



## Advertiser Highlight: The opening of My Way Cafe in Ruch

BY JONATHAN SHULKIN

I first moved to the Applegate valley with a dream to settle my family and open another restaurant. Here we are five years later, and the dream is coming true. Although this has been both adventurous and challenging, I am very proud of my wife Tina and daughter Cierra for their unconditional support.

During the summer of 2010, I set my sights on the Magnolia Grill in Ruch, and was able to purchase the restaurant in October. While undergoing a massive makeover, a plan was made to reopen as My Way Cafe in February 2011. We are remodeling the entire restaurant, and are very excited to show the valley our vision through all the hard work and passion involved.

I opened my first restaurant at the age of nineteen in the Midwest (I am from Chicago and Tina is from St. Louis). One day at work a businesswoman came in with a checkbook eager to buy me out. It was my dream as a child to own a restaurant, and selling it was a tough decision for me. After finally accepting a later counteroffer, I immediately focused my attention on the next restaurant I wanted to open. I had no idea it would take over a decade to achieve this goal, and I am so happy to have this opportunity once again.

Shortly after the sale of my restaurant, I moved to the Napa Valley in search of the culinary knowledge that would help make me successful in the future. The move was supposed to be temporary, but I became enthralled in the industry and stayed over five years. While traveling back in the Midwest, I met my wife and I had to decide whether to stay west or follow my heart back home. I reinvested my restaurant earnings in rental properties which I was able to sell, allowing us to look for property for our family out west. We stumbled upon Applegate Valley and knew right away we were not going back to the Midwest. A beautiful 40-acre property in the mountains near the wine country was a dream that came true for both of us. The only problem for me was that I still wanted a business of my own which I found out would take some time.

Living in the Applegate Valley, I held a catering job in Napa while work-

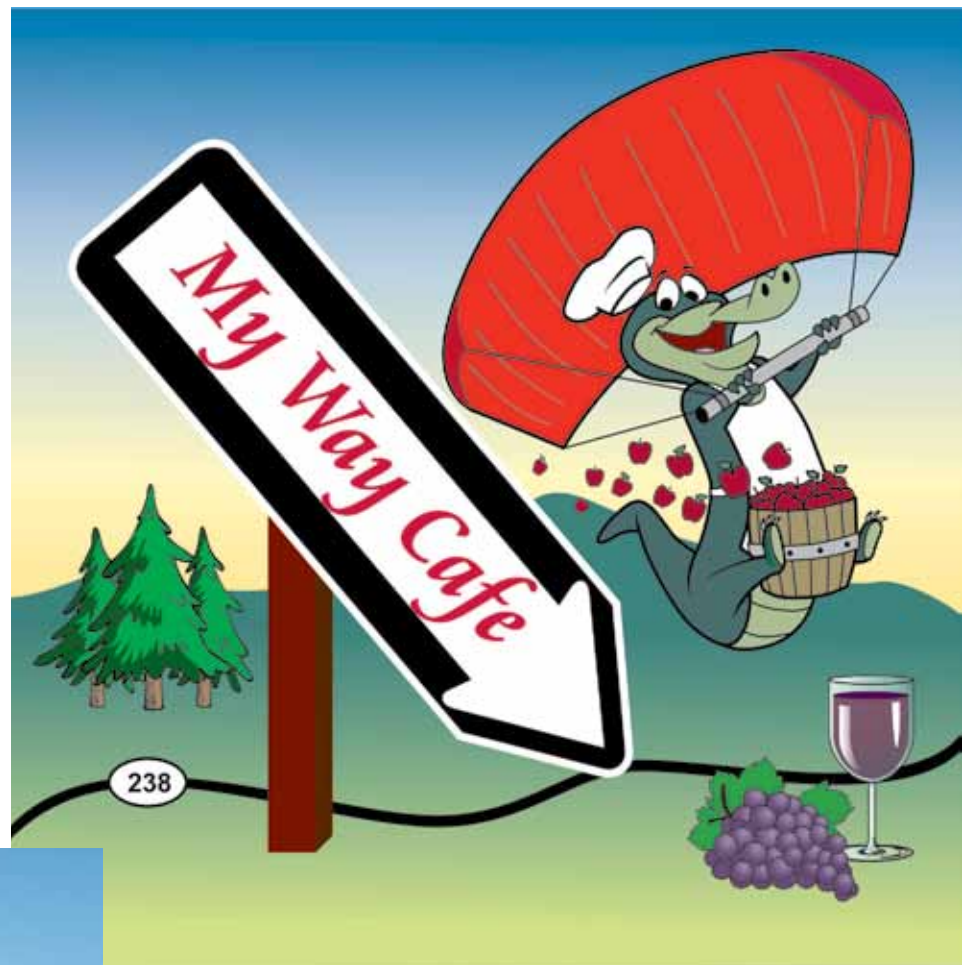


Above: Jon's Family, daughter Cierra and wife Tina, waiting in St. Louis for My Way Cafe to be ready.

ing full-time at two jobs in Ashland after our move to Oregon. This nonstop work schedule was hard on our family so Tina went back home to complete beauty school, and gave me the chance to work like crazy and save the finances needed to open a restaurant. Without the love and understanding of my wife and daughter, I would never have reached this goal. I promised Tina that after we opened a restaurant I would support her in opening a hair salon, which is still in our plans together and another great goal to work toward.

The concept for My Way Cafe was created after leaving the family style restaurant I opened as a young man, while growing up in the intense, high-end service industry that is the Napa Valley wine country. While managing a bar there, the chef and I would joke about opening a place together which would cater to everyone's needs, not just those with disposable incomes. Both the chef and I were from modest backgrounds, but now had the experience of working in some of the highest-rated restaurants in Napa Valley. As passionate restaurant people we loved the standard of service and culinary excellence there, but shared the same frustrations that came with such expectations. The first being that great cooking does not need to be so expensive; the second being that every patron deserved such service, not just the wealthy. Providing people with what they want at an affordable price was the basis of the service industry we both loved so much, but was often lost in the high-end Napa Valley environment.

The chef and I would joke about how we needed a place called "My Way Cafe". There people would be able to get both amazing and affordable food and service, plus whatever they wanted if their requests were possible. Our intentions were to use lots of fresh and local products while offering friendly, top-notch service at a price everyone could afford. My family and I are very appreciative that the chef is moving here to execute this concept with us. The eight



year joke between friends is now a dream come true. My family will be moving back as the restaurant is opening. Although it has been a struggle, it seems to have all worked out for the best. I feel very lucky.

I want to take a moment to thank two local people as well. First, my landlord made it possible for us to reinvest our life savings by offering a fair and long-term lease. Secondly, the previous owner to whom I would like to send my best wishes;

we have become close during this experience. I would also like to thank all of our wonderful family members for their love and support.

The goal is to be opened by Valentine's Day February 14, 2011. Rebuilding a restaurant has many challenges, but we should be on time. My family and friends look forward to serving the Applegate Valley for many years to come with great pride and excitement knowing the path it took to get here. Thank you for your current and future support in our adventure. We hope to "Thank you for coming My Way!" as soon as possible.

Jonathan Shulkin • 541-899-8700

# Happy Holiday Season

to all our clients and friends

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**Our wish for 2011 is Health, Happiness and Prosperity for all.**

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