

## Recycling and Water Conservation Prove Popular

Twenty-eight of the 59 PRIDE communities that completed a PRIDE project record book in 1991 have developed a local recycling program. Additional programs have been developed in 1992. Waste reduction/recycling has become the most popular PRIDE special emphasis award since the awards first began approximately twelve years ago.

In addition, water conservation programs are expanding in PRIDE communities. Twenty communities competed in this PRIDE special emphasis category during 1991 and 12 additional communities have received educational and technical assistance on how to begin a water conservation program since January 1, 1992.

PRIDE's technical advisor, John Gottschamer from the Kansas Water Office stated both programs represent "outmeal issues." They are "the right thing to do."



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COOPERATIVE EXTENSION SERVICE  
U.S. DEPARTMENT OF AGRICULTURE  
KANSAS STATE UNIVERSITY  
MANHATTAN, KANSAS 66506-3400

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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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# PRIDE

Kansans Building Better Communities

## Commerce Gets New Director for Community Development

William C. "Cal" Lantis has recently been named as the new director of the Community Development Division in the Kansas Department of Commerce. In this role, Cal will supervise the PRIDE Program for the agency. Cal is knowledgeable about the PRIDE Program as a result of his activities and involvement with the Ottawa PRIDE organization.

In making the new appointment, Laura Nicholl, Secretary of Commerce, stated, "I'm very pleased Cal will be leading our efforts in community development. Having served in local government, he brings a working knowledge of the community development programs and understands the concerns and needs of Kansas communities."

## Area Workshops Well Attended

One hundred and ninety-three people from 44 Kansas communities participated in the eight Area PRIDE Workshops held during February and March 1992. The host PRIDE communities included: Ottawa, Fort Scott, Stafford, Park City, Dodge City, Beloit, Effingham, Jennings, and Russell (cancelled due to bad weather).

According to the evaluation forms, the video, "The Power of Vision," was the highlight of the workshops followed closely by the community sharing session.

The video stressed that community leaders should think about, dream about, and envision their community's future. It pointed out that having a positive vision of the future of their community is the most forceful motivation for change that they possess. There are four things that make up a great vision. They

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Cal most recently was mayor of Ottawa, Kansas, and has served on the Ottawa City Commission since 1989. He has also been active in economic development in his Franklin County community, having served on the Board of Directors of the Ottawa Area Chamber of Commerce and on the Board of Directors of the Ottawa-

Franklin County Economic Development Council.

Cal has 20 years of business experience and has owned his own business. He is married and has two children. Welcome, Cal, to the Kansas Department of Commerce and to the State PRIDE Program.



The new PRIDE community of Assaria has a unique way of promoting its PRIDE survey. See related article on page 2.

## PRIDE Manual and Blue Ribbon Forms to be Updated

The Kansas PRIDE Program Manual including the 19 Blue Ribbon application forms is in the process of being updated. The new manual will be available for communities to pick up during PRIDE Day in Great Bend on October 24, 1992. The manual is designed as a guide to assist communities participating in the PRIDE Program. It will be divided into sections and contain information about various aspects of the program.

## Important Dates

April 26 - May 2, 1992  
National Volunteer Week  
May 3 - 9, 1992  
National Water Week  
June 1, 1992  
Goodland PRIDE Pacemaker Celebration  
September 1, 1992  
Completed PRIDE Project Books Due  
September 21-25, 1992  
PRIDE Judging Week  
October 24, 1992  
State PRIDE Recognition Day, Great Bend

## When Should a PRIDE Survey Be Conducted

A PRIDE community-wide attitude survey should be conducted at least every three years. Suggested survey questions and examples of news releases may be found in the Problem Identification Section of your PRIDE Manual. These questions should be studied and adapted to your community.

The survey is important because the findings will indicate to the PRIDE committee where the problems are in the community. It is suggested that the survey be administered by using either a door-to-door or a random sampling method. The Community Development staff from the KSU Cooperative Extension Service can assist in the formulation of questions for the survey and its tabulation.

The model in the PRIDE Manual should be followed in developing the survey, the results of which are used by local PRIDE committees in identifying priority community needs. They are simple surveys that measure

citizens' perceptions of the adequacy of community facilities, services and other conditions in the community. There is no charge for standard PRIDE surveys that follow the model in the current PRIDE manual.

To use this model the community must: (a) be enrolled in the PRIDE Program for the current year; (b) give an area or state Extension specialist an opportunity to review the PRIDE survey form before it is distributed; (c) be responsible for preparing and reproducing the survey forms, distributing, collecting, and sending the completed forms to be tabulated at Kansas State University; (d) conduct the survey in such a manner as to provide a representative sample of the population; (e) tabulate any "write-in" responses; and (f) allow an area or state Extension specialist to present and summarize the results of the survey to the local PRIDE committee.

The community will receive 25 copies of the survey results which will

include a listing of responses to questions in rank order from most adequate to least adequate. The community will also receive one copy of the demographics as displayed graphically. The Extension staff reserves the right to refuse to tabulate any PRIDE survey that does not follow the survey guidelines as listed.

