



Kansas PRIDE

2010 Annual Review

Celebrating 40 Years of Kansas PRIDE





Providing training, technical assistance and other support to Kansas communities

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October 2010

Dear PRIDE Members, Sponsors, and Friends;

As we celebrate the 40th anniversary of the Kansas PRIDE program and review the program's successes, it is immediately evident that its impacts have been far reaching. Kansas PRIDE builds social networks, strengthens public voice, aids community collective decision-making, and provides a broader network of citizen access to community resources and power — an impressive accumulation of accomplishments.

As each community identifies and follows their own community goals, the activities of PRIDE vary. But it is safe to say that through the thousands of projects community PRIDE groups have completed in these 40 years, each was important to the quality of life for the people involved in each community.

The program's successes have been driven by K-State Research and Extension, Kansas Department of Commerce, numerous sponsors providing financial support, the communities themselves, but most importantly — the people in those communities. If it had not been for the commitment, determination, and "can do" attitude of these individuals, the program couldn't be a success. Throughout the years of serving on the Kansas PRIDE Board of Directors, I continue to be amazed and inspired by the many people in the PRIDE communities I've met. Their enthusiasm is contagious and I thank you for being such awesome role models for others in our state.

On behalf of the Kansas PRIDE Board of Directors, thank you for the dedication and commitment that you have given to the Kansas PRIDE program, whether it has been through a sponsorship or hard work for your community. It is our hope you will continue your involvement with Kansas PRIDE as we look to the exciting changes in the coming year.

Suzanne Coin
2010 Board Chairperson
Kansas PRIDE, Inc.

Kansas PRIDE Inc. Board of Directors

Members who served on the board during the 2009-2010 PRIDE year include representatives of sponsoring corporations and organizations, PRIDE community representatives, and representatives of the two administering organizations of the PRIDE program: K-State Research and Extension and the Kansas Department of Commerce. The Kansas PRIDE, Inc. Board of Directors provides guidance and raises funds for the recognition of outstanding community achievement through the Kansas PRIDE program. It is with gratitude that we recognize the following board members:

Suzanne Coin

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Kansas Gas Service Company

Jaime Menon

K-State Research and Extension

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PRIDE and Community Development

What Is the PRIDE Program?

The Kansas PRIDE program supports and recognizes community volunteer groups organized for community betterment. The program is supported by the Kansas Department of Commerce, K-State Research and Extension, and Kansas PRIDE Inc.

Is PRIDE Research Based?

Yes, PRIDE integrates best practices and information gathered through research. Based on findings of community improvement work from around the United States and internationally, the PRIDE program brings applicable community development tools and processes to participating communities. The Healthy Ecosystems-Healthy Communities project and the Get It! Do It! project are both examples of how PRIDE can merge current research information and resources with local community development activities.

What Does a Community Do in PRIDE?

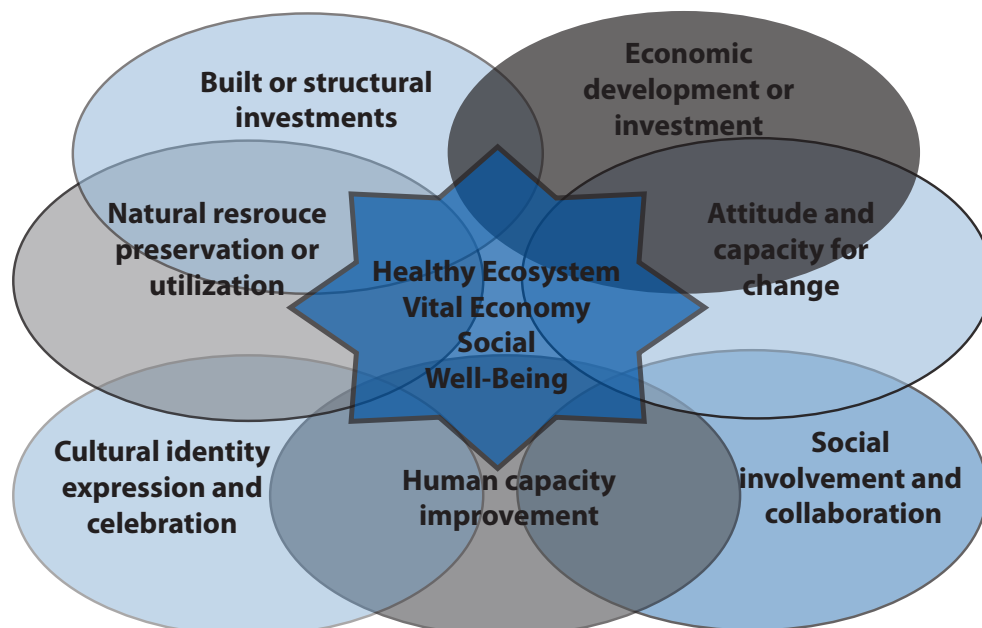
Volunteers organized as a PRIDE group are autonomous. Each PRIDE group is encouraged to ask community residents what is important to them, coordinate meaningful projects, involve others, and celebrate success. The work that each community chooses is up to the PRIDE community. Kansas PRIDE helps local PRIDE groups organize, network, find resources, and gain recognition for their efforts.

What Framework Does PRIDE Use to Understand Community?

People working in community development may highlight the importance of improving the streets, homes, and services of a community of place. Others might define community as the sense of connectedness people feel. Others define community development in economic terms. The truth of the matter is — they are all correct. These are all aspects of community development.

The PRIDE program has adopted a framework of understanding community called the community capitals model. This model has been effective in helping community teams think about the many aspects of building and sustaining community. Community capitals model research suggests that communities applying this broad, systems approach to development tend to meet the needs of their citizens better and generally demonstrate economic and environmental health.

The community capitals model provides a broad way of understanding community investments. For this reason, PRIDE is organizing the community stories we tell in this 40th year issue of the Kansas PRIDE 2010 Annual Review around the community capitals. We have taken examples of success stories submitted in previous years as STAR and Community of Excellence applications and from the stories communities shared for the 40th celebration.



Community Built and Structural Investments

PRIDE communities recognize the buildings, streets, and physical place of community are important to maintain. Below are some examples of PRIDE community investments to improve their infrastructure.

