



**Shaena Muldoon
The Palisades
Eggleston, VA**

Date: July 18, 2020

Location: Remote Interview between Eggleston and Blacksburg, VA

Interviewer: Jessica Taylor and Jessica Brabble

Transcription: Shelley Chance, ProDocs

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[Transcriber's Note: Audio contained some feedback issues at various points throughout.]

00:00:01

Jessica Taylor: So, let's see. This is Jessica Taylor and Jessica Brabble interviewing Shaena Muldoon on July 3, 2020. And ma'am can you please state your full name?

00:00:14

Shaena Muldoon: Yeah; Shaena Marie Muldoon.

00:00:19

Jessica Taylor: Okay great. And where were you born?

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Shaena Muldoon: Seoul, Korea.

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Jessica Taylor: I'm sorry?

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Shaena Muldoon: Seoul, Korea.

00:00:31

Interviewer: Oh wow, okay.

00:00:31

Shaena Muldoon: Yeah, I know it throws everybody off.

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Jessica Brabble: I'm sorry. Mine is not picking up Shaena's either.

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Jessica Taylor: I can hear--I can hear--

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Jessica Brabble: Can Shaena hear me?

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Shaena Muldoon: I can hear everybody.

00:00:43

Jessica Brabble: Okay, so it's something with mine. Sorry, I didn't want to interrupt the recording.

00:00:50

Jessica Taylor: No, it's okay. So, when did you move to the States?

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Shaena Muldoon: Oh; when I was like two.

00:00:58

Jessica Taylor: Okay, okay. And what were your parents' occupations that you're from Seoul?

00:01:04

Shaena Muldoon: Oh, well my dad was working for the military as a food scientist.

00:01:10

Jessica Taylor: Oh my gosh, okay. Okay, wow. And when did you decide that you wanted to go into food work?

00:01:20

Shaena Muldoon: I think it was 2004 is when I decided to move back home and open the Palisades. Now I didn't get back here immediately, but that's when I decided to go ahead and try to come back. It took me four years to get back, but--

00:01:41

Jessica Taylor: Okay. Why is this home for you?

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Shaena Muldoon: This is where I grew up.

00:01:46

Jessica Taylor: Oh really? Okay, okay.

00:01:47

Shaena Muldoon: Yeah.

00:01:48

Jessica Taylor: All right. So, do you mind unmuting your Zoom microphone? Jessica is having trouble and Jessica can't hear.

00:01:56

Shaena Muldoon: Jessica can you hear me now?

00:01:58

Jessica Brabble: Yes, thank you so much. Does that--

00:02:03

Jessica Taylor: Yeah, there's some feedback. It's not so bad though I don't think.

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Jessica Brabble: Okay, sorry about that.

00:02:10

Jessica Taylor: So, what was it like growing up in Eggleston?

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Shaena Muldoon: Well it was great. I mean I grew up on the farm that I live on now. It was very beautiful here, and we had a lot of wide-open spaces which is a good thing when you're a kid but also a good thing when you're in a pandemic [Laughter] because we have lots of space, thank God.

00:02:34

Jessica Taylor: Absolutely. The feedback is just really rough. Can you hear the feedback Jessica?

00:02:42

Jessica Brabble: I just heard it. Let me try to undo the headphones and see if that makes a difference.

00:02:50

Jessica Taylor: Okay, in the meantime I'm actually going to mute on Zoom. If you want to do the same Shaena.

00:02:57

Jessica Brabble: It was something with my headphones, so can you talk really quick?

00:03:00

Jessica Taylor: Yeah, yeah.

00:03:01

Jessica Brabble: Okay, so now we're good. Sorry about that.

00:03:03

Jessica Taylor: Okay, okay. So, in Eggleston wide-open spaces and you left for a while and decided to come back. Where did you leave to?

00:03:14

Shaena Muldoon: Oh yeah, the day after high school I left and you went to college and thought I would never move back, because it's a small town and you're like, "I want to be free." But you know, I always loved coming home and seeing everything. I've always thought this was a beautiful place and it was a great-- it was great fun growing up here.

00:03:31

Jessica Taylor: That's awesome.

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Shaena Muldoon: Yeah.

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Jessica Taylor: So, what kind of food did you grow up eating?

