

## PRIDE Annual Program of Work

PRIDE Programs are not successful by chance! The communities that consistently place in the community achievement competition are ones that work hard the entire year. One of the most important elements of a successful program is being organized. Communities that are organized systematically arrange their PRIDE Program of Work. In short, they plan! Looking ahead on a regular schedule is being well organized. Through a carefully thought-out plan one can help eliminate painful surprises and better cope with change. To be a solid PRIDE organization, one must determine a course of action, and then move ahead with enthusiasm and energy.

May, June, July, and August are "accomplishment months" in the PRIDE Program. PRIDE communities throughout the state are: encouraging and stimulating project action, receiving project reports from community organizations and task forces, completing short-term projects, and working toward the completion of the PRIDE project book (deadline, September 1).



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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.

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Extension PRIDE Program Coordinator

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# PRIDE

Kansans Building Better Communities

## Commerce Gets New Director for Community Development

Carol Welker has recently been named as the new director of the Community Development Division in the Kansas Department of Commerce. In that role, Carol will supervise the PRIDE program for the agency.

In making the new appointment, Laura Nicholl, Secretary of Commerce stated, "I am very pleased that Carol has agreed to serve the state of Kansas in this extremely important ca-

capacity. Carol brings knowledge, experience, and great creativity to the important task of assisting communities with developing into strong vital units."

Welker has previously served as Director of Existing Industry for the Department of Commerce. She is a former Kansas State University professor in the Department of Regional and Community Planning. In addition, Carol has an extensive back-

ground in community development and finance. She has served in the office of Governor Ronald Reagan in California and held various positions in the Bank of America on the West Coast.

Carole Morgan, formerly Community Development Director, has recently been promoted to Deputy Secretary of the Department of Commerce.

## Arkansas City Plans Pacemaker Celebration

Arkansas City will soon celebrate its PRIDE Pacemaker achievement. A banquet is being planned.

The designation of Pacemaker means that Arkansas City has been approved in all 19 PRIDE categories of community development.

Gwen Nelson, PRIDE Chairman of Arkansas City responded as follows, when asked what the PRIDE Program has meant to the community: "I think that PRIDE has a real advantage in calling attention to things that need to be done in a community and giving you kind of a focus for drawing together the resources needed to accomplish certain things." Congratulations, Arkansas City!



Governor Joan Finney presents the PRIDE Pacemaker Plaque to Alden PRIDE representatives Shirley Fair and Fay Partington during Alden's Pacemaker III celebration held on March 5.

### Important PRIDE Dates

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

Congratulations  
to all  
1991/1992 enrolled  
PRIDE Communities.  
PRIDE does make a difference!

## Area PRIDE Workshops Well Attended

Ninety-seven people from 31 Kansas communities attended the Area PRIDE Workshops held on March 21, 1991. The eight host communities included: Colby, Wichita, Belleville, Valley Falls, Dodge City, Elkhart, Eric, and Hill City.

Doris Palmier, from Littleton, Colorado, spoke on the topic, "How to Recruit and Motivate Volunteers for Community Betterment Activities." Doris said, "Volunteers are special people in the midst of family, school, and work that give of themselves so that others in the community may lead better lives."

A few of the techniques that Doris suggested as ways to recruit volun-

teers included: ask them (one-on-one); through a volunteer directory; radio & TV public service announcements; newspaper or newsletter advertisements; enclosing a recruitment brochure in: payroll envelopes, bank statements, grocery bags, Welcome Wagon bags, etc.; recruitment buttons to distribute to wear on shirts, hats, or purses; bumper stickers; posters; speakers bureau; recruitment teas, dinners, and parties; recruitment booths at community events (such as fairs, school activities, & retirement home functions), etc.

Doris also indicated how important it is to recognize volunteers for their efforts. "Make recognition a

habit and be generous in giving it -- privately and publicly. It should not be a one time thing, and you should not wait for an annual Volunteer Recognition Award Event to say thank you. Give recognition for the work done -- not just to the person. If volunteers are welcomed with a pleasant word, acknowledged with a smile or wave of the hand across the room and get a thank you at the end of their job, they have a sense of gratification."

As always, the community sharing session, where each community shared their most successful PRIDE projects, was the highlight of each workshop.

## 1991 Enrolled PRIDE Communities

An Official 1991 PRIDE entry form has been received from the following communities. To be eligible to compete for the community achievement awards, the entry must have been submitted on or before April 15, 1991. There is no deadline for entering the blue ribbon recognition phase of the program.

Alden	Fall River	Kensington	Ottawa
Alton	Ford	Kingman	Park City
Argonia	Fort Scott	Kinsley	Phillipsburg
Arkansas City	Formoso	La Cygne	Potwin
Atchison	Galesburg	Lansing	Protection
Atwood	Gaylord	Lenora	Quinter
Belleville	Geuda Springs	Leonardville	Ransom
Beloit	Girard	Lincoln	Robinson
Bentley	Glasco	Lucas	Rossville
Bird City	Goodland	Lyndon	Russell
Cassoday	Greensburg	Maize	Sabetha
Cherokee	Grinnell	Medicine Lodge	Sharon Springs
Coffeyville	Haviland	Minneapolis	Spearville
Colby	Hiawatha	Minneola	Stafford
Coldwater	Highland	Morrowville	Syracuse
Columbus	Hill City	Mount Hope	Tonganoxie
Courtland	Hoisington	Muscotah	Troy
Cunningham	Horton	Narka	Udall
Delphos	Independence	Ness City	Ulysses
Dodge City	Jennings	Nortonville	Valley Falls
Effingham	Jetmore	Oberlin	Wakeency
Elkhart	Johnson	Ogden	Wakefield
Ellsworth	Junction City	Osage City	Westmoreland
Eric		Osawatimie	

## Eleven New Communities Enrolled

The Kansas PRIDE program welcomes 11 new communities to the 1991/1992 PRIDE program. The new communities include: Bentley, Delphos, Fall River, Girard, Glasco, Hill City, Lenora, Lincoln, Osage City, Park City, and Robinson.