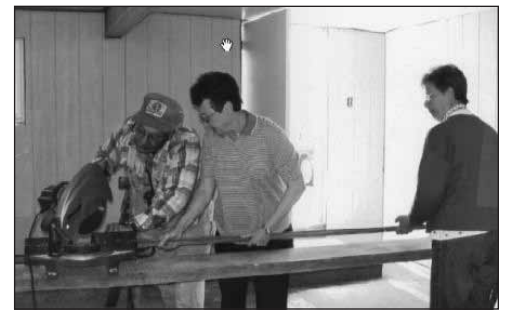
Olsburg (10 years of PRIDE) When members of the Olsburg community wanted to find a positive alternative for children's leisure time during the summer months, they rallied around the idea of building a swimming pool in the city park. The community PRIDE group took charge of coordinating efforts. A \$50,000 private donation kicked off the fund-raising and Olsburg citizens industriously worked to raise the additional funds to complete the project. Not only was this a great community effort, but it was a well-planned effort. Olsburg PRIDE committed not to break ground until they had funds to complete construction and support the first full year of operation. After construction, PRIDE helped to offer swimming lessons and water aerobics. The pool also provides summer jobs for adults and teens. The pool has proven to be a valuable asset to the community. (*Kansas PRIDE Review*, 2006)



Clearwater (14 years of PRIDE) The Clearwater PRIDE committee, recognizing the need for programs and facilities for community fitness and health, undertook the commitment to build a wellness center. Working with the Clearwater Development Foundation, the community was able to put together the expertise, fund-raising, and management systems needed to build the center. Community businesses donated nearly \$350,000 through the Kansas Department of Commerce Community Service Tax Credit Program. Volunteers supplemented the contracted work to remodel a downtown building. This two-story facility now boasts fitness program staff to help residents make best use of the weights, jogging track, cardio equipment, aerobic rooms, and small pool. In addition to the health and life benefits this center offers

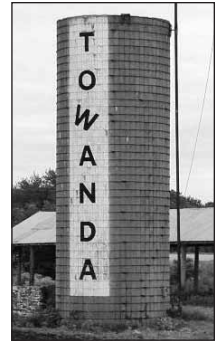
to Clearwater, this project has revitalized the downtown area and has become a safe place for all ages to congregate while participating in lifestyle-improvement programs. (*Kansas PRIDE Review*, 2003)

Goff (11 years of PRIDE) The Nemaha County Fire District #1 and Emergency Medical Services (EMS) department lacked meeting and training space for volunteers. Goff PRIDE stepped forward to oversee the construction of a training and meeting room for the departments. Goff community volunteers worked together to build a large meeting and training room. The facilities include custom-made oak cabinets and a fully carpeted floor. The project met an important need for the fire and EMS departments and gave community members an opportunity to work together on an important project. (*Kansas PRIDE Review*, 2002)



Formoso (30 years of PRIDE) Formoso was a small community with a big water problem. Although the source of their water was good, the 71-year-old delivery system had frequent breaks with splices on top of splices, and the piping often contributed to rusty water. Formoso PRIDE received a grant from the Kansas Department of Commerce KAN-STEP Program, which matched their labor with funding support. The project involved more than 7,000 volunteer hours of digging up and replacing 305 miles of water lines, 26 fire hydrants, 48 gate valves, and 99 water meters. Area farmers provided tractors and loaders for the project, and those that couldn't dig prepared meals and drinks for those who could. This was a herculean effort to replace the infrastructure of Formoso by PRIDE volunteers. (*PRIDE Review*, 2001)

Towanda (14 years of PRIDE) The building was rich in history, but sat unoccupied on Main Street. The tin ceilings, wide doors, brick walls, and wooden floors were in need of cleaning and care. Towanda PRIDE members saw through the clutter and had a vision for a community center. With construction starting in 1995, the center finally opened to the public in May of 2004. After many years of fund-raisers, polishing, cleaning, repairs, and creative investment, the building has become a premiere community center. The Community Building Committee relied on citizens to make the project possible, including collecting more than 33,000 crushed, aluminum cans to raise funds. The facility accommodates up to 125 people and features a stain glass “giving tree” that recognizes givers with recognition leaves. The renovating of the facility was also an act of historic preservation, with the original ceiling, walls and façade retained. The Towanda community building is not just a building – it is a labor of love and a source of pride. (*Kansas PRIDE Review*, 2004)



Across Kansas, community PRIDE volunteers have invested in built projects that include: fire stations, community centers, movie theaters, grocery stores, museums, water projects, streetlights, trail projects, park equipment, fire truck and emergency vehicle replacement, school improvements, Internet and improved community communications, fitness centers, libraries, food pantries, business recovery, and even a doctors office. PRIDE groups are *building* better communities across Kansas.

Social Involvement and Collaboration

PRIDE communities understand that providing opportunities for people to socialize, connect, and collaborate can be as important as the project at hand. PRIDE community members recognize that communicating and facilitating opportunities for people to get involved is an important aspect of continued success of their PRIDE group and the community.

PRIDE groups have tackled community projects designed to help strengthen local social connections, including: community newspapers, telephone books, community calendars, websites, and a community Twitter feed. PRIDE communities are always thinking of creative ways to help bring people together, create opportunities for social networking, and invite people to the community. Experts in community development highlight the importance of building social aspects of community and the value of creating high-trust and collaborative relationships. Some outstanding examples of PRIDE projects to build social capital are listed below.



Almena (20 years of PRIDE) Operating a newspaper is full-time work. Yet, Almena PRIDE not only finds a way to keep the Prairie Dog Press running, but also instigates the news they print. Started as a community project to improve communication, this local paper has become a primary avenue to get local news. Almena connects youth, adults, and community needs through their “Junior PRIDE.” Youth and adults work together to raise funds for projects and work side-by-side on efforts. Almena PRIDE hosts community volunteer appreciation events, organizes public meals, and creates opportunities for volunteers while helping the senior center, library, and community center. Almena PRIDE provides an example of unselfish, collaborative work that not only improves the physical place, but also strengthens the community and invests in people. (*Kansas PRIDE Review*, 2006)



“*Alton PRIDE has had a big impact on our small rural community: our success comes from the city and the entire community working together.*” – Wilda Carswell



Wakefield (40 years of PRIDE) The people of Wakefield credit PRIDE for giving residents a sense of pride in their community. PRIDE accentuates the positive attributes of the community. Wakefield boasts that their community garage sale has attracted campers to the area and has been responsible for expanding the population. Visitors enjoyed the friendly social atmosphere of the community and decided it was a good place to call home. During the garage sale, it is not uncommon for 800 to 900 people to stop at the various garage sales. Wakefield PRIDE helped develop a weekly newspaper. Working with the Clay Center Dispatch, a four-page paper was started. PRIDE volunteers edit and support the paper. Wakefield also keeps the public current on social topics and community issues through a Saturday morning breakfast. Everyone is welcome and speakers often include elected officials, city staff, and other representatives to speak to current topics. Wakefield knows PRIDE, and knows the importance of creating opportunities for building “social” community. (Wakefield success story)



Park City (20 years of PRIDE) Park City knows the value of connecting people and organizations, and understands how PRIDE can be the catalyst of positive community change. Starting as a fund-raiser and a way to connect members of the community, publishing and distributing the Park City telephone book has been a fantastic way for Park City PRIDE to have continuous visibility and help residents connect.



