



Kansas PRIDE Newsletter

Fall 2009

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PRIDE Day 2009

Junction City was the place to be on Saturday, Sept. 19, 2009 for Kansas PRIDE Day. Participants celebrated the success of PRIDE communities across the state and learned to increase the effectiveness of their local PRIDE programs through the educational breakout sessions, community sharing, and the featured speaker, Steve Siemens, "The People Builder." Siemens opened the day with, "When You Are Through Changing, You Are Through," and closed the day with, "Visualize or Fossilize." As one participant put it, "you hit a home run with the speaker."

Siemens shared thoughts and ideas on how reaction to change impacts the ability to be effective. A summary of his thoughts follows. Very few people like to change, and it seems the older people get, the harder it is for them to change. We live in a world full of change. If people and organizations are going to stay on the cutting edge, they must be willing to take risks, fail, try new things, and change. Once you have stepped across the line, gotten out of the box, and started thinking differently, you will be one of those people who will change. You will discover that when you're through changing, you're through.

This was followed by four educational sessions related to community



Portis received a STAR Award.



The speaker, Steve Siemens, provided words of encouragement.

foundations, social networking, healthy lifestyles, and organizational management. Participants also attended a community sharing time with communities of like size.

At the awards luncheon, Daryl Buchholz, Associate Director of K-State Research and Extension, and Suzanne Coin, newly elected Chairman of Kansas PRIDE, Inc., presented the community awards. Doug Wareham, Past Chairman of Kansas PRIDE, Inc. shared community highlights. These awards included the STAR Project awards, which are presented to communities that successfully planned and completed outstanding community projects; Community of Excellence awards, which recognize communities

that have successfully executed the community planning process; and Youth awards, which recognize youth for their leadership and community service contributions to PRIDE communities.

To close the day Siemens shared thoughts on the importance of visualization for organizations and how to communicate that vision. He said what you see is what you get. The importance of visualization is critical to the success of the individual or organization; it determines so much, and yet so many people do not take the time to visualize.

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There should be time spent at every meeting for visualization. Every leader should spend time daily visualizing. Participants left encouraged to create a vision statement for their PRIDE organization that can be communicated in 25 or fewer words.

Here are some quotes from PRIDE Communities that were able to come and enjoy the festivities:

"We enjoyed PRIDE Day very much and everything went so smoothly. You were all well organized. The speaker was great and gave us much to think about and work with. We plan to use some of his suggestions with our PRIDE group," Lenora PRIDE.

"I really enjoyed coming to my first PRIDE Day! It was wonderful and very informative. I especially enjoyed the speaker. I learned so much, laughed so hard, and am still thinking about what he said. Our group talked the entire way home about future plans and got so many great ideas. Thanks for a wonderful day," Eden Fuson, Potwin PRIDE chairwoman.

"The day was great, and I was sorry the rest of my hard-working group couldn't be there. The speaker was tops. I think I have enough good thoughts and inspiration to divide it into twelfths and share it with my group every meeting. I regret I couldn't attend more than one workshop, but it was nice to be done at 4 p.m. Thanks for a good job of planning," Marian Thompson, Highland PRIDE.

"The main speaker was terrific! The shorter time for awards was good, too. Keep up the great day," Alda Hildebrand, Stafford PRIDE.

"This was one of the better PRIDE Days I have attended recently. The best part of the day was Steve Siemens' motivational speech," Melvina Jones, Potwin PRIDE.

"This was only my second PRIDE Day, but I enjoyed it even more than last year. The speaker was wonderful and had so much good information and ideas. I am certain he was my favorite part. I wish I could have had enough people with me to attend all the workshops. I look forward to the finished tool kit. Thank you for the door prize, too. It paid for most of my gas!" Shirley Watson, Kinsley PRIDE.

"Sandy and I had a great time at PRIDE Day and we especially liked the motivational speaker and his presentation on change. We are taking it to heart and wondered if our organization in Grinnell could benefit from a little change from the same old way we've been doing things. Thanks!" Carol Karlin, Grinnell PRIDE.

"I was very pleased with PRIDE Day this year. The speaker, Steve Siemens, was "outstanding!" He really made the day roll on with laughter and smiles, and it passed so quickly. In the afternoon I attended the program on community investing, which probably is not something that our small community will get excited about, but it was something that I did not know about, and I learned something. As for the breakout session in the afternoon, it was very good to hear what other communities are doing to improve their towns. I always did like the small group discussions from years past though, as I felt I got to know people better from across the state. It was a fun, interesting day. Thank you to everyone that worked so hard to put the PRIDE Day on!" Dorothy Lickteig, Greeley PRIDE.

