

Community Economic Development Conference scheduled for April

"Celebrating Kansas Communities: From Plans to Action" is the title of the fifth annual Community Economic Development Conference to be held April 22-23, in Great Bend. PRIDE communities are encouraged to attend. The conference will offer useful information to both economic development leaders and volunteers.

Topics for the conference include:

- Kansas' State Economic Development Strategy
- Government Cooperation
- Action Plan Development
- Local Funding Strategies
- New Technologies and Existing Industries
- Tourism Development in Rural Areas
- Leadership Development
- Implementing Action Plans
- Community Conflict Resolution

A brochure/registration form can be obtained from the Kansas Center for Rural Initiatives, College Court Building, Manhattan, Kansas 66506-6001, (913) 532-6868.



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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 & Housing.

Robert S. McAdoo
Extension PRIDE Program Coordinator

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PRIDE

Kansans Building Better Communities

Troy PRIDE receives Conservation Award

Troy PRIDE has been notified that it was selected as the 1992 recipient of the Kansas Wildlife Federation's "Conservation Organization of the Year" award. In a letter to PRIDE chairman Thad Geiger, the conservation awards chairman, Tommie Berger stated, "Your conservation achievements have resulted in your being nominated by your peers for work above and beyond the call of duty. Your efforts in the conservation field are sincerely appreciated and highly valued."

Conservation projects in which Troy PRIDE has been involved include: operating the county's recycling center, planning and implement-

ing Earth Day activities at the grade school, holding a local water conservation informational meeting with state and area officials, selling water-saver shower heads, and helping with the development of a community park.

"Being selected for this award is very gratifying," says Geiger. "Sometimes, outsiders may be better able to see the positive things in a community than the people who live there. Receiving an award like this can serve as a wake-up call to a small community such as Troy, by reminding us that we have something very good going here. But we need people to work to keep the good things going and to make the

community an even better place."

Troy received second place in the PRIDE community achievement competition in 1992 and a merit award for waste reduction/recycling. Congratulations Troy for making conservation a priority!

Former chairman nationally awarded

Timothy Conner, former Kingman PRIDE Chairman was presented the 1992 National Community Development Society Student Achievement Award at their annual meeting in Charleston, South Carolina. The award was based on Timothy's work while a Kansas State University graduate student in Regional and Community Planning. His work was titled "Testing Indicators of Economic Success in Rural Kansas Communities." Congratulations Timothy.

Communities successful at fundraising

As good ideas surface from PRIDE communities the PRIDE newsletter editor likes to pass them along so other communities might benefit. Two such good ideas recently came to light from the PRIDE communities of Winchester and Kinsley.

Winchester, a town of 613 people located in Northeast Kansas, held a silent benefit auction in which they raised \$600. They accomplished this by compiling a list of prospective out-of-town businesses in the larger cities surrounding their community which might be willing to assist them. They then sent each business a letter indicating that they were in the PRIDE Program and were trying to improve their community and requested that each business donate an appropriate item as a thank you for the support that the people of Winchester give their particular business. For example, the Kansas City Royals might donate game tickets, or Worlds of Fun might donate gate passes, etc.

Of the 94 letters sent, 24 responded with donations.

They then held a community-wide silent auction where each donated item was sold to the highest bidder. The money raised is being used to support PRIDE projects.

Volunteers in Kinsley, a town of 1,875 people located in South Central Kansas, raised \$2,500 and gave it to their local economic development committee to be utilized for development efforts. They accomplished this by establishing a "Twice is Nice" shop. The shop was created following the closing of a local department store in downtown Kinsley and the invitation of the building owner to allow PRIDE to utilize the facility for little or no rent. Members of the PRIDE committee visited thrift shops in three surrounding communities. After much planning the second hand store opened and provides a much needed service to the community. The store continues to operate entirely on volunteer labor and donated merchandise.