Stafford (24 years in PRIDE) consistently demonstrates their ability to partner and collaborate with other groups. Stafford PRIDE serves as a “connector of energy,” as they partner with the school, local government, other civic groups, 4-H, businesses, and non-profits. In 2009, Stafford collaborated with 15 other community organizations. Stafford PRIDE serves as a community connector to help citizens and groups come together.

Kansas PRIDE volunteers work to make their community a more welcoming place. In a recent study, “social offerings such as entertainment venues and places to meet” and “how welcoming a place is” were two of the top three qualities that bind people to place. (*The Soul of the Community Study* Accessed 10/10 from: www.soulofthecommunity.org/overall-findings/)

PRIDE communities know the importance and value of building social capital in their community. We know that sharing work, resources, and information helps to build the community network. The PRIDE program asks communities to measure the number of community partner organizations they are collaborating with on programs. It is through these numbers that we know **in an average year, PRIDE groups across the state are partnering on between 500 and 600 projects.**



“Basehor’s PRIDE program has been successful because they have been inclusive of different generations and organizations.” – Nadine Sigle, PRIDE associate



Cultural Identity, Expression, and Celebration

PRIDE communities know that supporting arts, festivals, and cultural events are a mainstay of identity and community pride. More than arts and events, however, a community's culture is also an expression of the attitudes citizens hold about the community. PRIDE can help the citizens of a community realize the value of pulling together to create change. The stories and quotes below tell the story of how PRIDE improves community culture.

“Through all of our volunteers, Council Grove PRIDE has made a difference for the community. Building on their past, they have been able to receive national recognition. As a National Historic District, they will be able to attract visitors from across the nation and keep the small town thriving for the future generations.” – Council Grove success story



“PRIDE has been a part of Wakefield for 40 years. The people of Wakefield credit PRIDE with giving its residents a sense of pride for the community. They feel good about their community and PRIDE has served as a vehicle to accentuate the positive attributes of the community.” – Wakefield success story



Highland (25 years of PRIDE) How would a community's Native American heritage, the Civil War, Victorian tea parties, and a one-room school house be used together to build community? Highland commemorated its sesquicentennial in 2007 and the PRIDE group coordinated an impressive five-day cultural event that revolved around the community's historical assets. The PRIDE team spent months researching these assets to learn more about their heritage and how it could be used to build a community event that would bring hundreds of visitors and residents together to celebrate 150 years of this community's success. Festivities included a Civil War re-enactment and a visit to the past with a day of school in the historic one-room school house. A past-to-present wedding

gown fashion show, a Victorian tea party, and dance helped this community celebrate its pride and investment in cultural assets that are important to Highland's citizens.

Alton (25 years of PRIDE) Alton is the birthplace of Russell Stover, the founder the famous candy company. Alton PRIDE has worked to increase the awareness of the Alton/Russell Stover connection by hosting an annual chocolate festival. The festival celebrates the history of Alton, while involving the community in an enjoyable holiday event, which brings many people to town. The first chocolate festival was in December 2001, at The Craft Basket, a local craft shop. While promoting the community, this event set a new sales record at the Craft Basket. (*Kansas PRIDE Review*, 2002)



“As a result of the improvements, more kids now play in the park and travelers stop as they go through town. The project also changed the attitude of community. The desire to perform volunteer service also increased.” –Ford success story



Lucas (25 years of PRIDE) The Grassroots Art Center and PRIDE volunteers created a tribute to stonemasons who worked in the area between 1870 and 1920. The exhibit emphasizes the architectural, historical, and cultural value of post rock limestone. It also incorporates a concise, concentrated series of examples of construction and design detail. The display shows the many uses of the stone, from the most utilitarian to the ornate and whimsical. This major construction project took more than four years to complete and involved stonemasons and carvers from Paradise, Stockton, Plainville, Smith Center, Wichita, Peabody, and Lawrence. The attractive courtyard not only enhances the existing limestone buildings and exhibits, but also provides a beautiful outdoor environment for workshops and social events. (*Kansas PRIDE Review*, 2002)



“If you visit Rossville today, you will see the wonderful improvements which the city has accomplished. More importantly, as you talk the residents, you will hear an attitude of “we can do it.” The success of these projects has given them this attitude along with the desire to want to continue seeking bigger and better things for their community.” – Rossville success story



Greeley (10 years of PRIDE) One of the first Greeley PRIDE projects was the restoration of the historic Gerth Cabin. A German immigrant, Valentin Gerth, was the first white settler in Anderson County. The cabin dates from 1856 and has withstood Kansas weather for nearly 150 years. Bullet holes, found in the cabin walls, are visible scars believed to be from the Civil War. Later, it was said, the cabin hid slaves as they made their way north with the aid of the Underground Railroad. In 2000, the PRIDE committee partnered with the preservation committee to restore the cabin from the floor to ceiling. In addition, the cabin was furnished to complete the historic replication. In the spring of 2001, a dedication of the cabin was held to celebrate the restoration. Greeley PRIDE and volunteers were an integral part of restoring and preserving this valuable piece of Kansas history. (*PRIDE Review*, 2001)



“The attitude has changed in Lansing over the years. It is a positive attitude and people like living here.” – Lansing success story



Kansas PRIDE is working with community members to help them focus on their cultural attributes. PRIDE communities have embraced their culture through events like the Watermelon Days in Gaylord or WahSunGah Days in Council Grove. PRIDE groups have restored museums, theaters, houses, and historic buildings. Through the years, PRIDE communities have discovered that identifying aspects of the community to preserve is often the first step in identifying aspects of the local culture and history that define them. It is important for a community to consider what it means to be a member of that community. PRIDE can assist community members to consider what they value, what they want to improve, and what they hope their future to be. Kansas has a rich heritage and creative people — PRIDE groups across the state are embracing that culture.

Communities Investing in Economic Development

For many community development programs, economic development is the only measurable indicator of success. PRIDE views economic development as one aspect of community development. Not every community priority project is measured for economic impact. This does not mean, however, that economic development and community development are independent. In fact, broader community development activity often establishes the groundwork for entrepreneurial development and support for economic development efforts. There is evidence that community and economic development are inextricably linked in the development of communities that maintain a high quality of life. In a recent study in the *Community Development Journal*, Pittman, et al. (2009) report “evidence that good community development outcomes (such as a development ready community, or a good place for people and businesses to locate) and processes (the ability to work together or strong social capital) are key enabling factors in economic development.” (p.93)

While not all PRIDE groups are devising and implementing community economic development plans, all of the volunteer groups are having an impact on their local economy. ***PRIDE community reports indicate \$723,606 of public and private funds were generated in 2009 for reinvestment in community improvement projects.*** Much of this money is generated through local fundraisers. Some communities seek outside support through federal and state funding sources, or through private foundations. PRIDE works to help communities identify funding sources and match funding resources with the identified community goals. In several instances, PRIDE had a direct role in bringing the application or projects into reality.