These new communities are presently actively involved in conducting a community attitude survey, identifying assets and liabilities and setting goals for the year. The PRIDE staff wishes each new community a successful PRIDE year.

## Recycling Has Come Of Age!

Below is a list of useful facts to know about recycling:

### DID YOU KNOW?

- Recycling a three-foot high stack of newspaper will save one 67-foot tree.
- Americans go through 2.5 million plastic bottles every hour.
- Oil never gets worn out or worthless -- it only gets dirty.
- One ton of recycled newspaper will save 7,000 gallons of water.
- Recycled glass requires 35 percent less energy than making new glass from raw material.
- Every two weeks Americans throw away enough glass bottles to fill the 1,350-foot Twin Towers of New York World Trade Center.
- Every three months we throw away enough aluminum to rebuild our entire commercial air fleet.
- One recycled aluminum can will save enough energy to light a 100 watt bulb for 3 1/2 hours.

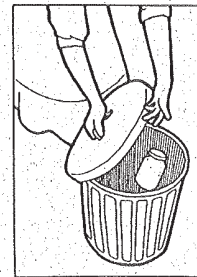
Developing a sustainable recycling strategy will require a major shift in beliefs and attitudes.

## New Publication Release

Kansas PRIDE communities will soon be sent a new Cooperative Extension Service publication entitled "Resources For Recycling."

This publication provides information on several aspects of recycling such as recycling contacts for Kansas and national contacts for information on such recyclables as aluminum, batteries, composting, glass, used oil, paper, plastics, steel, and tires. Copies of "Resources For Recycling" may be obtained by calling the Kansas Direct Office at (913) 532-7987 or by sending the request

to: Kansas Direct, Cooperative Extension Service, 313 Umberger Hall, Manhattan, Kansas 66506.



## BANK IV Is a PRIDE Sponsor

There are 13 BANK IV banks serving Kansans in 29 different communities. The BANK IV banks have consolidated assets of \$4.3 billion, more than any other Kansas banking company. The BANK IV banks provide a comprehensive range of trust and investment services, retail, commercial, international and correspondent banking services. Through the BANK IV holding company, Fourth Financial Corporation, the company's common stock is traded in the over-the-counter market. With over 4,000 shareholders, the majority of the company's stock is owned by Kansans. Stockholders have received 87 consecutive quarterly cash dividends.

Also part of the BANK IV organization is BANK IV Financial Services, Inc. subsidiary which includes credit and debit card operations, mortgage loan servicing functions, consumer financing, leasing and aircraft financing. BANK IV banks across the state draw on these specialized resources, including the well known VIA Electronic Services System. An average of 1.1 million automated teller machine transactions are made each month under the VIA name.

Fourth Financial Insurance Company is also owned by the company. Through the insurance subsidiary, credit life and health and accident insurance policies are written on credit customers of the BANK IV banks.

In addition to being a quality earnings performer and financial services provider, BANK IV is committed to corporate citizenship. This philosophy is reflected in the company's overall contribution of \$830,000 in 1990 to civic, cultural, educational and health and human services organizations. Carrying through on this commitment are BANK IV's 2,400 employees who give 6,000 hours a month to a variety of community projects across the state.

"BANK IV has been a supporter of the PRIDE program because of its belief that Kansas' strength as a state is found in the quality of its communities," said bank Senior Vice President Gary Sherrer. "Programs that encourage and assist communities to improve are important to the future of Kansas. PRIDE gives valuable support and plays a vital role in this effort, particularly to smaller Kansas Communities."

## Blue Ribbon Certificates Approved

The following communities were evaluated and approved as meeting the requirements for Blue Ribbon recognition at the March 5, 1991, State PRIDE Board Meeting:

Arkansas City	Housing
Delphos	Fire Protection
Ellsworth	Airport, Library, Police Protection, and Solid Waste Management
Greensburg	Beautification, Community Planning, Fire Protection, Police Protection, and Tourism
Medicine Lodge	Police Protection
Valley Falls	Airport

## Board Approves New Cash Awards for Special Emphasis Areas

The State PRIDE Board of Directors approved at its March 5, 1991, meeting the giving of cash awards to those communities that receive an excellence or merit in the two special emphasis areas this year. Communities will receive cash for their efforts in water conservation and waste reduction/recycling. The Board members feel that these areas are extremely important to the well being of PRIDE communities and are deserving of cash awards.

\$100 will be given to the community that receives an excellence in each population category for the two special emphasis areas and \$50 will be given to the community that receives a merit in each population category for the two special emphasis areas.

Accomplishments in water conservation and waste reduction/recycling must be documented in the PRIDE project book.