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Community Improvement in Kansas and Mexico

In February of this year, I participated in an Extension cultural immersion experience in Mexico through a Sustainable Agriculture Research and Education (SARE) project of Michigan State University. Our group visited several rural communities in central and southern Mexico. I was struck by how rural communities in Mexico were struggling with many of the same issues as communities in Kansas.

Santa Catarina del Monte has held community meetings to discuss the type of future they would like to see for their mountainside village above Mexico City. They would like to develop efforts to encourage eco-tourism, but they have difficulty finding and accessing financial resources to pursue their goals.

The community of San Miguel Tulancingo is geographically isolated and struggles with population loss from youth leaving the community.

The community of La Soledad is a small community that did not have immediate, reliable access to food.

The community of Teotitlan del Valle is struggling to involve youth in community development in meaningful ways and is working to draw more visitors to their community.

While the issues may be common for rural communities across the world, the creative ways that communities respond to these issues is truly what sets them apart. These communities mobilized to address common community issues in ways that built on their unique history, culture, people, and creativity.

The community of Santa Catarina del Monte built a water-retention dam to irrigate the trees in the reforestation efforts on the mountainside. Community members also initiated development efforts that build on their cultural assets including music, flower decorating, and their knowledge of the plants and animals unique to that part of the world. These project efforts can serve as a foundation for their goals for eco-tourism.

The community of San Miguel Tulancingo is building greenhouses for growing hydroponic tomatoes. This has created new interest in agricultural education and job opportunities for youth and

community members. This effort has had a significant local economic impact and is providing employment that allows people to stay in the community.

While in the United States we often address food issues by establishing a grocery store, the community of La



Greeted by a community member from Santa Catarina del Monte.



Tomatoes grown in San Miguel Tulancingo.

Continued from page 1

Soledad, Mexico took a more direct route. The small community is working together to produce its own fresh food supplies from constructed fish ponds and chicken coupes.

The community of Teotitlan del Valle has created a community cooperative business enterprise around dying and weaving wool. Their cooperative has established a retail store in the community and in the neighboring city of Oaxaca. A portion of the profits has been allocated to youth of the community who, in turn, have purchased computers and established an Internet café in the community. In addition, a portion of the cooperative profits are invested to provide health insurance for members, and there are plans for the creation of a community foundation.

While there is not a PRIDE program in Mexico, the communities we visited demonstrated great pride in their community efforts. Many of the communities were working in extreme poverty, yet were demonstrating the power of collaborative community efforts. Whether in Mexico or in the United States, the community development efforts demonstrated similar core principles for success.

- Successful efforts build on existing community strengths.
- Successful efforts are consistent with the values, history, and culture of the community.



Showing died wool in Teotitlan.



Fishing pond developed in La Soledad.

- Successful efforts engage and benefit the broader community.
- Successful strategies address the needs of the people of the community.
- Successful efforts build on a commonly held vision for the future.
- Successful efforts require collaboration and shared investment.
- Successful efforts share opportunities for leadership.
- Successful efforts capitalize on creativity.

For me, this trip affirmed the approach to community development characterized by the Kansas PRIDE program. It was inspirational to see the energy and positive results generated through creative collaboration. The trip also highlighted the common community values held by Kansans and the people of Mexico. I encourage

PRIDE community participants in Kansas to continue to expand efforts of outreach and inclusion of immigrants in community improvement efforts in your communities. There is much we can learn from one another! *Tenemos que incluir todas las personas para las comunidades sostenibles! (We must include everyone for sustainable communities.)*

- Submitted by Dan Kahl, Extension PRIDE

SPONSOR SPOTLIGHT

Neville Welding Sponsors PRIDE Program

Kansas PRIDE Inc would like to express their appreciation to Neville Welding for their support of Kansas PRIDE Communities.

Jill Neville provided the following information about the Neville Built company.

Richard and Janice Neville started Neville Welding Inc. 24 years ago. In 1989, their son Marvin Neville graduated from Ft. Hays State University and returned home to help his parents with the business. In 2001, their son Dennis Neville joined the family business. For the first few years, annual production was approximately 15 to



A Neville Built trailer.

20 trailers. Together they have increased their dealer network and annual production is more than 600 trailers.

The manufacturing facility is still located on the family's home place in southwest Kingman County. What was once a farm equipment shed has expanded into a facility that employs 45 full-time and four part-time employees. Neville Welding's success is

due in large part to a quality product and good reputation in the agricultural community.



Kansas PRIDE Day Conference

Plan now to attend the 2009 PRIDE Day Conference!

The conference will be September 19, 2009 at the Courtyard by Marriott Hotel and Conference Center in Junction City. The day will begin with time to set up community displays and resource booths at 8 a.m. The Opening Session begins at 9.

