

## What's Your Town Like?

If you want to live in the kind of a town  
Like the kind of a town you like  
You don't have to patch your clothes in a grip  
And go on a long, long hike.  
For you'll only find what you've left behind  
There's nothing that's really new  
It's a knock at yourself when you knock your town  
It isn't the town....it's you.  
Real towns are not made by men afraid  
Lest someone else get ahead  
When everyone works and nobody shirks  
You can raise a town from the dead.  
And if while you make your personal strife  
Your neighbor will make one too  
Your town will be what you want it to be  
It isn't the town....it's you.

Author unknown

*Printed on recycled paper.*



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This newsletter is published to provide communication among communities participating in the Kansas PRIDE Community Improvement Program. Your input is welcome.

PRIDE is jointly administered by the KSU Cooperative Extension Service and the Kansas Department of Commerce.

*Robert S. McAdoo*

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Extension PRIDE Program Coordinator

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# PRIDE

Kansans Building Better Communities

## Tips on Recycling

For those PRIDE communities just getting started on PRIDE's newest special emphasis area, waste reduction/recycling, the Kansas Business and Industry Recycling Program, Inc. (BIRP) of Topeka offers some recycling suggestions. First, locate the recycling center nearest you. Second, before collecting, call and check what materials they accept, hours of operation, and how they want the materials prepared. Third, separate your recyclables and prepare them in the acceptable manner for your local center. Fourth, set up a location in your home or business to store recyclables until they can be delivered to your local center.

Kansas BIRP offers the following general guidelines for recycling materials:

**Aluminum or steel beverage cans:** These need to be emptied completely. (Some centers prefer they be smashed. Check with your local center).

**Pie tins and aluminum foil:** These should be free from food particles and kept separate from aluminum cans.

**Glass:** Food and beverage glass should be rinsed out and sorted according to color. Container should be metal free (lids removed). Paper labels may be left on. Window glass, lightbulbs, etc. are not acceptable.

**Newspapers:** Keep papers clean and dry. Put into brown grocery sacks or tie into bundles with string.

**Tin/steel cans (such as soup and vegetable cans):** These should be rinsed and labels off. (Some centers prefer to have both ends removed and the can flattened. Check with your local center).

**Oil:** Drain your oil into a suitable container. Transfer into a clean, unbreakable container with a tight fitting screw cap. Take it to the nearest used

oil collection center.

**Plastic soft drink bottles:** These bottles should be completely emptied, rinsed out, and flattened. Lids and plastic milk jugs should be removed.

**Plastic milk jugs:** These should be emptied, rinsed well, and flattened. Lids should be removed.

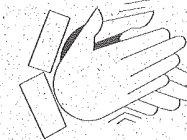
A copy of Kansas BIRP's "Directory of Kansas Recycling Centers and Programs" can be obtained, by enrolled PRIDE communities, by writing either the Kansas Cooperative Extension Service, Community Development, 101 Umberger Hall, Manhattan, Kansas 66506 or the Kansas Department of Commerce, Community Development Division, 400 SW 8th Street, 5th Floor, Topeka, Kansas 66603-3957.

## Alden Will Celebrate Pacemaker

Alden will celebrate its PRIDE Pacemaker achievement on March 5, 1991.

A reception and banquet is being planned. Invitations and information will be sent to area PRIDE communities by early February.

The designation of Pacemaker means that the Alden community has been approved in all nineteen PRIDE categories of community development.



## Blue Ribbon Certificates

The following communities were evaluated and approved as meeting the requirements for Blue Ribbon recognition at the December 20, 1990 State PRIDE Board Meeting:

- Argonia - Beautification
- Arkansas City - Beautification
- Kingman - Health
- La Cygne - Health
- Ransom - Fire Protection and Police Protection

## Important PRIDE Dates

February 20-21, 1991... Youth and Community Leaders Conference

March 5, 1991... Alden Pacemaker Celebration

March 21, 1991... PRIDE Area-wide Workshops

April 15, 1991... Completed PRIDE Entry Form is due

September 1, 1991... Completed PRIDE Project Book is due

September 16-21, 1991... PRIDE Judging Week

October 19, 1991... State PRIDE Recognition Day in Manhattan

## Kansas Rural Water Association is new PRIDE Sponsor

Please welcome our new PRIDE sponsor, the Kansas Rural Water Association (KRWA). The KRWA is a non-profit Kansas corporation dedicated to ensuring an adequate supply of safe drinking water for all Kansans. The Association provides vital ideas, timely knowledge of issues and proven skills in the operation and management of water systems to cities, rural water districts and investor-owned water utilities. In addition, the KRWA serves as technical advisor to the Kansas Water Office for the PRIDE water conservation special emphasis competition.

