

# Julienne

FINE FOODS & CELEBRATIONS  
ESTABLISHED 1985



## On a Personal Note...

One day I will always remember — 9/11.

So many people came to Julienne shell shocked, wanting to be both in community and to be quiet, but together. It was business as usual - and anything BUT. We all did our best to acknowledge the situation and each other while keeping a respectful distance and somber tone. It was one of our busiest sales days as people loaded up on comfort food, not knowing how the next few days would unfold. But there was a palpable sense of Together—we were One America.

And now another day I will always remember--1/6

History is unfolding right in front of my eyes more this year than any other time I've experienced as a business owner. As I participated in a Zoom call, I simultaneously watched in horror the anarchy in our nation's capital. Unfolding in real time, the usually perfunctory role of certifying electoral votes thus ensuring a peaceful transition of power was under siege. I grappled with continuing on the Zoom meeting and being fixated on the TV.

I wasn't able to get the pulse on how the day felt at Julienne as I often work from home due to Covid. I imagine everyone was as horrified as I was. Will this insurrection finally be the rallying call for the country to unite and be One America?? I certainly hope so.

And in the aftermath, how should businesses respond? Business as usual? Or speak up and try to be part of a broader solution? In this day and age, "business leaders are constantly trying to balance expectations that speak up to a range of issues with the risks of doing so". (Wall Street Journal, Jan 16). I applaud those businesses that have taken action on social issues publicly by calling on civic accountability, and not just as a marketing ploy.

How can I, as a business owner, also be part of that broader solution? I'm trying to balance being community aware, politically aware, customer aware. The challenge is that there's a different interpretation of words that I always thought were universally accepted: Patriotism. Personal responsibility. Civility. Leadership. Community engagement. Even customer service.

What I personally can do is to engage and get to know customers, colleagues, neighbors, people with whom I have regular but fleeting contact, a little better, more personally, particularly with those whom I feel at odds with in political beliefs. Easier said than done, yes. It will take mindful effort to get out of my comfort zone. I believe it is time we focus and remember what we citizens all stand for, and less what we are against. There just has to be common ground.

As all businesses across the country have been forced to do since the pandemic, with great effort, soul searching, innovation ....our country as a whole needs to -- yes, Pivot!! Adapt! "Business as usual" has been disrupted and the promise of brighter days ahead are indeed within reach.

Peace to All!

-Julie

