



What's A Caterer To Do?

What's a Caterer to do...Part 10

No Way! We're into double digits. This is **part 10** of the caterer's chronicles. If you had told me many weeks ago that part 10 was in our future I never would have believed it. Since this is part 10, it seems like we should do something special. Okay, I never wanted to do this but here it goes. They say desperate times call for desperate measures. I'm going to use a 4-letter word right now. Brace yourself. Here it goes.....HELP!!! Hey, that felt good! We meander through life proud of our financial independence, proud that we "pay as we go" and do not incur debt, proud that we don't need help, but rather try to be the ones that offer help to others. An added bonus that we never anticipated when the business began so many years ago, is that once we became established we were able to help others. I'm not talking about helping people with their event planning, brainstorming ideas for theme parties, planning menus, creating décor and tending to miniscule details that can make or break an event. That's what we get paid to do! I'm talking about HELPING and **not** getting paid! You know...sitting on boards, volunteering time and expertise, donating product and \$ for those many great causes in our community and beyond, working on fundraising events, mentoring future hospitality professionals, teaching classes, hosting complimentary events, and so many more opportunities to help that we never expected.

It seems like a new paragraph is in order so here it goes. Way back in the early days, we developed a culture of not needing or asking for help. No, you don't need to help me even though I'm balancing on one leg, struggling to open the door and carrying food for a crowd on my back in a blizzard. No, you don't need to hold the door. No you don't need to help me carry this. I'm strong, this is my workout! No, we don't need help. We've got this! Then 9 years ago my husband had a serious health emergency that landed him in the hospital for 7 weeks. People offered to help and guess what? I let them! It felt good to accept help. They told me that when I accepted their help, I gave them a gift too. It made them feel good to be allowed to help. What a WIN-WIN! So, I discovered that accepting help (and even asking for help) is not a weakness. On the contrary, needing help but not asking, might be considered a weakness.

So, HELP! We need business. We need orders. We have staff that need work to do. As we begin Phase 2 and things open up a bit, treat your staff, family, friends or yourselves to some delivered meals, ready to heat or ready to eat. How about the best gift ever for father's day, teacher appreciation, students, graduates, flag day...something edible and delicious? Remember the small businesses! Call or email us. I've said it before, and I'll say it again. Our Mantra...Have food, will travel! It's never too late to donate to our frontliner's food fund (FFF) allowing the biz to prepare and deliver meals to your favorite frontliner's on your behalf. (FYI, our FFF is empty at the moment L) How about recognizing the local law enforcement teams as they continue to work on our behalf? It's a scary time out there with outbursts and uprisings threatening our neighborhoods. United we stand!

Thank you for allowing me to ask for help. It didn't hurt too much. We will continue to carry on, hopeful that better days are right around the corner. Thank you for walking this walk with us. As businesses begin to open, please remember the independent operator, the mom and pop shop, the non-chain "little guys" that contribute to our community in very big ways and

then direct some of your dollars towards them. Stay well, be safe, be kind. God Bless You
and Yours. Till Part 11, xoxo Sandra

Alone we can do so little; Together we can do so much

~Helen Keller

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