



# Kansas PRIDE Newsletter

Summer 2004

## Extreme Web site Makeover

CivicPlus, a Manhattan based Web site management company providing services to cities and counties across the nation, is offering an "Extreme Web site Makeover" to a lucky PRIDE community. CivicPlus will assist in the design of a Web site that allows the community to promote itself on the Internet, and improve communication within the community. Interested PRIDE communities can enter a drawing for the prize of having a Web site designed and managed for their community. CivicPlus will work with the community to design a professional Web site. Additionally, training on updating and managing the site for a 3-year service period will be provided. This "Extreme Web site Makeover" is valued at more than \$20,000! All PRIDE communities are invited to enter this drawing. To enter the drawing:

- Obtain the entry form from the PRIDE Web site ([www.kansasprideprogram.ksu.edu](http://www.kansasprideprogram.ksu.edu))
- Fill out the form
- E-mail the completed form to the PRIDE office
- Closing date for entries November 15, 2004

The forms are required to enter the drawing. The successful community will be selected and announced in December of 2004. Be a part of this Extreme Web site Makeover and get your community.com! Visit CivicPlus Web site (at [civicplus.com](http://civicplus.com)) for information about a community Web site. Then talk with your PRIDE community to exchange ideas to see what is best for your community Web site.

## News from PRIDE Communities

*The following are news stories shared by PRIDE communities*

**Highland** — Highland PRIDE decided that every serviceman and woman from Doniphan county serving in Iraq or Afghanistan would receive a care package. PRIDE advertised the collection effort countywide, and coordinated the distribution of the goods. Doniphan County stepped forward with

*Continued on Page 2*

## Developing a Youth Program

Many PRIDE communities have asked about resources and ideas to engage more youth in community PRIDE efforts. While some PRIDE communities are doing a great job of engaging youth, many struggle. Involving youth in community improvement in a sustained and meaningful way requires planning. Kansas PRIDE is taking several steps to aid communities in learning of ways to improve youth involvement.

### PRIDE Day Youth Program

One great way to help youth to get organized and engaged in community service is to bring them to PRIDE Day in Salina on November 6. Youth attending PRIDE DAY will find that they will have their own conference designed especially for them. Staff from the Fort Hays State University Center for Civic Leadership will be coordinating an afternoon workshop to help youth recognize the leadership

*Continued on Page 2*

## Frontier El Dorado Sponsors Community Improvement Through Kansas PRIDE

Kansas PRIDE Inc. introduces Frontier El Dorado Refining Company as a new sponsor organization. Frontier Oil Corporation is an independent oil refining and marketing company with complex refineries located in Wyoming and Kansas. Founded in 1949, Frontier Oil Corporation has evolved over the years from an oil and gas exploration company into a refining and marketing company. Currently Frontier El Dorado is the largest refinery in Kansas, employing nearly 400



*Continued on Page 3*

**Don't forget to check out our Web page  
at [www.kansasprideprogram.ksu.edu](http://www.kansasprideprogram.ksu.edu)**

## News from PRIDE Communities *(continued)*

outstanding generosity. Highland PRIDE received so much support for the idea that they asked each town in Doniphan County to accept a month to mail the packages. Bendena and Denton mailed packages in May; White Cloud in June; Elwood in July; Wathena in August; and Troy in September. Grade school students made pictures and wrote letters to include in the packages. KQTV in St. Joseph, Missouri sent reporters for two days to tape the event. Soldiers serving in Iraq know they are supported from home!

**Argonia** — In February, Argonia's Web site ([www.argoniakansas.com](http://www.argoniakansas.com)) became official. Members of PRIDE put together pictures and articles, and put them on the web. Argonia's Web site is linked to several sites so people can learn more about Argonia businesses and services.

"American Red Cross Guard Start" is a new program at the swimming pool. The program involves children between 11 and 14 years of age. They are "extra eyes" for the baby pool, slide, and other areas of the pool. The Junior Guards have gone through a training program and work a 2- to 4-hour shift with a certified lifeguard. The extra help is invaluable!



*Argonia's junior guards*

## New PRIDE Coordinator at KDOC

The Kansas Department of Commerce is proud to announce that Ruth Smerchek has been selected to serve as the new PRIDE program manager. In addition to her PRIDE duties, Ruth will continue to serve as the program manager for the From the Land of Kansas trademark program. Her marketing and public relations experience range from working with health care providers throughout Kansas on quality improvement projects to publicity and promotions manager for a contemporary Christian music ministry.