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Shaena Muldoon: Well, Mom-- we always grew a garden and stuff and had chickens and cows and the normal stuff. Well, what's normal then. I laugh because farm fresh eggs were just eggs back in the-- when I grew up. [Laughter] Everybody had a garden. So, it's a whole new craze that everybody is going through but those are the things I think in small towns, rural towns, that's what you grow up with. So, it's a natural thing for you, you know?

00:04:05

Jessica Taylor: Okay, yeah, absolutely. So, you've owned the Palisades for a long time.

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Shaena Muldoon: Yeah, eleven and a half years this month.

00:04:16

Jessica Taylor: Okay, and how have you seen the business grow?

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Shaena Muldoon: We've grown a lot, I mean, in many different ways. In the beginning-- we're probably mostly local, Giles County and some Blacksburg. And then through the years, it quickly went way more Blacksburg, little bit of Giles. Now I would say we're very-- I don't

want to say international, but we do get a lot of people from all over the place coming now and making it part of their destination when they come, so it's very nice. Yeah and we've also grown food-wise as well. I mean, we started off with a little bit more of a-- we've always had a different kind of menu. I've always believed in having things that other people may not have had or have heard of. The basics but with a twist and stuff, so I feel like we've grown better and better, I think. Each year, we try to get better and better.

00:05:15

Jessica Taylor: Yeah, absolutely. So, in terms of the food specifically, do you have things that you had eleven and a half years ago on the menu?

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Shaena Muldoon: Yeah, uh-hm. We have the Black and Blue Salad, the trout; trout's always been local since day one. We've got the quesadilla we had in the beginning and the shrimp dip of some sort. It was originally a spicy shrimp but then we turned it into a dip, so it's pretty much been on there since the beginning. And we've always had a pork chop. For like four years it was stuffed, but now we've switched it to different flavors because that's how we've sort of evolved a little bit. Like, you don't want to keep everything the same but you want to bring some new flavors in. And then we've always had our pizzas. And then we've always intertwined different things throughout the season you know whether it's elk or you know venison or boar, or you know, ocean's offerings or something. We always switch those things up.

00:06:20

Jessica Taylor: Oh, where do you source the trout and the meat from?

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Shaena Muldoon: The trout right now is from Wytheville. It's called Brackens, Brackens Trout Hatchery. And they're the oldest trout hatchery in the United States.

00:06:38

Jessica Taylor: What?

00:06:38

Shaena Muldoon: Yeah, I think so yeah; it's kind of cool. Definitely Virginia; maybe I shouldn't say the United States. I probably should verify that but I know in Virginia. At one point they were-- it was really kind of-- it's a beautiful, beautiful property and what's really cool is at one point in their history people used to literally get off the train and picnic there and go fishing for the day and it was a big thing. It was a big pit stop on the train. [Laughter]

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Jessica Taylor: Can you talk a little bit about how you prepare it, the trout?

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Shaena Muldoon: Right now, we prepare it in papillote which is in parchment paper. So, we put the trout in the parchment, and we put butter and vegetables and flavors on top and we bake it all together.

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Jessica Taylor: Oh awesome.

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Shaena Muldoon: So, it actually comes out in your parchment paper, too.

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Jessica Taylor: So, can you talk a little bit about the space too? Because it's a really cool space.

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Shaena Muldoon: About the what?

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Jessica Taylor: The space where the restaurant is.

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Shaena Muldoon: Oh yeah, well it was built in 1926 as a general store and the Whittakers built it. They eventually sold it to the Johnsons. What's weird is that at the beginning it was a double building and then they added the building as you know it now. It's a little bit wider. And that was originally a Chevrolet dealership which is so crazy that they had a Chevrolet-- I'm like, what? There's only about two hundred people in Eggleston now [Laughter], and I don't think there was many more than that. So how could they have a dealership? But they did. They had a Chevrolet

dealership and then the Pine family came from-- I think they were originally from around here or West Virginia or something. They went to Tysons Corner and had a dairy farm. Traded it for a store on the tracks, on the railroad tracks, because at one point Eggleston was a huge hub. And I guess it burned down or something happened, so they bought this part of the store and they turned the Chevrolet dealership into the hardware part of their general store. And someone in their family had it until the year 2000. And then in 2000, the last person that ran it was Gladys Dowdy and none of her kids wanted to carry on with that. So, then it got-- everything got auctioned off and it was one of those things if I knew then what I know now I would have come back for the auction. [Laughter] But at that time I never planned on returning home or having a restaurant. But yeah, it's been a general store from 1926 to 2000. It was empty for eight years until I started construction in 2008 and it's been a restaurant ever since.

