

EDITORIAL

with Dawn Brown

Since when?

Recently, my sixty-five year old mother, while driving through Georgetown, hesitated at a green light—about fifteen seconds—when the “gentleman” in the car behind her started to lean on the horn. She immediately made her turn. However, the man in question followed, pulled up alongside her, rolled down his window and started to scream at her. He commented on her driving ability and her mental status, and, as you may have guessed, the man’s comments included a number of four letter expletives that are unfit to print.

Incidents like this always leave me with the same questions. The first: How pathetic must an individual be when he feels like a tough guy after hurling obscenities at a five-foot-tall senior? The second: When did behaviour like this become acceptable?

The frequency of dangerous and, in many cases, frightening incidents of road rage seems to be coming more and more common place. At one time, a road rage incident might have meant someone flipping you the middle finger, now it can include death threats or even a physical assault.

Early this year a woman driving with her daughter and daughter’s friend on the 427 Highway were forced to stop in the left lane when the truck in front of them jammed on its brakes. Two men, the driver and the passenger, got out of their truck and began shouting threats and obscenities, which the woman’s daughter recorded with her cell phone.

Most people have probably seen the video. It was all over the news, and it was incredibly disturbing. While both these men have since been charged, the unfortunate reality is that this is not an isolated incident.

In December of last year, a Calgary woman was dragged out of her mini-van and beaten with a hockey stick in front of her young child by two men in a road rage incident.

Earlier this year, a man was charged after threatening another driver with a machete in Brampton.

The frequency of these incidents combined with the escalating violence is more than a little disturbing, which brings me back to me original question. How did this kind of behaviour become acceptable?

However, the answer can be summed up succinctly. It’s not.

At no point is it okay to get out of your car and scream, threaten, cuss out anyone because you didn’t like something they did on the road. Even if they broke a law or did something you felt was dangerous that doesn’t make it okay to follow them so you can call them names or beat them up. You can report them, but that’s it.

In no way is there anything another driver can do that makes it okay for you to scream and yell, and certainly not put your hands on anyone.

And let’s face it, does anyone really get home after someone has called them a bunch of four letter words and think, “Gee, maybe that guy was right. Maybe I should drive better.” Or do they think, “What a lunatic!”

Ding! Ding! Ding! I think we have a winner.



BIG WINNERS: Members from Acton Jiu-Jitsu had a good showing at the recent tournament hosted by KW Jiu-Jitsu. Many of the Acton competitors won 1st or 2nd places and all received medals. The tournament was attended by students from Acton, Hamilton, Waterloo, Stratford, and Barrie. - Submitted photo

Why it is worth the drive

Our paper recently had an edition focus on downtown Acton. Why? Because the downtown is a huge part of the future of our town. I’ve talked about our town and our downtown a lot over the almost past two decades. My passion for our town and wanting it to succeed is no secret. As I pondered things to write my thoughts on for this week I rolled around a few ideas like another favourite topic of mine the 45th American President or even my recent struggle with Sears Canada. However, as I began to write I read how our Acton BIA (Acton Business Improvement Area) was having a contest.

The BIA has had some struggles over the years. There have been a handful of different managers over the past few decades - some stronger managers than others. Many don’t realize the BIA membership is restricted to a designated area of downtown Acton. The business property owners in this area contribute to the BIA through their taxes and the focus of the BIA is supposed to be to representing those



By
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businesses and property owners. Their focus is not the winter carnival or the former farmer’s market, Leathertown Festival or other Acton events, yet the organization falls on the hands of the BIA Manager. It’s a job that entails more things than most of could imagine and on top of that the manager also struggles to find new and cost effective ways to promote Acton.

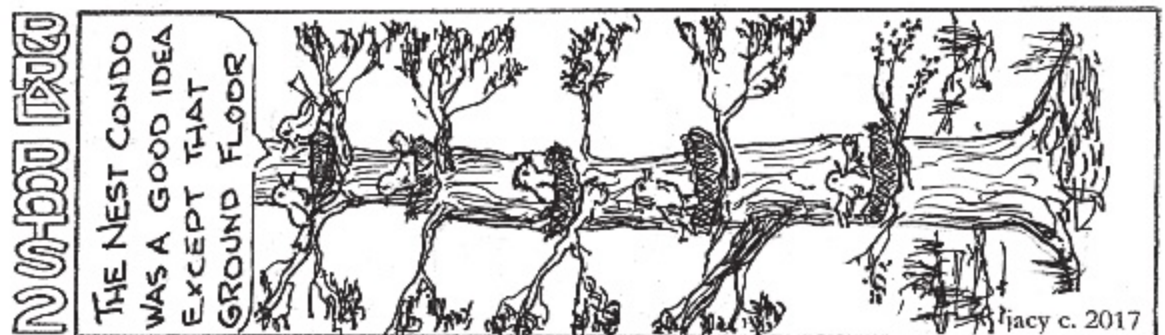
Recently, I had a very eye-opening meeting with our current BIA manager Sheena Switzer and I have to tell you this gal is busier than I am and listening to the things she has taken on exhausted me. She is full of spunk and spark and she is out to bring our town back to life.

Her latest venture is a bringing back the heydays of the radio advertising slogan of the Old Hide House. It was back in the early 80’s when the Dawkins

family went all out and every channel, newspaper and radio station continually perpetuate the phrase “It’s Worth the Drive to Acton”. I can still hear Stu Holloway’s voice in the radio ad. Everywhere you went - mention that you were from Acton and they would ask “Is it worth the drive?” It still happens today. I firmly believe this is one of the best marketing ploys of our generation.

So what does Switzer have up her sleeve? It’s simple. She is bringing back the slogan. She wants us to remind people why it is still “Worth the Drive to Acton.” Actually, she wants us to give her 150 reasons why in celebration of our country’s 150th birthday.

Now is the time Acton...let’s tell all of Canada why it is worth the drive to Acton. The best part about it is if you do this you have a chance to win \$150 in BIA bucks that you can spend downtown shopping local. Scope out the Acton BIA on social media and remember #whyitsworththedrive. Come on Acton...let’s hear it.



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