

December 31, 2024

Hello Members and business leaders of New Scotland,

To be direct and to the disheartened point of **Our New Scotland** and it's entity, I will not be able to continue this model moving further into 2025. Sadly, that vision (of reciprocal sharing of information, ideas, marketing, connections, and community involvement among like-minded business owners, weaving together residents, businesses, and local authorities, strengthening New Scotland for businesses and residents alike), has not been realized.

Starting this venture over three plus years ago now, I have learned so much and also proudly watched some of you grow along the way. There were the immediate relationships built from day one conversations that remain even today. I can only hope that each of you has learned something from the collective organization over the years. Personally, from working with the Seniors (VCHS) and their writing about business news from their perspective to **OUR** first and unfortunately only Community Day 2023. Bringing the entire community together and not just pushing our another Vendor fair event remained the successful goal and brought many of you new business. – what a highlight.

My values of communication, partnership, follow through, and connection(s) that I brought to this idea did not appear to be demonstrated within ONS. I can no longer carry the vast majority of the work of ONS alone, or allow it to cost me more either personally or professionally.

I was once asked “Craig - What’s in it for you?” well, this expectation that many would find the mutual energy and marketability of “the whole” beneficial to both self (your business) and community (additional sales, camaraderie, learning (business growth), promotion, etc. were never fully realized by “all that were needed” in order to be “Mutual” from my end for me to feel part of something I could pass along to the next generation of local leadership. I had higher hopes of this energy and collective effort where I basically felt zero thankful support in return.

I have reflected at great length on what I brought to ONS, what I learned, what was reinforced for me, what connections were made, and what I learned about myself and our community as well. Those might be good questions for all to consider. Hmmmmm? maybe - maybe not ...

*continued ...*



Unfortunately this among all the other benefits came with a cost both physically and financially that cannot be met - at least within the mission standards I had set forth for the organization.

I had hoped the local governments would get more involved, especially being in both Community Development Comprehensive Plans, etc. I also hoped more business would find the reasons to get behind such an overall positive local group and mindset.

**Note/Reminder to self: "Hope is not a Strategy."**

There are currently no plans to move any of the branding forward and I have not given permission to use the **Our New Scotland**, New Scotland Business Community (NSBC), Community Day, NewScotlandBiz.com, OurNewScotland.com, and further, are the property of Craig A. Shufelt. No usage without expressed written permission/consent may be used. Please know I have had no conversation with any member about any initiatives or activities that may appear aligned with the mission of **Our New Scotland**.

Thank you for your support over these few years. I look forward to what comes next for each of your businesses and I truly wish you all the best always.



Craig A. Shufelt  
Founder, **Our New Scotland**  
(518) 669-1166

