cancellations:

*We are following the guidelines of our contract that state if cancelled 90 days out, the client is responsible for $1,000 or 25% of the contract, whichever is greater.  April 1st and later, we are enforcing the force majeure clause in our contract, which states that the client would be responsible for 50% of the contracted menu price only. If we reschedule in 2020, we will charge a $1,000 save the date fee for the date that was originally booked and reschedule in 2020 with no other penalties.  If it is rebooked in 2021, we will need to follow the contract cancellation policy/Force majeure.*

We got ahead of this early and set triggers long before this thing hit us.  I’m not going to say it’s been easy, but we have been able to remain strong and handle what comes at us.  We have not laid off any of our 27 core salaried staff, but we have done a 20% salary reduction for everyone including senior management.  We are finding opportunities at every turn to keep them busy.  We have a large sales force.  Our director of sales, our owner, and I are meeting for 15 minutes (via conference call) every morning to share what our team is doing and provide suggestions for her to share with her team for personal touchpoints with their clients.

We are paying attention to our fellow ICA members throughout the country on social and when we see a good idea, we reach out and ask if we can borrow it.  For example, Jeffrey posted an extremely touching video on Sunday.  He shared that they were launching a program called “Fill your Freezer”.  We jumped on it and with his approval, launched our own version on Monday. (The very next day).  <https://www.instagram.com/p/B94WKL7Fmg-/>

I have been asked by many colleagues for advice and am happy to help members anyway possible.

Preferably at a virtual video happy hour.  😉

**Syd Sexton**

General Manager

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Board Member, International Caterers Association (ICA)