

Newsletter



Small Business Season is almost in the rearview mirror. The shopping rush may be fading, the wrapping paper is in the trash, and your brain is trying to do two things at once: recover and prepare.

So let's make this simple.

This is not the moment for a dramatic reinvention. It's the moment for a clean, confident reset. Think of these next few days like sweeping the shop floor before opening day. Not glamorous. Deeply powerful.

Here are end-of-year moves that help most without turning the last week of December into a stress fest.

I. Capture the "Truth" While It's Still Fresh

Before January turns this year into something for the history books, spend 30 minutes answering three questions:

What worked this year that you should repeat?

What drained you that you should redesign?

What surprised you, good or bad, that you need to plan for?

Write it down. Not in your head. On paper or in a notes app. Your future self will appreciate it.

2. Do a Five-number Year-end Check

You don't need a 12-tab spreadsheet right now. You need a snapshot.

Pick five numbers that tell the story of your year. Examples:

- Total revenue (or best estimate if you're still closing books)
- Average monthly expenses
- Your top-selling product or service
- Your best marketing channel (the one that actually brought customers)
- Your cash cushion (how many weeks you could operate if sales dipped)

This gives you clarity without drowning you in data. Clarity is the point.

3. Fix the One Thing Customers Trip Over

Every business has a small "friction point" that quietly costs sales. It might be:

- Confusing hours online
- A clunky booking link
- A checkout process that feels like a maze
- Slow response time to inquiries
- No clear "what's next" after someone buys

Pick one. Fix it this week. Small tweaks are like tightening the bolts on a ladder. Suddenly everything feels sturdier.

4. Clean up Your Digital Front Door

If you do nothing else, do this. Customers are making decisions fast, and your online presence is often the first handshake.

Quick checklist:

- Update holiday and New Year hours everywhere (website, Google Business Profile, socials)
- Confirm your phone number and address are correct
- Add 3 new photos (don't get bogged down with scheduling professional shots. Your phone is fine.)
- Make sure your top service or product is easy to find in one click

This is low effort, high return.

5. Ask for Reviews the Right Way

End of year is perfect for review requests because customers are already in a reflective, generous mood.

Send a short message to your happiest customers:

“Before the year wraps up, would you be willing to leave a quick review? It helps more than you know.”

Include the direct link. Always include the link. Make it easy enough that they can do it while waiting for coffee.

6. Turn Holiday Buyers into January Regulars

Holiday sales are great. Holiday repeat customers are better.

If you sold gift cards, ran holiday specials, or gained new customers, plan a simple January follow-up:

- “New Year thank you” email with a bounce-back offer
- A “first visit of the year” perk
- A limited-time add-on that’s easy for you to deliver

The goal is not a big discount. The goal is a reason to return.

7. Do a Quick Inventory of Your Marketing Assets

Open your social posts and emails from this season and ask:

- Which post got the most engagement?
- Which offer got the most clicks?
- Which message made people reply?

Now circle those. That’s your “winning language.” Bring it into Q1. Let your best words do more reps. If you’re using an AI assistant, communicate this info to it. It can be invaluable in creating future winning content.

8. Choose one Focus for Q1 and Make it Measurable

January feels like possibility, which is inspiring... and also how we end up with 37 goals and zero traction.

Pick one primary focus:

- Increase repeat customers
- Improve cash flow consistency
- Raise prices strategically
- Build your email list
- Get more appointments booked in advance

Then choose one simple measurement. One. If your focus is repeat customers, your metric might be “number of return visits per week.” Keep it clean enough that you’ll track it.

9. Build Recovery into the Plan on Purpose

You are not a machine. You’re the engine.

Before the year ends, put one recovery decision in writing:

- One day off
- One half-day with no inbox
- One week of lighter blog or social posting (recap posts of popular content work well this time of year—like sharing memories of 2025.)
- One boundary you’ll protect in January

Rest is not what you earn after you finish. It’s what makes you able to keep going.

Small Business Season may be ending (technically), but your business isn’t. The goal now is to close the year with your head up, your notes saved, and lessons learned incorporated into a new plan.

There’s no need to sprint all a mess into January. Instead, walk in steady, like you own the place.



Our Hometown Holidays each year are planned to spread a little holiday cheer in our community!

We are grateful to all of our members who help make that a reality.

Thank you to all of our members who helped make our Hometown Holidays a wonderful time for Wellsville!



Kaelyn Capute - Grand Prize Winner of Gnome Contest!



