



Cooperative Extension Service

Extension Community Development
Umberger Hall
Manhattan, Kansas 66506
913-532-5840

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.

E. J. Sisk
Extension Specialist,
Organization and
Leadership Development

Kansas State University County Extension Councils and United States Department of Agriculture cooperating. All programs and materials available without discrimination on the basis of race, color, national origin, sex or handicap.

COOPERATIVE EXTENSION SERVICE
U.S. DEPARTMENT OF AGRICULTURE
KANSAS STATE UNIVERSITY
MANHATTAN, KANSAS 66506

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300



PRIDE VIEWS

A Community Improvement Communicator

For Kansas Leaders

JANUARY - FEBRUARY

VOL. 6

WELCOME ABOARD BEV

Beverly Wilhelm has been hired and is on the job at Kansas Department of Commerce (formerly known as the Kansas Department of Economic Development). Bev comes to this job with experience and knowledge of rural Kansas. She has been a field representative for the Kansas Small Cities Community Development Block Grant program, Director of Community Resource Program and Coordinator, Clay County Community Education Program. In her previous jobs, she has traveled Kansas and has worked with many of you. Many of you have met Bev as she attended the Fall PRIDE workshops and will be joining the Area Extension Specialists in the Winter and Spring visits to the communities.

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.

OPPORTUNITY KNOCKS:

You have the opportunity to win fame. This opportunity is yours for submitting the winning theme for this year's PRIDE Day. Your entry must be received by April 6. Last years theme was "Kansas 125th Celebration," and the 1985 theme was "Great Grassroots Gathering"; and the 1984 theme was "Volunteers, Ah-portunity People." The decisions of the judges will be final. Presentation will be to the winner at PRIDE Day.

NOW IS THE TIME TO:

- *Have your goals set for 1987
- *Order your record books for Achievement Awards
- *Plan your publicity
- *Take pictures
- *Organize your task forces or clubs to adopt PRIDE projects
- *Complete your Blue Ribbon application forms
- *Help enroll another community in PRIDE
- *Read your PRIDE manual
- *Give Valentines to the volunteers

KNOW YOUR SPONSOR BOARD MEMBERS

Kansas PRIDE Inc. is governed by a board of six sponsor members, the past year's chairmen, plus the five first place community award winners in the achievement awards, and a Pacemaker community chairperson.

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 sponsor.

KANSANS BUILDING BETTER COMMUNITIES

KCPL

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. Conyers 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 KCP&L South District Service Center located in Paola, Kansas. Mr. Conyers, who began his duties for KCP&L in 1985, previously served in local government for 13 years. Al Conyers joined the Kansas PRIDE, Inc. Board in 1985, serving as a Corporate Sponsor representative for KCP&L. In 1986, he was elected Treasurer of the organization. This year, Mr. Conyers 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 a powerful and positive force in communities across the State. The great number of small and medium-size towns involved testifies to the program's past successes. The thousands of volunteers participating in projects shows the future is bright for even more improvements in 1987. Corporate Sponsors, like KCP&L, are proud to join with local communities to better the quality of life for all Kansans," is Conyer's view of the PRIDE Program.

SPECIAL AWARDS FOR 1987 PRIDE YEAR

DOWNTOWN REVITALIZATION: A four point approach.

Point I--Organization. To develop leadership and improve the organization

to bring together concerns of various groups that have a stake in the community.

Point II--Promotion. To create an enticing image of the town to shoppers, retailers, investors, and potential visitors.

Point III--Design. To bring attention to all elements of the town's appearance, including buildings, signs, window and store displays, graphics, and public areas.

Point IV--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.

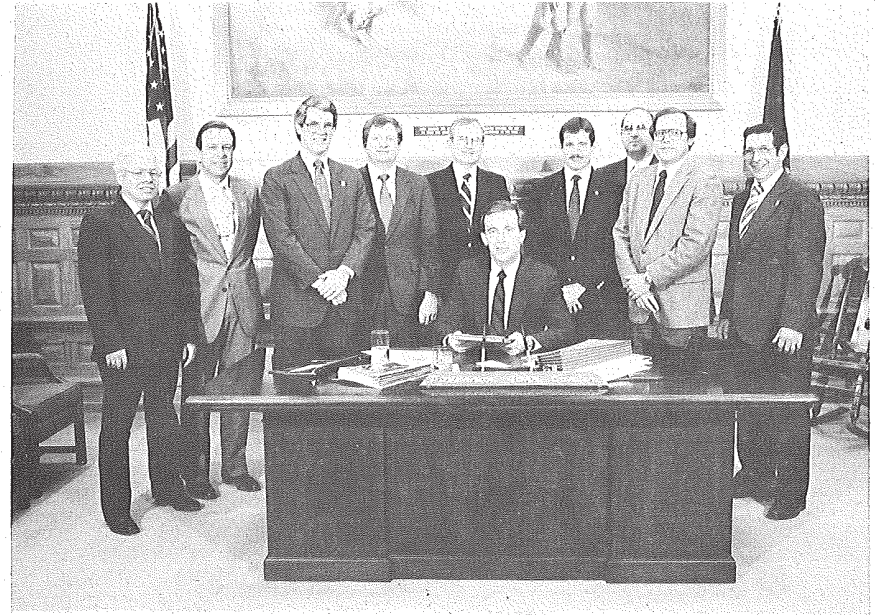
OUTREACH: This award is given to a community when their PRIDE Committee helps another community.

The outreach award was especially designed for a PRIDE community that assists in enrolling another community in 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 tell and show the judge 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: Stan McAadoo, Kansas Department of Commerce; Jim Price, Continental Telephone of Kansas, Treasurer of Kansas PRIDE Inc.; Brad Harsha, United Telephone Company of Kansas; Richard Shanks, Southwestern Bell; Rod Weimelster, Kansas Power and Light Gas Service Company, John Carlin, seated, former Governor of Kansas; Al Conyers, 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 picture: Jim Edwards, Kansas Chamber of Commerce; Shirley Frederick, Alden PRIDE; David Thurlow, Wakefield PRIDE; Patricia Liggett, Atchison PRIDE; Debbie Hartley, Baxter Springs PRIDE; Cindi Lipe, Ft. Scott PRIDE; Nita Schmidt, Minneola PRIDE; Dr. Walter Woods, Director of Cooperative Extension, KSU; Harland Priddle, 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 66603-3957.