Important PRIDE Dates

- April 15, 1993
PRIDE entry form is due
PRIDE Outreach Participation form is due
- April 18-24, 1993
National Volunteer Week
- April 19, 1993
Colby Area Workshop
- April 20, 1993
Lenora Area Workshop
- September 1, 1993
PRIDE Project book is due
- September 20-24, 1993
PRIDE Judging Week
- October 23, 1993
State PRIDE Recognition Day, Salina

Recognition enhances volunteers' commitment

Recruiting PRIDE volunteers is an important step in building an effective community improvement organization. There are four components to recognition:

Acknowledgement: recognizing the volunteers as important members of your group.

Attention: giving time and energy to focus on each volunteer as an individual.

Feedback: sharing positive and negative information with volunteers about their performance.

Praise: direct thank-yous and helpful feedback after each volunteer has performed his/her task.

Volunteers should be recognized for doing a job well, being cheerful and friendly, commitment to PRIDE's goals and purpose, taking the lead on a project or task, and being a PRIDE committee member and attending meetings.

The manner in which you recognize a volunteer depends on the individual. Some people like to be publicly recognized with their picture in the paper. Others may prefer a sincere personal thank-you or acknowledgement of their contribution from your group's leader.

Alden to celebrate 20 years in PRIDE

The city of Alden, population 172 and a three-time Kansas PRIDE Pacemaker community and recipient of 18 Community Achievement cash awards, will soon celebrate 20 consecutive years in the PRIDE Program. To help commemorate the occasion, three major events are being planned.

An open house and reception at Township Hall will occur the afternoon of May 16. On the evening of June 5, there will be a program highlighting the major project accomplishments of their 20 years in PRIDE. The finale will be a birthday party in the city park, on July 17, complete with a local talent show. The Alden PRIDE committee invites everyone to come and share in their celebration.

Forms of recognition can include a gift or plaque recognizing membership or contributions, or personal recognition in front of the group or in the local newspaper.

More ideas on how you can recognize PRIDE volunteers include:

- Plan an annual volunteer recognition dinner.
- Post an honor roll in your meeting area.
- Listen to and respect the suggestions of volunteers.
- Provide thorough training on tasks given to volunteers and take time to train them well.
- Sponsor a "Volunteer of the Month" program.
- Celebrate outstanding projects and achievements.
- Send thank-you cards and acknowledgements.

Helping ourselves by helping others

In his new book, "The Healing Power of Doing Good," Allan Luks, Executive Director of Big Brothers/Big Sisters of New York City, suggests that volunteerism relieves stress, raises self-esteem, and possibly bolsters the immune system.

At least two prominent heart researchers recommend volunteering to their patients. "Anything that promotes a feeling of community and connection is healing, and volunteering is one way of accomplishing this," says Dr. Dean Ornish, director of the preventive medicine institute at the University of California at San Francisco.

"People who are isolated have a rate of heart disease two to five times greater than that of people who are socially involved." Adds Dr. Herbert Benson, a professor of medicine at Harvard University Medical School and a leader in the field of mind/body research, "Social helping is one way to promote physical relaxation, which has many benefits, including reduced anxiety, depression and anger."

- Plan social events for volunteers - a picnic or luncheon.
- Create pleasant surroundings for the volunteers to work.
- Say THANK-YOU often and sincerely!

It is up to your PRIDE organization to choose the ways in which it recognizes the work of its members. Never underestimate the importance of such an effort. Why would someone want to donate his/her time and/or money to a group or project if his/her effort is not properly acknowledged? Be creative and innovative in the ways you recognize volunteers. Recognition helps make volunteering a pleasure, not a duty.

Adapted from an article in the Spring 1992 issue of the Nebraska Community Improvement Programs Newsletter.

