



What's A Caterer To Do?

What's a Caterer to Do Part 12

Greetings on another beautiful, yet cool and breezy evening in Rochester, NY as we have now well surpassed the 100 day mark and have allowed this life changing occurrence to affect yet another season of 2020. It began in the winter of 2020, extended through the entire spring season, and yes, now it's the summer season and we are somewhere between Phase 3 and Phase 4, I think. It could be Phase 2 and Phase 3... I can't really keep track. We did hear today that we can gather in groups of 50! YAY!!! Let's crank up our event space EAT (Events at Tasteful) and let the parties commence!

Yesterday, we relapsed. After a surprisingly busy Monday, and having used the bulk of our PPP according to the early criteria that it must be used in 8 weeks, we déjà vous'ed and again "furloughed" (politically correct language) everyone. We'll rotate staff members in a day or so a week to help keep up with the daily business along with me, the lonely shopkeeper in the ruffled apron, sweeping the sidewalk in front of the building, hoping for a small rush, a little action, somebody with an upcoming event looking for a great caterer! We have reduced our office hours to 8 am till noon, calling them "summer hours" and forwarded all calls to my cell phone. We commit to being at the biz in the mornings to handle the daily business, but about noontime we vacate and handle calls and requests "virtually" like the rest of the world. Personally, I thrive on tangibles. I like to touch things. I like to get up close and personal with clients and vendors. I thrive on the energy of others. I get great satisfaction in creating something from nothing. I love to see a finished product. I enjoy production work. I like to see how fast I can go and develop

time-saving techniques. In the hospitality industry, it's all about efficiency and volume. Yes, quality is king, but quantity is right behind. In order to make money in this business, you must be quick. Time is money and right now we seem to have lots more time than money.

I have to say that this time has been humbling. We save money in every way possible. We operated most of the spring without turning on the heat...now we limit the a/c usage. We get creative and resourceful to stay in business. We utilize everything that can be utilized. We find productive uses for items that have been hanging around taking up valuable real estate. We operate lean and mean. We tighten our belts. My dad would be proud! Having grown up during the depression he always dwelled on having plenty, but avoiding excess. Wasting food, time and resources was a cardinal sin. I get it. Do more with less today, and make sure there's some for tomorrow. Valuable perspective. He was a very wise man. Getting back to basics might be a good lesson for many of us.

When our business began 35 years ago, I was told by a smart business owner that if you take care of your clients, and take care of your staff, you will succeed in business. That philosophy has always seemed to work. Even in these unprecedented times, where everything that we are seeing, hearing, doing, and thinking, seem UNBELIEVABLE (my favorite word these days), we will meander forward with hope and courage to see a better tomorrow.

So as business owners start to test the water and re-open in a funny, strange, different way than we ever thought possible, let's be generous with our support, and sparse with judgement and criticism. We are all trying to do our best and believe me, there are many obstacles. A little kindness, a little humor and a little tolerance can go a long way as we attempt to traverse the new reality of our businesses and livelihood.

So forgive my ramblings...I must go and have my Sleepytime tea to transport me to a restful night of slumber so I can get up tomorrow and do it all over again.

Thanks for hanging in there...xoxo Sandra

“A new day: Be open enough to see opportunities. Be wise enough to be grateful. Be courageous enough to be happy.”

~Dr. Steve Maraboli

Previous editions of "Whats A Caterer To Do" [-available here](#)

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