## Goodland to Celebrate Pacemaker

Goodland will celebrate its PRIDE Pacemaker achievement on June 1, 1992.

Plans for a banquet are being made. Invitations and information will be sent to area PRIDE communities.

The designation of Pacemaker means the Goodland community has been approved in all 19 PRIDE categories of community development.

## WaKeeney PRIDE Promotes Trees

The community of WaKeeney is proud to have the designation of "Tree City, USA." The city certainly deserves the honor since 11 of their 41 PRIDE projects in 1991 focused on trees. PRIDE communities throughout the state could learn from WaKeeney's successful tree programs.

One of their most unique tree projects is the tree nurseries. The city donated land to establish two tree nurseries. The purpose is twofold: to replenish diseased and dead trees, and to plant trees in the community's parks, playgrounds, and other public areas. City employees water and weed the trees and PRIDE volunteers are responsible for pruning, fertilizing, ordering, labeling, and transplanting. Approximately 1,500 trees have been planted in the two nurseries since the project started three years ago. For information contact: Kathleen Richards, WaKeeney PRIDE Chairperson, 305 13th Street, WaKeeney, Kansas 67672.

## PRIDE Program Is More Than a Contest

Is the PRIDE Program anything more than just a contest? YES! PRIDE should be viewed as a concept or process approach for total community development - physical, social, economic and cultural. A community that attains either a 1st place award in their population category or a Pacemaker designation is not at the end of the line. If they think they don't have anything else to work for, they are mistaken.

No community is static and the job of local people pulling together to create and maintain the kind of community they want is never finished. A community needs to remember that with or without population growth, the ideas, values, needs, and desires of their community are constantly

changing, affecting various elements of the community in one way or another. PRIDE can be the means or vehicle by which to respond and meet these changes.

The purposes and goals for the PRIDE Program are very simple. Its main purpose is to provide motivation and incentives for community-wide efforts to identify needs and resources; to determine realistic goals; and to accomplish projects to meet those goals. Since its beginning in 1970, PRIDE has contributed a great deal toward the successful completion of thousands of improvement activities in Kansas communities. Enthusiasm and achievement, coupled with a heightened sense of community are but a few of the advantages of

participating in PRIDE. It should not be forgotten that it is on the local level that people can still control their own destiny and exert the greatest amount of influence on what their community should be.

PRIDE should definitely not be viewed as a contest, but rather as an important coordinating tool for any community. PRIDE should work to assimilate community improvement through total involvement - backed up by community spirit.

This article is adapted from the 1977 PRIDE Day presentation given by Tom Kline, 1977 Kansas PRIDE Committee Chairman. Tom's message is as true today as it was then.

## Springtime Is ... Cleanup Time

Has your community undertaken a 1992 spring cleanup? It is the ideal project to bring PRIDE to your city. Such a project can involve many people and give residents a strong feeling of accomplishment. It can also be fun.

**Selecting Areas.** Decide which vacant lots, entrances to town, parks, blocks, etc. are to be cleaned up. Make a list of the elderly or handicapped persons who may need help with cleanup.

**Recruiting Volunteers.** Ask local service clubs and organizations to assist with the cleanup. Some may wish to donate labor and others refreshments for the workers. Try to involve as many groups, individuals, and businesses as possible.

**Publicity.** Provide publicity for all the participants in the cleanup, include dates, schedules, and other related information. Ask the mayor to proclaim a community cleanup week or day. Arrange with the city or county to designate a time when residents can use the landfill free-of-charge. Prepare and distribute leaflets explaining the project in detail. Make posters to be displayed in conspicuous places in the community.

To order a "how to" publication on clean-up campaigns, contact: KSU Cooperative Extension Service, 311 Umberger Hall, Manhattan, Kansas 66506-3400.



Kirk Zoellner, Southwest Kansas Extension Community Development Specialist, leads the community sharing session during the Dodge City Area PRIDE Workshop.

## Workshops (continued from page 1)

include: (1) A vision needs to be developed by leaders; (2) The leaders' visions must be shared with their people and the people must agree to support it; (3) A vision, in order to be successful, must be comprehensive and detailed; and (4) A vision must be positive and inspiring. When the four are combined a visionary community is developed.

Of the 104 workshop evaluations that were returned, 99% felt that the organization and facilities for the workshop were adequate, 96% felt that the workshop was helpful, 92% felt the topic presented was adequately covered, and 70% felt the information covered would assist them

in their local PRIDE Program.

The following communities were represented at the eight workshops: Almena, Alden, Argonia, Baldwin, Belle Plain, Beloit, Bentley, Clearwater, Coffeyville, Courtland, Cuba, Effingham, Elkhart, Ford, Formoso, Fort Scott, Glasco, Grinnell, Haviland, Hiawatha, Hill City, Jennings, Kanarado, Keechi, Kingman, Lenora, Lincoln, Lyndon, Maize, Minneapolis, Morrowville, Mount Hope, Muscotah, Narka, Oberlin, Ottawa, Overland Park, Park City, Potwin, Sharon Springs, Stafford, Valley Falls, Westmoreland, and Winchester.