Hints to save your liquid assets

As spring approaches and the use of water begins to rise, it is important to keep in mind that water conservation is a necessity both for our environment and our future. Whether your community is actively involved in the PRIDE water conservation special emphasis or not, it is important to treat water as the limited natural resource it is. The following three tips are presented as you begin to water your lawn, wash your car, or clean your driveway:

- Most established lawns need about 1" of water a week. But Americans routinely over-water lawns by 20 percent to 40 percent. For most types of grass, the proper length is about 2" to 3" high. At this length, it needs less water and develops longer, healthier roots.
- Washing your car at home with a garden hose can waste up to 150 gallons of water. A sponge and a bucket uses only 15 gallons.
- You can save hundreds of gallons of water by using a broom to clean your driveway instead of a garden hose.

Area workshops focus on leadership

To date, six area PRIDE workshops have been held in the communities of Maize, Lyndon, Fall River, Holton, Wakefield, and Formoso. The Kinsley workshop was cancelled due to weather and the Colby and Lenora workshops are scheduled for April 19 and April 20 respectively.

To date, 134 people representing 32 communities have participated in the workshops. A more comprehensive analysis of the workshops will follow in the May-June PRIDE newsletter.



Ralph Utermoehlen, Northeast Area Extension Community Development Specialist, leads the sharing session on successful PRIDE community improvement projects during the March 9, 1993, PRIDE Workshop held in Formoso. Participating communities included: Formoso, Cuba, Narka, Webber, Boloit, Glasco, and Courtland.

For your information:

Blue Ribbon certificates approved by Board

The following communities were evaluated and approved as meeting the requirements for Blue Ribbon recognition at the February 26, 1993, State PRIDE Board meeting.

Junction City Airport

Wakefield Commercial and Industrial Development

Cost of PRIDE signs increase

Beginning April 15, the standard 34" x 34" community PRIDE signs will increase from \$22 to \$30 per sign. These signs are leased by communities and displayed at the entrances to town. The reason for the increase results in higher raw material costs that go into making the signs. PRIDE signs are made at the Kansas Correction Industries located in Lansing.

Brochure to help clean-up available

Many PRIDE communities are beginning the process of spring clean-up. A free brochure entitled "Conducting A Community Clean-up, Fix-up Campaign" is available. This how-to brochure can be obtained by contacting Stan McAdoo, Cooperative Extension Service, 311 Umberger Hall, Manhattan, Kansas, 66506, (913) 532-5840.

Entry forms due April 15

Communities wishing to compete in the PRIDE Community Achievement Awards competition and the Community Outreach special emphasis must submit their completed entry forms by April 15. These two forms can be obtained by contacting either the Community Development Unit, KSU Cooperative Extension Service (913) 532-5840 or the Community Development Division, Department of Commerce & Housing (913) 296-3485.

CDS holds legislative issues program

Members and guests of the Kansas Chapter, Community Development Society, held a legislative issues program and banquet on March 4, at the Jayhawk Club in Topeka. Speaking on major community/economic development issues addressed by the 1993 Kansas Legislature were State Representative Jack Wempe, former State Senator Norma Daniels, Charles Warren, president, Kansas, Inc., and John Torbert, executive director, Kansas Association of Counties.

The Kansas CDS Chapter is a statewide organization that promotes the art and science of Community Development through encouraging networking and enhancing knowledge and skills of its members and others working for the well-being of Kansas communities. Membership dues are \$15 per year and is open to anyone interested in community development. PRIDE community representatives are encouraged to become members.

Pacemaker status achieved by Wakefield

The Northeast Kansas community of Wakefield (population 900) was awarded PRIDE Pacemaker status at the February 26, meeting of the State PRIDE Board of Directors. Wakefield has been approved in all nineteen Blue Ribbon categories of community facilities and services.

Wakefield has now been certified three times as a PRIDE Pacemaker community in its 23-year history of participating in the Kansas PRIDE Program. Only one other community (Oberlin) has the distinction of being active in PRIDE every year since PRIDE's inception in 1970.

Wakefield is a shining example of what can be accomplished through hard work and a commitment to excellence. Wakefield's Pacemaker celebration is currently being planned.