

WAITING

We wait to get in, we wait to be recognized, we wait for the food, we wait for the table to be cleared, we wait for dessert and we wait for the check.

As Americans, I suppose we are more often than not, in some sort of hurry. I'm not sure why this is, but I know personally, I am constantly fighting with myself to "slow down", "take it easy", BREATH! Hurry is part of our culture and whether we are vying for the shortest checkout line at Sam's Club or the grocery store, or we are in traffic our way home or one of 50,000 people trying to squeeze into the Steelers game, we want.....no, we MUST, keep on moving. Road rage is in the news every day, police giving speeding tickets are a common sight. It seems that no matter what we do, most of us in the main stream are in a hurry. Apparently, our parents taught us this mind frame and it is part of our DNA.

If you have ever been to the islands in the Caribbean or Mexico you recognize that everything that happens there does so in slow motion. You immediately realize there is nothing you can do about it because their culture moves at a much slower pace. So, *you* must therefore gear down. Put it this way. If you don't gear down their pace will drive you crazy.

Last night my lovely wife and I went to a local chain restaurant for dinner. Seated immediately. Good start. Tended to immediately, still good....bring on the water, take the drink order and keep it coming. I had tickets to a show downtown at 8 and it was 6:40. No problem, 15 minute drive. Moving right along. Watching the watch. Plenty of time. Bread came. Ice tea.

And then wait.....5 minutes.....ten minutes.....shuffling in seat.....twenty minutes, nervous.....thirty minutes. Honey we got to go! How would you be feeling about this time? Stress clearly takes over.

"We're going to be late for the show!", my lovely wife exclaims. Server is apologizing every time she passes our table. I know it's not her fault but she is

stressed as well . She knew we had to be in town and previously promised she would have us on the “fast track” so we would be on time. Manager comes.....apologizing. “I agree”, she said, "forty minutes is too long. Dinner is on me".....

Cool! Free heartburn. I can't explain how enjoyable a pasta dinner is when you have exactly 6 minutes to throw it down and then run to your car and race to town and find a parking spot and get to the show just as the lights are dimming.

ENOUGH!

We all recognize that mistakes happen especially when you are busy. But of all the possible mistakes that can be made at your business, (the list is too long to mention here), but excessive waiting for food is one that hungry Americans simply will not tolerate in our culture. It is tantamount to “murder one”. Mostly all other transgressions can be “covered over”, but make them wait excessively long for their meal, and it is you who will be waiting until the cows come home before you see them again.