



*"Commitment does not ensure success, but the lack of it does ensure failure."*

## True Commitment

### Editorial

#### Eliot Fiks, Senior Partner


I believe we live in a world that is afraid of commitment. We have seemingly endless possibilities for just about everything, so why commit? There might be something better over the next hill, after all. When we do make a choice (not to be confused with commitment), at the first sign of problems we run. There's plenty of fish in the sea, other jobs, better friends, and on and on.

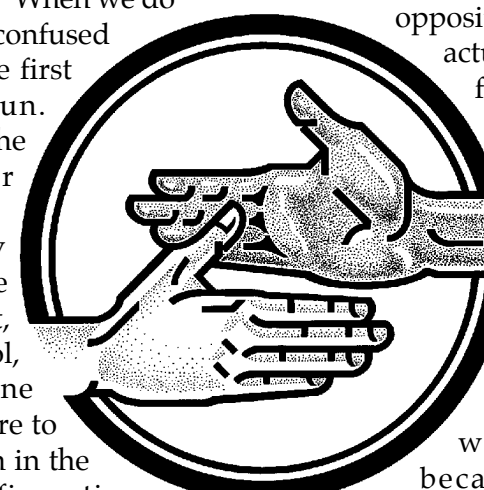
So many things are easy in our world. We press one button for entertainment, another for climate control, another to talk to anyone anywhere, and a few more to access all the information in the world. All this at our fingertips requires no commitment what-so-ever. In yesteryear the polar opposite was true. Virtually everything required commitment. As

the Little Red Hen knew and taught us, to eat the bread one had to be committed to sowing the wheat and everything in between.

Today many of us don't even know what true commitment is. We see it only as the opposite of possibilities, something that confines and constrains us. Though it may be the opposite of other possibilities, it is actually the door to possibility for what we have made a commitment to.

We pretend about what is possible and what isn't. We say we have "tried" to do things that perhaps we think we should do or others think we should do, and they didn't work or were impossible. In reality we have a hidden agenda because we have not openly defined our true commitments. Why go through the motions of "trying" things we

Continued Inside 



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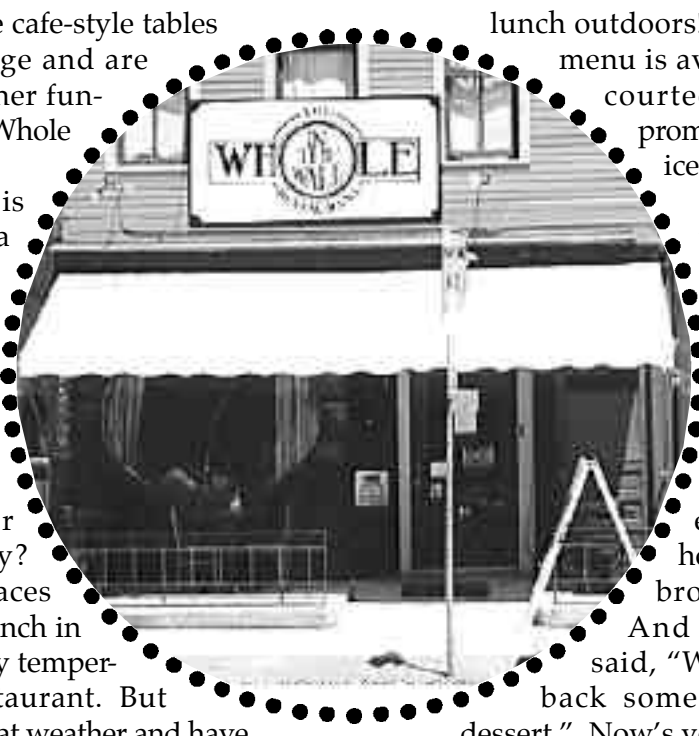
**INSIDE:** Eliot's Editorial,  
Outdoor Cafe Info, July 4,  
Trade Show News, Valuable  
Coupon and more!

# Fun outdoor dining at its best!

We have pulled the cafe-style tables out of Winter storage and are gearing up for another fun-filled summer at the Whole in the Wall.

Our outdoor cafe is situated under a bright yellow awning and offers the perfect setting for a midday break or an early dinner

Don't you think it's about time you enjoyed the summer before it slips away? There's plenty of places where you can eat lunch in a cramped, artificially temperature-controlled restaurant. But why not enjoy the great weather and have



lunch outdoors! Our full lunch menu is available and our courteous waitstaff promises to keep your iced tea topped off.

And don't forget that we have the best cappuccino in town.

Or perhaps you are the type that always gets too full at dinner to enjoy one of our homemade brownie sundaes.

And then probably said, "We should come back some time, just for dessert." Now's your chance!

# Whole in the Wall heads to NYC

The *Whole in the Wall* was recently awarded membership into the National Association For The Specialty Food Trade (N.A.S.F.T.) This means we will be able to network with other fine food makers from across the world.

Our first event is the Summer International Fancy Food & Confection Show in the Jacob Javit Center in Manhattan on July 8th, 9th & 10th.

The N.A.S.F.T. has been sponsoring this show since 1955. It's a great way for companies to introduce new products to the US and International marketplace.

There are more than 1800 international companies offering in excess of 70,000 specialty food products!

There are also 26,000 buyers attending each show. We are very optimistic that this show will finally give us the big break that we need to spread the word of *Whole in the Wall Pesto* across the nation.

But don't worry we promise we will never change our recipe for success. "Use only the finest ingredients" It's been working pretty good for 15 years, why change now?

## True Commitment (continued)

are not committed to, when without that commitment they can never succeed? Commitment does not ensure success, but the lack of it does ensure failure.

Ironically we are so often consumed by the parade of "choices," along with all the things we're "supposed" to do, that few of us ever find the time to figure out what we really want in life. This I believe is key. To take the time to know ourselves and discover our dreams. From dreams come true commitment. From true commitment comes possibility. From possibility comes hope. And from hope springs life.

## Summer Vacation

We would like to allow our entire staff to have some time off with their families and friends. Therefore, **we will be closed Sunday July 1st through Tuesday July 10th.** We will reopen on Wednesday July 11th. We sincerely regret any inconveniences this may cause



### July

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3 Closed	4 Closed	5 Closed	6 Closed	7 Closed
9	10 Closed	11	12	13	14

## Fast Facts

### Red sauce to go

Your requests have been answered. Our homemade red sauce is now available in our packaged-to-go pantry. Our red sauce + your pasta = an elegant dinner at home.

### Psychedelic software

Let your freak flag fly this summer with our funky, cool *Whole in the Wall* tie-dye t-shirts! Only \$16.95. Plus we still have a rainbow of solid colors (\$9.95) New stock has arrived, come check them out.

### Fine wines & beer

Did you know that you can bring your favorite bottle of wine or beer to the *Whole in the Wall*? Yep, you're sure to get exactly what you want when you bring it yourself. We'll be happy to provide the cork screw, ice bucket, and wine glasses.

### Why not try Chai?

Chai is a spiced milk tea from India that's recently been gaining popularity in the U.S. Why not come on down and order yourself a cup of steaming hot or ice cold Chai. And find out what other parts of the world have known for centuries: Chai tastes great!

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