The economic impact of volunteer time itself is significant. In 2009, community volunteers invested and reported 171,036 hours of citizen involvement through Kansas PRIDE. This number can be assigned a dollar value. Working with the most current value established by The Independent Sector, **this one year of PRIDE investment in volunteer time to Kansas is valued at \$3,566,100.**

Community economic investment examples range from small business start-ups, to supporting existing business, to supporting business expansion. The examples below show many ways PRIDE groups are working creatively to support economic growth.

Grinnell (31 years of PRIDE) Investing in their community-owned grocery store, Grinnell’s PRIDE group — indeed their whole community — invested in a community capital that will enhance their community’s appeal to new and existing residents, businesses, and industry. Grinnell citizens knew that encouraging their community to “buy local” was by far the most important aspect of keeping the Hometown Grocery Store in business. After surveying the needs of the community, the store realized that it needed to expand its products and services to meet the needs of residents. Grinnell PRIDE facilitated the survey. They also organized fundraising events, raffles, and volunteers who helped update the store’s appearance. Citizens “hands-on” involvement in the process has strengthened everyone’s pride in their community, created a growing commitment to the store, and has resulted in more dollars spent locally to assure the future of this important community asset. (*PRIDE Annual Review*, 2007)



Cunningham (19 years of PRIDE) Jack Meyers, Cunningham PRIDE Chair, called a town meeting to discuss the possibility of a co-op grocery store. The town had been without a store for two years, but the building and equipment were still in place. The first meeting was attended by 122 people, followed by a series of meetings with increasing interest. The community formed a corporation with memberships offered at \$250. To date, the corporation has 153 members with operating capital of \$62,000. PRIDE members helped collect funds and coordinate work nights in getting the building ready. The Country Food Market opened for business with an open house hosted by PRIDE and the full support of the community. Cunningham PRIDE is proud that a little town of fewer than 600 people can still have a good school system, bank, medical clinic, hometown newspaper, and a grocery store, among their other businesses. (*PRIDE Review*, 2000)



Argonia (20 years of PRIDE) A community survey revealed that the lack of a grocery store, gas station, and restaurant were the highest priority concerns of the community. Like many communities, Argonia seemed to be at an impasse when no individual stepped forward to provide these services. However, through the city and PRIDE meetings, a new approach was considered. Several community members agreed to form the Argonia Development Company, LLC, a partnership investment group to build a gas station, grocery store, and pizza parlor called the Argonia Mart. The project was completed at a cost of more than \$700,000 and quickly became a successful business. It has become the coffee shop for morning community

discussions and the pizza stop for dinner. The Argonia Mart also provides dry cleaning services, and has created six new jobs in the community. (*Kansas PRIDE Review*, 2005)

Axtell (10 years in PRIDE) Everyone agreed that Axtell needed a restaurant and a community gathering place, and they were willing to invest their time and talents to make it a reality. Axtell PRIDE organized and developed a strategic plan of action that sparked the Axtell Economic Development Corporation. With incredible efficiency, a building was designed for the downtown, money was raised, and construction began. Community members accepted the invitation to work on the project. Local volunteers built the building, finished the interior, and served as cook and wait staff. The business, known as ACE's (for Axtell Community Effort) opened in May 2003. ACE's now has a paid manager and is fully operational for meals, meetings, and community gatherings. (*Kansas PRIDE Review*, 2004)



Burns (15 years of PRIDE) Not unlike many other small communities, Burns had several vacant buildings and empty lots in the central business district. But change came quickly in Burns. The city and citizens of Burns PRIDE began working to create a downtown that attracted visitors to shop and relax. The plan involved developing a park where a dilapidated building stood. Volunteers did everything from demolition and clean up, building brick sidewalks and laying sod, to constructing a gazebo. The community donated hundreds of volunteer hours to create The PRIDE Corner Park. The area is an attractive center with brick walks, grassy areas, and a sheltered "storefront" where visitors can relax and hear a concert on Friday

night. Burns PRIDE worked with store owners to stay open late and coordinate activities to encourage evening business. (*Kansas PRIDE Review*, 2004)

Kinsley (28 years of PRIDE) The community of Kinsley took it upon themselves to solve a local problem at the local level. As a way to raise funds and support local business, the Kinsley PRIDE committee opened the Twice-Is-Nice thrift store in July of 1992. Open five days a week, the money from the store is put back into the community under the direction of the PRIDE committee. Thirty-five volunteers staff the thrift store. With a county-wide population of 3,000 persons, volunteers are amazed at the never ending flow of donations. Excess clothing is donated to charities in the area, nationwide, and abroad. The biggest benefactor of the thrift store is the community. In the years of operation, the Twice Is-Nice store has returned more than \$200,000 in rent, taxes, and donations to Kinsley. The rent is paid to the Carnival Heritage Foundation, owner of the building. Prior to opening Twice-Is-Nice, the PRIDE Committee donated labor to clean and rebuild the first floor of the museum building to house four businesses. All businesses paying rent to the foundation. (Story by Trudy Rice, PRIDE associate)



These are just a few of the stories from PRIDE communities that demonstrate local economic support. **Statewide, PRIDE groups report reinvesting on average from three to five hundred thousand dollars per year in community improvement projects.** While we do not ask community groups to track the value of their support for local business, it is clear that some businesses would not exist if it were not for the work and support of PRIDE!

Celebrating 40 Years of Ka

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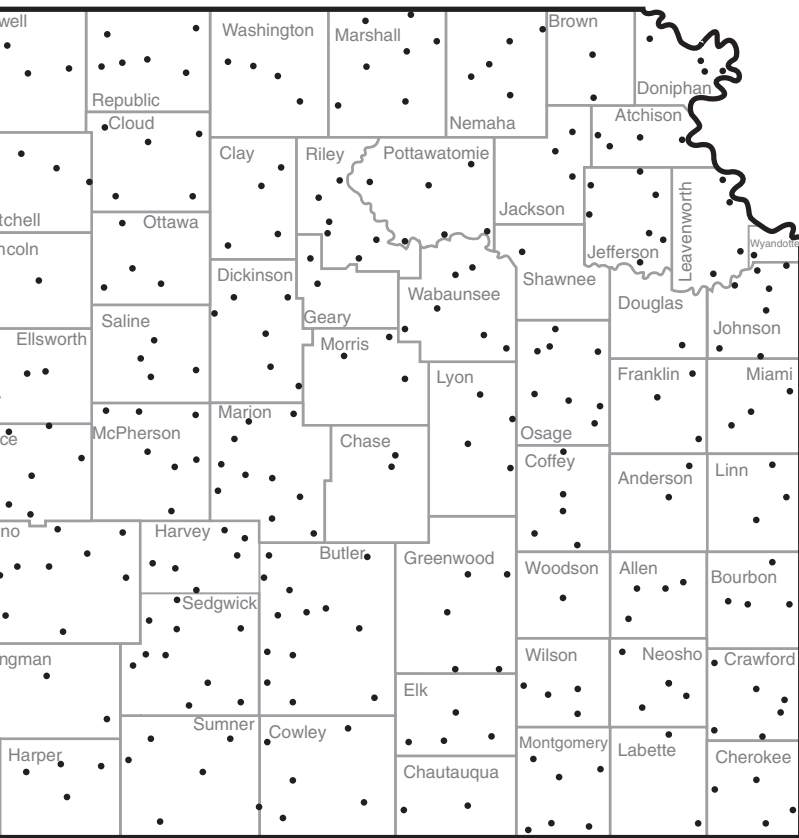
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 La Crosse
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nsas PRIDE Communities

