

**Chapter 33 Entrepreneurial Concepts
Career Chatroom Career Profile**

**Buffy Gribbon
Owner, High Falls Café**

Q What do you do at work?

A I own and operate a restaurant and bar with my husband. Our day-to-day operations include customer service, cooking, cleaning, minor maintenance of equipment, and ordering of goods. Weekly operations include scheduling, payroll, budgeting, bookkeeping, forecasting, advertising, booking of live entertainment, and ordering and restocking of goods and supplies.

Q What was your first job in marketing?

A This is our first experience as business owners. I have strong managerial and communication skills. My husband has 25 years of restaurant experience and is also a graduate of the Culinary Institute of America. His first job was washing dishes at a local restaurant. My first job was working in a retail store.

Q What skills are most important to you?

A Communication is important when owning a restaurant. We have to communicate with customers so they are happy and come back, *and* with our staff, so they help our business flourish. We deal with vendors and salesmen from many different companies. Without strong communication, things would not run smoothly. Owning a restaurant also requires being a great chef. Customers return if they are comfortable and well fed.

Q What is your key to success?

A The first key to our success is food quality. We pride ourselves on fresh, home-style cooking. Offering live entertainment has also been a big key to our success. It has set us apart from other local establishments. Our friendly, casual atmosphere keeps customers coming back. Hard work, perseverance, and keeping costs down have worked together to help make us a success.