



Joseph Decuis

A GOURMET EXPERIENCE

RESTAURANT · FARM
EMPORIUM · CULINARIUM · INN

Peter Eshelman
Roanoke, Indiana

Federal Reserve Bank of Chicago
Tuesday, November 9, 2010

FARMER AT 50



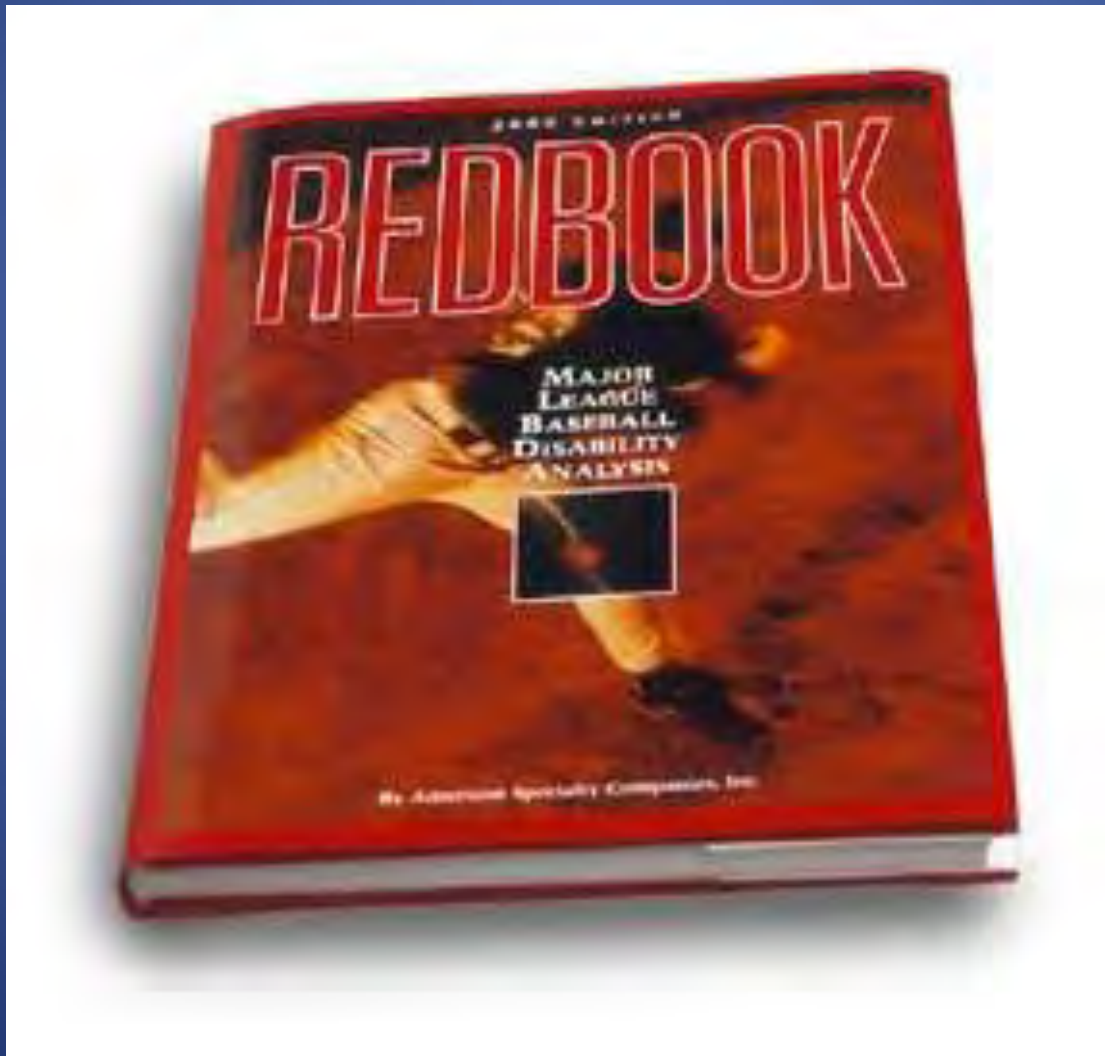
MY STORY WILL TOUCH ON:

- * The farm to fork movement
- * Entrepreneurship in agriculture and rural areas
- * Ways to develop rural entrepreneurs
- * A new opportunity for agriculture in rural Indiana

MY STORY

“Necessity is the mother of invention”

TURNED STEINBRENNER'S IDEA INTO A BUSINESS



Wednesday, April 11, 1990

Four Corners Courier

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25 Cents

Insurance firm to renovate hardware building **American Speciality Insurance may see 20-30 new jobs in next two years**

By JOHN KLINGENBERGER
Editor

A specialty insurance company - which counts among its clients professional athletes and teams - will be renovating a downtown building and moving here this summer.