"Steve Siemens was a great speaker at PRIDE Day, and I enjoyed his presentation tremendously. I also believe that the entire day was a great success," George Smith, Basehor PRIDE.

"The atmosphere of excitement was wonderful! The community booths were really inspiring. They reflect the attitude to behavior changes advocated by the speaker," Joan Nothern, Glasco PRIDE.

The 2009 PRIDE Day included time for education, recognition, and reflection. For more information on Kansas PRIDE Day 2009 go to www.kansasprideprogram.ksu.edu.

PRIDE Youth Awards

Congratulations to Kayla Field (Almena), Karissa Pankratz (Argonia), Shannon Orth (Bushton), Megan Schoendaler (Grinnell), Mykel Seirer (Lucas), Melissa Jansen (Stafford), Melody Dickman (Grinnell), and Brenna McNickle (Stafford). Honorable Mention goes to Chris Davenport (Fort Scott), Tia Dougherty (Lucas), and Hannah Hawks (Almena).

2009 STAR Project Awards

Congratulations to Cunningham, Elk City, Glasco, Goff, Greely, Grinnell, Melvern, Portis, Rossville, and Spearville. Honorable Mention goes to Lucas, Overbrook, and Stafford.

2009 PRIDE Community of Excellence Awards

Congratulations to Alton, Goff, Grinnell, Highland, Lakin, Lenora, Melvern, Potwin, Rossville, Spearville, Stafford, Troy, and Wilson.

Trudy Rice, Kansas PRIDE Program Extension Associate

PRIDE Partner Award

Annually, the Kansas PRIDE program recognizes a K-State Research and Extension representative who has provided outstanding support to the PRIDE community improvement program. The 2009 recipient of the Kansas PRIDE Partner Award is Kathy Tharman. Kathy is a K-State Research and Extension Agent in Doniphan County and has definitely proven herself as a “Friend of PRIDE” through her work with the two PRIDE communities in Doniphan County.

The Troy and Highland PRIDE programs stated that Kathy has provided leadership and assistance to each of their PRIDE programs.

“She provides valuable information and supports the local programs by sharing creative community improvement ideas and donating time and materials to many of their fundraisers. The communities shared that Kathy has been a *guiding light* in starting the Troy PRIDE program and continues to strive to



Kathy Tharman, K-State Research and Extension Agent in Doniphan County, received the PRIDE Partner award. Also pictured are representatives from Highland and Troy PRIDE.

keep both Doniphan County PRIDE communities working together. Kathy is energetic, conscientious, and always happy. Kathy makes everyone feel like they are important,” said Daryl Buchholz, Associate Director of Extension.

The PRIDE program is local people addressing local issues at the local level and the local K-State Research and Extension Agent is a great source of support for the Kansas PRIDE program. Congratulations Kathy!

Trudy Rice, Kansas PRIDE Program Extension Associate

Board of Directors

2010 Kansas PRIDE, Inc.

The Kansas PRIDE, Inc. Board of Directors works hard to raise funds to support the education, recognition, and rewards for Kansas PRIDE program. PRIDE communities use a community development process to build community capacity. As part of the Kansas PRIDE program, communities can participate in an educational and evaluational process in which monetary awards are available to communities that are determined to be using a sustainable community development process to improve their communities. This would not be possible without the dedication of the Kansas PRIDE, Inc. Board of Directors. Thank You!

Doug Wareham

Kansas Bankers Association

Pam Stone

Kansas Gas Service Company

Sandy Williams

Eskridge PRIDE

Tracey Taylor

Rossville PRIDE

Suzanne Coin

Westar Energy

James Wright

Midwest Energy

Lois Loucks

Onaga PRIDE

Dean Schmidt

Potwin PRIDE

Larissa Long

Black Hills Energy

Kim Winn

League of Kansas Municipalities

Betty Lewis

Highland PRIDE

Dr. Daryl Buchholz

K-State Research and Extension

Jack Meyers

First National Bank of Cunningham

Sarah Meyer

Kansas Association of Counties

Scott Lewis

Park City PRIDE

Carole Jordan

Kansas Department of Commerce

Colin Hanson

Kansas Municipal Utilities, Inc.

