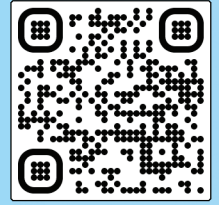


OUR ...

We Welcome You.  
**local.**



# New Scotland

business community

## WE SEE YOU BUT DO YOUR CUSTOMERS?

Welcome to “Our New Scotland” – The Town of New Scotland: the business community; **the business to resident connection**; a group of business owners and local leaders who, with a touch of eclectic personality and flair, are coming together and striving for **EXPOSURE** and **CONNECTION** of others as much as self.

A few years back, I came up with the idea (though it's not really innovative) to form a collective **business-to-resident**, mutually beneficial group of the friendliest of people... to continue to promote our businesses to those who often say “... **I never even knew you were here** ...” So, since March 2022: a group of about six of us began with concepts/ideas/what's possible. Ideas that were shared over coffee and freshly made snacks at Gracie's Kitchen, a local restaurant, and we were off.

Who knew? Some may have – I certainly battled weekly (still daily) with the goal. Could we do this? (**WE ARE!**) Would they see what I see? (**THEY DO!**) Coming from a 25-year professional marketing background I do believe this will help your business grow. So, talk to us. Talk to others in town about it, about you! ... I've been in Chambers, we're not that ... we're different!

Hmm ... Well, how are we different? **Can we be more personal? More community based and targetting?** Outside the edge of the same ol', same ol'? We are building something and making a difference with each business; So, let's empower businesses to connect to our residents better then ever before.

Now, with the '24 “Core” leadership team, we are doing just that. So it continues, two years later, we have set some of the corner stones of what will decidedly become something our community of businesses and residents can participate in; learn and grow in; share **camaraderie** and **commitment**; and all be proud of.

**When good people get together on both sides of the fence, the fence gets torn down and we build something magnificent. I'm Ready – Are You?**

I appreciate you all (*you know who you are*) and we have a new path laid out in front of us ... let's walk with our heads high and travel the road together!

Craig A. Shufelt  
Founder, Our New Scotland

### OUR MISSION

“Our New Scotland strives to support, promote, and grow business in and around the Town of New Scotland.”

### OUR VISION

Achieved through reciprocal sharing of information, ideas, marketing, connections, and community involvement among like-minded business owners, we are weaving together residents, businesses, and local authorities, strengthening New Scotland for businesses and residents alike.

