PRIDE VIEWS
A Community Improvement Communicator
For Kansas Leaders

JANUARY - FEBRUARY

VOL. 6

WELCOME ABOARD BEV

Beverly Wilhelms has been hired and is on the job at Kansas Department of Commerce. Beverly has worked for the Kansas Department of Economic Development. Previously, Beverly was a community development coordinator for the Franklin County Community Development Block Grant program.

OPPORTUNITY KNOCKS:

You have the opportunity to win a prize. This opportunity is yours for submitting the winning plan for this year's PRIDE Day. Your entry must be received by April 6. The winning plan will be announced at the PRIDE Day celebration.

NOW IS THE TIME TO:

* Order your record book for Achievement Awards
* Plan your publicity
* Organize your task force or clubs to adopt PRIDE projects
* Complete your Blue Ribbon application forms
* Enroll another community in PRIDE
* Read your PRIDE manual
* Give Valentines to the volunteers

KNOW YOUR SPONSOR BOARD MEMBERS

Kansas PRIDE is governed by a board of six sponsor members, the past year's chairman, plus the five first-place community award winners in the achievement awards, and a Peacekeeper of the Year.

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 member.

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.
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. Coneyers 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 KCPL South District Service Center located in Paola, Kansas. Mr. Coneyers, who began his duties for KCPL in 1985, previously served in local government for 13 years. At Coneyers joined the Kansas PRIDE, Inc. Board in 1985, serving as a Corporate Sponsor representative for KCPL. In 1986, he was elected Treasurer of the organization. This year, Mr. Coneyers 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 the best program to help bring together several groups that have a stake in the community.

**Point I**—Promotion. To create an enticing image of the town to shoppers, retailers, investors, and potential visitors.

**Point II**—Design. To bring attention to all the elements of the town's appearance, including buildings, signs, windows, stores, displays, graphics, and public areas.

**Point III**—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 a 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 need to show 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: Sten McAdoo, Kansas Department of Commerce; Jim Price, Continental Telephones of Kansas, Treasurer of Kansas PRIDE Inc.; Brad Harsh, United Telephone Company of Kansas; Richard Shanks, Southwestern Bell; Red Wellmeister, Kansas Power and Light Gas Service Company; John Carlin, seated, former Governor of Kansas; Al Coneyers, 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 pictures: Jim Edwards, Kansas Chamber of Commerce; Shirley Frodolick, Alum PRIDE; David Thurlow, Wakefield PRIDE; Patricia Liggett, Atchison PRIDE; Debbie Hartley, Dexter Springs PRIDE; Giri Lipe, Fort Scott PRIDE; Rita Schmidt, Minneola PRIDE; Dr. Walter Woods, Director of Cooperative Extension, KSU; Marland Pridle, 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 66603-3597.