Lancaster	Logan	Meade	New Strawn	Quinter	Strong City
Lane	Long Island	Medicine Lodge	Newton	Randolph	Sublette
Langdon	Longford	Meriden	Nickerson	Ransom	Summerfield
Lansing	Longton	Melvorn	Norcaturn	Reading	Sylvan Grove
Larned	Lost Springs	Milford	Norton	Redfield	Sylvia
Latham	Lucas	Miltonvale	Nortonville	Republic	Syracuse
Leavenworth	Luray	Minneapolis	Norwich	Rexford	Tampa
Lebanon	Lyndon	Minneola	Oakley	Riley	Tescott
Lebo	Lyns	Moline	Oberlin	Roeland Park	Tonganoxie
			Ogden	Rose Hill	Towanda
			Oketo	Rossville	Tribune
			Olathe	Roxbury	Trego Co.
			Olsburg	Rozel	Troy
			Onaga	Russell	Turon
			Oneida	Sabetha	Udall
			Osage City	St. Francis	Ulysses
			Osawatอมီး	St. George	Uniontown
			Osborne	St. John	Valley Center
			Oskaloosa	St. Marys	Valley Falls
			Oswego	St. Paul	Virgil
			Ottawa	Salina	WaKeeney
			Overbrook	Scandia	Wakefield
			Palco	Scott City	Wallace Co.
			Paola	Scranton	Walnut
			Park City	Sedan	Walton
			Parsons	Sedgwick	Wamego
			Partridge	Selden	Washington
			Pawnee Rock	Seneca	Waterville
			Paxico	Severy	Wathena
			Peabody	Sharon	Wellington
			Perry	Sharon Springs	Wellsville
			Phillipsburg	Shawnee	Weskan
			Pierceville	Simpson	Westmoreland
			Pittsburg	Smith Center	Winchester
			Plains	Solomon	White City
			Plainville	Smolan	Whitewater
			Pleasanton	South	Whiting
			Plevna	Hutchinson	Wilson
			Portis	Spearville	Winfield
			Potwin	Spring Hill	Winona
			Pratt	Stafford	Woodston
			Pretty Prairie	Stanley	Yates Center
			Protection	Sterling	
			Quenemo	Stockton	
Lehigh	Macksville	Moran			
Lenexa	Maize	Morland			
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Liberal	McDonald	Natoma			
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Little River	McPherson	New Albany			



Communities Investing in the Natural Resource Preservation or Utilization

Natural Capital includes the natural resources a community needs to support a healthy population. Recently, research has highlighted the value of natural resources as they relate to resident quality of life. Natural amenities have been identified as a significant factor linked to what attracts people to a community and what keeps them there. Usable water resources, beautiful scenery, and clean air are assets that many communities are investing in to create a sustainable future.



PRIDE communities improve their natural amenities through events like recycling or highway and community clean-up. PRIDE sustains beautiful communities through “Yard of the Month” appreciation and through “Our Communities More Colorful Places” efforts. PRIDE groups also invest in natural capital assets through the development of green space, parks, and recreation areas.



Elk City (23 years of PRIDE) Establishing a recycling program for the Elk City area was a priority community PRIDE project. A local church group had been leading a local recycling effort and asked PRIDE to help with the expanding demand for recycling. The Elk City PRIDE Committee received the support of the city council to expand the recycling effort. Youth and adult volunteers were on hand to accept the bags of recycled items on the first day of collection. Workers were eager to smash plastic containers, carry bags of recyclables to the trailer, or chase down wayward items blown by the wind. The amount of recyclables collected on the first day overwhelmed everyone and they were glad that it was not going to the landfill. As community support for recycling has gained interest, the number of volunteers also has grown. Recycling provides work for everyone,

and helps citizens share ownership in the success. Even though it was once called trash, the recycling project has brought together many people in the community, both young and old, for the common cause of improving the environment. (*Kansas PRIDE Review*, 2009)

Melvorn (18 years of PRIDE) In 2006, Melvorn PRIDE was one of the first groups to participate in the Healthy Ecosystems-Healthy Communities (HEHC) program to protect natural resources and local water supplies. The community conducted a series of public meetings and completed detailed assessments of local water, wildlife, native plants, local land uses, historic/cultural assets, and community infrastructure. The community investment in natural capital resulted in a new 40-acre public park with a riverfront trail along the Marais des Cygnes River and miles of trails for hiking and mountain biking. The project has taken an under-utilized piece of land and transformed it into a resource used by local and visiting students, track teams, bicycling enthusiasts, families, fishermen, and walkers. The park has proven itself as one of those investments that “keep on giving” as new events and ideas for park use arise. (Written by Sherry Davis, project coordinator HEHC)



Rossville (12 years of PRIDE) Water is a natural assets that a community can improve to enhance the lives of their citizens. Rossville participated in the Healthy Ecosystems-Healthy Communities (HEHC) Pilot Program and used the planning process to transform a public health problem of standing stagnant water into a beautiful resource for their citizens and local wildlife. Rossville decided to fix a “mud hole” in the public park in such a way that it would become a community asset that could educate visitors, citizens, and youth about how rain gardens protect water quality. Rossville’s rain garden uses native plants which rarely need watering and never need fertilizer or pesticide applications. The garden absorbs rain within a 24 hour period, eliminating the previous mosquito breeding site. The garden also serves as a natural treatment of oily contaminants and

silt from the parking lot run-off. Rossville’s investment in this natural resource has created a new habitat for local song birds, butterflies, and amphibians, as well as providing seeds and materials used for nests or burrows, food, and cover and protection from predators. A PRIDE project with a big return for everyone and for the environment. (Written by Sherry Davis, project coordinator HEHC)

Communities Strengthening Aspects of Human Capacity

A community's human capital is represented by the collective skills and abilities of citizens. These skills are represented in PRIDE by the volunteer hours invested in community improvement efforts. **PRIDE communities reported 171,036 hours of volunteer service in 2009 alone.** Across Kansas, PRIDE is investing in people through opportunities for education, leadership development, and community involvement. In addition, communities that invest in supporting basic human needs help their citizens live more secure lives. PRIDE groups also encourage citizens to use their skills and abilities to build and shape their community's future.