This year we are looking forward to introducing Steve Siemens, President Siemens People Builders as our keynote speaker. Steve Siemens, better known as “Mr. People Builder” is the founder and president of Siemens People Builders located in Des Moines, Iowa. You will appreciate his interactive, humorous, and motivational style. Steve has been referred to as one of the best motivators in the world today. Clients from small businesses to Fortune 500 companies worldwide have benefited from his common sense, practical ideas and relevant message. Steve will share



Highland is recognized at PRIDE Day 2008.

a keynote titled “When You’re Through Changing, You’re Through” and will close the conference with a presentation called “Visualize or Fossilize.”

The PRIDE Day Conference will also feature opportunities to share community success stories, learn about Healthy Community initiatives, community foundations, and leadership development resources. Youth attending the conference will learn about designing community improvement projects.

And of course, at the heart of the conference, we will celebrate the great work of community PRIDE groups through Youth, STAR, and Community of Excellence recognition awards. Don’t miss the fun, door prizes, and community development resources available through this great conference! Watch for registration brochures in the mail and circulated through the e-mail distribution list.

Why I Should Attend the State PRIDE Conference?

If you would like to improve your local Pride program, then your attendance at the state PRIDE Day conference is “a must.” Maybe you want to share a success story about your PRIDE program or just want to attend the conference to get new ideas. Is your PRIDE organization struggling because of lack of funding or a lack of volunteer support from the community? Whatever the reason, your local PRIDE program and community will gain from your attendance.

Come and join us to get new ideas about:

- Raising funds to enhance your community
- Social activities to celebrate success
- Increasing public support
- Creative projects for your community.

Share your success stories with others by displaying your community PRIDE poster and discussing with others your successes and challenges.

Everyone of us who are committed to a PRIDE program make several sacrifices in our communities to instill a sense of pride. You need to continue that commitment to your community by attending the state PRIDE Day conference.

We need to continue to enhance our Kansas communities in many ways so that our communities are a better place to live. What we do as PRIDE members can have a positive affect on our citizens, churches, schools, and community. We need to keep our small communities going. Small rural communities play an important role in making Kansas a better place to live.

I encourage you to attend the state PRIDE Day conference on September 19, 2009 in Junction City, Kansas and show your community how you are committed to improving the quality of life in your community.

Hope to see you there at the conference!

Jim and Linda Irey, Melvern PRIDE

PRIDE Day

2009 Kansas PRIDE 9-hole Scramble Golf Tournament

In conjunction with the 2009 Kansas PRIDE Day on September 19, 2009 in Junction City, Kansas PRIDE, Inc. will hold its initial 9-Hole Scramble Golf Tournament on Friday, September 18 to raise funds for Kansas PRIDE communities and programs. This year's tournament is at Indian Hills Golf Course in Chapman, KS. The course is approximately 14 miles (18 minutes) southwest of Junction City. For more information go to:

[www.cityofchapman.org/
IndianHillsGolfCourse.html](http://www.cityofchapman.org/IndianHillsGolfCourse.html)

The 9-hole scramble tournament will kick off at 12:30 p.m. on Friday, September 18th with a shotgun start (each foursome will start simultaneously at a different hole which means everyone will finish about the same time). While serious golfers are surely invited to participate in the tournament, our main focus is having fun, so we added a few "bells and whistles" to our tournament rules. The registration desk will sell Mulligans (do-overs) at one for \$5 or 3 for \$10, and "Tie the Knot" strings at 3 feet for \$10 (to be used for missed putts).

One hole will be designated the "Hail Mary" hole with each player throwing their ball as far as they

can. The best shot (throw) is the point from which all players will take their second shot. The seventh hole will be "Lucky Number 7" and each player must tee off and finish the hole using only a 7-iron (including putting).



At the conclusion of the tournament, a meal will be served and prizes will be awarded. Non-golfers are encouraged to join the golfers at the dinner following the tournament. The cost of participating in the dinner only (for non-golfers) is \$15 per person (advance registration).

The cost for playing in the tournament will be \$30 per person (includes greens fees, carts, and dinner). Tournament sponsors will be recognized with signs on tees and greens and mentions during the dinner and awards program.

PRIDE communities are encourage to participate in this event by having a golf team, sponsoring a hole, or joining the group for dinner. This is a direct benefit to the Kansas PRIDE program. If you have questions, contact Dan Morin at (785) 317-6231 or danmorin@msn.com. For registration information go to the PRIDE Web site at www.kansasprideprogram.ksu.edu. Registration is due August 31, 2009

PRIDE Program News

PRIDE Focus Groups

Thanks to Stafford, Potwin, Onaga, and Stockton for hosting the PRIDE focus groups in May of this year. Thirty-two community members from 14 PRIDE communities, county extension agents, and a representative of the Department of Commerce attended and offered their insight and ideas. Conversation focused on discussion of what is working well with the PRIDE program, and what opportunities exist for program improvement.