Charles Wilderson

Basehor PRIDE

Ken Harsha

Lakin PRIDE

Dan Morin

Kansas Medical Society

Jim Ireby

Melvern PRIDE

Becky Dunlap

Beattie PRIDE

Trudy Rice, Kansas PRIDE Program Extension Associate

Mount Hope PRIDE

Mount Hope PRIDE chose to sponsor the Prairie Festival to unite the town around a community celebration and provide a reason for cleaning up the downtown. After a year of careful planning of the Mount Hope community, the first Prairie Festival was held in September 2008.

The festival began with an all-class reunion attended by more than 300 individuals. This was a great way to showcase the community to past and future residents. The festival highlight was the parade through downtown with more than 30 entries, including a float with flags from all 50 states. Other events, such as a car show, carriage rides, pet show, and petting zoo, provided opportunities for everyone to participate in the festivi-



ties regardless of age. Saturday evening found everyone in the park enjoying the free barbecue and fellowship as they met new friends and renewed past acquaintances. The dance and auction that night raised funds to support community organizations.

On Sunday, a community church service at the grade school for the entire community was sponsored for the festival. The conclusion of the event was a fishing clinic and contest for children at Oak Street Park. This festival was a great way to showcase the city and celebrate community and family for the past, present, and future residents of Mount Hope.

Summarized by Trudy Rice from the quarterly report

Stockton PRIDE

Stockton PRIDE has worked with adults and youth in the community to assist community improvement work. An annual spring cleanup day was sponsored with the Stockton High School student body providing the workers for a morning of serious cleaning of city sidewalks and parks. Based on the comments from the community members it was a huge success!

PRIDE gardeners filled numerous planter boxes in the downtown area with flowers for the 2009 season. Shop owners will care for the newly planted flowers near their businesses. New U.S. flags were put up to replace deteriorated ones in the Main

Street flags display. The need to sustain these efforts throughout the summer months was recognized, and the following plans were made. The local 4-H club will provide summer care for the Ross-Schafer neighborhood park. In June, the PRIDE group resumed their monthly recognition of local properties (both homes and businesses) that show significant pride in the maintenance and improvement of the premises. As a result of these community improvement efforts, Stockton is truly a more beautiful place to be.

Summarized by Trudy Rice from the quarterly report

Smith Center PRIDE

Smith Center PRIDE has been busy beautifying their natural environment. The Smith Center Roadside Park Shelters were neglected for many years, so major work was needed to enhance their appearance and function. Many of the Smith Center PRIDE members assisted with re-shingling the roof and putting a fresh coat of paint on the shelters.

PRIDE worked with downtown businesses to help them develop an appreciation of marketing their "storefronts" for curb appeal. PRIDE visited with many of the businesses and encouraged cleaning and sprucing up their storefronts. By concentrating on both the Highway 36 corridor and the downtown merchants, Smith Center PRIDE is dedicated to promoting the entire community for residents

and visitors alike. Community improvement efforts require resources of both time and money. Smith Center PRIDE not only donates their time, but they also hosted several community fundraisers to support current and future community improvement efforts.



Summarized by Trudy Rice from the quarterly report

Creating Coaches for Community Change Efforts

While the term “coaching” often brings Friday night football first to mind, coaches today work with more than athletes. Personal life coaches work with individuals; executive coaches work with leaders in the private and public sector; and community coaches work with local leaders and community organizations.

Coaching for communities is a new concept for Kansas. Simply stated, coaching for community change is a strategy that helps community leaders plan for, and overcome challenges to, progress and community development. Coaching keeps groups focused on long-term vision and priority goals despite setbacks. Coaching helps communities be purposeful and strategic about initiating, implementing, and sustaining change. In any typical community improvement effort, similar challenges await community organizers. One challenge is loss of momentum. It is difficult to sustain high energy in the midst of many busy volunteer schedules. A second challenge is the power of naysayers. Every good idea has a critic, and sometimes the critics squash every good idea. A third challenge is simply that community change processes are messy. It may not be a simple, three-step process to get from where your community is, to where it wants to be.

What can a community coach do to help you address these challenges? A community coach is a guide who helps communities and organizations identify and achieve their goals. A coach works with a community over the long-term, building the capacity to: improve communication; resolve conflicts; strengthen relationships; identify and connect to internal and external resources; provide opportunities for individual and collective learning; and respond to change.

