



Monica's Waterfront Bakery & Cafe
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I'm wearing two hats as I write this open letter to the fans of Monica's Waterfront Bakery & Café. One is that of a very proud, loving mother of a remarkable, entrepreneurial young woman. The other hat is of an Executive and Life Coach who has spent many years working with small businesses to help them grow and prosper, especially during difficult times. The 'mom hat' is much bigger and more flamboyant, of course.

It has been said that "it takes a village to raise a child"; it also takes a village to keep a wonderful place like Monica's Waterfront Bakery and Cafe as a sustainable business. We are all feeling the impact of this new economy, though few feel it more than the small businesses in our communities. Just take a look at what's happening in Old Town Silverdale. In December three more businesses closed their doors and others are on the brink. I, like many of you, do not want to see this happen to Monica's. This café is a valuable asset to the community on many different levels and just as importantly, for a lot of us, it's a soft place to land during the day; a brief respite from the madness. I am so grateful for the many loyal and generous patrons of Monica's that help to keep their doors and hearts open. Now they need our additional help.

As a Business Coach, I've come to know what it takes to create and maintain a successful business and Monica's is doing it right, and doing it well:

Commitment to their customers.....check
Commitment to their employees.....check
Commitment to their community.....check
Commitment to offering quality and value.....check
Commitment to creating a welcoming environment.....check

These commitments, along with the vision, creativity, passion and generous spirit of Monica, Mark and their team, are the components of a solid business model. And right now that's just not enough. I'd like to share with you her latest innovative way of creating value for her customers. It's called Monica's Opportunity membership. Her dad and I like this because it's an opportunity for everyone.

As a mom who could not be more proud, a coach and a huge fan of the café, I'm reaching out to give you the great opportunity to support Monica's business by joining MOM. It's a great gift idea for yourself and for someone you want to impress. Monica and her team are humbled each day by your continuing loyalty, generosity and love...as am I.

Wishing you all a very prosperous New Year.

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