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Jessica Taylor: Before I switch-- Jessica, do you have any questions?

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Jessica Brabble: Yeah, I was just going to ask what-- what is your favorite addition that you've made to the menu?

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Shaena Muldoon: Oh, to the menu? You mean, specific, like--

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Jessica Brabble: Yes, I know you mentioned you have a lot of wild game that you add or different seasonal things. So what's been your favorite thing that you've had over the years?

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Shaena Muldoon: Hmm, that is a good one. Well, my current favorite is the kale salad but it's with the blue cheese vinaigrette with pistachios and grapes. But I don't know. The lobster potpie that we had at one point was really good. And wow; I don't know. That's a good question. I don't know. I still love our stuffed pork chop more than anything, our original pork chop that we had in the beginning. That's probably if you were to ask my customers who have been coming the whole time, I think that the general consensus would be that that's the best pork chop.

[Laughter] And then we used to have shrimp skewers wrapped in bacon with a pineapple-like teriyaki that everybody loved. That was pretty good. I don't know. Everything is like-- we do a lot of cool things so it's hard to-- after eleven and a half years of food it's hard to like narrow down on one but those are a few of my favorites.

00:10:58

Jessica Taylor: Awesome. Before we switch to COVID, I wanted to ask if you would characterize what you cook as Appalachian, or even if your business is Appalachian?

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Shaena Muldoon: Some people-- one term that I kind of liked was Appalachian chic, I guess, because I feel like that does sort of fit us. We've got the look of everything. Do we cook completely Appalachian food? No. Do we do completely Southern food? No. But we try to do a

lot of that, and we do. So, I'm not really sure. That's a good question. I mean, I don't know...I like the word Appalachian chic for us because I feel like that is a little bit-- it fits what we do because it's-- we don't go-- I mean, there have been times that we've really concentrated on more of the Southern cuisine, twisting it up with many-- with several different things from the desserts through the appetizers. But I think that with each rendition of what we do, we have some that is and then some that's a little bit more on the modern side of different flavors, like Southwestern sometimes or Asian sometimes. And one of my favorite things to cook with is chipotle. That's definitely not Southern, but [Laughter] it's like-- so it all just depends.

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Jessica Taylor: Uh-hm.

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Shaena Muldoon: I don't know if that answers your question. [Laughter]

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Jessica Taylor: No, it does. It's just I was wondering what it's like to own a business here versus wherever you-- it was you went to college or other places--

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Shaena Muldoon: Oh yeah.

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Jessica Taylor: That you've been and restaurants you've been in, in larger areas and things like that, you know?

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Shaena Muldoon: Yeah, well here is a lot different. I mean, I think that the struggles that you come with here are not necessarily the food or the customer base but the hiring. It's very difficult to find employees here, which I never expected. Having worked elsewhere, there was always plentiful-- in the cities there's always plenty of people to choose from. And you find quickly out here that's not the case. So, I would say that's the one difference from between here and maybe a city is that we don't have the quantity of people to choose from to get help.

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Jessica Taylor: Uh-hm, okay. So, when did you first sort of realize that COVID was going to affect business?

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Shaena Muldoon: [Laughter] Probably almost immediately. Once Ohio shut down, I think that was on a Sunday, I immediately knew that we were going that same direction. And so it was a quick two days between Sunday when Ohio-- I think it was Ohio and Michigan started shutting restaurants down and then on Tuesday Governor Northam shut everybody down to ten people for one week and then it was shut down. So at that moment, that Monday, I had a meeting with my head chef and one of my managers and we discussed what we were going to do, because the two options were you could close or you could try to play it out and see what happens. And I felt like

it was necessary to stay open because I felt if we closed, we would never be back open again. So, we opted for following the guidelines that he set forth for us and continued to stay open.

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Interviewer: What was the reaction among like staff and-- ?

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Shaena Muldoon: They were very supportive. I have a great staff. They all stuck with me. I have every single staff member I started with. In the beginning, two people that had second jobs gave up their shifts for people that didn't. And then the only people-- I had I think five or six high schoolers that I said, "I need you to lay low for a few weeks until we see how this plays out." But I started bringing them back two weeks after because as we quickly figured out, transitioning to strictly carryout and delivery takes your entire staff pretty much. It actually is very high staff [Laughter] like, you need everybody so--. So, one month down, we had everybody back, so.

