

SMALL PRIDE ENROLLMENT INCREASE (Cont.)

601 to 2,000 population (Cont.):

Altoona	Colwich	Kiowa
Andover	Cottonwood	Moline
*Attica	Falls	Mound City
*Atwood	Dighton	St. Francis
Belle Plaine	Goddard	*St. Paul
Buhler	Greensburg	Sedgwick
Burton	Halstead	*Spearville
Caldwell	Harper	Stafford
Carbondale	Haven	Stockton
Cawker City	Hesston	Towanda
Cedar Vale	Holyrood	Tribune
Cheney	Howard	Wakefield
Cimarron	Hoxie	*Washington
*Clearwater	*Jetmore	Wattsville
		*Wilson

2,001 to 5,000 population:

Anthony	*Horton	Norton
Belleville	Humboldt	Oberlin
Beloit	Kingman	Osage City
Cherryvale	Lindsborg	S. Hutchinson
Eureka	Marion	Ulysses
Garnett	Meade	*Valley Center
Hiawatha	Medicine Lodge	Yates Center

5,001 to 10,000 population:

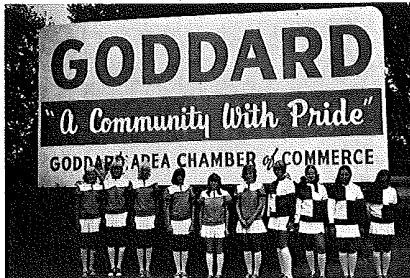
Concordia	Haysville	*Wellington
Fort Scott		

10,001 and Up:

Arkansas City	Junction City	Pittsburg
El Dorado	McPherson	*Winfield
Independence	Newton	

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Kansas Department of Economic Development
State Office Building
Topeka, Kansas 66612



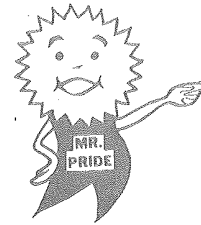
GODDARD HAS PRIDE

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 is the "PRIDE" of the Goddard Area Chamber of Commerce the organization responsible for its installation. The girls standing in front of the sign are the "PRIDE of Goddard High School."

KANSAS PRIDE COMMITTEE

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

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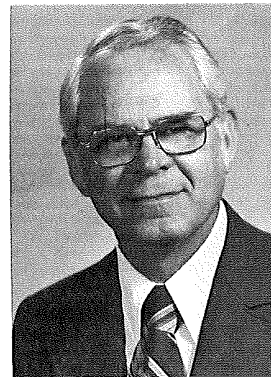


**A Kansas Community Development
NEWSLETTER**



Number 20

March, 1974



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 these, but, if at the same time, we do not do something about adding to the light of the world by reducing suffering and eliminating squalor and degradation by improving people's lives, are we then 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 involve-

ment, we need to deal not only with old economic problems, but also with 'warm 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 "worst" and "best" 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 unneeded 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; (5) setting in motion successful solutions for long-standing community problems; (6) 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 communities of Kansas, here in the midwest, in these United States, are still faced with the day-to-day problems of inadequate street lighting; old, rusty car bodies; a water treatment plant that needs overhauling; the beautification of the park; inadequate recreational facilities for our young people; replacing wornout streets and sewer systems; restoration of downtown business districts; creating job opportunities for our people; and 101 other very real, but perhaps less spectacular problems.

While it takes an astro-physicist to deal with the question of life on other planets, it takes 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: Individual commitment to group effort. It was good enough to win the NFL at least three times, and the super bowl 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 mobilizing local community effort to do just that; solve these less spectacular, but nevertheless very real problems of human existence. Those of you who are already involved in the program are to be commended for your efforts. Those towns represented here today who have not initiated the PRIDE Program should consider doing so as

(Continued on next column)

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 accomplishments. They can even have fun.

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

Additional information on clean-up campaigns and the names of companies that remove junk cars can be obtained from Community Resource Development, Umberger Hall, Room 115, Kansas State University, Manhattan, Kansas 66506.

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 yard or house.

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? 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 piece of blackland soil that grew nothing much but cotton, Dallas was set astride no natural routes of trade. The nearest railroad was hundreds of miles away. There was no port nearby. Beneath the city were none of the raw materials--the oil, gas and sulphur--that made other Texas cities rich...the climate in summer is practically unendurable.

"Yet, there Dallas stands--its skyscrapers soaring abruptly up from the blackland like Maxwell Parrish castles, and so wildly, improbably successful that the stranger leaves it feeling as if he had been suspended in a vast hyperbole. It is the Athens 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 cleanest, best policed, best managed cities in the country, and one of the fastest growing...And in all of these things it is, finally, a monument to sheer determination. Dallas doesn't owe a thing to accident, nature, or inevitability. It is what it is--because the men of Dallas darn well planned it that way!"

Or will they write of your city: It was a gas--a fizzel--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 worked together--and tried to lift each other up--to better themselves--they added, not subtracted because they cared for each other enough to give their very best.

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 days. Prepare a leaflet explaining the project in detail. Distribute the leaflet widely. Prepare posters and place in conspicuous locations.

Write to Johnny Horizon '76, Program Coordinator, Washington, D.C. 20240 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 followup with a telephone call asking for help. Suggest local business firms provide soft drinks and snacks. Try to involve as many groups, individuals and agencies as possible.



(Left to right) Oliver Kuhl, Beloit Mayor; Leon Gennette, Executive Vice President, Concordia Chamber of Commerce; Senator Ross O. Doyen; and Kenneth Fromm, Mitchell County Extension Director.

LEGISLATOR AND LEADERS AT BELOIT 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 Concordia, 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 who 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.S.U. 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 related 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 finish product back to the area."

SMALL PRIDE ENROLLMENT INCREASE

One hundred and twenty communities enrolled in the 1974 awards phase of the PRIDE Program by the cutoff date. This compares to 57 in 1971, 85 in 1972, and 115 in 1973. All communities that enrolled in the past are eligible to apply for blue ribbons in any of the eight categories to put on their outdoor signs even though they did not re-enroll for 1974.

Communities eligible to compete in the 1974 cash awards program are:

Under 600 population:

Alden	Greenleaf	New Albany
Atlanta	Gridley	Pawnee Rock
Benton	*Hope	Potwin

* New communities enrolled

Under 600 population (Cont.):

Bison	Jennings	Pretty Prairie
Burdett	Kechi	Redfield
Burns	Latham	*Republic
Courtland	Lebanon	*Scandia
Dearing	Leon	Selden
Elk City	LeRoy	Summerfield
Fowler	*Lewis	Uniontown
Geneseo	*Longton	Walton
Glade	*Lost Springs	Weskan
Glen Elder	McCune	Winona
Goessel	*Mullinville	Brookville

601 to 2,000 population:

Alma	Clifton	Logan
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