Park City (20 years of PRIDE) Chisholm Trail Elementary School in Park City faced low test scores and poor community support. Principal Elbert McGhee came to Park City PRIDE for help, telling members that individual tutoring was the most reliable way to raise the scores quickly. PRIDE members went into action. PRIDE members made curtains to hide the plumbing facilities in the old locker rooms, which were the only rooms available for tutoring, and brought in plants and signs to brighten the entryways. PRIDE energized community members to provide needed school supplies with a “Stuff the Bus for Chisholm Trail” drive, filling a small school bus in one day. Membership in PTO was encouraged with door prizes and childcare provided by PRIDE for the first meeting of the year. PRIDE members served on the site council. They manned recruitment tables at enrollment, talking to parents and grandparents about the rewards of tutoring. They went into the community, recruiting younger and older tutors, even recruiting Wichita Thunder Hockey players. Sixty students were tutored once a week in that first year. As community members came into the school to tutor they started to see a difference in the attitudes of the teachers and students. And when the test scores came in, they showed a dramatic 15+ percent improvement in reading, writing and math across the board for the fifth graders. All in one year! In 2004-2005, the number of tutors is up and now 75 students are participating. Now there are two classrooms set aside for the tutoring. The attitude of the community toward the school has changed – residents have bought into it with their time and energy. When volunteers are needed, residents are willing to step forward. The local Chevrolet dealer is even recruiting employees as tutors, paying them for the hour they volunteer once a week. There is a new pride in the school – thanks to Park City PRIDE! (*Kansas PRIDE Review*, 2005)



Glasco (20 years of PRIDE)- The building on the corner in the center of main street of Glasco is buzzing with activity. Responding to citizen requests at community meetings for the need to bring people together and the desire for educational opportunities, Glasco received grant support through the Community Resource Act to design a Free University program. Named “GIFTS”, an acronym for “Glasco Inspires Free Talent Sharing,” the first semester offered 19 classes, all taught by volunteers. The classes addressed literacy, arts, health, recreation, culture, and community and personal well being. Enrollees ranged in age from 3 to 80 plus years. The GIFTS Program is a gift that will continue to enhance community involvement and sharing into the future. (*Kansas PRIDE Review*, 2006)

Gaylord (28 Years of PRIDE)– Gaylord PRIDE heard about the Community Resource Act (CRA) Program at PRIDE Day 2001 and were encouraged to investigate the idea for a Learning Center in Gaylord. PRIDE and a representative of each local organization formed the CRA Steering Committee/Advisory Board and identified a program coordinator. A survey was distributed with the community newsletter to determine the community's interest and priorities. The name of the program, “Community Help Group” evolved from the small towns of Cedar, Harlan, and Gaylord. Talented local leaders volunteered to teach classes and activities involving all ages from kids to senior citizens. Flyers were mailed to promote and explain the class sessions offered in the first year. Community members who attended the sessions commented that this community education program opened many new doors and enlarged their vision of the community. (*Kansas PRIDE Review*, 2002)





Beattie (11 years of PRIDE)– In February 2006, Beattie found itself without a public library or a place for city hall. The PRIDE group and the city worked together to find a downtown building that could be purchased by the city. A vacant building was purchased by the city and remodeling began immediately. Many PRIDE members answered the call to volunteer to create offices and library space. PRIDE scheduled workdays for the project and recruited volunteers. Many of the items from the old elementary school were put to good use. By working together, the Beattie PRIDE volunteers helped bring new life to a downtown building and fill an important community need. The Beattie Library/City Hall was opened for business on September 16, 2006. (*PRIDE Annual Review*, 2007)

Eskridge (9 years of PRIDE) is providing an opportunity for community dialogue and goal setting. Eskridge PRIDE has been a catalyst for addressing community concerns. When methamphetamine production was suspected in the area, the PRIDE group invited the Highway Patrol and Kansas Bureau of Investigation to town for “Community Awareness” training. The elevated awareness of community members and law enforcement was enough to curb the suspicious behavior! The PRIDE group also works hard to make sure all organizations and groups of people in Eskridge have an opportunity to get involved in community improvement. The PRIDE group coordinates celebrations and events and has done extensive work in the community parks. Eskridge PRIDE is pulling together to assertively pursue community improvement. (*Kansas PRIDE Review*, 2005)



“*The impact on the community, particularly in these hard times, is to provide an additional safety net for families whose incomes may not stretch far enough. In addition, any family without enough to get by until the next distribution can contact Pride with the confidence that they’ll get the help they need.*

Of course, one impact is that more women and children are rescued from dangerous situations. But there is also the fact that the community is more aware of the existence of these problems, and of the opportunity to provide assistance to the social service organizations who deal with them.” – Dee Stewart, Park City PRIDE



According to the Centers for Disease Control and Prevention (Healthy People 2010), not only is an individual’s health affected by their community, but the health of whole communities may be inseparable from the health of individuals and families. Consequently, community based organizations must be involved in preventing obesity and promoting a physically active lifestyle. “Whole community efforts that include information, behavioral-social, environmental and policy approaches have been found to be effective in increasing the physical activity levels of targeted audiences,” (HHS/CDC, 2006). PRIDE understands the value of shared collaborative work to help communities thrive. The KSU **Get It - Do It!** Program is a collaborative effort with the KSU School of Family Studies and Human Services and the Kansas Department of Health and Environment. Get It –Do It! encourages community teams to assess and plan actions to promote community health. Eighteen community Get It –Do It! Projects have been launched thus far, and the project continues to grow. Through the development of youth, leadership, and addressing community health needs, PRIDE is working to support community sustainability through investments in human capital!

In an average year, the PRIDE program generates 140,411 hours of volunteer service equivalent to 96 community volunteers working four hours a day, 365 days a year! – based on a 12-year average

Attitude and Capacity for Change

Political Capital represents citizens' ability to have a voice in determining what needs to change and to participate in decisions which affect their personal lives and their community. PRIDE helps to create this attitude and capacity for change by helping citizens take an active role in participating in their community's future. PRIDE communities build political capital when they pull together to share resources and collaborate on projects. In 2010, **80 communities enrolled in PRIDE, and during the 40 years of the program, nearly 400 have participated.**

Participating in bringing about community change is empowering, and brings about a positive belief in the capacity for the community to make meaningful changes. This happens when community members and organizations pull together for common goals.

