

## Action Swift Current looks ahead to new year

The Action Swift Current group is not prepared to rest on their past accomplishments but are recharging their batteries for an exciting future.

Action Swift Current took a short opportunity to reflect on their list of accomplishments during their annual meeting on Wednesday. But after a short rejuvenation plans are being put into place for bigger projects in the future.

Chuck Thomson, who was re-elected as Action Swift Current Chairperson, said there is lots of work remaining for their group to do.

"From a management perspective...we're a community group. We're private, public, government, non-government, a whole bunch of things. We need to be able to get those people excited again. Sometimes you're only excited if it's just their agenda. Our goal as a board is to make sure we have projects that will be more inclusive to as many volunteers as possible. And if we do that we'll be meeting the needs of the community."

He noted the most important job of Action Swift Current this coming year will be to educate the community and promote the brand. They want to explain to the community about why Swift Current is a place "Where Life Makes Sense." This heightened community pride will further promote the city.

"We think once you understand the reason why we came up with the brand, the pillars, the most important reasons why people choose to live here – if you believe that and believe that it's true and you internalize that as a community your goal will always be to make it a better community."

There will also be an effort to get more people involved in the Action Swift Current movement.

"Even more important than that, is in the next month or two, is to get probably 50 or 100 volunteers to help us. Just an hour or two a year even is important, because if we don't have the volunteers we can't do the work we need to do," Thomson said.

*Press Release Date:  
The Southwest Booster  
June 11, 2005*