



**DATE: June 21, 2024,**

**MEDIA RELEASE**

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**2024**

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As we get ready to host Frontier Days 2024 June 26 - June 29<sup>th</sup> the Swift Current Agriculture and Exhibition Association Board of Directors are sharing the retirement announcement of our Manager, Tracey Stevenson effective January 2025.

Tracey has served as Ag & Ex Manager since 2009 and has worked with the Swift Current Ag & Ex for the past 18 years.

In 2006, Tracey Stevenson joined the Agricultural and Exhibition Association (Ag & Ex), eventually becoming the manager. Her eighteen years of dedicated service and leadership were marked by a deep understanding of Frontier Days, its history, traditions, and values.

Without much background in running organizations, she jumped into (or thrown into!) fixing many challenges. She managed to not only put the pieces back together, but also build a stronger association with solid community ties, astute financial management and organizational skills. The Association thrived, and throughout her years as manager, the Ag & Ex offered an increased number of events to the community.

Tracey was a driving force behind the Board of Directors, actively encouraging, assisting, and participating in all the Ag & Ex events along with community events. These included Ranchman's Ridin' & Recitin', featuring Cowboy Poetry, youth livestock, ranch horse competitions, Doc's town and more, City of Swift Current Centennial, CCA Rodeo Finals, Taking It to the Streets; all contributing to the enrichment of the community's culture. Another highlight was the 'Discover the Farm' event for schools and the community, where Tracey, always ready for fun, engaged with students while dressed as the endearing chicken mascot 'Eggbert'. The volunteer support provided a delightful experience for everyone—a sumptuous meal and a moment to cherish the community, which Tracey held in the highest regard.

Every year Frontier Days has included parades, pancake breakfasts, horse shows, trade shows, rodeos, family entertainment and grandstand entertainment. Tracey remains proactive to safety and exemplary skills relating to organization of these many events. She met challenges head on- managing all obstacles with satisfying results.

Finding funding and maintaining affordable events so all can enjoy the entertainment and western lifestyle shows is challenging. Often, the quest for grants, sponsorships, affordable gate admission and more was relentless - her expertise resulted in successful outcomes.

Tracey's commitment to the staff, Board of Directors, volunteers, community, and family knew no bounds. Her decisions were made with careful consideration, not just for the association's benefit but also keeping in mind the interests of visitors that came from all areas of the Southwest and beyond.

The search for a manager will be overseen by a distinguished search committee. The timeline and procedures for the selection process will be thoroughly outlined in the upcoming weeks ensuring the selection of a qualified candidate who will continue to uphold the Swift Current Ag & Ex mission and values.

Join us at Frontier Days 2024, we encourage prospective candidates to reach out to Tracey or the Board of Directors if you are interested in becoming the new manager of the Swift Current Ag & Ex.

Tracey, the City of Swift Current, and the Southwest Saskatchewan community extend their heartfelt thanks to you. Your dedicated contributions over the years have ensured that the Ag & Ex events remain thrilling, living up to the promise that "The Chute will always be open."

Upon your retirement Tracey, you will never be forgotten. Your legacy will forever be branded into the history of Swift Current Ag & Ex.

Sincerely,

Swift Current Agriculture & Exhibition Association  
Executive Committee  
President -Grant Scheirlinck  
Vice Chair - Chris Martens  
Past President -Dale Anderson.  
Finance Chair - Stan Aikens

For more information, contact the Swift Current Ag & Ex:

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#### About the Swift Current Ag & Ex

*The Swift Current Agricultural and Exhibition Association is a non-profit organization with a mandate to provide service to and enhance the life of residents in the areas of agriculture, entertainment, sport and culture to the community and the region. Through the delivery of these programs we contribute greatly to the community of Swift Current. On an annual basis we purchase over one million dollars' worth of goods and services, utilize more than 20,000 volunteer hours and attract over 200,000 people annually. The chute is always open at [www.swiftcurrentex.com](http://www.swiftcurrentex.com)*

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