JAMES H. DE COURSEY, JR., DIRECTOR, KANSAS DEPARTMENT OF ECONOMIC DEVELOPMENT was principal speaker at Hutchinson Regional Community Development Workshop in January. Other leaders and participants were (Left to Right): Don Bowers, Mid-State Regional Planning Commission; Carl Oakleaf, McPherson County Commission; Darrell Marrow, Wichita Eagle; Jim Martinez, Hutchinson City Commission; DeCoursey; George Billings, Kansas Gas and Electric Company; Everett Lee, South Central Kansas Economic Development District; Sheila Harms, Hillsboro Chamber of Commerce; Lawrence Cox, Cooperative Extension Service; Kirk Baker, Kansas State University; and Bud Janner, Hutchinson Chamber of Commerce.

PRESENTATION BY JAMES H. DE COURSEY, JR.

"Economic development is not synonymous with industrial growth. It includes that, of course, but economic development is also concerned with the promotion of better homes, parks, cultural and business activities, and tourism, all these things which go into the make-up of what Plato calls 'The Good Life,' which after all is the goal of community development, and that is what we are here to discuss.

"The real measure of success of a city to provide the amenities of a good life.... to be a desirable place to live.....is whether or not the population remains at least constant over a period of years. Obviously, if the numbers decline it hasn't met the test. And unfortunately, many of the communities in our state have failed. While the 1970 Federal Census indicates that Kansas' population has grown, it also indicates that the growth has not been uniform across the state. Seventy-five counties actually lost population during that decade.

(Continued)
Last year, of the 98 communities that acquired new industry in Kansas, 61, or nearly two-thirds, were cities with populations of 5,000 or less. Twenty-one of those communities were in the 1,000-2,500 population range and 20 have populations under 1,000.

"I believe that the PRIDE Program offers the kind of guidance that will help you develop a successful plan of action. It will help you do as Sigmund Freud counseled: 'There is a time to stop cleaning your glasses and begin to look through them.' Really see what your city is doing and where it is going. To have a successful effort it must involve representatives of the total community as well as all areas of community life. This is why the first steps in the PRIDE Program are "awareness" and "involvement."

"Community development or improvement is one big complex jigsaw puzzle - a puzzle that is going to take all of our ingenuity and much of our time and energy to put together.

"Whether we strive for economic growth through community improvement or are simply seeking to provide for 'The Good Life' the essential factors are the same.

"Planning must be done if we are to maintain our community facilities and public utilities and do so within a bearable tax load.

"The housing, the streets and roads, the recreation and cultural facilities, the schools, all the things which go together to make up what we have come to expect our communities to be are essential to community development and to the good life.

"You are all to be commended for taking the time to attend this workshop, for in doing so you have expressed a concern for your community and a desire and willingness to work for the improvement of that community.

"I would challenge each of you to go back to your respective communities and seek individuals who you feel could make a contribution to this labor of love if properly motivated."

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Speakers included Edie Dahlsten (front, second from right) Lindsborg Co-chairperson and Ernie Mosher (front, first on right) Executive Director, Kansas League of Municipalities.

Three hundred forty-five persons from 93 communities attended five regional community development workshops this year.

They were sponsored by: Kansas Bankers Association; Kansas Association of Commerce and Industry; Kansas Dept. of Economic Development; Kansas League of Municipalities and Kansas State University Extension Service.

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COUNTY EXTENSION AGENTS in North Central Kansas met for four hours of training in PRIDE at a workshop in Concordia in December. (Left to Right - front row) Darrel Hosie, Cloud County; Ralph Uttermehlen, Area Extension CRD Specialist; Kenneth Fromm, Mitchell County; (Back Row) Trella Currie, Cloud County; Billy Wood, Jewell County; and Jim Hoobler, Clay County. Les Frazier, Extension Specialist, assisted with the training.

County Extension agents or leaders interested in a PRIDE workshop may contact their area extension CRD specialist located in the area extension office.

PLEASING WITH PRIDE EFFORTS

"We have accomplished more in PRIDE this year than we realized," said Urban Klenke, chairman of the Spearville PRIDE Committee, after a steering committee evaluated last year's PRIDE progress and discussed work for the new year.

County extension agents, Don Wiles and Nancy Jo Kent, and Area Extension CRD Specialist, Larry Hendrix met with the group to help evaluate and plan. Spearville is a town of 750 people.

Some of the accomplishments made by PRIDE committees and other groups included: a city brochure that will be completed this winter; a new medical doctor in town; more volunteers in the fire department; progress on getting members on all houses in town; dog day when over 70 dogs were immunized for rabies; a study made of housing needs and opportunities; weekly transportation to Dodge City for senior citizens; completion of tennis courts speeded up; 35 car bodies removed; 40 loads of trash to landfill during clean-up campaign; more use of school facilities by public; and an ice cream social that raised $40 for PRIDE projects.

These projects were completed in six months. Many of these goals of community groups were based on the results of the community PRIDE survey. The dog immunization, clean up, and ice cream social were responsibilities of PRIDE committees.

KANSAS PRIDE COMMITTEE
Chairman - Ernie Mosher, Executive Director, Kansas League of 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
McPherson - Mrs. LeRoy Schmidt urged involvement in the PRIDE program at the meeting of McPherson County Democratic Women's Club. She told of PRIDE projects to the present time and explained the latest project of seeking to eliminate out-of-date, deteriorated and defaced signs which appear in the county. She showed slides of some of the signs, some including cafes, and restaurants which no longer exist. She urged all McPherson residents to become aware of all things that detract from the beauty of the country.

Vicki Schmidt, PRIDE chairperson says, "Our PRIDE presentations are getting a good response. We try to keep one project on slides. This is our way to put on civic and service club programs. Once there, our goals and ideas are put across quite easily. We try to limit putting on public programs to one a week."

Walton - The Walton Star, a community newsletter, is a PRIDE project that is regularly memographed and distributed by Walton PRIDE. The community does not have a newspaper. The newsletter lists the dates of community activities and news about events and projects. Local businesses participate with paid advertisements.

Independence - Officials of the Independence PRIDE committee report there was good response to that city's 2nd annual Industrial Fair. Sponsored once again this year by PRIDE, the affair featured exhibits by local manufacturing firms; civic booths; food, book and music sales; musical entertainment; a free PRIDE watermelon feed, and rides for youngsters.