Before joining the Kansas Department of Commerce, Ruth was Director of Outreach for the Kansas Department on Aging. In that position she designed and managed the Lifelong Communities

## Developing a Youth Program *(continued)*

capacity and potential they have to organize themselves and others into a lean, mean, service machine. The FHSU-CCL staff encourages teams of three to five persons attend the workshop from each community so they will return to their community with a core group trained and excited for leadership.

### Focus Forums to Explore Community Youth Organization

A series of five listening forums will be held across Kansas this fall to hear ideas on effective ways to organize community youth leadership efforts. In a working partnership, Kansas Campus Compact, Fort Hays State University Center for Civic Leadership, Kansas 4-H, and Kansas PRIDE have received planning funds from the Kansas Office for Community Service AmeriCorps program to investigate community involvement opportunities for youth. The forums would like to hear your voice on exploring creative youth involvement ideas. We would like to explore the idea of linking a college AmeriCorps youth development mentor with youth community improvement efforts. To work well, this would need the support and guidance of a PRIDE group, 4-H leader, or other coordinating community volunteer.

Tentative meeting times and locations are listed in the newsletter calendar. The finalized meeting times and locations will be mailed to your community PRIDE Chairperson. If you would like to be a part of these sessions, please ask your chairperson for details, or visit the Kansas PRIDE Web site for final dates and locations.

Initiative program that assisted Kansas communities to plan for and serve the elders of today and the future.

Making Ruth uniquely qualified for the PRIDE position is the fact that in the early 1980s Ruth was active in PRIDE in Sharon Springs, Kansas. The Wallace County PRIDE organization supported an award-winning Youth PRIDE.

Ruth is currently taking classes at Washburn University, Topeka to earn her Non-profit Organization Management certification. She graduated magna cum laude from Washburn University with an undergraduate degree in Mass Media. She also holds an associate of applied sciences degree from Hutchinson Community College.

## **Frontier El Dorado (continued)**

employees and 100 contractors in the production of gasoline, diesel fuel, aviation fuels, and asphalt. The El Dorado refinery can process 110,000 barrels of crude oil and 15,000 barrels of natural gas liquids a day. These products are marketed in the Rocky Mountain and Plains States.

Frontier Refining and Marketing also operates a plant in Cheyenne, Wyoming and is based from a home office in Denver, Colorado.

Frontier El Dorado is committed to being a good citizen in the communities in which they live and work, and have demonstrated their commitment to community improvement through their sponsorship. We welcome Frontier El Dorado Refining Company as a Kansas PRIDE Sponsor!

## **What is a Community Of Excellence?**

The Kansas PRIDE program assists citizens to organize and plan for success through community improvement. Through the sponsored support of Kansas PRIDE Inc, Kansas PRIDE recognizes those communities that are doing an outstanding job of community improvement. The Community of Excellence designation is the highest level of recognition for communities enrolled in the PRIDE Program. The designation is only awarded to communities that document their success through an organized community improvement process. A successful Community demonstrates that they have:

- Effective organizational structure
- Open meetings and broad citizen involvement
- Assessed the local situation and wishes of the community
- Developed plans for community improvement
- Established partnerships and collaborative efforts
- Utilized local and external resources creatively
- Successfully executed their plans and are completing important projects
- Recognize and celebrate involvement and success

## **Who Are the Evaluation Teams?**

Each year, Kansas PRIDE staff identifies teams of evaluators to visit communities. Evaluators are sought that have expertise or experience in some aspect of community development. Typically evaluators are placed in teams of one in-state representative, one out-of-state representative, and one

## **WELCOME TO PRIDE:**

The Kansas PRIDE program year kicked off on July 1. Four new communities joined the ranks of Kansas PRIDE this year. We would like to welcome the following communities to the PRIDE program.

- Mankato
- Florence
- Anthony
- Bushton

These communities are starting strong as they dive into community improvement. Each will be following the community improvement process that includes: assessment, project identification, public engagement, implementation, and celebration. We welcome them to the program!

representative of either the Kansas Department of Commerce or K-State Research and Extension.

## **Is it a competitive process?**

Once upon a time, the process was competitive. Since 1998, however, the program has shifted the focus from comparing communities to recognizing communities that are doing outstanding work following a planned community improvement process.

