

CHAMBERCHAT

Cedarburg

■ HOLIDAY NETWORKING EVENT IS THURSDAY

The Cedarburg Chamber of Commerce will host a holiday networking event from 5 p.m. to 7:30 p.m. Thursday at the Silver Creek Brewing Co., N57 W6172 Portland Road. Raise a toast to your fellow chamber members at the cash bar. Admission is free for members. Complimentary appetizers will be served. Attendees are asked to bring an item to donate to Family Sharing of Ozaukee County. The Family Sharing wish list includes canned foods, toiletries and cereal. Money donations also are welcome. RSVP to the Cedarburg Chamber of Commerce at 377-5856 or cedarburgchamber@cedarburg.org.

■ VISIT SANTA UNTIL DEC. 23

For a complete listing of hours when Santa will be greeting visitors in his workshop in front of the Cedarburg Community Center, visit www.cedarburgchristmas.com, the official Cedarburg Christmas Web site. The last day for visits with Santa will be Dec. 23, the Sunday before Christmas.

■ CHAMBER GIFT CHECKS AVAILABLE

Chamber Gift Checks are available in any denomination for holiday gift giving. Support over 200 local businesses with your purchase. No fees or additional charges are passed on to the purchaser. Call the chamber office in advance at 377-5856 to have your gift checks ready for quick pick-up or stop in at the chamber office, W61 N480 Washington Ave., weekdays from 10 a.m. to 4 p.m.

Grafton

■ ADVERTISE IN THE CHAMBER DIRECTORY

Advertising opportunities are available for chamber-member businesses in the 2013-2015 Chamber Directory, which is widely distributed throughout the community and on our Web site, www.grafton-wi.org. Chamber membership is open to all local businesses. For more information, call 377-1650.

■ SOUTH COMMERCIAL DISTRICT MEETING PLANNED

The chamber will be hosting a South Commercial District meeting at 7:30 a.m. on Thursday at the Zaun Pavilion in Lime Kiln Park. The purpose of the meeting is to provide updates on the status of many properties in the district and to discuss ways to revitalize the area. Please contact the chamber office at 377-1650 if you would like to attend.

■ GRAFTON AREA CHAMBER GIFT CHECKS AVAILABLE

Grafton Chamber Gift Checks make great holiday gifts. Contact the Grafton chamber to order ahead and for details at 377-1650.

Mequon-Thiensville

■ CHAMBER PLANS HOLIDAY CELEBRATION

Join us for a chamber holiday after-hours celebration from 5:30 p.m. to 7:30 p.m. Wednesday at Spectrum Investment Advisors, 6329 W. Mequon Road, in the coffee house area. Enjoy entertainment, refreshments and networking in a festive atmosphere. The fee is \$15. Register at 512-9358, by e-mail at info@mtchamber.org or online at www.mtchamber.org.

Area embraces Atlas BBQ

By Steve Schuster
News Graphic Staff

Atlas BBQ, a new Grafton restaurant, has opened its doors in the oldest commercial building in Ozaukee County.

The restaurant, which held a grand opening Nov. 26, is located on the previous Paramount Grille & Bakehouse site and has received an outpouring of community support.

"We are thrilled to have such an exciting new restaurant in our community, particularly in the Paramount Plaza. We have already partnered with them on an event and had nothing but rave reviews," said Pam King, executive director of the Grafton Area Chamber of Commerce.

Owner Mike Tsuchihashi said he and his wife, Martha, have hired "a very talented chef," Michael Strand, who previously served as the executive sous chef at Milwaukee's Hotel Metro.

Mike Tsuchihashi said he has worked in the restaurant business for many years and for the last 11 years has opened several restaurants at Potawatomi Bingo Casino in Milwaukee. According to his LinkedIn profile, he has also worked as director of food and beverage at Hilton Hotels and served as a manager at District Chop House.

He said he and his wife selected the name Atlas because they didn't want customers to think the menu would be limited to one particular barbecue region.

"Our guests can add whatever sauce they like at the table," Tsuchihashi said.

The restaurant features four different sauces, north (Memphis style), south (North Carolina style), west (Texas style) and east (Korean style).

