Now Is A Good Time To:

- Set your goals
- Form committees or task forces
- Order your PRIDE project book
- Plan your publicity campaign
- Take pictures of before projects
- Work on Blue Ribbon recognition projects
- Help enroll another community in PRIDE
- Read the PRIDE Manual
- Pass the PRIDE Newsletter to another reader

KANSAS
Cooperative Extension Service
KSU
Extension Community Development
Unbanner Hall
Manhattan, Kansas 66506
913-632-8480

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
Extension PRIDE Program Coordinator

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, age or handicap.

COOPERATIVE EXTENSION SERVICE
U. S. DEPARTMENT OF AGRICULTURE
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Kansas PRIDE Program
Kansans Building Better Communities

PRIDE Workshops to Feature Doris Palmer

The Kansas State University Cooperative Extension Service and the Kansas Department of Commerce will be sponsoring eight area-wide PRIDE workshops this spring. Each workshop will be held via TELEbride on March 21, 1991, beginning at 7:00 p.m. The eight host communities for the workshops include: Hill City, Colby, Winfield, Beloit, Valley Falls, Dodge City, EllSBer, and Erie.

The featured speaker will be Doris Palmer from Littleton, Colorado. Doris is a well known motivational speaker and has conducted leadership training workshops throughout the world. Her topic, "How to Recruit and Motivate Volunteers for Community Betterment Activities," will be presented at each workshop site through the Regina Network, Dole Communications Center, located at Kansas State University.

Program sharing from each community on local PRIDE happenings and successful and unique projects will also occur at each workshop site as well as PRIDE updates on the 1991 special emphasis awards. The enclosed flyer gives additional details on the PRIDE area-wide workshops.

National Volunteer Week

April 21-27, 1991, is National Volunteer Week. PRIDE communities may wish to celebrate this week by organizing a major community cleanup, recognizing outstanding PRIDE volunteers, sponsoring special community improvement projects; encouraging downtown beautification efforts; holding a "community party" on the main street of town; etc.

Promotional materials for National Volunteer Week can be obtained by contacting: Volunteer -- The National Center, 1111 North 19th Street, Suite 500, Arlington, VA 22209, (703) 276-0542.

Rural Tourism Development Course to be Offered

Each Tuesday, April 16 - May 14, 1991 (7:05 p.m. to 10:00 p.m.), several Kansas State University faculty and practicing professionals, state-wide, will discuss establishing successful rural tourism attractions.

The course will be delivered through the University's TELEN network and will be especially beneficial to PRIDE community leaders, economic development committee, Extension personnel, and private individuals seeking to enhance or establish tourism development.

Topics to be covered include: an overview of tourism trends, the economic impact of tourism, community development and involvement, issues facing the entrepreneur in the establishment of tourism attractions, basic marketing issues involving tourism attractions, and legal concerns. Participants will have the opportunity to hear about successful tourism attractions and how they were developed. Each participant will also receive a complete resource list of persons available to assist in local tourism development.

For information on the course fee and the location of the 37 TELEN network sites throughout Kansas, write to: The Regents Network, Dole Communications Center, Kansas State University, Manhattan, Kansas 66506-2901, or telephone (913) 532-5965.

Important PRIDE Dates

MARCH-APRIL, 1991

March 21, 1991...PRIDE Area-wide Workshops
April 15, 1991...PRIDE Area-wide Workshops
April 21, 1991...PRIDE Area-wide Workshops
September 1, 1991...Completed PRIDE Entry Form is due
September 16-21, 1991...PRIDE Judging Week
October 19, 1991...State PRIDE Recognition Day in Manhattan
1991 PRIDE Water Conservation Competition

A total of 23 PRIDE communities will be competing in the water conservation special emphasis this year. The four new communities, Gaylord, Morrowville, Narka, Greensburg, and Argonia, have recently received technical assistance on means to conserve water from both the Kansas Water Office and the Kansas Rural Water Association.

During 1991, special recognition and awards (Excellence and Merit) will be given to two communities in each PRIDE population category. Awards will be based on a community's water conservation score.

Water Conservation Score

Effort + Result = Total Score

Effort: This component will be limited to a maximum of 30 points. Each community that prepares a Kansas Water Office approved Water Conservation Plan this year will receive 30 points. Each community (Potwin, Quinter & Russell) that prepared such a plan last year will receive 25 points. If they can demonstrate that their plan has been implemented by their city, an additional 30 points is possible for each community based on an evaluation of the water use efficiency practices that they conduct during the 1991 PRIDE competition time period.

Result: This component will also be limited to a maximum of 30 points. For this component, the amount of water used by a community from January 1, 1991 through August 31, 1991, will be compared with the amount of water used by the community during the same time period for 1990. The numerical score will be determined on the basis of the percent reduction of gallons per person, per-day, water usage and may be adjusted for differences in the community's rainfall for the two time periods.

Community Development Society

The first meeting of the Kansas Chapter of the Community Development Society will be held on March 19, 1991, in the Jayhawk Club, 700 SW Jackson Street in Topeka. The program will feature a panel discussion on the major community development issues facing Kansas. Included on the panel will be J. Robert E. Lee, State Senator from Kansas; the Honorable Nancy J. Brown, State Representative from Kansas; Marian Burns, President, Otago County Economic Development Corporation and PRIDE Chairman from Lyndon; Robert Pledge, Director, Community Services from Overland Park; and E. A. Mosher, Director, The League of Kansas Municipalities, from Topeka.

This meeting has been designated, "New Member Night." PRIDE volunteers and other persons interested in making their community a better place in which to live are encouraged to attend this dinner and program and consider becoming a member of the Community Development Society.

