



What's A Caterer To Do?

What's a Caterer to Do...Part 24

Good early morning! It's true, I can't sleep and it's too early to go to work. There's something a little creepy about being at work alone at 3:30 a.m. unless it's really necessary. We have a few meals to cater today. Oops, not really cater. We have a few meals to box and deliver today. We have some holiday gourmet baskets to create. We may send an impromptu lunch to some Frontliners. Thanks to your generosity, we have provided meals (yes, boxed and delivered) to several groups of Frontliners including Red Cross, Irondequoit Ambulance, Culver Ridge Fire Department to name a few as well as Ronald McDonald House, Richards House and more. These meals were met with great appreciation and excitement.

It's a good thing!

So I feel like a kid three days before Christmas. Maybe that's because it is three days before Christmas, but clearly I'm no longer a kid. Being a kid is wonderful.

No real responsibility, no one you really have to take care of, no one really counting on you for much, and hopefully, being a kid is filled with wonder, discovery, fun and frivolity. Not that we, as adults don't occasionally experience wonder, discovery, fun and frivolity, but truly it becomes hard to appreciate those fleeting times especially when you feel laden with challenges and burdens. Okay, those might be strong, negative sounding words, but at least there's relentless responsibility for yourself and others. Why are kids in such a hurry to grow up? I try not to dwell on the monetary aspect of the loss that many of us have suffered over the last year, but when there's rent to pay, portion of taxes (triple net lease, don't you know), utilities, garbage pick-up, vehicle expenses (btw it's mind-boggling to keep 5 company vans on the road) looking and feeling healthy, with one van or another always needing some sort of attention; new tires, new brakes, an occasional battery, regular maintenance, not to mention gas and an occasional run through the car wash. Is it any wonder that our favorite service station is on speed dial and they answer my calls by saying, "Now what?" (kidding, they are always polite and respectful!) Now, I haven't even mentioned purchasing food, beverage, an endless supply of plastic, microwaveable containers and lids and other items for packaging and food delivery. Whoa, and then there's staffing. No one likes to work for free! Even with part-time hours supplemented by minimal partial unemployment, no one is taking home what they need and want. Clearly, it's not pretty. The reality of revenue minus expenses with a little something left over at the month is just a fond memory. Oh well, just thought you might be interested in the facts of life in our catering business.

So I do have a few more reflections to share. It's about the pages of calendars not

getting changed each month. We're in a state of flux and spontaneity. We take it as it comes. It doesn't really matter what day it is or even what month. It's not like we're going anywhere or doing anything. Some of our calendars are still stuck in March when all this life-changing craziness began. It's about poinsettias, the revered Christmas plant. So I ordered 3 dozen of these at the beginning of the holiday season with high hopes of including them in holiday gift packages purchased by our clients for delivery. Well.....not a big seller! We have labored over these poinsettias, watering them, plucking them, praying over them, talking to them in an effort to help them thrive, or at least survive. Well, everytime we put one in a complimentary basket for delivery, their leaves drop, their petals droop, and they cause us unimaginable angst as we try to fluff them to make a good impression on their recipient. I, for one, think that we need a different Christmas plant. Something more resilient, something more hardy, something more cooperative. I'm thinking the cyclamen might be a good choice! Thoughts?

So, what do you think of those Bills? I grew up in a suburb of Buffalo and spent every Sunday watching or listening to the games. I even went to one with my Dad. I remember it was the Bills vs. the Atlanta Falcons. Though over the years they caused us plenty of disappointment and heartbreak with inconsistent play and unpredictability, they have always been "OUR TEAM." So this season might be the one! The light in the darkness! The hope in the midst of uncertainty and strife!

Some excitement and energy! Go Bills!

Okay, it's 4:30 now. It's been nice spending some time with you, but I guess I'll head in and get things going. It's amazing what can be accomplished by 7 am when you get an early start. As I say to everyone as they head out into the world, "Be careful out there!" Stay safe, stay healthy, stay hopeful, stay warm, stay cozy, stay masked and most importantly, stay kind. We never know what others are experiencing during this unprecedented time in our history and sometimes a kind word or gesture might be just what they need as they trudge through another day, trying to do their best. Blessings for a happy, if not interesting holiday.

We'll chat soon. Sandra xoxo

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