The Korean style is soy-sauce based, sweet and salty. "I think people are pleasantly surprised with it. It goes with traditional American style," he said.

The restaurant also has a wide range of other offerings, including chicken, pulled pork, ribs and even a Friday night fish fry.

But among several of Atlas BBQ's signature dishes is their famous "Burnt End" dish, which consists of crispy smoked brisket tips smothered in the west BBQ sauce.

"It's just so deep in flavor it's unbelievable," he said.

And, Tsuchihashi said, the flavors in part come from two custom Missouri-made smokers, Jake and Elwood, which are named



Michael Strand, left, will serve as chef at Atlas BBQ, the recently opened restaurant in downtown Grafton that is owned by Mike Tsuchihashi, right, and his wife, Martha.



Photos by
Mark Justesen

To contact

Atlas BBQ
1304 12th Ave., Grafton
(262) 618-2181

after the two main characters in the 1980s hit movie, "The Blues Brothers."

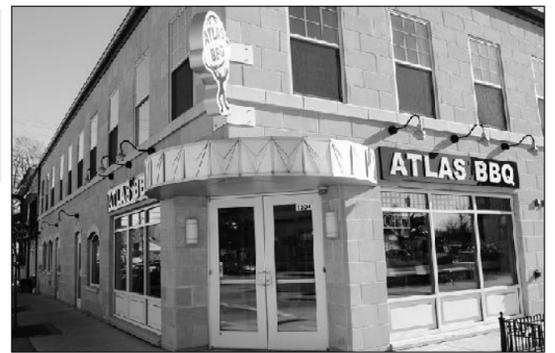
The names were the winners from a social media competition, which sought audience input on Facebook.

"I thought it was a perfect match for the personality of the restaurant," he said.

Ironically, the new restaurant's venue was previously home to the Paramount Blues recording studios. And Jane Butz with the Ozaukee County Historical Society also notes that the building was used as the courthouse and jail in 1844-1845, when Grafton was the county seat.



Top: Customers enjoy lunch on one of the first days that Atlas BBQ was open. Below: The site in downtown Grafton is the oldest commercial building in Ozaukee County.



The restaurant itself has a private dining area, an over-sized bar and an area outdoors that will open in warmer months. To date, Atlas BBQ has hired about 35 employees, Tsuchihashi said. "We started with 30 (new employees) but had to hire a few more. It's good problem to have," he said.

The restaurant also carries a long list of beers on tap and in the bottle, many of which are native to Wisconsin. Mike Tsuchihashi said

the restaurant also has a long list of "house-made" desserts including Door County cherry cheesecake and key lime pie.

The restaurant does not accept reservations and is open Monday through Saturday from 11 a.m. to 10 p.m. and Sundays from 11 a.m. to 9 p.m.

(Contact Steve Schuster at sschuster@conley.net or via Twitter; www.twitter.com/stevenschuster.)

CUW names accelerated learning director

Mequon — Concordia University Wisconsin has named Angela Belz as the new center director for Adult Accelerated Learning at its Mequon campus. Belz previously was the center director at CUW's Miller Park Center in West Milwaukee.

In her new position, Belz will oversee all the accelerated courses, which includes: hiring and training adjunct faculty; budgeting; and academic advising.

Belz has a B.A. in business administration, a M.S. in student personnel administration, and is currently pursuing a doctorate in leadership for the advancement of learning and service.



Belz

Mequon design firm takes on two new major clients

Mequon — Two iconic Wisconsin businesses that are planning retail changes and upgrades have retained Retailworks Inc., of Mequon, to provide design services that will elevate the shopping experience and give shoppers a strong sense of the rich history of each company.

The businesses, Allen Edmonds Corp., and Laacke & Joys, are expanding and changing

their business plans, and addressing branding, design and display issues.

"We're honored to partner with these two great businesses as they work to enhance the retail setting for their customers," said Lyn Falk, founder and president of Retailworks.

Allen Edmonds, based in Port Washington, plans to add new retail stores and renovate existing stores over the next several years.

The company currently owns 41 retail stores nationwide.

Falk and Retailworks are consulting with Allen Edmonds to elevate the store experience, capitalizing on the company's craftsmanship and rich, authentic history as an American shoe manufacturer.

