

I have always been impressed with this small business operating on Clark Street. Every day I come to work I pass this corner lot. I'm sure most of you have seen this special lot. The owner possesses the pride that comes with keeping her property clean and beautiful. It fills me with pride and hope for the future of our Valley and Community. The owner of this business and lot exemplifies the very essence and vision of Valley Pride.



Back in 2002, we formed an organization for the purpose of cleaning up and beautifying our community and valley. Its initial creation was prompted on improving the look and feel of our community so when prospective new business owners came to look over our community, they would say, "This looks like a wonderful place to move our business and raise our family".

Although we have been in existence for the last seven years, most citizens have only a vague idea of what Valley Pride's mission and vision is. Some think it is about cleaning up the river, knocking down weeds, building "Welcome" signs at our entrances. Well that may be what most see and think, but frankly our mission is far greater than that. Our mission is to try to raise the standard and attitude of the citizens, neighborhoods and businesses in regard to beautification and cleanliness. It's about each citizen taking pride in their homes and businesses. As an example, for the last four years, we have had an annual drive called "War on Weeds". Our drive, although worthy, falls short of its potential. Instead of a small group of volunteers going out on a Saturday morning in June or July and knocking down weeds, think how easy it would be if every citizen took just ten minutes to knock down the weeds in front of their business or residence.

This attitude is the ultimate objective of Valley Pride. Just like the lady owner of the lot above on Clark Street, just think how beautiful this community would be if everyone took the same sense of stewardship and pride with what they have? Valley Pride has developed a Vision Statement that might be interesting to you and help you understand what we are trying to accomplish.

TO STIMULATE, NURTURE, AND IMPROVE OUR PORTNEUF VALLEY THROUGH COOPERATIVE ACTIONS THAT BEAUTIFY, FOSTER RESPECT, PROMOTE SERVICE AND INSPIRE VALLEY PRIDE.

Valley Pride is trying to stimulate, nurture, and improve what we have in this wonderful Valley. We have created special projects like "The Chief", or the "Welcome" sign. But our greatest accomplishment will be the response of thousands of citizens doing just what this business lady does every year. This organization is not a small group of volunteers. They are but leaders trying to provide vision and hope. This organization includes each and every citizen in the Portneuf Valley. It includes you. Take Pride by taking action in helping this be the most wonderful place to live, and it really is.

Arlo D. Luke
President of Valley Pride