



## Editor's Notebook

June 2021 Emily Lindblom

# Transition to reopening offers a chance to reset

As we enter into the summer season, we need to take time to reflect upon how far we've come since the start of the coronavirus pandemic, and on what we still need to do as we reopen.

I recently read a New York Times editorial that suggested this transition period between social distancing and reuniting after receiving the vaccine can be an opportunity for a reset. It can be a turning point for how we choose to go forward with our lives in a better way than we did before.

That could mean all sorts of things, including opting to spend your money at local shops instead of ordering on Amazon, choosing to use sustainable materi-

als instead of single-use plastics, forming new health and exercise habits or putting yourself out there to make new friends while getting back in touch with old friends. Whatever was feeling stagnant before or during the pandemic can have a chance to grow or change now.

It's also a time for gratitude and patience. While you're supporting businesses by shopping locally or you're checking into a hotel for maybe the first time in over a year, make sure to also thank your servers and hotel staff members, as they have just been through months of uncertainty.

The hospitality and service industries in general are

still understaffed and they're trying to keep up with the mad rush of customers and tourists wanting to return to normal, so please be understanding if you have to wait a little longer in line than you anticipated.

And of course, this is a time to celebrate our local businesses for pivoting to face the challenges that arose during the pandemic era. As you will read in this month's feature story, Clatsop Economic Development Resources recently honored 16 businesses for their creativity, innovation and ability to work together over the past year.

Welcome to summertime on the coast. Best of luck with your reset.

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