The Kansas PRIDE program is working with a network of other collaborators in Kansas to encourage the development of community coaches through a series of trainings in 2010 and 2011. If your community PRIDE group or your city manager is interested in exploring the idea of having a community coach, contact Dan Kahl in the Kansas PRIDE office. As coaches are trained over the next 18 months, we will be linking interested communities with coaches. More information on the community development academy and the community coaching academy is available at www.ksu.edu/cccd/cda.

Adapted from Ken Hubbell and Mary Emery, Engaging in Sustainable Community Change; A Community Guide to Working with a Coach

PRIDE Impact

PRIDE Program has Public Impact

Based on information collected through the PRIDE program quarterly reporting system, the Kansas PRIDE program, through the efforts of volunteers, has impacted Kansas and local communities during the 2008-2009 PRIDE program year.

- 70 Kansas communities enrolled in the program.
- Kansas PRIDE communities raised \$900,712 for community improvement projects.
- Volunteers provided more than 85,231 volunteer hours of service to community improvement projects through PRIDE. That is the equivalent of 10,654 eight-hour days of work, or 41 years of full-time work.
- More than \$1.7 million of volunteer time was invested in Kansas communities through local PRIDE volunteers.
- By partnering with other community organizations, PRIDE built the capacity of communities to reach shared goals. PRIDE groups reported part-

nering with 644 other community organizations to reach collaborative project goals.

- Kansas communities enrolled in the PRIDE program completed 1,216 community improvement projects. Projects included investments in community health, cultural enhancement, leadership development, infrastructure improvements, and economic development.

These are impressive numbers. However, they are on the low side as not all PRIDE communities are represented in these numbers. Just think what it might be if everyone reported Please turn in your quarterly reports so that we can share the impact of the great work that all PRIDE communities are doing.

“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has,” Margaret Mead.

Trudy Rice, Kansas PRIDE Program Extension Associate

What's in a Photo?

When I first saw this photo taken by photographer Tom Leopold on display in a travelling photo exhibit, I was immediately intrigued. The picture shows a cleanup crew behind a PRIDE “Yard of the Week” sign in front of the shell remains of a house destroyed by the June 11, 2008, tornado in Chapman.

What I like best about this picture is depth of meaning the photo holds. On one hand, this is a photo of futility. When nature and climate seem to be vengefully reaping havoc on the land, why do we go to such effort to try to keep things clean? Why do we pick up when the wind can so quickly and so devastatingly re-arrange everything? An argument could be made to the futility of energy spent to keep things orderly. Certainly there is an edge of sarcastic humor reflected in the group proudly standing behind the sign that recognizes the best yard of the week.

I see more in this photo. While a picture of the destroyed house alone might be a picture of futility, this photo also tells another story. At the center of this photo is the answer to what keeps communities thriving – a group of volunteers that have pulled together to tackle the herculean task of putting the people and place of Chapman back together. I see a photo of interdependence and of community support. I see a photo of hope combined with action. I see a sense of humor in times when it is hard to laugh. I see persistence. I see community resiliency.

As a community developer, I know the Yard of the Week recognition is one way communities work for continuous improvement. Community improvement is not about just



The PRIDE “Yard of the Week” sign stands after a tornado struck Chapman June 11, 2008.

picking up once; it is a way of living. The Yard of the Week program is a way to recognize and encourage community members for their continued investment in making their community pleasant, safe, and livable. The yard sign is an indication that these folks are in it for the long haul.

Researchers tell us it takes community trust, strong relationships, and social capital for communities to be resilient. Through the commitment, support, and hard work of volunteers, Chapman will rebound. Through the continued investment in the people and place of Chapman, the community will thrive.

What's in this photo? I see the key to community sustainability.

Dan Kahl, Extension PRIDE Program Coordinator

NEWS YOU CAN USE

PRIDE Guide Tips for Constructing an Elevator Speech

An elevator speech is a short statement, about the time it takes for one elevator trip of two minutes or less, that conveys the essence of your organization and piqued the listener's interest.

When composing your elevator speech, it is important to frame your message in a way that is concise, clear, and compelling. Here are some tips to help construct a speech.

Introduce yourself and your role in the organization. “Hi, I’m Jane Smith, board member of the XYZ PRIDE.”