## **What do the evaluation teams base their judgment on?**

The evaluation focuses on three primary areas: Community Development Atmosphere, Community Involvement, and Program Impact. Within each of these categories, evaluators rank criteria that relate closely with the bulleted list above. In addition to listening to the processes that the community follows, evaluators review documentation, look at successful projects and see the impact of improvement efforts.

## **Why is this Important?**

Community improvement does not just happen. The best results come from planning, broad community involvement, and great investment of concerned community members. The greatest payoff comes to communities that do their homework, invest in themselves, share leadership and commitment to the place they live, and develop the systems and partnerships needed to carry them into the future. These are the qualities of great places to live. These are the qualities that deserve recognition. These are the qualities of a Community of Excellence.

# Important PRIDE Dates 2004

August 27 Board of Directors Meeting (Cottonwood Falls)

October 27 Youth Involvement Listening Session in Concordia, Cloud County Community College \*

October 28 Youth Involvement Listening Session in El Dorado, Butler County Community College\*

November 5 Board of Directors Meeting (Salina)

November 5 Kansas PRIDE Inc. Annual Meeting (Salina)

November 5 Retirement Reception for Bev Wilhelm/Jo Koppes (Salina)

November 6 PRIDE Day (Salina)

November 10 Youth Involvement Listening Session in Ottawa, Ottawa University\*

November 16 Youth Involvement Listening Session in Hays, Fort Hays State University\*

November 18 Youth Involvement Listening Session in Garden City, Garden City Community College\*

November 6 PRIDE Day (Salina)

\* Tentative Dates. Please confirm at:  
[www.kansasprideprogram.ksu.edu](http://www.kansasprideprogram.ksu.edu)

The Kansas Department of Commerce, K-State Research and Extension, and private sector companies and associations partner together to make the PRIDE program successful. For assistance contact the PRIDE staff: Dan Kahl at (785) 532-5840.

## Recognizing PRIDE Partners

The Kansas PRIDE program is seeking your nomination of a county or district K-State Research and Extension Agent for the 2004 PRIDE Partner Award. The PRIDE Partner Award recognizes an agent that has provided exceptional support to the PRIDE Program through their work with communities, or in support of the work of the PRIDE program at the state level (other than PRIDE staff).

If you have an Agent that has shown exceptional leadership or service to your PRIDE community work, please take a moment and complete a nomination form that indicates why you would like to nominate the K-State Research and Extension representative for the 2004 PRIDE Partner Award. Please describe how the candidate has provided leadership or assistance to your community. Include how long they have been engaged and provide specific examples of their involvement.

We will collect the nominations at the K-State PRIDE office until AUGUST 31, 2004. Nominations can be mailed to the office, or returned via e-mail to me at: [dkahl@oznet.ksu.edu](mailto:dkahl@oznet.ksu.edu) The selected candidate will be recognized at the Annual K-State Research and Extension meeting in October and at PRIDE Day in November.

Questions? Please call or e-mail the PRIDE office.

## PRIDE Staffing Changes

After 18 years as the Coordinator of the Kansas PRIDE Program with the Kansas Department of Commerce, Beverly Wilhelm retired this spring. Through the years Bev has created friendships and strong working relationships across the state. Her endless energy and enthusiasm for her work brought her to the corners of Kansas and everywhere in between. Bev often remarked that her job must be one of the best jobs anyone could want because it allowed her to travel Kansas to meet with such good, positive people. Her passion for community improvement was evident in all she did.

There is an upcoming opportunity to wish Beverly a happy retirement this fall on the eve of PRIDE Day. Friday, November 5, from 6 to 8 p.m. at the Salina Country Club, 2101 E. Country Club Road, Salina. PRIDE community members, Extension Staff, and friends are welcome to attend.

Four weeks after Bev's retirement, Jo Koppes, PRIDE Office Professional left PRIDE for a position advancement opportunity in her hometown of Clay Center. Jo served at the K-State PRIDE office for twelve years, and was the office anchor for information through K-State. She is now serving KDOT in Clay Center. Jo has been invited to the reception in Salina also, so it will be a great opportunity to share your wishes with her as well.



### Kansas State University Agricultural Experiment Station and Cooperative Extension Service

K-State Research and Extension is an equal opportunity provider and employer. Issued in furtherance of Cooperative Extension Work, Acts of May 8 and June 30, 1914, as amended. Kansas State University, County Extension Councils, Extension Districts, and United States Department of Agriculture Cooperating, Fred A. Cholick, Director.