In an average year, PRIDE communities report about 600 collaborative partnerships on projects they are addressing. Typically these projects are identified through community participatory planning activities, and are based on surveys or community assessments. How else can PRIDE know we are impacting "attitude and capacity for change"? Primarily, it is through people telling us – like these quotes and stories below:



"I'm excited! PRIDE has been very unifying for our community. People see all the activity on St. Joseph Street and wonder what is going on. They drive down town just to check it out."

– Teresa Wilson, Wathena PRIDE



Potwin (30 years of PRIDE) In 2004, Potwin's PRIDE group moved proactively to invest in their community's political capital of the future—by helping the youth of their community learn leadership skills in community development. The PRIDE group invited their youth to participate in their planning meetings and worked with the Kansas Campus Compact at Butler County Community College (BCCC) to explore the idea of linking college students with local youth groups. A BCCC representative worked with Potwin's youth to organize a Youth PRIDE team. The PRIDE Youth Group worked with the adult PRIDE Program, but they also developed their leadership skills by formally organizing their group—electing officers, identifying community projects they would like to work on, and working together with the adults PRIDE Program on several important community projects that have resulted in contributions to the community's fresh food supply from a community garden project, and their participation in a city-wide and the adopt a highway clean-up effort, a park workday, and participation in the dialogue to evaluate the Neighborhood Watch program for their community. Potwin invested in the future welfare of their community, by building the confidence and leadership skills of their local youth—and giving them a voice in their community's decision-making process. (*Kansas PRIDE Review*, 2005)



"The next year, we got the issue on the ballot again, and this time Pride members got a list of registered voters, split up the city and knocked on every door. The referendum passed two to one. In June of 2000, our new library opened in rented space and it has expanded twice since then. Plans are being formulated for a permanent home, but we now have adult reading clubs, children's programs all year long, four employees, cultural events. We did it!"

– Park City success story

Fort Scott (40 years of PRIDE) “Not everyone can be a cheerleader and not everyone is a jock. But everybody can belong to PRIDE,” stated Dola Cress, a forty year member of the Fort Scott PRIDE Program. Fort Scott PRIDE believes involving their youth is important. They have touched the lives of many youth and have taught them the importance of community service. “PRIDE has project sponsors in both the middle school and the high school and is the only civic organization with this type of presence in the school,” stated Cress. In 2007, 161 students at the middle school participated in a total of 1,134 hours of community services and raised \$1,502 for various causes. Fort Scott PRIDE has built a strong relationship with the school. Youth and adults work side by side to carry out community service projects. The youth have a voice guided by the experience of caring adults. With this type of attitude and support, Fort Scott can look forward to a bright future. (Fort Scott success story)



“The PRIDE Program has been the catalyst to bring organizations together to set goals and better meet the needs of our community. Through PRIDE we have developed a positive attitude and the confidence to take on large-scale projects and complete them.” – Janet Arnold,
Fort Scott PRIDE and former Kansas PRIDE Inc. Board member (*PRIDE Review*, 1986)



“The PRIDE program has been the most positive approach to community and economic development our city has had in years. PRIDE has become a credible force and the catalyst to accomplish goals that we wouldn’t otherwise have thought possible. People here are very proud of the PRIDE Program and the things it has enabled us to accomplish.” – Gladys Hawkins,
Osawatomie PRIDE and former Kansas PRIDE Inc. Board member (*PRIDE Review*, 1986)



“Were it not for PRIDE, many of the projects that have been done in the community would not have gotten done. We have a community that is very willing to pitch in and help if the organization is done for the project. This has been proven over and over again.” – Argonia success story



PRIDE Sponsors

PRIDE is a great partnership of state agency, university, private, and corporate support. This partnership continues to build strong relationships and networks for community development in Kansas. It is only through this strong partnership that PRIDE can account for the success we have had. The Kansas PRIDE program gratefully acknowledges the contributions of our current partners and sponsors whose generosity supports the efforts to build better communities.

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“A utility company prospers in direct relationship to the economic vitality of the area it services. KPL Gas Service Company has been a PRIDE sponsor since the program’s inception in 1970, because we believe the community improvement projects encouraged by PRIDE enhance the economy of the state. It is very gratifying to observe the spirit of cooperation and volunteerism at work in large and small communities, as they strive to fulfill self-improvement projects under the guidance of the PRIDE program.” – Rod Weinmeister, KPL Gas Service Company (PRIDE Review, 1986)



Friends of PRIDE

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In Kind

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Topeka, KS 66615
Contact: Randall Allen

League of Kansas Municipalities

300 S.W. 8th Street
Topeka, KS 66603
Contact: Kim Winn



“The seemingly unlimited resources that are made available from Kansas PRIDE are an excellent tool. We continually evaluate our programs and are always looking for new ideas and ways to improve our PRIDE Community. As the needs of our town change, we will adapt to meet those needs.” – Mount Hope success story



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“The Kansas PRIDE Program has made a significant contribution to many cities in the state of Kansas. As the state association of cities we view the PRIDE program as an important community and economic development tool, and are pleased to support the work of PRIDE through our annual sponsorship.” – Ernie Mosher, League of Kansas Municipalities (*PRIDE Review*, 1986)



Continuing our Success

PRIDE is empowering people, mobilizing resources, and bringing about positive change in communities across Kansas! Kansans should be proud of the communities enrolled in PRIDE through the years, and of all that they have been able to accomplish. We know through the statewide community quarterly reports that **PRIDE groups accomplish 800 to 1,000 community improvement projects each year.**

That equates to more than 88 community projects completed every month of the year! An incredible amount of work and effort goes into community improvement annually. **Over the 40 years of PRIDE, we project that there must be more than 42,000 projects accomplished!** It is through continued citizen investment in our rural and urban communities that Kansas will stay strong!



“The attitude has changed in Lansing over the years. It is a positive attitude and people like living here. Through the surveys conducted every two to three years, PRIDE is able to continue to identify needs and has Lansing residents proud of their community.” – Lansing success story



“When there is a need for something to be done, important events to be honored or celebrated, or when a fund raising project needs to be held to buy items to make our town more enjoyable, that’s when PRIDE comes in and does it. Children growing up in Highland don’t know a town without PRIDE. If Highland needs something, ask PRIDE. PRIDE is expected to do it whatever is necessary. Highland is cleaner, more attractive, has yearly celebrations that grown-up kids come back to celebrate, and has a working organization to accomplish needed goals.” – Highland success story



