

**December 2015: Small Business Council**  
**Letter from the President: Barry Diehl, Your Neighborhood Drycleaner**

The Holiday season is upon us, and it is always a time when our minds are filled with good thoughts and intentions. Many of us follow through on those intentions occasionally, but if we are really honest with ourselves, we all too easily get wrapped up in all we have on our individual plates. The blinders come on, and we plough through the days towards the culmination of our holiday season. Ultimately, the season has passed us by, and we have not given of ourselves as much as we had hoped.

How can we create this change and become a force of positive in our world? Here a just a couple of thoughts that I plan to do this season:

- Tell a local small businesses that you appreciate them or their products, and do a different one every week. I order a cauliflower wrap at a local restaurant, and it is so good that the only reason I don't order it every day, it because I don't want to get tired of it - I plan on telling them. Doesn't everyone want to hear that people love what they do?
- Do something unexpected and over the top for an employee, vendor or customer (again each week). One of our customers is a local police station. They do a lot in their community and are always so positive and friendly. We recently took them some donuts for a morning break. Doesn't everyone want to feel appreciated?
- Choose one charity on which to focus your efforts. Find out their needs, get to know their staff and the world they serve, and get your hands dirty. Your impact will be much greater than if you try to be everything to many charities.

Hopefully, by doing these things a habit will be formed, and we can have a positive impact on our world. Happy Holidays everyone!