

## **Lenora's**

### **Perryopolis, PA**

**Signs of recovery:  
December 2010  
business was up 35 to  
40 percent over  
December 2009.**



### **Recession**

Lenora's felt the chill of the recession in 2009 and throughout most of 2010. "People who would always go out for their birthday still came," says Lenora Palonder, who owns the restaurant and co-owns the attached Inn at Lenora's with family members. "But maybe they didn't come at other times as much." Business in 2009 was flat at 2008 levels.

### **Reaction**

Lenora's did not raise prices or cut corners on a menu that often features entrees like Fennel Herb-Crusted Salmon with Raspberry Beurre Blanc, and Chicken and Lobster in Cognac Cream. "We were not going to take advantage of our customers," says Ms. Palonder. In fact, they redoubled their investment in customer service. When a longtime customer who was terminally ill said he wanted to eat at Lenora's one more time, the family built a ramp for his wheelchair.

### **Rebound**

Late 2010 saw a surge in business. "I think people are centering themselves and coming back to what's important in life, which is spending time with family, spending time with friends, and coming out occasionally for fine food and good company," says Ms. Palonder.

### **Reinvestment**

The Palonders feel confident enough to begin investing again, and are planning to turn part of their large porch into a sun room and tea room.

### **Progress**

The Progress Fund loaned \$100,000 toward the development of the 12-room Inn at Lenora's, and last year closed on a \$295,000 refinance loan for the restaurant and bed & breakfast.