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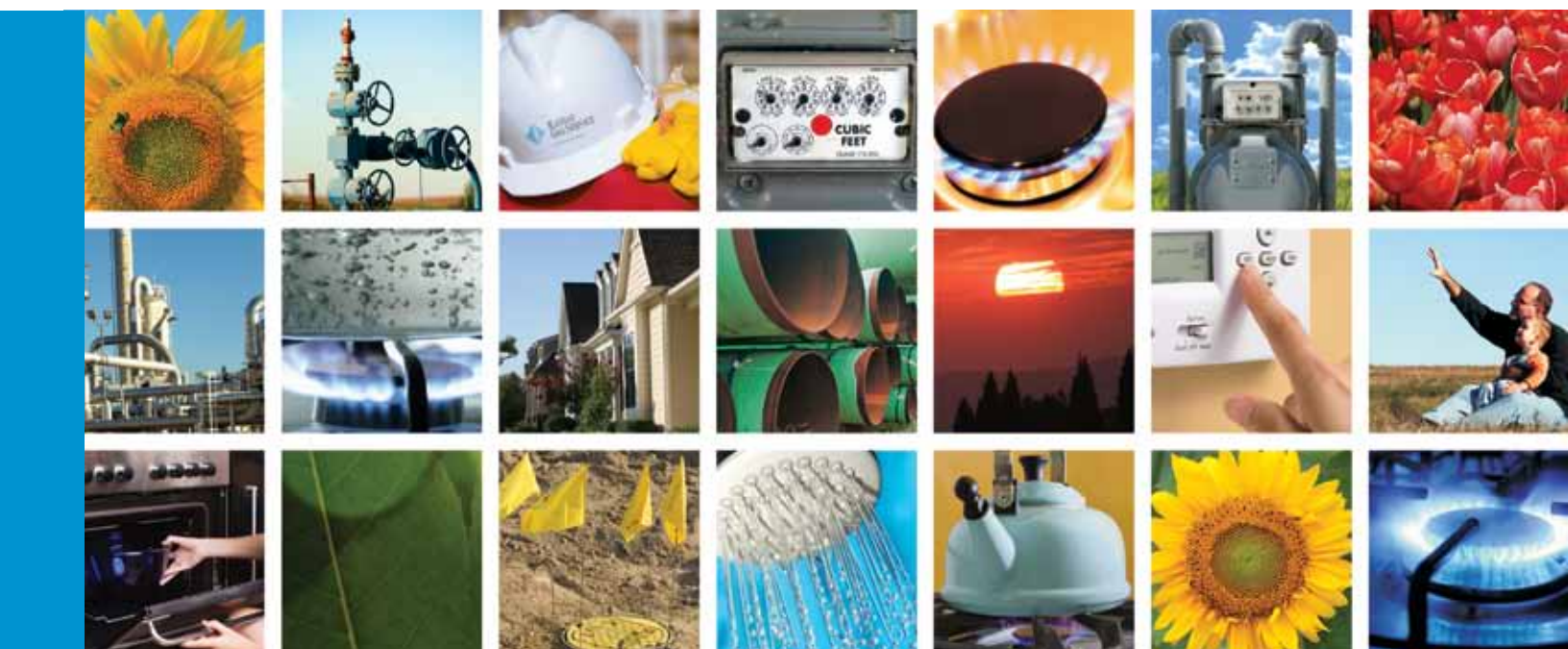
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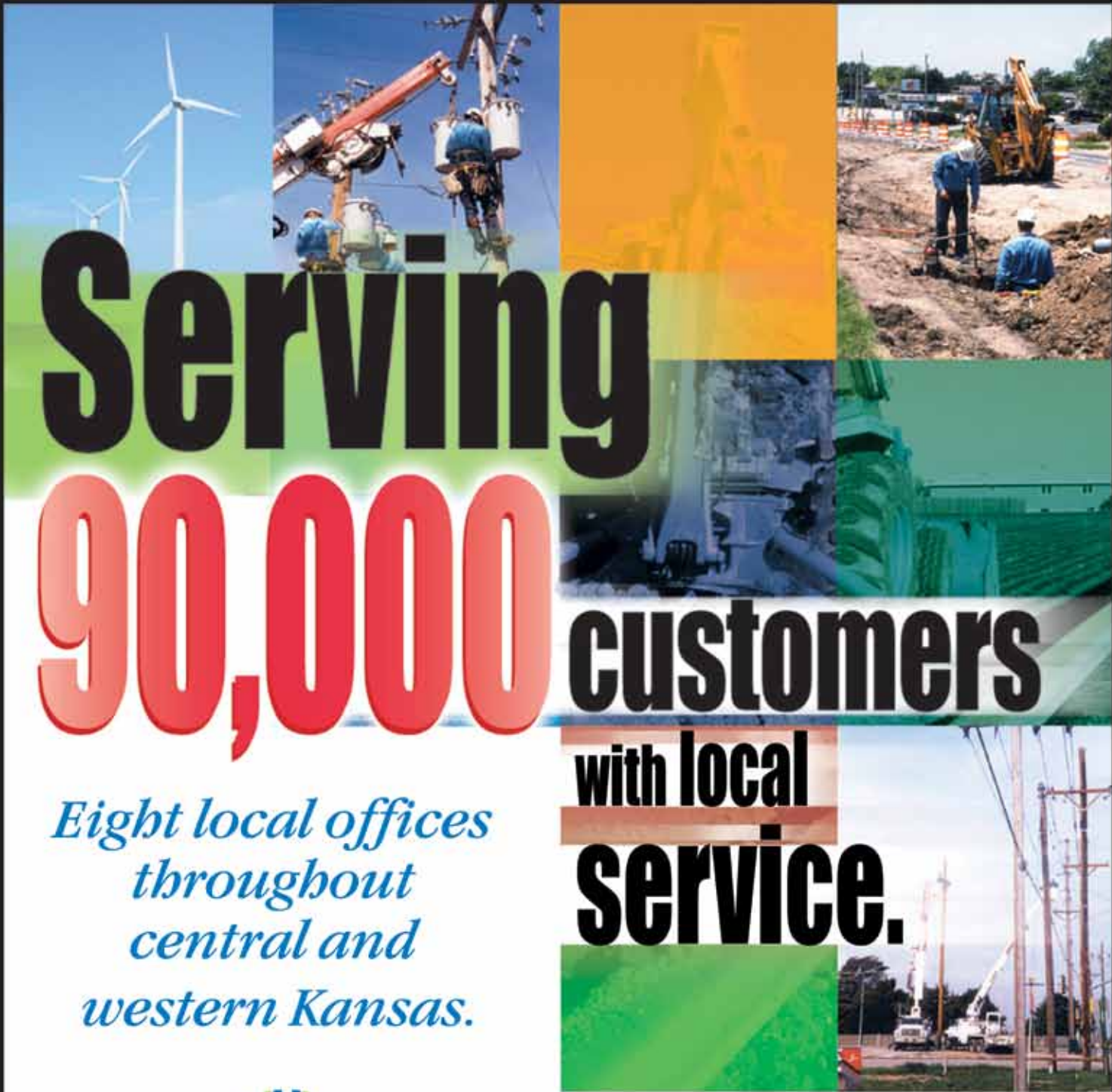
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