



Contact us at:  
[PRIDE@ksu.edu](mailto:PRIDE@ksu.edu)

*Vibrant communities with a positive future.*

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**Week of PRIDE in Perry**

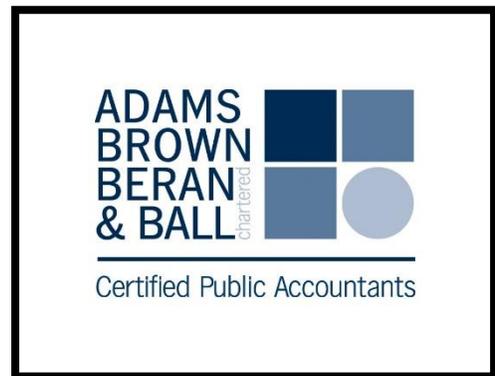


learning garden at Perry Elementary school - weeding, laying new gravel for path (donated by Hamms, Inc.), tree trimming and cleaning out water garden (we have a volunteer who will bring his water business back this summer to replace the liner). We also potted 15 pots that Perry PRIDE provides for local businesses and then plants each year.”

Keep up the good work Perry PRIDE! If your community would like to share what you’re doing for Week of PRIDE, please email Jaime at [jmenon@ksu.edu](mailto:jmenon@ksu.edu). We can’t wait to see all of your hard work!

*-Madison Blevins, K-State Research and Extension PRIDE Student Office Professional [madisonmb@ksu.edu](mailto:madisonmb@ksu.edu)*

**Welcoming a New Sponsor to Kansas PRIDE Inc.**



Founded in 1945, Adams, Brown, Beran & Ball, Chtd.’s roots in Kansas run deep. ABBB offers clients across the nation a wide range of services to meet their accounting, management, and consulting needs. Some of our services include audit and assurance,

Perry PRIDE is kicking off Week of PRIDE with full force this year. As quoted by Kathy Youngquist, member of Perry PRIDE, “Perry PRIDE celebrated Day of Community PRIDE last Saturday May 6<sup>th</sup>. We collaborated with Billtown Go-Getters 4H Club and had volunteers from local Boy Scout Troop and community members. We had about 30 volunteers total and worked cleaning up the

bookkeeping and payroll, business advisory and management consulting, business valuation, estate planning, administration and taxation, financial management and wealth accumulation strategies, litigation support, and tax planning for businesses and individuals. Whether you need help with your individual tax return or complex business needs, ABBB is here to help.

ABBB serves clients over a broad range of industries including agriculture, construction, feed yards, financial institutions, governmental and not-for-profit organizations, manufacturers, medical practices, oil and gas companies, professional service firms, real estate companies, and small businesses. ABBB has a team of over 160 experienced professionals in our 14 offices across Kansas. To learn more about Adams, Brown, Beran & Ball, Chtd., visit [www.abbb.com](http://www.abbb.com).



Regan (Ochs) Reif now serves as a representative from ABBB to the Kansas PRIDE, Inc. Board of Directors. Regan grew up on a farm south of Hoxie, Kansas. She received her Bachelor of Science in Organizational Leadership degree from Fort Hays State University (FHSU), where she graduated summa cum laude. After graduating from FHSU, she accepted a position with Adams, Brown, Beran & Ball, Chtd. in their Great Bend office. She currently serves as the firm's Chief Operations Officer.

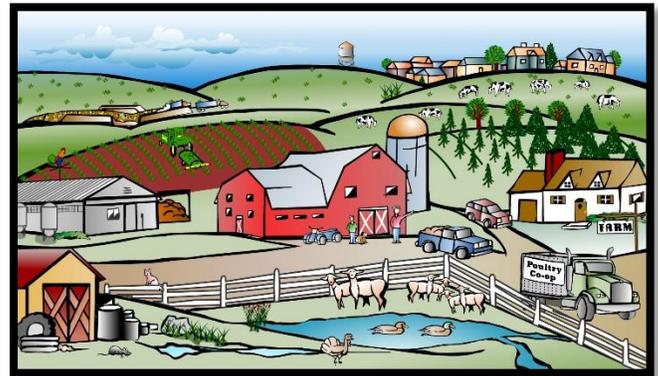
Outside of the office, Regan enjoys volunteering for many community organizations. In addition to serving on the board of the Kansas PRIDE Program, she is currently a member of the Fort Hays State University

Department of Leadership Studies Advisory Board, a mentor for the Fort Hays State University Voss Advanced Leadership Undergraduate Experience (VALUE), and a member of the Barton Community College Business Advisory Board. She is also a board member for the United Way of Central Kansas and has served as the 2016 and 2017 elected chairperson of the Barton County Young Professionals. Regan was the recipient of the 2016 NextGen Leader of the Year Award from the Great Bend Chamber of Commerce and Economic Development for her exemplary volunteer service.

When asked what she loves most about Kansas, Regan responded that the most kind, humble, and hardest-working people she knows come from Kansas. She is honored to call the Sunflower State her home.

*To welcome Regan Reif, send an email to [rreif@abbb.com](mailto:rreif@abbb.com).*

## Brain Gain



We've all heard of the Brain Drain, right? That's when our kids leave home, never to return to our small town. However, let's talk about **Brain Gain**: A research-proven trend that's been quietly happening since the 1970's where talented 30-50 year olds come back into small towns to enjoy the quality of life.

In April, I hosted a call to the K-State Research and Extension agents who work in the area of Community Development. Our speaker was a marketing professional, Elizabeth Collins, President, CEO of Webcom Resources, who spoke about "How Marketing Helps Small Businesses Grow." In Atchison, Elizabeth is a

Brain Gain person who is now helping her community to market themselves to the world.

**My favorite points:**

The Brain Gain people are generally ages 35-55 years old. They have explored their options and now want to come to a rural community to experience “the European bicycle lifestyle”—bicycling to wherever they want, with **high attachment to community** and low attachment to material things.

30% of those people will come to small towns that they have no previous attachment to.

**“Resident attachment” makes residents say “this is the perfect place for me.”**

There are three drivers to resident attachment:

- 1) Openness
- 2) Social Offerings
- 3) Aesthetics

To document the research for herself, Elizabeth did a Google survey of 100 people (ages 35-55) who chose to move to a rural community or city of less than 20,000 people and found that the largest percentage (20%) did so to have the classic rural “hometown community” lifestyle. That was a higher percentage than moved because of a job or to move closer to family and friends.

If you want to hear more, this is [the link to the call](#) and [another link](#) to her very informative PowerPoint.

We don’t want you to forget that people want the great lifestyle that is easy to take for granted in small town Kansas. -*Nancy Daniels, K-State Research and Extension Community Vitality Specialist* [nkdaniels@ksu.edu](mailto:nkdaniels@ksu.edu)

## Events Calendar

**Week of PRIDE – May 21-27**

**Quarterly Report Dates:**

**April 15<sup>th</sup>**

**July 15<sup>th</sup>**

**October 15<sup>th</sup>**

**January 15**

**Award Dates:**

**August 15 (for Growth and Action and PIP)**

**December 15 (for VIP)**