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Jessica Taylor: And what was that like?

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Shaena Muldoon: What was what?

00:15:54

Jessive Taylor: What was that transition like for you and the staff to carry-out?

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Shaena Muldoon: On the one hand, it was very stressful because we're going into our busy season and we knew we weren't going to have a busy season. So last year my sales in May were \$110,000 and this year they were \$40,000. So, we knew we were going to be hit hard, but we have a great customer base, and everybody supported us. People still are coming every week to order carryout. We've had people deliver, get delivery from us every week to make sure we survive. And Giles County put in a program which really saved I think everybody here. The Board of Supervisors and the Administrators passed a thing that they allotted a certain amount of funds to go to the restaurants. And what that did is you could buy a certificate through the County for \$20 and the County would supplement \$30 and all of that would come to us. So, it was a great program that just ended this week, but it really-- it gave us the money up front. Now people can use the certificates indefinitely because they paid for them but it really-- it was a big help for us. So, we knew we were going to get hit and it was going to be a financial drain but it still was-- I felt it was very important to being able to survive. [*Cell Phone Rings*] I didn't think we could survive if we didn't do that. So, I feel like--

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Jessica Taylor: Yeah, absolutely.

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Shaena Muldoon: It was an easy way for us. We also just transitioned right back because we've been cooking. We've all been together, we've all been doing this now. We didn't stop. We just

are doing incremental things to make changes. So we're transitioning back, but I think we're in a holding pattern now for probably I'd say a couple months, is my guess. But yeah, so the one good thing that we all did like about it [Laughter] is--I shouldn't even confess this but literally the hours were 4:00 to 8:00 and we would leave at like 8:10 because there was no dishes to wash, there was no [Laughter] floors to mop. There was like-- it's all paper products, so off we go. That was the best. We all loved that part about it. We walked out the door, like at ten minutes after we closed. But you know now we're back into the dining and so we're back into our [Laughter]-- all that stuff it takes to do that, but-- that was the one plus about it.

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Jessica Brabble: So, with delivery and carryout was there a learning curve with trying to figure out like the apps and different technology to communicate with customers?

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Shaena Muldoon: Well, we decided-- we didn't do apps or anything like that because part of our-- I looked into a whole bunch of things but I felt it was-- part of our success is that we're not technology driven in that case. When you come here you don't get a pager to wait. We take your name down, we come find you. You don't order online through us. I thought about it, but I thought it would be too much of a problem. So, what we did is I just got two more cell phones and then they called the number and if it went to voicemail, we left that, "Hey, if you're getting this blah, blah, blah, call this number or this number." So that was sort of the way we handled that. Now the onus was a little bit more on customers to have to call maybe two numbers, but I think it would have been more cost prohibitive to add up those other options for us. And we

didn't want to go with any of the normal delivery people like Chow Hound and everything because I wanted my staff to make the money. I didn't want someone else to make the money. So, my people delivered, so all of my front-of-house were the delivery drivers. So, in order to keep everybody employed I felt that was the most important thing to do.

00:19:59

Jessica Taylor: You're also-- you were also delivering groceries, right?

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Shaena Muldoon: I missed some of that.

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Jessica Taylor: You were also delivering groceries, right?

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Shaena Muldoon: Delivering?

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Jessica Taylor: Groceries, like you had a--

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Shaena Muldoon: Oh yeah, sorry, yes, groceries, yeah. We had a grocery list every-- we still have it; it's not being used as frequently as the others were-- as it was when everybody was

locked down. Because some things we were able to get that other people weren't able to get at the grocery store, so we were able to supply things that people needed, like the flour, yeast. A lot of times people couldn't get that-- and toilet paper. I mean, I saw the writing on the wall so I ordered a lot of stuff ahead of time because I was like, "Oh, we're going to need all this stuff before it runs out." [Laughter] We're sort of stockpiling now certain things just in case we all go backwards, but we better not go backwards. [Laughter]

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Jessica Taylor: Can you talk about your decision to deliver local goods like especially the ceramics and eggs and things like that?

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Shaena Muldoon: You--

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Jessica Taylor: Did you catch that?

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Shaena Muldoon: No, I didn't catch the first part of it.

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Jessica Taylor: Let me see if this helps. Can you hear me now?

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Shaena Muldoon: Yeah.