Meanwhile, Milwaukee-based Laacke & Joys will consolidate its three retail operations into its Brookfield location over the

course of the next year and a half. The changes are partly prompted by the company's acquisition of a specialty seating company and the subsequent need for more manufacturing space.

The Mequon store will close in 2013 and the Milwaukee store the following year, allowing the company to focus on its Brookfield retail operation. The Brookfield store will be renovated based on a Retailworks design that

highlights Laacke & Joys' history dating from its founding in 1844 as a ship chandlery through its outdoor gear of today.

"We are thrilled to be working with Lyn Falk and her very talented team on the new and exciting look they have created for our Brookfield store," said Marsha Mather, president of Laacke & Joys.

Retailworks, founded in 1995, is online at www.retailworks.com.



JOAN
LLOYD

STAFF TALK

Here are steps you can take to help your career in the new year:

■ Let your voice be heard at least one time in every meeting.

How many meetings are you in every month? I'll bet it's too many to count. And in how many of those meetings can you honestly say you added value? If you are silent, you may as well not even be there. Or worse, if you speak up after the meeting — in the hallway or among your friends — you are actually undermining the purpose for the meeting.

You may not think you have anything to contribute or you may be intimidated by other people in the room. But the only way to get past those self-effacing fears is to start talking. Knowing you are going to say at least one thing in each meeting is going to make you listen harder, because you are going to offer an opinion or ask a question.

When you begin to contribute in meaningful ways to the daily events and decisions, your credibility will grow. You will become someone others turn to and listen to. This is particularly relevant if you are a minority member of a group. For example, research has shown that women in a predominantly male environment tend to get talked over and their ideas end up being attributed to someone else, because they don't speak up with enough frequency and they don't hold the floor long enough to make their point or pitch their idea.

■ Get visibility and build credibility by leading three initiatives.

Career advancement by the numbers

If you are a manager, step up and propose something new. Perhaps there is an archaic process that needs to be overhauled; or a sticky personnel issue that needs a better policy; or a quality improvement measure that needs to be created.

If you are an independent contributor (a specialist with no direct reports), assert yourself and get involved in a project that will improve a product or service. Reach out to colleagues in other areas and collaborate on ways to work better across departments.

Regardless of your job title, stand up and offer to lead an effort to make an improvement — whether it's on your own job or something beyond your job description, such as recommending a new office supply ordering system.

■ Speak in front of a group at least two times.

It doesn't have to be a large group, but standing up and speaking in front of any group is one of the best career builders there is. Perhaps you can be invited to speak to your own team, to share what you learned at a conference you attended. Or, maybe you can speak at a department meeting to give a project update. You may be able to speak at an outside professional meeting — introducing the speaker, or announcing upcoming events. Any time you speak, you build more confidence.

If you are a manager or senior executive, presentations are a part of your job. If you are not happy with your performance, why aren't you doing something about it? It is so important to your credibility, it's foolish to erode your own reputation. Resolve to get some feedback and work with a colleague who does it well, to polish your slides and your delivery. You may even want to get some professional coaching to

take your performance to a whole new level.

■ Name five people you would turn to for help if you lost your job.

Having trouble thinking of anyone? Look around ... how many of your friends and relatives were caught by surprise when they lost their jobs? They didn't think it would happen to them — but it did. Be smart and cultivate contacts long before you need them. Start by thinking like you're unemployed. Who do you know in your field who has a good reputation and is well-connected?

If you called a former boss, would he or she introduce you to others and give you a good reference? If you decided to start your own business, do you have any connections to people who could help you?

Reach out now and schedule a get-together in the new year. Find out what they are up to and be proactive about providing them information or introductions to people who may be able to help them. Good networkers know that you should give before you get. Don't wait until you need help — offer it first.

Successful careers aren't built by getting the perfect job in the perfect company. They come from taking the small steps, day after day, year after year. When you look back, you'll see how far you've come — even in one short year.

Joan Lloyd is a Milwaukee-based executive coach, organizational and leadership development strategist. Mail your question to Lloyd@joanlloyd.com and visit www.JoanLloyd.com to search an archive of more than 1,400 of Lloyd's articles. Contact Joan Lloyd & Associates at (414) 354-9500.