Keep it simple. Convey what your organization does and who it serves. Include a quantitative result. For example, “XYZ PRIDE is dedicated to increasing the capacity of our community to respond to current and future needs. Just last year more than 2,000 hours of community service was provided by our

organization.” Throw in just one statistic. Don't bombard listeners with numbers.

Find your own anecdote about the organization that illustrates its impact. People love stories. Have a story you can tell.

Invite involvement in the organization. Let whoever you are talking to know that they can get involved in a variety of ways such as volunteering or donating.

Customize it. Your pitch for requesting a donation, and the one you use for attracting a potential board member should be different. For example, “with a donation of XXX we could complete our trail project and the addition of five exercise stations.” Or, “Your expertise in the area of health and fitness would be tremendously valuable in the continued education of

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our community on the importance of being physically active.”

Make it compelling. Use language that will grab the listeners but that reflects who you are. The more comfortable you are, the more passionate you will sound.

Offer to provide additional information. “I’d be happy to call or meet with you to tell you more

Funding Opportunities

Small Communities Improvement Program

The Small Communities Improvement Program sets aside \$500,000 each year for small communities that are undertaking improvement projects through sweat equity and volunteerism. The program is designed to assist communities with populations of 5,000 or fewer that are not eligible for other Department of Commerce assistance and might not have the capacity to provide matching funds. The maximum award for a single project is \$125,000.

Self-help requires communities to determine which parts of the project they can complete on their own. The community acts as the general contractor, organizing local labor and equipment and coordinating work that needs to be done by a subcontractor. The SCIP provides direction, technical assistance, guidance, and the support to make it happen. Self-help and volunteerism must result in savings of at least 40 percent of the project’s market-place price.

Examples of eligible projects are: arts, entertainment, theaters, historic preservation projects that impact the quality of life in the community, parks, playground equipment, city-sponsored farmers markets, walking trails, and public restrooms. Communities must be able to validate the impact the project will have on the quality of life for the residents of their city.

The program is competitive and offered annually. Applications are due Dec. 9, 2009.

For details, please contact:

Jeanne Stinson

Rural Development Division

Topeka, Kansas 66612

Phone: (785) 296-3485

Fax: (785) 296-3776

TTY: (785) 296-3487

E-mail: jstinson@kansascommerce.com

about XYZ. May I have your card or e-mail so that I can speak with you more about XYZ?”

Write it out and practice it. Take time to write it out and edit it. Practice saying your pitch aloud until you are comfortable, and the timing is right.

Trudy Rice, Kansas PRIDE Program Extension Associate

GET IT - DO IT!

Applications for 2010 “Get It - Do It!” Kansas PRIDE-Extension Grants will be available Oct. 8.

“Get It - Do It!” grants provide a unique opportunity for Kansas PRIDE community groups to collaborate with local K-State Research and Extension agents to promote health through youth-adult partnerships.

PRIDE community groups can receive \$3,000 mini-grants to help fund physical activity and health promotion projects. Appropriate projects include trail development and promotion, physical activity promotion, establishment of walking/biking clubs, cooperation with schools (e.g, Coordinated School Health), and TV/screen-time reduction campaigns.

Proposals are due Nov. 15, 2009. Grants awards will be announced Dec. 11 and commence January, 2010 to November, 2010.

Applications will be available electronically through Kansas PRIDE:

www.kansasprideprogram.ksu.edu, YouthBoost:

www.youthboost.org, Or by contacting Jaime Menon, jmenon@ksu.edu, at the Kansas PRIDE office.

For more information contact:

Elaine Johannes, ejohanne@ksu.edu, (785) 532-7720

Trudy Rice, trice@ksu.edu, (785) 532-5840

Dan Kahl, dankahl@ksu.edu, (785) 532-5840



Tracey Taylor shares successes of Rossville’s Get It - Do It project.

Kansas PRIDE
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Kansas State University
Manhattan, KS 66506-3405

PRIDE Calendar

Nov. 15 Get It-Do It! proposals due
Dec. 9 SCIP proposals due
Dec. 10 Kansas PRIDE, Inc. Board Retreat
Jan. 15 2nd Quarter Reports due

Newsletter by e-mail!

If PRIDE officers or members would like to receive the PRIDE Newsletter electronically, collect e-mail addresses at your next PRIDE Meeting and send them via e-mail to jmenon@ksu.edu or by regular mail to:

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



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: Jeanne Stinson at (785) 296-3485;

Dan Kahl or Trudy Rice at (785) 532-5840