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Jessica Taylor: Okay, your decision to carry like local eggs and local ceramics and stuff like that, can you talk a little bit about that decision?

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Shaena Muldoon: Oh yeah, well, I've always believed in you know as much local as possible because if I don't support people around here how do I expect them to support me? I feel like that's a very important thing to do. So, it was just a natural segue way to what we already do because my whole artisan shop is all local artists as well, and we always get local eggs in, so we always have combined local eggs. Usually when we do brunch which we haven't been able to do brunch in a while, we always have-- for eggs benedict it was always local eggs, things like that. So, it's just our natural thing that we do.

00:22:07

Interviewer: How [inaudible] in that community for?

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Shaena Muldoon: Okay, I think what's happening-- I'm missing something. I don't know what it is, like the beginning sometimes.

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Jessica Taylor: Oh okay. Can you hear me Jessica?

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Jessica Brabble: It's a little bit of feedback thing, I think. So, did you say how long have you been in that community for?

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Jessica Taylor: Yeah, like how did you build that community of local artisans?

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Shaena Muldoon: Well I opened the shop in 2011 and we went out to get, I don't know-- I wanted it to be mostly Giles artists. Now it's expanded obviously to Montgomery County as well and we say anybody in New River Valley because we do have artists now from Radford and Pulaski. But again, like I do feel like the more local you can make something the better it is for everybody involved, because the money is staying here and you're helping your neighbors; you're helping your community. So, I'm big on helping your community as much as you can.

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Jessica Brabble: So how would you define like mutual aid and helping with the community?

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Shaena Muldoon: How would I define what?

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Jessica Brabble: And how has mutual aid and like helping the community and the community response to what you've been doing?

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Shaena Muldoon: Well I think you know I feel like this whole COVID thing, it reminded me of opening, my first year or two open, because everyone rallied to come to make sure that we survived. I mean in the very beginning, I had several people come every week to make sure we made it. And then I felt like that was taking place again, people ordering every week to make sure we made it. People doing carryout every week. It means a lot to me that people care enough about us to make sure that they want us to stay and that they're actually thinking about us. And we wouldn't be here without the community. We wouldn't be here without our customers coming to support us. That's just something that wouldn't take place. And I feel like if we didn't have such good community-- and when I say community, I don't mean just Eggleston. I mean like New River Valley, the whole area; if the whole area didn't support us, we wouldn't have made it.

00:24:53

Jessica Brabble: Yeah, definitely. Something that we've noticed with the people that we're interviewing is that they're all female.

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Shaena Muldoon: Really?

00:25:02

Jessica Brabble: So, what is it like being a female restaurant owner and why do you think it's the female restaurant owners and workers that are doing the mutual aid type things during this pandemic?

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Shaena Muldoon: I don't know. That's a good question. Well, I don't know. I mean I don't know. [Laughter] I don't know how the guys feel about things but like I feel like it's important. I feel like you can't do things alone. I mean sometimes as a business owner, and your natural instinct is to do everything yourself, but the reality of the situation is you also know that you wouldn't be here without your employees and you wouldn't be here without your customers. And if you don't somehow command that community spirit you're not going to get-- you're not going to make it very far. You need them to rally around you just like hopefully you're going to rally around them when they need it. I feel like that's very, very important. I don't know; I don't know if females or males-- I don't know. Like, for me that's not-- I don't know about the male and female scenario on that. That's just what I feel. I feel it's important to help everybody out. I feel like I don't even help everybody out as much as I should. [Laughter] But I'm really grateful that people helped me out as much they have; otherwise I really wouldn't be here.

00:26:41

Jessica Brabble: So, Virginia just switched to Phase 3, correct?

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Shaena Muldoon: Yes and no. Yes, but there's some stipulations like there's still no bar service for restaurants. But Phase 3 for us doesn't mean anything different since he took that away because you still have to keep your tables six feet apart. So, for us, we are really not going to have too much of a difference. We're seating our upstairs, we're seating our downstairs, we're seating our patio and we have carryout and delivery. So yeah--

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Jessica Brabble: So, do you have a plan for the coming months? I know you said you don't think things will change yet--

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Shaena Muldoon: A plan for what?

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Jessica Brabble: Do you have a plan for the coming months?

