



# Our NORTSHORE

Volume 3, Issue 1

A COMMUNITY FOR THOSE LIVING AND FOR THOSE SEEKING THEIR NORTSHORE



## Message from Phillip Fulmer, Partner, Northshore Management Company

All of us have visited our neighbor's home for a cookout and enjoyed catching up on their families, work, sports, and generally sharing a good time and great food. Often times, we tell our host, "you should really go into business, this food is fantastic!"

I have some friends who did just that. They are all very successful businessmen, great family guys, and all have a passion for barbecuing. Their story began in their neighborhood at the end of the cul-de-sac, a "dead end" if you will, and as their friends and neighbors experienced, they were happy to share their barbeque with anyone and everyone. As the fire grew, they competed and won cook-offs across the country. They are friends of mine who have a real passion for cooking, for great barbeque, and for sharing. All that led to the creation of a great establishment. Welcome to the story of the "Dead End BBQ" Restaurant. Here's hoping this sauce will spice up your next barbeque!

## Their NorthShore Story

*An Interview with George Ewart of Knoxville, Tennessee*

*1. George, you're an accomplished architect by profession. What is your favorite structure you have designed?*

It's difficult for me to say I have one favorite. Each design is truly unique and is focused on the client's needs and desires, not my personal preferences. And because each design is unique and takes on its own personality, you become attached to each and every one. However, the new Baptist Hospital West Medical Office Building in Knoxville, Tennessee is one design I really like. How the building is positioned and seen from the busy Parkside Drive makes it very attractive.

*2. Your firm designed the building that houses Northshore Management Company and its affiliated companies. What do you like most about the building and what led you to design that aspect or feature?*

When we first viewed the property, we quickly determined Bluegrass Lake was the predominant property feature and one that we must take advantage. So when designing the building, we utilized an abundant number of tall windows that enable the occupants to have extraordinary views of the lake from each of the three floors. The rotunda area is the special feature that makes this building even more unique by creating a panoramic view of the lake. As you can tell, I really like the setting and view of the building.

*3. When did you first begin to cook barbeque?*

I began barbecuing in my back yard years ago. Many people believe they can just cook barbeque on a grill and have outstanding results, but it takes time to master. The barbecuing became more serious in the year 2000. We began entering barbeque contests in 2002 as the Dead End Society. Once we began to enter contests, we acquired more barbecuing skills and started to succeed in competition style barbeque.



George chilling

## NorthShore Capital Advisors News

For more details, please visit [www.northshore-capital.com](http://www.northshore-capital.com)

### Northshore Capital Advisors Closes Fifteenth Deal for 3GS, LLC

NorthShore Capital Advisors continues to drive growth for 3GS. In March, 2010, NorthShore closed a transaction in south Missouri which will compliment 3GS's current operations in Missouri and Kentucky.

### NorthShore Capital Advisors Attends the 2010 Annual NAID® Conference and Expo in Las Vegas

In March 2010, NorthShore Capital Advisors attended the National Association for Information Destruction Conference hosted in Las Vegas, Nevada. The conference was attended by almost 1000 industry representatives. "This year's conference was well attended and just a really good overall event in terms of networking and understanding current industry issues and opportunities," stated Ben Burrus, partner for NorthShore.

NAID® is the international trade association for companies providing information destruction services.

## Washed On Shore

- There is no definitive history about how the word "barbecue" originated – or why it's used as a noun in southern states and a verb in northern states. The most compelling account is that the word comes into English via the Spanish "barbacoa," which in turn derives from a Tainu (West Indian) phrase meaning "sacred fire pit."
- Having opened its first barbecue restaurant in 1919, Lexington, North Carolina is known as the barbecue capital of the world. Though Memphis, Texas and Kansas City may debate that "capital" claim.
- The most popular holidays for barbecuing are, in order, July 4th (71 percent), Memorial Day (57 percent), and Labor Day (55 percent).
- About 75% of all American households own a barbecue grill. That means there are over 79 million barbecue grills in our nation alone.



## Their NorthShore Story (continued)

4. *Many people say not to mix business with pleasure. How have you managed to transition a hobby into a business?*

I'm not sure if I have mastered that yet. I have a full time job as an architect, so I still treat the barbeque as a hobby because it gives me the needed relief from my everyday job. I really enjoy visiting my restaurant to cook and to also find new combinations of foods, spices and sauces. I use the restaurant as a relief valve from the other job and when this one becomes stressful, I go back to designing. The job and hobby allow me to balance things out and keep a relatively stress free life.

5. *"The Dead End Society" won a state championship. Was this your inspiration to start a restaurant? If not what was your inspiration?*

All of our accomplishments in competition started the idea of creating a restaurant. We were the only team from Knoxville to ever represent the state of Tennessee at the World Championship in Lynchburg, Tennessee. The Championship takes the top 60 teams from around the United States and top 20 from the world. We were proud of our showing in 2008. We finished 44th overall in the world and 9th in the world in the dessert category. All of these accomplishments led to starting a restaurant.

6. *Do you still find time to enter barbeque contest?*

Yes, just last year we won first place in the category of chicken, in both the state of Tennessee and the state of North Carolina. When we were planning the restaurant we were only able to go to four events, but this year we are going to enter in six events.

7. *There are a lot of barbeque places. What makes Dead End Barbeque special?*

We are one of the few if not the only barbeque establishment that cooks pure competition style barbeque on a daily basis in our restaurant. Competition style is different from North Carolina or Memphis style, giving us a separation from many other places. We approach everyday like we are in a competition. All of these aspects give us unique things that separate us from other barbeque restaurants.

8. *What is you Northshore?*

"I don't cook barbeque for money, I cook barbeque to justify my life." This quote hangs in my restaurant.

My family and friends know that I really enjoy giving back to others. For example, a few years back I raised enough money to feed 2100 soldiers returning from Iraq. I also try to learn from people whom I come in contact with in my life. Whether this is a person that has been successful in life or they just mean a lot to me, I try to learn as much as I can from them. That is my Northshore.



Dead End BBQ

## Is It the Internet or Web?

by Greg Needham

While the "Internet" and the "World Wide Web" ("Web" for short) are commonly used interchangeably, there is certainly a distinction between the two.

Think of the Internet as an interstate highway. The interstate has many access points – entrance and exit ramps – and also has many destination points along its route. As you know, several types of vehicles travel along the interstate system, namely, cars, various sizes of trucks, taxis, vans and so on. Basically, the interstate system is a transportation network, if you will, to carry people and goods.

Think of the Web as one of those vehicles that travels the interstate. Actually, let's think of the Web as a large tractor-trailer to illustrate the magnitude of size. The Web is the single largest and most popular vehicle, or subnetwork, on the Internet.

Other vehicles, or subnetworks, using the Internet are email, instant messaging, file transferring, networking and others. Stay with me for a second. Each one of these subnetworks has its own digital language called "protocol." These protocols are invisible to you and me but they each require specialized software to achieve its specific goal.

So to summarize, the Internet and the Web are NOT the same. The Internet is the large infrastructure that contains the World Wide Web along with many other protocol subnetworks.

I hope to have provided some clarity to what is a common misuse of the two terms. The next time you hear your teenager or techno-child speak to one of the terms, you can chime into the conversation and maybe correct them. And in turn they may say, "Wow Mom, that's cool you know that."

I look forward to hearing from you.

A handwritten signature in cursive script that reads "Greg".

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