An outside facilitator conducted the groups and we are eagerly awaiting the transcription from these

sessions. From a general overview, most comments fell within the areas of improved communication, expanded opportunities for education, recognition, finances, and volunteerism. You will be hearing more about the outcomes in the future. For a complete report check out the PRIDE Web site later this summer.

Thanks to Kansas PRIDE Inc. for supporting this initiative that will guide the PRIDE organization as we plan for the next 40 years!



Kansas PRIDE Focus Group-Stafford.

*Trudy Rice, Kansas PRIDE Program
Extension Associate*

Alton Summer Jubilee is Right around the Corner!

Alton PRIDE extends an invitation to the 24th annual Alton Summer Jubilee on Saturday, August 22.

This is Alton's big event of the year sponsored by PRIDE with the help of the entire community. Our small town of approximately 100 grows to more than 500 during the Jubilee. We offer fun for all ages and most is held in the City Park.

"Generation to Generation" is the theme for the day, starting with a parade down Mill Street at 10:30 a.m.

Events include a pie baking contest and then the pies are served with homemade ice cream; Jam Session at 11:30; threshing machine demonstration; book signings; special music from 1:30 to 4:30 p.m. under the shelter house; and special displays in our Community Room. Games of all kinds are planned

including water balloon volleyball, dime toss, bear behind toss, shaving cream sculptor, Grandma's attic, and a treasurer hunt for teenagers. There will be lots of good food all day and a BBQ at 6 served by the FCCLA for \$5. The highlight of the day is the evening program by the Bull City Opry Company, "The Cowboys and Mrs. Hoodwinker."

This the 15th year for a great production by this group, bring your lawn chairs and come prepared for a fun-filled evening. Following the program the Rural Fire District will be sponsoring a street dance. We have a community church service on Sunday morning at 10:30 under the big tent that we have set up for the Jubilee. We do hope some of the PRIDE communities will visit us on August 22.

Wilda Criswell, Alton PRIDE

NEWS YOU CAN USE

\$'s for Walking Trails

Changing the built environment is one strategy to increase physical activity and reduce the prevalence of obesity. In many Kansas communities, there is a need for safe, accessible walking trails. While individuals must choose to exercise, communities and schools can make that choice easier. The goal of this program is to improve the health of students, families and communities by creating new or expanded public walking trails to increase the opportunity for physical activity. Many PRIDE communities have developed walking trails in their communities and several more have indicated that this is a need in their community.

The Sunflower Foundation has announced the opportunity to apply for funding through the Sunflower Trails (RFP 09-104) program. The goal of this RFP is to promote increased physical activity by helping to build community and school-based walking trails. The proposals are due September 10, 2009.

If a walking trail is a good fit with your PRIDE community's improvement goals and you can meet



Melvorn River Trail.

the following required criteria check out this great opportunity.

- You have a project that involves developing a new or expanded public walking trail to promote physical activity,
- Your project is a community-based walking trail or a school-based walking trail,
- You can provide the required cash match of \$1 for \$1 of the total amount requested from the Sunflower Foundation

The grants will not exceed a total of \$25,000 each and may be used for trail building materials; trail enhancements such as lighting and signage; or trail treescaping for shade purposes.

Complete information on this proposal and the application packet can be found on the Sunflower Foundation Web site at www.sunflowerfoundation.org. If you need additional assistance to determine if this might be a good fit for your community please contact Trudy Rice at trice@ksu.edu.

Trudy Rice, Kansas PRIDE Program Extension Associate

Planning for Your Community's Future

An important principle to remember in community “planning for the future” is that the process used should be grounded in the history and values of the people of the community.

A second important principle of participatory community planning is that the process must engage the people of the community and foster personal connections.

A third principle is that the process fosters citizens' views beyond their current perspective of the community to describe what they want to preserve for the future and what they want their community to become. The Healthy Ecosystems-Healthy Communities (HEHC) process is designed to reflect these important community planning principles.

The visioning process is a way to establish a shared future vision and goals for a community. This process brings community members together to express both their understanding of their community and their hopes and dreams for it. Information generated through the visioning is then organized in a variety of ways, allowing community members to have input into establishing priorities, measuring progress, and achieving goals.

Building a vision for tomorrow is the “when and how” at which people make an intellectual and emotional commitment as citizens to become active members of their community. Successful communities don't simply react to the problems of today, they act to prevent the problems of tomorrow, and the only way to do that is through effective planning.