2025 COOKIE CONTEST FAVORITE MODERN DINER

Best cookie as voted on by our guests



*Thank you to the David A Howe
Public Library for hosting
Storytime with Santa & Mrs
Claus and the Cookie Contest!*



COMMUNITY CALENDAR

Events in January 2026

11	12	13	14	15	16	17
10:00 AM: ENCHANTED WINTER WONDERLAND 12:30 PM: ENCHANTED WINTER WONDERLAND 2:00 PM: LET THERE BE LAUGHTER PRESENTED BY WELLSVILLE SECONDARY SCHOOL 3:00 PM: ENCHANTED WINTER WONDERLAND				10:00 AM: AGE- FRIENDLY SERVICES		
18	19	20	21	22	23	24
7:00 AM: MOOSE LODGE #601 BREAKFAST						
25	26	27	28	29	30	31
				9:00 AM: CPR COURSE		

Events in February 2026

Grid List Month Week Day February 2026 GO

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6 ARTISTS' RECEPTION	7
8	9	10	11	12	13	14
15 7:00 AM: MOOSE LODGE #601 BREAKFAST	16	17	18	19	20	21
22	23	24	25	26	27	28

Chamber Event Other Community Event All Categories Print

Check on line for updates and additional events!

<https://wellsvilleareachamber.com/community-calendar/>

Send a flyer with your events to
msc@wellsvilleareachamber.com to be added to our
Community Calendar on our website!
(jpeg or png preferred)



Welcome New Members!

Mariotti Surveying
2336 Meservey Hill Rd, Wellsville NY

Gift Certificate Program

Does your company participate ? It is very easy and provides additional advertising at no cost. With over \$30,000 sold in 2025, that money goes back to our local member businesses.

You can now order Gift Certificates on our website!

Member Benefits

- Hiring? We will be happy to post a flyer for you? You can also add it to our website for 30 days.
- We can now add your events to our Calendar of Events on our new website! Check it out! Please send us your events. You may even find some of yours on there already!
- Schedule a month to use our display window to promote your business or event. It's prime advertising space!

Business After Hours

If you are interested in hosting your own Business After Hours, Please contact the Chamber.



Business Quote of the Month

“This is a new year. A new beginning. And things will change.”
- Taylor Swift

January Board Member Spotlight

Board Member Spotlight: Ken Didion

Wellsville Area Chamber of Commerce – January 2026



For Ken Didion, community service isn't just something you sign up for - it's something you live every day. A retired Lieutenant with the New York State Department of Environmental Conservation's Division of Law Enforcement, Ken has called Wellsville home for 25 years and has spent the last three serving on the Wellsville Area Chamber of Commerce Board.

Ken was inspired to join the Board after witnessing the Chamber's meaningful, positive impact on the community. "The Chamber offers valuable services to local businesses and serves as a central hub for information about the Wellsville area," he says. "Anyone interested in our community can easily learn about local businesses through the Chamber's website." That belief in connection and access has guided much of his work with the organization.

Bringing a unique blend of self-taught technical skills and practical problem-solving, Ken has made a lasting behind-the-scenes impact. He rebuilt the Chamber's website using a more cost-effective platform, making it easier for the public to find information while helping the organization operate more efficiently. Later, as Treasurer, he created streamlined spreadsheets to track membership data and manage finances - tools that continue to support the Chamber's day-to-day operations and long-term planning.

Among the many Chamber-supported events, one stands out for Ken: Brew Fest. "Becoming an official venue for the U.S. Steinholding Association's annual competition really elevated the event," he notes. The designation brought new energy, drawing vendors and attendees from near and far, and helped position Brew Fest as a true regional highlight.

Ask Ken what "community" means, and his answer reflects both his personal values and his professional background. To him, community is about people looking out for one another, working together toward shared goals, supporting local businesses, and contributing to something larger than themselves. That sense of shared responsibility is one of the reasons he enjoys living in Wellsville. "It has many of the amenities that make daily life enjoyable, along with a warm, welcoming population that makes it easy to form new friendships," he says.

Service has long been a defining theme in Ken's life. A proud U.S. Army Veteran, he served in Vietnam from 1969 to 1970. Today, his commitment continues through active involvement with several local organizations, including the Wellsville Rod & Gun Club - where he serves as secretary - the Wellsville Lions Club, the Elks Lodge, and the American Legion.

Those interested in connecting with Ken can find him through the Wellsville Rod & Gun Club at www.wrgc.club. Through quiet dedication, technical know-how, and a deep belief in community, Ken Didion exemplifies the spirit of service that helps Wellsville thrive.