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Shaena Muldoon: No, because really there's no-- like I said there's really nothing we can change until-- the only difference is once he decides that we're all in, like, Phase 4 or 5 or whatever that is, then we'll move our tables that we have upstairs back down to the dining room. See, right now both floors are dining. Usually I have the upstairs for just events. And most of my

events got cancelled and we're not accepting new events. Now, we are going to be in a little bit of a precarious situation with some of the events that had to be rescheduled for July and August, so we're not going to have an upper dining room for that day. But we're not taking on new things because it is our dining room now. We have to have the upstairs as dining and the downstairs to make it. So, I mean I'm grateful that I've got space. I feel bad for restaurants that are-- if I just had my one level and not the outside and not the upstairs, I would only have six tables. I mean, who can survive off of six tables? Nobody. So, I'm grateful that where I am, I've got space to go places. That makes a big difference is, I've got options that a lot of people don't. So, I don't know if I answered any question in there but, so-- [Laughter]

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Jessica Brabble: No, that was good.

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Shaena Muldoon: Okay. [Laughter]

00:29:03

Jessica Brabble: So, I can hear my feedback. With the college kids returning to the surrounding counties soon, how do you think that will impact the restaurants in the area?

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Shaena Muldoon: The restaurant industry?

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Jessica Brabble: Uh-hm.

00:29:19

Shaena Muldoon: Or mine in particular?

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Jessica Brabble: Both.

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Shaena Muldoon: Both? Well I think you know Blacksburg in and of itself relies very heavily on the students and professors, so I feel like they are going to-- it's going to be a good thing for them to have the students back. For us, we are affected by Tech as well, not as much as Blacksburg, just because we also have a huge tourist destination out here. So we are a combination of tourists, Tech faculty, Tech parents. We're a combination of many, many things. So that's good for us. But I think obviously, the more people you have coming to your restaurant the better it is for recovery. But like I said, we'll probably stick with this as long as Governor Northam keeps us in Phase 3 because I don't see-- I don't know what his idea is on Phase 4, but that's why for me I don't see much changing until he makes a drastic change for opening us wide open. So, we're kind of stuck in this scenario. But for us it's no big deal because with the two things combined and the outside, we're back to normal. So, we actually have more to do because we're doing tons of delivery and carryout, which we've always done carryout but not as much as this. So, we've actually added more dimensions to our business than we've ever had, and we've

never really had the patio opened for dining. It's always been like for waiting and for cocktails. But now that it's dining-- I've always played with the idea of doing that. So certain things we sort of segue way-ed into without staff realizing that we're doing more than we used to.

[Laughter] So, I'm like all right, you guys handled it; you handled it well. So, we're keeping it.

[Laughter] So we'll see. As long as we can get more staff. We still need more kitchen help, but that's always what holds us back from doing a lot of things, it's that number of people we can get.

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Jessica Brabble: It's a good problem to have.

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Shaena Muldoon: Yeah, it is; it is. So, I think the students coming back-- I think it's going to scare a lot of people because they're coming from everywhere. But I think economically it's going to be a good thing for Blacksburg and probably for us, as well.

00:31:52

Jessica Brabble: Hmm, so we'll end with kind of a fun question. When you've been at home during this time, what has been your favorite thing to make in the kitchen for you and your family personally?

00:32:05

Shaena Muldoon: Oh I've been here the whole time. My home is the Palisades. [Laughter] But I like making cheesecake, so I make the-- well I make a lot of the desserts here at the restaurant, so I don't know. I like making the cheesecakes. I don't even think--

00:32:23

Jessica Brabble: Do you have a favorite?

00:32:24

Shaena Muldoon: I think it was almost more work for me to be here during the COVID scenario than it was to be back to normal. So because we brought people in to clean, we brought people-- so we were here every day reorganizing, cleaning, so we were actually here more than we normally were. So I really didn't have time to do much at home except leave early at 8:10. [Laughter] That was good. But I love to cook desserts so that's my favorite thing to do.

00:32:54

Jessica Brabble: Do you have a favorite flavor of cheesecake that you make?

00:32:57

Shaena Muldoon: Right now, I'm doing wild blueberry but the strawberry and rhubarb that I did once was-- I liked that a lot. And then the lemon ginger was really good, too. I don't know; see, I really like cheesecake. Ours is a little softer than most. The New York cheesecake is very firm. Ours is a little bit on the softer side, so--

00:33:21

Jessica Taylor: Hmm, well hold on just a second.

00:33:28

[End Shaena Muldoon]