The community planning process involves several important steps:

- Establishing community-held values,
- Creating a community vision for the future (based on your community's values),
- Identifying the natural resource assets available to the community, and the condition of those resources,
- Identifying community development goals,
- Identifying projects that link community goals and natural resource assets,
- Developing an action plan to implement projects.

In the HEHC process Rossville and Melvern recently completed, their communities established several key components necessary for successful community planning. These can be used as “starting points” if the community decides to develop a strategic plan, or when public participation and input is needed to make important decisions or to address other public issues or concerns.

These key components include the following:

- A committed core group of people from the public, private, and nonprofit sectors;
- Commitment from key stakeholders in the community;
- A planning process that engages the larger community; and
- An organized and documented process for public decision making.

The community values represent your community's interests. We recommend that when promoting new initiatives in your community that the planning and actions be consistent with the established values and opinions of your citizens. These values are key to future decision making because people want to preserve what they value in their community.

Tailoring community planning and community asset protection efforts to local realities and partnering with community members will lead to greater public support and involvement, resulting in more successful, sustainable community-based projects. Communities should re-visit these value and vision elements every three to five years to make sure they are up to date and accurately reflects what citizens value and want for their future.

A healthy supply of natural resources and assets are vital to the survival and sustainability of all communities. If your community is interested in exploring opportunities to create a healthy environment and protect your local natural resources, please call Sherry Davis to discuss the HEHC program for your community.

Sherry Davis, Healthy Ecosystems/Healthy Communities Project Coordinator



Dedication of the Melvern trail.

PRIDE Evaluation and Recognition 2009

Fifty-one evaluation requests were received from PRIDE communities across the state for this program year. During the month of June, the PRIDE staff coordinated the evaluation process for 19 Community of Excellence visits, 19 STAR project reviews, and 13 Youth Award reviews. To help with this process, we enlisted the volunteer service of 18 youth and community development professionals from across the state.

The PRIDE evaluation process is designed to provide both recognition and education to communities that choose to participate. Each of the award areas are evaluated as follows:

- **Community of Excellence:** The community PRIDE submits a request for evaluation. The PRIDE staff coordinate with the community to arrange for team of three evaluators to visit the community and the community has 90 minutes to share their story. The evaluation highlights the community development process the community has followed including assessment, goal setting, project identification, project execution, and evaluation and celebration. The process your PRIDE group uses is important, as it relates to capacity building and the sustainability of your community improvement efforts. The evaluation team then provides comments back to the community on their strengths, opportunities for improvement, and outstanding projects. Evaluators recommend outstanding communities to receive the Community of Excellence designation. Recognized communities receive a plaque, Community of Excellence sign, and cash award provided through Kansas PRIDE Inc.



Troy PRIDE.

- **STAR Project:** To gain recognition for an outstanding community project, the participating PRIDE community submits a nomination packet of information showing how the need for the project was determined, the planned actions (program of work) for the project, and evidence of the impact of the project on the community. The evaluation team reviews the applications and then makes comments related to the project's strengths and opportunities for improvement. Outstanding projects are recommended to be STAR Projects, which receive a plaque and cash award.
- **Youth Awards:** A participating PRIDE community nominates youth from their community that have made an outstanding contribution in leadership and/or community service. A panel of volunteers reviews the nominations and recommend youth to received recognition. Recognition is often a plaque or certificate. Additional youth recognition is provided through Kansas PRIDE Inc when sponsorships permit.

At the annual PRIDE Day this September 19th, nominated programs will be recognized for the community development process and projects they have invested in to increase community capacity and sustainability. A big thanks to every community that made the effort to submit their work for evaluation and education and to the volunteers that made this possible. If you are interested in participating in this program next year, now is the time to have the discussion. If the PRIDE staff can be of assistance please contact the PRIDE office.

Trudy Rice, Kansas PRIDE Program Extension Associate

Welcome to PRIDE

Five new communities have joined the Kansas PRIDE program as of the April 15, 2009 enrollment date. Kansas PRIDE welcomes Burdett, Collyer, Humboldt, Moran, and Perry

Kansas PRIDE
101 Umberger Hall
Kansas State University
Manhattan, KS 66506-3405

PRIDE Calendar

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|----------|---|
| Sept. 4 | Last Day to make hotel reservations for PRIDE Day |
| Sept. 11 | PRIDE Day registration due-No late registrations will be accepted |
| Sept. 18 | PRIDE Golf Tournament, Chapman |
| Sept. 18 | PRIDE Inc. Annual Meeting, Chapman |
| Sept. 19 | PRIDE Day, Junction City |
| Oct. 15 | 1st 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