The KRWA provides on-site technical assistance and training for municipal water utility officials, primarily operators and managers, and members of governing bodies. The Association has gained an enviable record of training attendance. From 1976 through 1990, the KRWA has sponsored more than 225 training sessions with a total attendance of more than 20,000 operators; managers; administrative personnel; rural water and municipal decision mak-

ers; and agency and industry representatives. Its annual conference and exhibition has grown to be one of the largest and most widely respected statewide conferences for the waterworks industry in mid-America.



In addition to providing training sessions and on-site assistance with all types of water utility operational problems, the KRWA is also involved in a variety of other association-related projects aimed at serving its members. One such project the Association is excited about is a new group health insurance pool for cities and rural water districts which is under final review of the Kansas Insurance department.

The KRWA publishes a newsletter entitled, "The Kansas Lifeline." Featuring many technical papers, this 60

page magazine enjoys a reputation as one of the foremost statewide publications in the waterworks industry. The Association also publishes timely technical bulletins on topics such as water loss and energy reduction.

Elmer Ronnebaum, Program Manager for the KRWA, is pleased that water conservation has been made one of the PRIDE Program's special emphases. "Our Association has been preaching water and energy conservation for years," Ronnebaum says. "The PRIDE Program offers an opportunity for many other citizens in communities to learn about water, the costs of providing water and how the operation of their water utility is affected by water loss. The KRWA was pleased to provide direct assistance with leak detection at no cost to many of the PRIDE cities," Ronnebaum reports.

The KRWA is also excited to see cities and other agencies promoting water conservation kits and low-flow showerheads to provide immediate and significant cost savings to individual patrons.

## Promote Your Town As A Retirement Community

Did you know that by the year 2,000 more than one Kansan out of eight will be 65 or older. And, most people who retire do not move to the Sunbelt. These two realities point to a growing market and opportunity for PRIDE communities to consider promoting themselves as retirement communities.

Kirk Zoellner, Southwest Kansas Area Extension Community Development Specialist says, "No single factor is more crucial to the success of a retirement community than location. Contrary to popular belief, however, only 5 percent of retired people move to Sunbelt states and half of them return to their home states. Ninety-five percent of all elderly people will retire in the same states in which they reside. That's because they want to remain

close to family, friends and familiar surroundings and to take advantage of a full-service community."

The first step toward developing a retirement community is to do a market study. "But don't just look at numbers," warns Zoellner. "Any smart developer will take the pulse of the market in a specific location by discussing attitudes with church groups, senior groups, clubs and local organizations in the community."

Zoellner stresses that, "communities seriously considering developing a home-based retirement community need to look carefully before making the plunge. They should: (1) Visit competitive communities and observe their marketing efforts. (2) Talk to elderly people in the community about their dreams, desires and con-

cerns before developing a marketing strategy. This might mean affiliating with senior groups, church groups, clubs and organizations, to determine the differences among people 65 to 85 in order to meet most of their needs. (3) Understand the importance of the older parent-adult child relationship to your marketing effort (will their children and grandchildren be close enough to visit?). Each group demands a different marketing approach. (4) Make certain there's a demand for your product. Identify the products or services that make your community unique and beware of the one-dimensional -- it's worked before, so it should work here concept."

## Project Book Uses

Over the past 20 years of the PRIDE Program, many people have asked, "What uses can we make of our PRIDE Project Book? We put a lot of time and effort into assembling the book but there must be better uses for the book than just documentation for the PRIDE Community Achievement Awards competition."

Yes, there are several uses that communities have found for their PRIDE Project Book. Such as: (1) A general historical document about the community. This is one of the most common uses. The book is placed in the library and is used by both organizations and individuals as a history of the community; (2) A tool for planning new improvement projects. The book is not only a record of what has been accomplished in town but of what remains to be done; (3) A

document familiarizing newcomers with the community and recruiting new people to the community. It is important to show newcomers that the community is progressive and worthy of their moving to town. A Project Book can provide such documentation; and (4) A means to help build pride in the community. It is often too easy for people to forget the positive things that go on in town. The PRIDE Project Book can serve as a reminder to citizens that good things really do happen in their community. It is not unusual for people who have not been involved in their town's PRIDE efforts to be surprised at what they see the first time they view their community's project book. "Boy, I didn't know all of these things happened," is a statement quite often heard by people viewing their town's project book for the first time. And, just as often these people become en-

couraged to get actively involved in their community's PRIDE efforts.

Article adapted from the Nebraska Community Improvement Program (NCIP) Guidelines for Preparing the NCIP Scrapbook.

## Fundraising Idea

Several Kansas PRIDE communities are establishing a community foundation to help finance their community improvement efforts. A community foundation can be organized to receive monetary gifts from anyone wishing to benefit the community. These monies can be used to help fund charitable organizations as well as to support a variety of community projects. For more information, contact the DIRECT Office at (913) 532-7987.

## Kansas PRIDE, Inc., Board of Directors

Often you may have suggestions, questions, or concerns in regard to the PRIDE Program. The Kansas PRIDE, Inc., Board of Directors welcomes any comments you may have. Following is a complete listing of the 1991 Board of Directors:

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