About the Chamber

Wellsville Area Chamber of Commerce

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Bruce Thomas

Executive Director

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Karen Kania

Membership Services Coordinator

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BOARD OF DIRECTORS

PRESIDENT: **Carrie Redman**, The Arc Allegany Steuben

1ST VP: **Bessie Davidson**, Community Bank

2ND VP: **Debra Miller**, Inceptum Mental Health Counseling

TREASURER: **Ken Didion**, Retired NYSDEC

WDC LIAISON: **Molly Cole**, Gem Wealth Planning Group

Nancy Kehl, Directions In Independent Living

Niki Gordon, David A Howe Public Library

Amy Bennett, Northern Lights Candles

Suzanne Male, Jones Memorial Hospital

Mark Finn, ID Booth

Kera Mariotti, Mariotti Surveying



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www.wellsvilleareachamber.com

Why Become a Chamber Member?

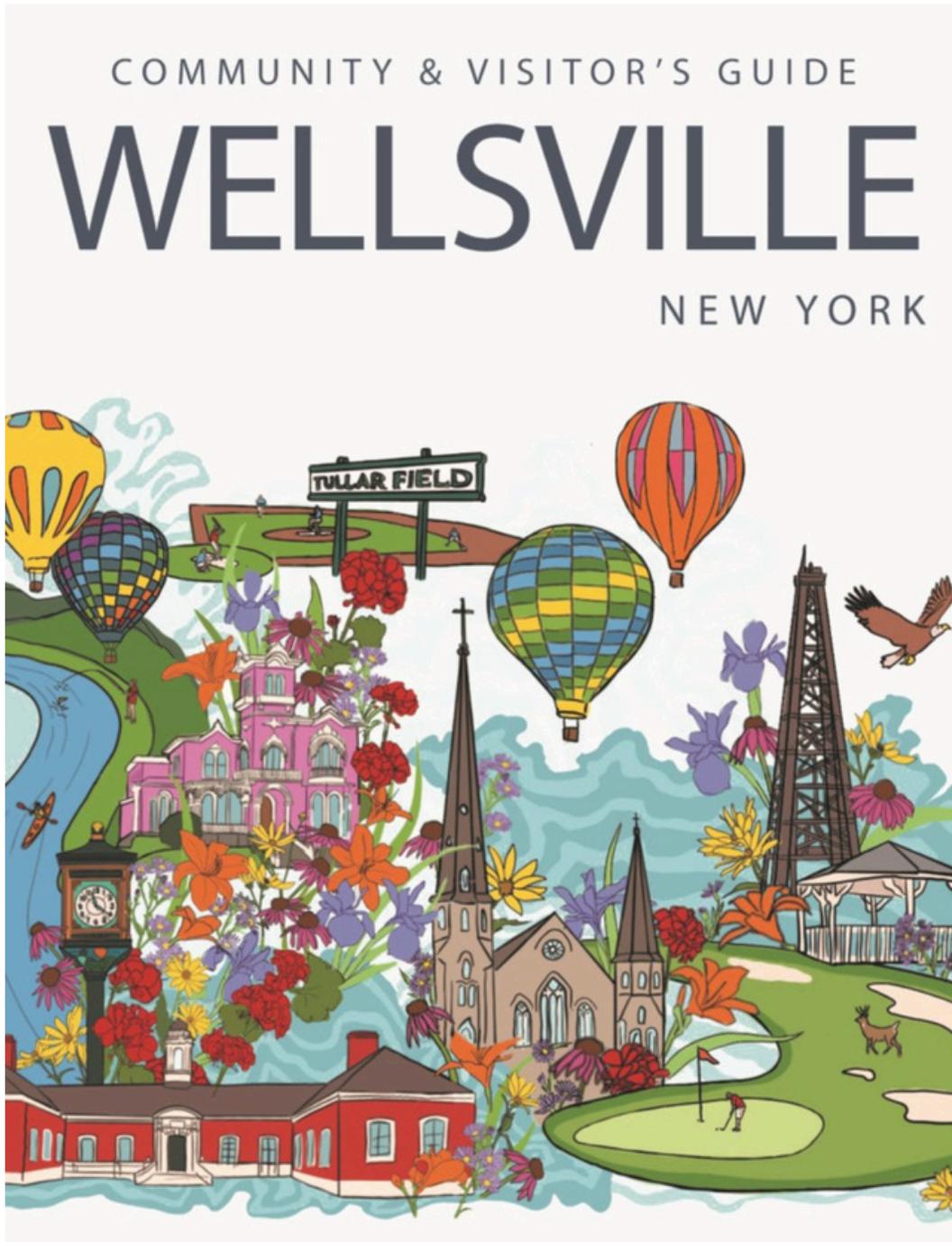


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Wellsville Area Chamber of Commerce 2025-2026 Community & Visitor's Guide

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