



# Kansas PRIDE Newsletter

Winter 2006

## New PRIDE Gold Sponsor

Consolidated Printing and Stationary Company, Inc. has been announced as the newest Gold Sponsor of the Kansas PRIDE community development program after donating \$1,000 to Kansas PRIDE Inc.

"We are honored to be named a Gold Sponsor of the Kansas PRIDE community development program," said Don Vendegrift, president and CEO of Consolidated Printing. "This program allows us to give back to the people and the communities that help make Kansas a great place to live, raise a family, and own a business."

The Salina-based printing company becomes the program's 11th Gold Sponsor, a title given to organizations that make annual contributions of \$1,000 or more.

"We truly appreciate the generosity of Consolidated Printing and the many other companies and organizations that sponsor the PRIDE program," said

Commerce Secretary Howard R. Fricke. "It's contributions like this that help keep Kansas communities proud and strong."

Consolidated Printing boasts a full-time staff of 50 craftsmen, managers, and sales representatives trained to handle virtually any printing need, including brochures, posters, calendars, monthly publications, and personal stationary. With state-of-the-art technology in its Salina facility and offices in Kansas City and Springfield, Mo., Consolidated Printing has built a client base that extends across the Midwest and includes customers from Alaska to Boston. The company also provides overnight shipping services, making it as viable an option for out-of-state clients as it is for those in Kansas.

For more information on Consolidated Printing, visit [www.consolidatedprinting.com](http://www.consolidatedprinting.com) or call (800) 432-0266.

## Stafford PRIDE Reactivates

The Stafford PRIDE Committee was reactivated this year and has accomplished a lot in a few months. PRIDE was very active through the 80s and 90s and then disbanded in 2000. In April of 2005 a few dedicated people began meeting and dreaming. With a few ideas about how to perk up the community, they started a new chapter of PRIDE. They have more than 20 volunteers at the heart of the organization. These people, their willing spouses, and many other volunteers are helping to make Stafford a better community.

More than 60 people planted and watered flowers that line Main Street. The PRIDE group mapped the city and worked with the City Council to complete an application for a housing rehabilitation grant. Volunteers assisted other community groups with their projects, helped with the application for the Main Street Program, provided food at different community functions, and helped with the Stafford County booth at the Kansas State Fair. Stafford

PRIDE sponsored a community clean-up with school kids. They repainted signs and painted backdrops for a photo booth at the annual Oktoberfest. It was a fun activity and a fund-raiser. Another fund-raiser was a giant rummage sale. The group is working on a taking a survey and learning what the people of Stafford want and need.

The Monthly Award Program has been very well received. Each month PRIDE spotlights a business, a yard, a citizen and a youth. A PRIDE member interviews the winners to highlight the many giving people here and to show appreciation for their efforts to make the community a better place to live. Stafford has a great locally owned newspaper that publishes the articles. The winner receives a special sign for their business or yard for the month and advertising or a utility credit or a gift certificate.

People now look forward to each article. PRIDE is making people aware of the many positive things in Stafford. Many people have said thank you for PRIDE'S efforts.

## Working Like a Community

I was visiting with a representative of a PRIDE community yesterday, and we were lamenting about the frustration of community improvement work. The conversation focused on the question, “Why, when the PRIDE group is trying so hard to improve the community, do others work against us?”

I have to admit that this was not the first time this conversation topic had come up! In fact, it seems almost COMMON to struggle with groups or individuals that seem bent on the destruction of any effort to do “good” in the community. Why is this? And what can a PRIDE group do about it?

I would predict that 95 percent of the time, the issue is NOT that the group or individual is against community improvement. Often, the dispute isn't even about the improvement being considered. The following tips might help you in your community improvement work.

- *Consider the long term relationship more important than the project:* When we put projects ahead of people, we divide the people that make up the community. Work first on building relationships; second on building projects.

- *Take the issue that is brought up seriously:* Was the person or organization that is complaining consulted or involved in the plans? Can they still be involved in the process? People tend to be more supportive of that which they create. How can you bring them in on the effort?

## People Make the Difference

What makes a community a desirable place to live? While the answer may have to do with resources, location, size, or jobs, ultimately people enjoy living where they feel connected and included. Social capital is that network of connections among individuals and organizations in a community and even between communities themselves.

Social networking can become one of your community's greatest resources. Individual, group, and community wide efforts are more effective when that network is functioning. A well-functioning network in a community may be a resource for shared knowledge and ideas, reciprocal labor and money, or mutually beneficial endeavors. It also can create norms and trust that give a community its reputation (Coleman 1988).

When there is a strong presence of social capital in a community, goals are set and decisions are made based on consensus. Members want to be part

- *Consider why the others may be against the effort.* Consider the issue being contested. Often people take sides. Their position is NO while yours is YES. Are there any underlying reasons or interests that they have in the project? Are there alternative ways that the project could be done that meets their interests as well as yours? Ask yourself, “How could we do this to help them reach their goals, and we reach ours?”

- *Talk to them.* Nothing gets resolved if it is ignored.

- *Listen to them.* It isn't a matter of stating your side more loudly; it often is a matter of understanding their perspective and working with them to resolve the issue.

- *Be respectful.* Agree, disagree, or indifferent — this is an issue because it is a topic of concern for them. Listen with respect and respond with respect.

- *Give away your Power.* This may sound counter-intuitive, but it is good advice. As a community improvement group, the biggest thing you will build is resentment if PRIDE is controlling and power-seeking. Consider, instead, ways that you can EMPOWER other people, groups, and organizations within your community. Seek to build collaborative partnerships, to help other groups reach their goals, and to empower citizens. The end result will be a much healthier, more sustainable PRIDE organization!

