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 shock when you knock your town
It isn't the town...it's you.
Real towns are not made by man's aid
Last someone else got ahead
When everyone works and nobody clicks
You can raise a town from the dead.
And if while you make your personal stride
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.

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. (KBIRP) 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, light bulbs, etc. are not acceptable.

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

Tin/plastic 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 should be completely emptied, rinsed out, and flattened. Lids and plastic rings 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 calling 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 5th Street, 5th Floor, Topeka, Kansas 66602-3957.

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 in meeting the requirements for Blue Ribbon recognition at the December 20, 1990 State PRIDE Board Meeting:

- Argonia - Beautification
- Arkansas City - Beautification
- Blue Valley 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...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

The Kansas Rural Water Association (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 and proven solutions in the operation and management of water systems to cities, rural water districts and investor-owned water utilities. In addition, the KRWA serves as the 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 an extensive record of training attendance. From 1976 through 1990, the KRWA has sponsored 121 training sessions with a total attendance of more than 20,000 operators, managers, administrative personnel, rural water and municipal decision makers.

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 this new group health insurance pool for cities and rural water districts which is a part of the 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.

Eliner Ronnebaum, Program Manager for the KRWA, is pleased that water conservation has been made one of the PRIDE Program's special emphasis. "Our Association has been preaching water and energy conservation for years," Ronnebaum says. "The PRIDE Program offers an opportunity for many other cities in communities to learn about water, the cost of providing water and how the operation of their water utilities 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 rural water agencies promoting water conservation kits and low-flow showerheads to provide immediate and significant cost savings to individual patrons. Did you know that by the year 2000 more than one Kansas 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 local market and opportunity for PRIDE communities to consider promoting themselves as retirement communities.

Kirk Zoller, Southwest Kansas Area Economic 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 refried 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 state they were born. That's because they want to remain close to family, friends and familiar surroundings and to take advantage of the community they are in." The first step toward developing a retirement community is to conduct a market study, "but don't just look at numbers," warns Zoller. "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." Zoller 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 concerns 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-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 offer. 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 can make of 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; and (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 much this information 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 encouraged to get actively involved in their community's PRIDE efforts.

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 OF OFFICE at (915) 332-7987.

Promote Your Town As A Retirement Community

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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