

Business is a force for good. My community of the small town of New Glarus is shaped and supported by business. This village is known for the large business, New Glarus Brewery which is home to the spotted cow. This corporation supports our township in a variety of ways from being a tourist attraction, bringing business to our small businesses, and directly giving support to vital pillars of our town such as our school system. Every year, the New Glarus School District has an overnight field trip to Wyalusing state park for 6th graders. The New Glarus Brewing Company GREATLY funded this trip, just as a simple and kind donation to our community.

New Glarus is a town that was settled by the Swiss, and we continue to preserve our heritage through festivals, restaurants, architecture, and shops. The shops are what makes our town-wide family what it is. These family-owned and operated businesses are utilized by the residents but also tourists. Having such a close-knit community means if you shop from a store, chances are that the store owner is also a church member and will help support our church. Maybe if you eat at a restaurant that waiter you tipped is a parent on the PTA who can now contribute their free time to their schools. It is a chain that keeps our village safe, current, and spirited. We can thank the business for that!

Many families, corporations, and communities struggled and gave up during the pandemic, but businesses that find ways and support to stay open are fundamental for citizens, workers, and other businesses. Some of these businesses that are resilient in New Glarus include Glarner Stube and Kristi's Restaurant, which are eatery's with booming business pre-pandemic, and when the pandemic hit, they offered curbside pick-up and masked contact only. Kristi's restaurant posted on their website "Thanks to all for your continued support and help in riding out this pandemic as safely as we can!" They stayed safe and kept us safe in numerous ways, and

acknowledged the support of its customers. When small businesses such as Brenda's Blumenladen and Bramble Patch found ways to make little to no contact shopping and other safe options, they persevered because the township had its turn to give back to our establishments just as they did to us. Bramble patch kept its charm and hospitality and stated "Staff required to disinfect surfaces between visits" making considerations for the greater good even before mask mandates.

I know business is a force for good because we see first hand how businesses can provide for our village, through tourists or jobs or donations. And when they need the community to give back we know it makes us all stronger. The cycle of having the privilege of business teaches us all how to grow stronger and persevere. That is why business is a force for good.