— Dan Kahl, Extension PRIDE Coordinator

of the group; they generally like each other and get along well. They are loyal and united in the pursuit of group goals. A shared vision of optimism is present, not in the form of a fantasy, but with realistic hope.

A caution of building social capital is being aware of the possibility of exclusion. A small, cohesive group may develop that is hard for newcomers to join. So strengthening communities where residents have a sense of ownership and pride is a long-range goal of community development. This requires a mix of investments in individuals, families, and institutions that aim to build trust in existing and new social networks. To read more about social capitals go to <http://agbiopubs.sdstate.edu/articles/ExEx16002.pdf>

*Social Capital-the Glue that Holds a Community Together*

## PRIDE Board of Directors

The 2006 PRIDE Board Retreat will meet Friday January 27, 2006 at the Smokey Hill Winery, 212 W. Golf Link Road in Salina from 10 a.m. to 2 p.m. to set annual goals for the Kansas PRIDE Inc. Lunch will be provided at a cost of \$10 per person. Please contact Mary Mathiot with your reservation at [mmathiot@ksu.edu](mailto:mmathiot@ksu.edu) or (785) 532-5840 by January 25.

The 2006 Kansas PRIDE Board members are:

**James Bartling**, Chairperson – Atmos Energy Corporation  
**Suzanne Coin**, Treasurer – Westar Energy  
**Jack Meyers** – First National Bank Of Cunningham  
**Kim Winn** – League of Kansas Municipalities  
**Doug Wareham** – Kansas Bankers Association  
**Dan Engelhardt** – Almena PRIDE  
**Rex Woods** – Kinsley PRIDE  
**Barb McGuire** – Mount Hope PRIDE  
**Dean Schmidt** – Potwin PRIDE  
**Sandy Williams** – Eskridge PRIDE  
**Gloria Heikes** – Lenora PRIDE  
**Dr. Daryl Buchholz** – K-State Research And Extension  
**Patty Clark** – Kansas Department Of Commerce  
**Jeanne Stinson** – Kansas Department Of Commerce

## Thank you PRIDE Sponsors!

The Kansas PRIDE Program gratefully acknowledges the contributions of our partners and sponsors whose generosity helps support the efforts to build better communities through the training and recognition opportunities of PRIDE.

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Pioneer Communication  
Southern Kansas Telephone Company, Inc.  
The First National Bank , Cunningham Kansas  
Westar Energy  
Berberich, Trahan & Company, P.A.  
Kansas Association of Counties  
League of Kansas Municipalities

## Thanks to Volunteer Efforts – PRIDE Succeeds

Volunteers spent an average of 52 hours a year engaged in volunteer work according to the December 2004 Bureau of Labor Statistics report. Volunteering has always been an important part of our communities, with 63 percent of volunteers becoming involved with an organization because they were asked to help. The PRIDE program is that grassroots organization that is made possible through volunteer efforts. Without volunteers, PRIDE wouldn't exist. *The 3 R's of Volunteering* will be the topic of the upcoming workshop offered to PRIDE communities. To learn more about recruiting, retaining, and rewarding volunteers, plan to attend one of the scheduled workshops and add a chapter to your PRIDE Notebook.

- March 14 Stockton – Rooks County 4-H Building, Fair Grounds, Highway 183  
6:30 to 8:30 p.m.  
Presenter: Rod Buchele, Extension Specialist, 4-H Youth Development
- March 21 Melvern – Melvern Community Building – Main Street  
6:30 to 8:30 p.m.  
Presenter: Diane Mack, Extension Specialist, 4-H Youth Development

Registration Cost is \$5 per person, payable to Kansas PRIDE, Inc. To register for this workshop please go to [www.kansasprideprogram.ksu.edu](http://www.kansasprideprogram.ksu.edu) and send registration form to Kansas PRIDE Program, 101 Umberger Hall, Kansas State University, Manhattan, Kansas 66506 For more information call the PRIDE Office at 785 532 5840.

Kansas PRIDE Program  
101 Umberger Hall  
Kansas State University  
Manhattan, Kansas 66506

## PRIDE Partner Award

A team of individuals from the K-State Research and Extension Department of Communications was the recipient of the 2005 PRIDE Partner Award. The award recognizes Extension professionals that have demonstrated outstanding support of the PRIDE Program. The *PRIDE Guide to Community Communications* was the result of the effort of the news team. It provided the basis for the PRIDE “Marketing Your Program” training.

Members of the award-winning team include Mary Lou Peter, News Unit Coordinator; Nancy Peterson and Kathleen Ward, Communications Specialists; Donise Osbourn, Office Professional; Ron Frank, Television Coordinator/Producer; Randall Kowalik, Radio Producer; Gerry Snyder, Multimedia Specialist; and Neal Wollenberg, Computer Information Specialist Web Coordinator and Developer. The PRIDE program is proud to honor this team.



*PRIDE Partner award winners, pictured left to right: Randall Kowalik, Kathleen Ward, Donise Osbourn, Gerry Snyder and Nancy Peterson. College of Agriculture Dean Fred Cholick (far right) presented the award.*



All educational programs and materials are available without discrimination on the basis of race, color, national origin, sex, religion, age, or disability.

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: Ruth Smerchek at (785) 296-3485; Dan Kahl or Connie Hoch at (785) 532-5840