



What's A Caterer To Do?

What's a Caterer to Do Part 30

What's a year? 12 months. 365 days. 8,760 hours. 525,600 minutes. A year can fly by, or a year can drag. The older we get the quicker a year seems to pass. But not this year. The year of COVID. 2020. Such a disappointment! It's been a year of fear, uncertainty, isolation, and big change. Irreparable change in fact. A year of so many casualties, some permanent, some temporary. A year of loss, sadness, grief, heartache. It was a year ago that we laid off our staff, yes even family members. A year that our business took a nosedive and not just financially. Loss of long time staff, loss of clientele, loss of relationships. A year that was laden with questions, big questions??? What to do, when to do it, what if, how come, who knows. Big Questions, no answers!

How was that for the dark reality? Many times darkness comes before light! So hey, it's daylight saving time! An extra hour of daylight in the evening. More daylight every day. Longer daytimes to enjoy. Maybe even lots of sunshine and eventually some warmth! Life is good. It's a new year! Happy NEW YEAR!!! Let's leave the past behind us and cautiously and tentatively approach the future! Maybe make up for some lost time and create some celebrations! Some parties! Some get-togethers! For a good reason or no reason at all! Granted we must move slowly and carefully, according to the 17 pages of guidance that we recently received from NYS. Let's figure out how to do this together and get our lives back on track.

We will be proceeding with caution as we seek out events to cater that make sense for our business. Moderate numbers of guests, big open spaces, limited time frames, conscientious hosts that will abide by and require the masking/social distancing rules make sense. Don't get me wrong. We want to get back to business, but the last year has caused us to pause and evaluate what makes sense for our business. Good health is everything. Time with loved ones is everything. Taking care of ourselves is everything. Getting enough rest is everything. Setting and keeping boundaries is key to accomplishing this. We need to help each other remember what's important as we set goals to move forward and continue to create hospitality and memories for our clients and their guests.

In closing, all I have to say is "Hang in there as the world begins to open and life moves toward some semblance of what we left behind. " Take your time in re-immersing and let's not get careless and indifferent. If I had known that this pandemic was going to exceed a year I might have done some things differently early on. We can't look back with regrets, but we must move on knowing that we

are all changed in some way, somehow, having endured 2020.

Blessing and good wishes to you. Xoxo Sandra

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