PRIDE Workshops to be Held

The Kansas State University Cooperative Extension Service and the Kansas Department of Commerce will be sponsoring a series of area-wide PRIDE workshops this winter. The workshop topic will be "Selling Your PRIDE Vision." An excellent video will be shown entitled "The Power of Vision." The workshops will also include PRIDE program updates and the popular sharing of PRIDE projects and ideas by area communities. Both active PRIDE communities and communities interested in organizing a PRIDE program are encouraged to attend the workshop in their area.

Each workshop will begin at 7:00 p.m. and end at 9:00 p.m. A complete listing of the workshop locations follows:

- (February 10), Fort Scott Community College, Administration Building - Heritage Room, 2108 Horton Street, Stafford (February 17), Recreation Center, 130 S. Main Street; Park City (February 18), City Hall, 6110 N. Hydraulic; Dodge City (February 19), High Plains Journal Communications Center, 1500 E. Wyatt Earp Boulevard, Beloit (March 2), First National Bank Meeting Room, 205 E. Main; Coffeyville (March 3), Atchison County Extension Office, Main Street; Russell (March 9), City Building, Eighth and Maple Street; and Jennings (March 10), Senior Center, Main Street.

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PRIDE Workshop Dates

February-March, 1992
- PRIDE Area-wide Workshops
- March 5, 1992 - State PRIDE Board Directors meeting
- April 16, 1992 - Completed PRIDE review date
- April 26-May 2, 1992 - National Volunteer Week
- September 21-25, 1992 - PRIDE Judging Week
- October 24, 1992 - State PRIDE Recognition Day, Great Bend

Turn It Around With Tourism

The travel and tourism industry is the third largest industry in Kansas and every PRIDE community has the potential to increase its local tourism revenue. Communities can do this by encouraging more people to stop and utilize some of the community's recreational resources, have lunch or dinner at one of the restaurants, purchase gas, shop downtown, participate in one of its special events, or stay overnight in the local motel. Each tourism dollar spent locally will benefit every facet of the community's economy.

Because of the economic importance of tourism, the National Tourism Satellite Conference was held November 29, 1991, at fifteen sites across Kansas. The conference was attended by 235 Kansans and provided many excellent suggestions regarding ways a community's tourism efforts might be improved and expanded. PRIDE communities might wish to consider making increased tourism activities a 1992 program goal.

One recommended procedure to follow in developing a solid tourism effort is to complete the PRIDE Tourism Blue Ribbon Application Form and submit it for evaluation. The comments you will receive back from the PRIDE evaluator can assist the community in establishing an effective tourism program.

For further information regarding the tourism conference or tourism educational assistance contact Ralph Ulrichmeyer, State Coordinator of the Conference, Northeast Area Extension Office, 1515 College Avenue, Manhattan, Kansas 66502-2796, telephone (913)532-3833, or Greg Gilstrap, Director, Travel & Tourism, Department of Commerce, 400 SW 8th Street, Topeka, Kansas 66603-3957, phone (913)296-2009.

Board Approves Blue Ribbon Certificates

The following communities were evaluated and approved as meeting the requirements for Blue Ribbon recognition at the December 19, 1991, State PRIDE Board Meeting:

- Argonia
- Columbus
- Elsberry
- Junction City
- Marionville
- Salina

Water 
Sewage Disposal
Commercial and Industrial Development
Fire Protection
Sewage Disposal

Important PRIDE Dates

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Water Conservation Measures Prove Successful

Approximately $70,000 was saved by PRIDE communities as a result of their water conservation efforts. According to an evaluation by the Kansas Water Office, ten PRIDE communities used eight million gallons less water in 1991 than in 1990. On a per capita basis, this means a reduction of more than 17 gallons per person per day an 8.4 percent savings per year. Of the ten communities evaluated, three used more water but seven had substantial water savings ranging from 1.5 million gallons to 47.2 million gallons annually. Of the three communities which showed an increase in water use, the increase was less than 10 percent whereas the decreases ranged from 1.6 to 27.2 percent. Of the communities with decreased water use, five had a savings of more than 15 percent and one had more than 20 percent.

It was the conclusion of the Kansas Water Office that, "The water conservation aspect of the PRIDE Program is definitely a success and efforts should be made to increase its participation by more communities in the coming years."

Governor Finney Praises PRIDE Program

During a January 9, 1992, press conference on the Kansas PRIDE Program, Governor Joan Finney praised the program and the excellent accomplishments being made by PRIDE communities throughout the state. Several PRIDE sponsor representatives and State PRIDE Board members were present and discussed with the Governor the importance of a continued strong PRIDE Program.
Rural Arts Forum to be Held

Ablene, Kansas will be the location of the Central Plains "Rural Arts Forum" to be held March 27-29, 1992. This weekend conference will take place at the Eisenhower Center Presidential Library and will run from 8:00 pm on Friday, March 27, until noon on Sunday, March 29.