For registration information write or call Stan McDaid, Secretary, Kansas Chapter, Community Development Society, 161 Umbarger Hall, Manhattan, Kansas 66506 (913) 532-3360.

Problem Identification is Important

Problem identification is important for every PRIDE community prior to setting goals for their community. It is suggested that each PRIDE committee identify problem areas every three years by conducting a community attitude survey. Such a survey will determine the community's strengths and weaknesses and determine what projects are considered most important by the community. For assistance with a survey contact your local county Extension agent.

Phillipsburg PRIDE Begins Recycling Program

The first recycling efforts of the Phillipsburg PRIDE Program were quite successful. With the help of several community volunteers, Christmas trees were collected and mulched as a major kickoff to their recycling program. Phillipsburg PRIDE is currently studying the options of starting a full scale recycling program with regularly scheduled pick-up locations.

Deteriorated PRIDE Signs Hurt a Community's Image

Are your community's PRIDE signs deteriorated? If the answer is yes, you are not alone. Hundreds of PRIDE signs throughout the state are either deteriorated or close to it. Take a close look at your signs and if they act in poor shape, take them down. Nothing hurts the image of a community more than unsightly PRIDE signs.

If your community is currently enrolled in the PRIDE Program, new signs can be leased by writing PRIDE, 400 SW 8th Street, Topeka, Kansas 66603-3597 or by calling Bev Wilcox at (913) 296-3485.

Trees For Kansas

Kansas PRIDE communities have an opportunity to make the world a greener place by getting involved with the "Trees For Kansas" program. This program, sponsored by Extension Forestry, promotes the local development of a tree planting program. The goal of the program is to plant a minimum of 2,400 trees in the state annually - one for each Kansas county.

Trees For Kansas is divided into four major focus areas - conservation plantings, public lands residential, and schools and youth. PRIDE communities may wish to focus on the two areas of public lands and schools and youth.

Extra Gas Charge Pays For Youth Activities

PRIDE communities are always looking for ways to raise money for community needs. The Wichita Eagle recently published a story about a gas station owner in Lawrence, Kansas, who adds a penny-a-gallon charge to raise funds for local youth activities.

His "Pump-A-Penny" program has raised $3,700 during a 35-month period for school, Scout, and church groups. The money has gone for such needs as a trip for debate students, warmup jackets for the volleyball team, softball team uniforms, student achievement awards, and contributions to the Honor Society and the Miss Rush County Scholarship Program.

Each month a different non-profit youth group gets the "pennies" collected for the month. E-Z-Mart owners, Dennis Schaffer, indicate that people don't mind paying the extra 10 to 15 cents a tankful.

Midwest Living Expands Hometown Pride Awards

Midwest Living magazine has announced the expansion of their annual Hometown Pride awards competition program this year. The program is designed to reward community betterment efforts with both cash and recognition.

According to editor Dan Knaecker, the Hometown Pride Awards Program is "our way of saying thank you to groups of citizens improving the quality of life in the heartland.

There will be five categories of competition. They include: People Helping People; Beautification; Historic Preservation; Economic Development; and Environment. Judges will announce the winners by fall 1992 and feature them in Midwest Living magazine. Winners get $1,000 to help finance their projects.

Midwest Living is looking for innovative undertakings that involve a sizable number of volunteers and produce tangible benefits. Entries must represent 1991 efforts. Several Kansas communities participated and were recognized for their efforts during the last competition period.

To obtain a Hometown Pride Awards application, contact either Stan McDaid at (913) 532-3840 or Bev Wilcox at (913) 296-3485.

MARCH/APRIL, 1991
1991 SPRING PRIDE WORKSHOPS
March 21, 1991 (7:00 p.m.)
EIGHT LOCATIONS THROUGHOUT KANSAS
Hill City, Colby, Wichita, Belleville, Valley Falls,
Dodge City, Elkhart & Erie

SPEAKER: Doris Palmer, Littleton, Colorado (Via TELEBridge
Communication System)

"She’s wise, witty and entertaining."
Cattle Guard, Colorado Cattlemen’s Association

"She sparkles! Has a keen sense of humor and
relates well to her audiences."
Jeff Royall, SWAP (Salesmen With a Purpose)
International Fast President

"Marvelous energy in sharing the information --
positiveness! Facts!"
Regional Home Economists Association Workshop

TOPIC: "How to Recruit & Motivate Volunteers for Community Betterment Activities"

LOCATIONS & FACILITATORS

HILL CITY - Graham County Courthouse, Commissioner’s Room
Michele Schamberger, Kansas Department of Commerce

COLBY - Thomas County Extension Office, 480 W. Fourth
Marty Leibhart, Cooperative Extension Service

WICHITA - Sedgwick County Extension Branch Office, Park Lane
Mall (East Side), 917 South Glendale
Ken Albright, Cooperative Extension Service

BELLEVILLE - Republic County Courthouse, Meeting Room (Basement
level) (Use east door to enter courthouse)
Ralph Uttermoehlen, Cooperative Extension Service

VALLEY FALLS - Barn, Bed & Breakfast Inn (South of town off of
Highway K-4, sign on K-4 Highway)
Stan McAdoo, Cooperative Extension Service

DODGE CITY - Western Beverage Inc., 811 East Wyatt Earp St.
Don Wiles, Cooperative Extension Service

ELKHART - Morton County Courthouse, Meeting Room
Beverly Wilhelm, Kansas Department of Commerce

ERIE - St. Ambrose Parish Hall, 519 N. Main
Steve Bittel, Cooperative Extension Service