simple concept: organizing local, volunteer effort and resources to support community development activities that improve the quality of your town.

As community activists, we should explore what we enjoy—and be thankful for those, but, if at the same time, we do not do something about adding to the light of the world by reducing suffering and eliminating squander and degradation by improving people's lives, are we truly adding to the brightness, the happiness, the blessing, the progress, the joy of life as is our duty in conscience. In this task of community involvement, we need to deal not only with old economic problems, but also with 'worse people problems.'

Success in United States community development efforts requires involvement of all segments of the population: business, local government, labor, agriculture, education, churches, service groups, and chamber of commerce. Voluntary participation is not only the key to success in the PRIDE Program, but is its most unique feature.

But why institute a program of community development in your town? This is an important question and it deserves a careful answer. A community is a framework, a social structure, within which individuals should have the maximum opportunity possible, to work efficiently, live agreeably, and prosper socially and culturally.

A locally designed and supported community development program is a positive means of achieving these elements of today's modern social structure. There are many pieces of evidence that substantiate the need for more effective community action to solve community problems: a spectacular rate of economic growth has widened, rather than closed, the gap between our "haves" and "have-not" community areas and individual living standards.

Within any given community there is the know-how, background, experience, problem-solving ability, and decision-making ability required to carry on a successful community development program. A detailed, local, overall program of review, study, and action, such as is available through the PRIDE Program, can be a solid starting point in the development of needed solutions to unsolved problems. Establishment of a PRIDE Program in your community can achieve these kinds of things: (1) involvement of local community leaders in direct action for problem-solving; (2) putting hundreds of people to work for the community's good; (3) uncovering new leadership in the community; (4) resolving divergent viewpoints into a cohesive agreement on what the (Continued on next page)
CARL NORDSTROM WORKSHOP SPEAKER (Cont.)

major needs are: (1) setting in motion solutions for long-standing community problems; (2) giving the community a new sense of direction and vigor; (7) developing public-awareness and receptiveness for change, overcoming apathy, and giving your community a spirit of confidence and purpose.

While many scientific advances are being made in our modern world, you and I, in the community of Kansas, here in the midwest, in these United States, are faced with the day-to-day problems of inadequate street lighting; old, rusty car bodies; a water treatment plant that needs rebuilding; the beautification of the park; inadequate recreational facilities for our young people; replacing worn-out street systems; restoration of downtown business districts; creating new opportunities for our people; and 101 other very real, but perhaps less spectacular problems.

While it takes an astrophysicist to deal with the question of life on other planets, it takes a dedicated volunteer effort in your town to solve the problems that exist there. If any man would be great, he should begin in his home town.

Throughout the reign of Coach Vince Lombardi as coach of the fabulous Green Bay Packers, he maintained one theme which he constantly hammered home as his successful formula for achievement. That theme was: "Commitment is not enough. Action is required."
It was good enough to win the NFL at least three times, and the superbowl twice.

It's the theme I'd like to emphasize here today—another example of adding—not subtracting.

The PRIDE Program is a unique vehicle for rebuilding local community effort to do just that: solve these less spectacular, but nevertheless very real problems of human existence. Those who of you who are already involved in the program are to be congratulated. Those town representatives here today who have not initiated the PRIDE Program should consider doing so as soon as possible. Its flexibility, its unique use of volunteer effort, and its ever increasing reputation for getting things done, make it significant factor in the improvement of the quality of life in Kansas.

When the historians come to write about your community—what will they write about it? Will they write as Fortune Magazine did about Dallas: "Properly, Dallas should never have become a city. Founded for no ascertainable reason, in 1841, on a flat plane of blackland soil that grew nothing but cotton, Dallas was an atavism no natural part of trade. The nearest railroad was hundreds of miles away. There was no port nearby. Beneath the city were tons of raw materials—the oil, gas and sulphur—that made other Texas cities rich...the climate is in summer is practically unendurable."

"Yet, there Dallas stands—its skyscrapers soaring abruptly up from the blackland like Hairstfield Parish castle; and, no wildly, improbably successful that the stranger leaves it feeling as if he had been suspended in a vast hyperbola. It is in the Arches of the Southwest, the undisputed leader of finance, insurance, distribution, culture, and fashion for this land of the super-Americans, and now it is becoming a great manufacturing center as well. It is one of the clean, best policed, best managed cities in the country, and one of the best growing...and in all of these things it is, finally, a monolith to sheer determination. Dallas, due to action, not accident, nature, or inevitability. It is what it is—because the men of Dallas durn well planned that way!"

Or will they write of your city: It was a gas—a fizzle—nobody gave a hoot. These people only came together to make money off each other.

But hopefully, they will write: The people of your community came together with pride—and work in cooperation to lift each other up and better themselves—they added, not subtracted because they cared for each other enough to give their very best.

KANSAS SPRING CLEAN-UP WEEK, APRIL 21-27

Many PRIDE committees have encouraged clean-up, paint-up, fix-up campaigns in their communities. Campaigns can get a wide amount of citizen involvement and give residents a feeling of accomplishment. They can even have fun.

Organize as soon as possible. Good planning takes time, and many weeks may be needed to complete all the work.

Additional information on clean-up campaigns and the names of companies that remove junk can be obtained from Community Resource Development, Undergal, Kansas State University, Manhattan, Kansas 66506.

SELECTING AREAS—Areas which vacant lots encourage to town, parking lots, alleys are to be improved. Make a list of elderly or handicapped people who may appreciate help in improving their yard or home.

PUBLICITY—Obtain adequate publicity of the groups and individuals involved, dates, schedules, and activities. Ask the mayor to proclaim a community clean-up week or day. Prepare a leaflet explaining the project in detail which will be distributed with the leaflet widely. Prepare posters and place in conspicuous locations.

Write to Johnny Horrison '76, Program Coordinator, Washington, D.C. 20420 for clip art booklet, posters and other materials, and for an application form for awards and certificates of appreciation.

RECRUITING THE VOLUNTEERS—Send information to leaders of community organizations and fellow citizens with a telephone call asking for help. Suggest local business firms provide soft drinks and snacks. Try to involve on many groups, individuals and agencies as possible.

NOTE

LEGISLATOR AND LEADERS AT BELOTO WORKSHOP

Senator Doyen was one of the main speakers at the BeloIt Community Development Workshop in December. Below are excerpts from his talk.

"We need to do an extensive inventory, not just for Beloit or Concepcion, but for the entire area. The next question that comes to mind is what should be included in this inventory. There are numerous things that should be included, but I feel our people are very important. This information in this regard should include the age, sex, educational background, present employment, whether or not they plan to remain in our area and if not WHY.

Another very important item I would include in this inventory would be the kind of land resources that are in the area and how they are being used at the present time.

I honestly believe we have a number of gifted people in this area, and the council members here at one time or another were quite active in community affairs would make excellent consultants. This would give them the opportunity to do something for our area as well as collect the information needed.

Now that we have this information what do we do with it? I would like to encourage our extension service at K-State to enlarge the computer activity and program this information in the computer for instant retrieval. This information could be updated on a scheduled basis and could be readily available to any industrial prospect.

The opportunities in this area are many. The area is a great producer of agricultural products and perhaps we should make the most of this productivity. We have some mineral resources that have never been fully utilized.

There are many relatively enterprises in regard to processing many of these commodities. It does not make much sense to consume energy to transport the raw product elsewhere and then turn around and return the finished product back to the area."

SMALL PRIDE ENROLLMENT INCREASE

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