



GLASS HALF FULL ...OR HALF EMPTY?

Now that we have the Depression-Recession behind us, let's go trolling for some positive bait that can carry us around the corner into next year.

How we processed the difficulties of the last year and perceived the goings on is our choice. Right? Some wise person said, "Perception is reality!" Well, we chose the "Half Full" approach. Call us eternal optimists; call us foolish, but that outlook has served us very well.

Forbes.com recently reported areas in which Americans claim to have cut back: 82% said routine Dining Out (ouch!); other entertainment outside the home 68%, clothes 64%, savings and investing 25% and so on. Well, we choose to see it the other way! Three-quarters ARE still saving and investing; 18% are NOT willing to cutback on Dining Out and we want 'em to eat at Marblehead. We strive to make your experience here something you'd NEVER want to cutback on. Incentives and gratitude are two tools...and we invite you back frequently!

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Some of the "Half-Empty Crowd" actually expect us to apologize for being so busy! As Steve Martin used to say, "Well, excuuuuse me!" Yes, some arrive unannounced, can't be seated immediately, then become belligerent. Naturally, we expect them to be disappointed, but you'd think they'd appreciate our busyness? Maybe a testimony to the good job we do! Maybe the reason they decided to check out the Chowder House in the first place?

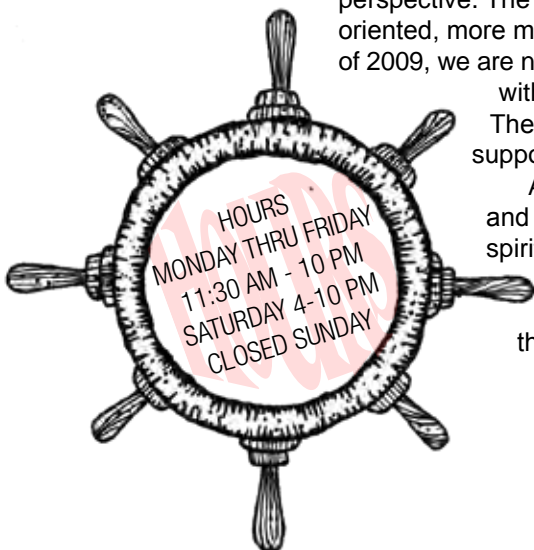
One of the things we love is the type of people we attract—many, many "Half Full" folks. That's not a commentary on our portions or the mental wherewithal of our great guests; it's witness to the fact that they are a positive, enthusiastic, encouraging grateful group! We are thankful for that.

Developing gratitude is a wonderful way to add to the fullness of the glass, not to mention the fullness of our lives. We appreciate our wonderful staff, which helps that great employee retention you'll read more about in our next issue. In turn, we expect our staff to demonstrate sincere appreciation to you, our guests.

John, Kim and Bob do a remarkable job of leading our Crew that shares our positive, enthusiastic, "Half Full" perspective. The last issue of "Marblehead Messenger" talked about our menus—more value oriented, more mid-priced entrees and the Blue Plate Specials. As we head into the fourth quarter of 2009, we are navigating through smoother waters than last year. We did it without stimulus money, without a "Cash for Clunkers" program and without a "bailout!"

The thousand-plus folks like you who we feed each week have shown amazing support and encouragement for what we do.

As Christians, we cherish this season as a time to formally celebrate Thanksgiving and the birth our Lord and Savior, Jesus Christ. Although not all of you share our spiritual beliefs, we do know that the type of folks who support Marblehead regularly relish the peace and joy that comes from a mind set of appreciation and gratitude. At Marblehead, we perceive the glass to be half full...maybe even three quarters! Or, would that be an exaggerated "fish story?"



With warm, heartfelt gratitude,
The Crew at Marblehead &
Cap'n Clawed Lobster, Crew's Director