

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



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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.

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PRIDE VIEWS

A Community Improvement Communicator
For Kansas Leaders

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

Kansas Chamber of Commerce and Industry



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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!

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.