

WORKPLACES PAY TRIBUTE BUSINESSES TAKE NOTE OF SEPT.11:[Final Edition]

AUDRA BARLOW *Daily Press*. **Daily Press**. Newport News, Va.: Sep 9, 2002. pg. C.9

Full Text (717 words)

Copyright Chicago Tribune Co. Sep 9, 2002

At Anna's Italian Restaurant in Newport News, owners Tony Morabito and Emilio Pellecchia, searched for a way to observe the first anniversary of the Sept. 11 terrorist attacks and decided to give something back to family and friends in New York.

Morabito's nephew lost his vehicle beneath the World Trade Center rubble. His niece witnessed the second plane crash. Now a year and more than 400 miles away from the New York tragedy, the restaurateurs plan to donate 20 percent of their sales on Wednesday to the Fire Department of New York.

"We are giving back to help," Morabito said.

Throughout the Peninsula, businesses like Anna's, are planning appropriate ways to reflect the grief still lingering from one of the worst attacks in American history. But marking the moment is a tricky balance between honoring the victims without appearing to exploit the tragedy.

As a result, many offices, stores and restaurants have decided on low-key commemorations.

Canon Inc.'s Newport News office will pause for a moment of silence in the morning. One employee drafted a memorial poem, which will be handed out to other Canon staffers that day. Canon also plans to distribute patriotic pins.

Manhattan's New York Deli and Pub in Newport News plans to hold a moment of silence and a candlelight vigil as its owners did last year. "We will keep things pretty quiet," says Doug Hisel, owner of Manhattan's New York Deli and Pub. "We'll be watching the news channels in our pub to commemorate the event."

Bowditch Ford in Newport News has been giving away booklets titled "Fallen But Not Forgotten" to its showroom shoppers.

"It's a collection of stories of people who passed on Sept. 11," says Dennis Cozzens, the dealership's new car and truck sales manager. "We've been giving them out for over a month now. Bowditch has also painted two vans with American flags and the phrase "God Bless America."

Cox Communications will air fewer ads on Wednesday, using the time instead for public service announcements honoring the heroes of Sept. 11. "The management and employees of Cox vividly remember both the tragedy and resulting heroes of that day," said Thom Prevette, vice-president of public and government affairs at Cox. "In this way we can honor those individuals."

Colonial Charm in Newport News is giving 10 percent of all money made that day to the United Way. "Every little bit helps," says storeowner Marty O' Sullivan.

Customers who shop that day will receive free red, white and blue cake and lemonade punch. To Colonial Charm's customers it's a welcome gesture.

"She shows that she loves her community and shares herself with us," shopper Nancy Burt said of O'Sullivan.

Top Guard Security in downtown Hampton will reflect on the anniversary of the attacks by planting a tree on its property and by hanging a plaque to remember those lost. "Immediately after the events of 9/11, our staff gathered together," says President Nicole Stuart. "On this, the first anniversary of the attacks, we want to memorialize our nation's loss and honor the heroism we witnessed in a permanent way. Planting an evergreen tree, and placing a plaque to observe the solemn occasion, allows our staff and their families to pay homage in a manner that will last decades."

Other businesses and employers across the country are planning to observe the day in similar ways. At Microsoft Inc., employees can take the day off. T.J. Maxx and Marshall's stores will be closed until noon. And FedEx Corp. will make counselors available and pay workers to volunteer for the day.

But some workers said they won't need a major event to remember what happened a year earlier and are ready to move forward.

"People, probably in their own way, will find a way to honor the fallen people," said Larry Slasinski, who works in General Motors Corp.'s payroll services department in Detroit. "Do we need a day off? I don't think so. I think we need to move on."

, Audra Barlow can be reached at 247-4792 or by e-mail at abarlow@dailypress.com

[Illustration]

Staff photo (b&w) by AUDRA BARLOW; Caption: Nancy Burt of Newport News shops for patriotic items at Colonial Charm in Newport News and says the store's subdued plans to mark the anniversary of the 9-11 terrorist attacks are a welcome gesture.

Reproduced with permission of the copyright owner. Further reproduction or distribution is prohibited without permission.

Companies: Canon Inc(Ticker:CANNY, NAICS: 334119, 333315, 333313, Duns:69-054-9662) , Cox Communications Inc(Ticker:COX, NAICS: 513120, 513112, Duns:05-101-8059)

Section: *Money & Work*