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One Iota At A Time

Editorial
Eliot Fiks, Senior Partner

Hey, I think I've discovered the secret to life! OK, so I'm probably reinventing the wheel, but I've found the greatest wisdom comes from restating the obvious in a way that resonates. Because the "obvious" rarely is obvious.

Have you ever heard the story of Columbus and the egg? My father taught me this one when I was young and I've never forgotten. It seems Columbus had returned from his discoveries to the court of Spain. One of the courtiers, you know the type, was saying that what Columbus had done was no big deal, something anyone could do. Columbus asked him and the rest of the court if they could make an egg stand on end. They all tried but to no avail. Then Columbus took the egg and mashed it lightly on the table so it stood on end. They all protested saying anyone could've done that. Columbus replied "Yes, anything is easy once you know how." So here goes.

How often have you heard people say "I can't believe a year has passed!" or "How did things get that way?" or "When did he grow to be so tall?"

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***"We can fly to the moon but
we're still mystified about
how to transform our lives."***

The answer to all these questions is the same: One iota at a time.

Our Stone Soup project taught me that. When we first started, I thought it would take forever to collect enough pieces of vegetable ends to make a big pot of soup. Lo and behold it grew like a weed and we've been making 5 gallons of Stone Soup a week ever since. Piece by piece. I started that project to give to others, but this realization is what it gave me.

Our lives are made up of a series of repetitions. Repetitions of thoughts, of feelings, of actions, of the very breath that gives us life. We can fly to the moon but we're still mystified about how to transform our lives. I believe that awareness and conscious control of the seemingly meaningless everyday repetitions is what leads us to growth and transformation. It may not sell tabloids, but it's true.

Most often when we decide to change we choose radical change. Radical change is more flashy but often doesn't stick because it has no true foundation. If a situation has become bad, we want to abandon it. We forget that we had a hand in that situation coming to be. Be it through neglect, or conscious or unconscious choices we made.

Just as a situation with a relationship went down a path one step at a time, it may be possible to repair, rebuild, and ultimately transform, one step

Exciting Pesto News

Garlic Spike is Back!

We ran out of our seasonal Garlic Spike Pesto some months back but as of last week we have it back in stock while supplies last. It's made from garlic scapes, the shoots that grow from the garlic bulb above ground around late June. We get as much as we can to process then store it frozen fresh for the year/while supplies last. It's not a pesto typically used with pasta, it's spicy zest is better used as a cooking enhancer (like mix with mayo for a great spread on burgers or sandwiches).

Elusive Parsley Pesto

We have a limited supply of one of our discontinued flavors, Parsley Pesto. Some folks, including most of the staff at the *Whole in the Wall* really love this one. It's quite a bit different from the traditional pestos

you may have tasted. The parsley gives a little extra "zing" that you won't find from Basil. This is currently only available in quarts, however, for \$24.95.

More Places to Find Us.

In the past year, we partnered with a distributor called Saporì. This has helped us serve parts of New York City. For example, you will find a variety of Whole in the Wall Pesto Flavors in the brand new Whole Foods Market opened up in Columbus Circle in Manhattan.

We also hit the west coast! Eliot combined business and vacation this past summer and did demos for New Leaf Markets, serving several locations in the Santa Cruz area

You can also order pesto from our website www.wholeinthewall.com.

First Fridays rock!

By now you may have heard of the Gorgeous Washington Street Association's First Friday event. *Whole in the Wall Restaurant* is one of 27 South Binghamton venues showcasing the works of local artists. It takes place the first Friday of every month from 6pm to 9pm.

Past exhibitors have included Greg & Sharon Lewis of Lewis Photo Concepts of Vestal, Linda Cook DeVona from Affon, NICO (AKA: Nicole Cathcart). For the month of November W. Ben Sherwood will display his paintings. He has lived and practiced law in Vestal since 1949. He and wife Ellen raised nine children with half of them still living in the Triple Cities area. The artist benefited from instruction with

local artists Ruby Wang and Paul Elliott, and with Bill Stewart and Ray Vinella at the University of New Mexico, Taos campus.

Artwork hangs for one month, premiering on first Friday's. For the openings, we offer complimentary hors d'ouevres for people strolling in to see the artwork. This is accompanied by free live piano music featuring Ed Abram.

Our light fare menu is popular on Friday nights, with a hot bowl of soup, sandwich, or delicious appetizer. Or just go straight for one of our delicious homemade desserts or coffee drinks. We are regularly told we serve some of the best cappaccinos in town.

One Iota (continued from front)

at a time. What it takes is effort, will power, commitment and faith. Some people see rebuilding as going backwards. I believe this is part of a modern chauvinism that new is better. And after all, if we are still the same, no new situation is truly new anyway. To have the courage to rebuild and transform is to me a sign of personal power. The most positive growth in my life has come from sticking with seemingly bad situations. Sticking with them, while consistently (OK, sometimes not so consistently) attempting to head in a positive direction. Making LOTS of mistakes. Still, going a little further most every day (even when it didn't seem that way) and coming out on the other end a better man.

Anybody wanna see me make an egg stand on end?

THE place for lunch

We have "beefed up" our lunch menu with some low-carb alternatives. One new item that we frequently offer is The Whole Burger (A mouth-watering, 7-ounce, all-natural, hormone-free, additive-free, vegetarian-fed 100% beef burger on a hard roll - with homemade French fries). No matter what day you stop by, we promise to have something delicious to satisfy your low carb needs. And if you are watching your budget as well as your diet, we always offer items for \$5 or less. You no longer need to be victim of drive-through dining.

"Whole" gifts nationwide

Please visit the new and improved www.wholeinthewall.com. Many thanks to Robert Bullock and Bob Egan of Upstate Internet Services for revamping our website. It features photos by Kirk & Leslie VanZandbergen. And not only can you order pesto on-line but now some of our restaurant specialties as well (mushroom soup, bread/bagels, etc.). Also, t-shirts and gift certificates are available.

This is the place to do all your holiday shopping!

NEWS BITES

25th Anniversary

Celebration in 2005

We will celebrate our 25th anniversary next year. The restaurant opened on December 6, 1980. We will celebrate all year long leading up to the actual date of Dec. 6th. You can look forward to special menu items, commemorative items, and other celebratory activities.

Bring your own!

As always, you are welcome to bring your own beer or wine to the restaurant. We're happy to provide the cork screw and glasses!

Back to School

Following a lifelong passion, Senior Partner Eliot Fiks has begun studying to become a nutritional consultant through California's Bauman College.

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American Express

*Imagination
Creations*