

Working Women



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CapeWomenOnline serves as a venue for the women of Cape Cod to share their ideas, experiences and resources while inspiring each other in their life's journey.



### Serendipity: Not Just a 'Happy Accident'

by Tracy Trehwella

Even in the best of times, starting a business is an exhilarating and terrifying roller coaster ride. Starting a business in today's economic environment is almost unheard of, and yet my partner Doug and I took that plunge. We opened the doors to Serendipity, a good eats boutique, on March 14th 2009. Why? In all honesty, there are moments when we ask each other that very question, but the answer usually walks through our front door.

Sometimes it's a new face just discovering our eatery, or a regular customer who comes for breakfast or lunch, sharing their stories of life, or simply sitting quietly to have a coffee and read the paper. Either way, it reminds me that owning my own business is a freedom to be treasured.

Going out to buy even a cup of coffee is not as automatic today as it used to be. Consumers are careful with their dollars, and I am truly humbled that so many people have decided our restaurant is the place they come back to. When I go to work, I get to hostess a party, every day. I have no idea who the guests are going to be, but it's fun to get to know new people and to learn more about my regulars.

I feel exhilarated when someone says, "Are you the new owner?" I still pinch myself before I answer, "Yes, I am!" It's exciting to be able to let someone know that yes, I am part of this wonderful creation.

Doug and I had been looking for a business for a number of months. We'd all but given up hope of finding the perfect opportunity when we found a restaurant for sale by the owner. We purchased it within 48 hours. It just felt right.

We suddenly found ourselves in the midst of a happy accident. Serendipity. Everything that followed our purchase of the business has been serendipitous; from its location in the heart of Marstons Mills Village, to the ice cream we carry. I put things out to the universe and wait to see what comes back. I have not been disappointed!

Located at 211 Rte 149, Serendipity is Cape Cod's twist on the urban coffee shop. Our mission is simple; to provide delicious and hearty food, at a fair price, in a friendly, positive, relaxed and fun atmosphere. Doug and I enjoyed developing a menu that offers a creative variety of Panini's and wraps, fresh soups, baked goods, scrumptious indulgences and ice cream. Our next goal is to enhance the already artsy atmosphere by inviting local artists to hang their work on our Art Wall.

Tracy Trehwella is a writer and co-owner of Serendipity [www.serendipitycapecod.com](http://www.serendipitycapecod.com).

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Lunch  
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211 Route 149 Marstons Mills Village  
508 420-1518



Interested in submitting work for our rotating art wall display? Contact us at

(508) 420-1518 or [serendipitycapecod@gmail.com](mailto:serendipitycapecod@gmail.com)

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