The conference is designed to reach rural communities in which staff or staff volunteers provide arts experiences for their communities. PRIDE volunteer leaders, interested in the arts, would find this forum to be valuable. The forum will: (1) celebrate the arts and cultural resources indigenous to rural America; (2) deliver technical assistance (how to sessions); (3) offer networking and information exchange opportunities for rural cultural workers; (4) provide opportunities to connect with arts of the National Endowment for the Humanities.

Rural Arts Grants Offered to PRIDE Communities

Funding for arts programming in rural America is now possible through the Kansas Arts Commission in the form of Rural Arts Activity Grants. The grants are directed at Kansas communities and others, and are designed to provide easily accessible funds to a broad range of organizations. The grants application is a simplified two-page form. Because May 1, 1992 is the deadline for applications to be submitted there is urgency for PRIDE communities to take advantage of this funding soon. The event must take place by June 30, 1992.

The Rural Arts Program is a partnership arrangement between the Kansas Arts Commission and the Cooperatives Development Agency. Its design is to assist all rural communities of 20,000 people or less, who want to create or expand arts activities, events, organizations, or opportunities. For assistance, contact Mandee Doudlebur, Rural Arts Council Rider, Cooperative Development, Unitreger Hall, Manhattan, Kansas 66506-3400 or telephone (913) 532-6624.

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1990 - 1991 PRIDE Sponsored Projects

The insert in this newsletter is a compilation of all the PRIDE sponsored projects that were submitted by the communities completing the 1990-1991 PRIDE year. If you see any project(s) that your community would like to reproduce additional information on, consult your 1991 PRIDE Directory for the community and develop a project community action plan. The insert is not intended to be a marketing tool.
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Involved Months

January and February are involved months in the PRIDE Program. PRIDE committee members throughout the state are submitting their enrollment forms (April 15 deadline), establishing goals and projects and studying alternative solutions, identifying community improvement projects of other organizations, working on blue ribbon applications, making the community aware of the year's goals (speaking bureau), and connecting resource people for project assistance.

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Promote Your PRIDE Program

The success of your PRIDE Program is largely dependent upon the involvement of the participants. One of the most effective ways to develop awareness is a planned, ongoing publicity program. There are many ways in which your PRIDE Program can participate in the overall publicity efforts in your community. PRIDE volunteers, in the process of building your PRIDE project, recruit volunteers and keep PRIDE in the public eye. In the next few months there will be reunions, special celebrations, fairs, parades and festivals. All of these "happenings" are great opportunities for PRIDE to increase public awareness. As plans are being made for involvement in these events, remember to include available PRIDE promotional tools such as the PRIDE hand lens (2.5x), PRIDE balloons ($0.15 each), PRIDE flags ($25.00 each), and PRIDE signs ($2.00 each). All of these promotional PRIDE products are available from Kansas PRIDE, Inc., 400 SW 5th Street, 5th Floor, Topeka, Kansas 66603-2997 or call Bill Withers at (785) 294-3004.

If your community currently has a PRIDE sign at the entrance to town, take a close look at it and if it is in poor shape, take it down. Nothing hurts the image of a community more than an unattractive PRIDE sign.
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Ransom PRIDE Sponsors Small Animal Clinic

PRIDE communities are always looking for new, innovative and successful projects. One such unique project is Ransom’s small animal clinic. This project, which began several years ago, was initiated and sponsored by a local club and later by the Neighborhoods Extension Homemakers Unit and finally by Ransom PRIDE. It works as follows. The city of Ransom loans PRIDE the use of the city building to hold the clinic. A veterinarian forms a city clinic and Ransom and brings his assistants. Several Ransom PRIDE volunteers also help. The clinic is well publicized. For a full afternoon people from several small communities surrounding Ransom bring in their animals for vaccinations. During their last clinic, 120 vaccinations were administered and 30 animals were checked for heartworm.

State PRIDE Board Members

Kansas PRIDE Inc., is governed by an executive board of six members, the past chairpersons, the five first place winners in the Community Achievement Awards, a Facemaker community, the Secretary of the Department of Commerce, and the Director of the Cooperative Extension Service. Your board is as follows:

- David Furnas
- Charles Bess
- Don Wilson
- Hal Hudson
- Lorna Meyer
- William Higgin
- Gwen Nelson
- Gerald McKinley
- Laura Nicholl
- Dr. Walter Woods

Every “normal” adult has at least eight major cravings in life, which are: 1) health and the preservation of life; 2) food; 3) sleep; 4) money and the things it will buy; 5) life in the future; 6) the well-being of our children; 7) sexual gratification; and 8) a feeling of importance. Every PRIDE committee can contribute to satisfying number eight by showing appreciation and encouragement to the PRIDE volunteers that have made the community a better place to live. It is important to remember that recognition is based upon positive reinforcement. The major principles involved in positive reinforcement include:

- It must be specific
- It must be done immediately
- It should reward small increments of success
- It may be intangible, but it must be meaningful
- Intermittent and unpredictable reinforcements work better than regular reinforcements
- Small rewards are often more effective than larger ones