

## The changing of the GIC guard

Written by Elizabeth Barrett  
Friday, 22 March 2013 13:41 -

---



Four vice presidents to help lead GIC.

Deciding how to shake up the Gothenburg Improvement Company has resulted in the addition of three vice presidents.

Mike Bacon will continue his reign as GIC president and the vice presidents will help spread the load.

Jim Aden will tackle special projects and Amber Burge will be charge of strategic planning.

Joe Richeson will take over operations which includes budget and membership while Nate Wyatt will work with communications and recruitment.

Bacon said he will meet with the vice presidents during monthly meetings and luncheons where he will share GIC's successes of the past.

"And they'll find their own way of being successful," he said.

A noteworthy success story is how valuation in Gothenburg has grown \$150 million throughout two decades.

Sales tax receipts in 2012 grew 9% which was more than the state average of 4.2% and the two other largest towns in Dawson County—Cozad and Lexington.

## The changing of the GIC guard

Written by Elizabeth Barrett  
Friday, 22 March 2013 13:41 -

---

“Gothenburg does things at a higher level,” Bacon said about the community’s success. “Other towns are successful but here the fabric is about excellence and being on top.

“We expect excellence and don’t do things halfway.”

Bacon pointed to the fact that three Fortune 500 companies have located in Gothenburg—Frito Lay, Monsanto and Parker Tech Seal Division which is part of Parker Hannifin.

Because of the efforts of GIC, the Gothenburg Chamber of Commerce and volunteers, he said the community is successful in wooing companies and businesses to town once they visit.

“I can’t remember a time when we weren’t successful in recruitment,” Bacon said.

Because citizens take ownership in their town, he said they will stand up and deliver for the community.

The four new vice presidents, are accepting responsibility for taking the town forward, Bacon said.

“We believe this is a great community,” he said.

[ebarrett@gothenburgtimes.com](mailto:ebarrett@gothenburgtimes.com)

308-537-3636