Pete Eshelman, president of American Speciality Insurance Group, came before the Town Council last Tuesday night to outline his firm's plans for the former Roanoke Hardware. Eshelman said his company would close on that building - among the oldest in Roanoke - Tuesday, and begin restoration work immediately.

Eshelman, who was a pitcher in the New York Yankee organization and later a scout for the team, said his firm underwrites insurance for a host of professional athletes in the NBA, NFL and major leagues. In addition, the company offers insurance for a variety of sporting events. He described his line of coverage as "non-traditional" insurance, and explained that the company can offer short-term insurance for specific sporting

events, such as the Indianapolis 500. His firm also works with other major underwriters, he said, such as Lloyds of London.

Plans are to renovate the second floor of the building first, making it into executive office suites. The first floor of the building, which dates back to the 1880s, will be used for future expansion. His company now includes four primary officers - himself, his brother Tim Eshelman, Dave Harris, and Leon Burrey.

Eshelman said he was drawn to the Roanoke area because of its location and size. "I've lived in New York, Boston, and other major cities. We (he and his wife) built a home north of Roanoke (in southern Whitley County) and we're ready for small-town living. Plus we have good access to Earl Field here, for many of our clients," Eshelman said.

Within two years, he added, he hopes the company will employ between 20 and 30 people. Both he and Harris have a background in specialty insurance with other firms, and formed the company last September. They currently work out of offices in Columbia

City.

The offices should be ready for occupancy by June 1, Eshelman said.

Roanoke Hardware was formerly operated by Bob and Sherri Humphries for the past 27 years. The Humphries sold their inventory at auction last month.

The announcement put to rest a lot of speculation about what would happen to the building. Local officials see Eshelman's plans as a boost to the entire community.

American Security is among a number of new businesses which have recently opened in Roanoke. Ironically, it was only a few months ago that local officials were concerned over the number of empty buildings, coupled with prospects that several other businesses would be leaving soon. In just a few short months, almost all the business buildings have been filled.

In addition, several new businesses will be opening soon.



Watkins
1860-70



22 4 '90

ROANOKE

★ The Renaissance of a Hoosier Village ★



PETE ESHELMAN & SCOTT M. BUSHNELL





















Joseph's

Jazz

Joseph's

THE FIRST TASTE OF KOBE





A BUSINESSMAN TURNS FARMER



THE CREATION OF A CULINARY DESTINATION

- * Restaurant
- * Farm
- * Emporium
- * Culinarium
- * Inn



















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SHOWCASING INDIANA'S BOUNTY AT THE JAMES BEARD HOUSE IN NYC











We would like to thank our local Indiana farmers & producers for their generous donations to our James Beard Dinner:

Bell Aquaculture-Yellow Perch-Albany, Indiana

Blueberry Acres-Blueberries-Churubusco, Indiana

Capriole Goat Cheese-Greenville, Indiana

Collins Caviar-Michigan City, Indiana

Eden Farm-Arugula, Watercress-Lebanon, Indiana

Gunthorp Farm-Duroc Pork-LaGrange, Indiana

Heartland Distillers-Indiana Vodka, Indianapolis, Indiana

Home Place Farm-Mushrooms- Decatur, Indiana

Joseph Decuis Farm-Wagyu Beef-Columbia City, Indiana

New Rinke Mill-Buckwheat Flour & Cornmeal-Howe, Indiana

Purple Rock Farm-Rainbow Trout-Frankfort, Indiana

Strauss Farms-Veal Sweetbreads-North Manchester, Indiana

Sugar Bush Farm-Maple Syrup-Kendallville, Indiana

Yoder Popcorn-Topeka, Indiana

In Vie Wine Company, Indianapolis, Indiana

Joseph Decuis Restaurant, Roanoke, Indiana



JAMES BEARD DINNER August 23, 2010

HORS D'OEUVRES RECEPTION

Mini Wagyu Burgers *Spicy Ketchup and Bleu Cheese Mousse*
King Salmon Caviar *Buckwheat Blini, Crème Fraîche and Chive*
Bourbon Cured Rainbow Trout *Sweet Corn Pancakes and Pecan Rémoulade*
Pigs' Feet Fritters *Maple Gastrique and Thyme*
Yellow Perch Ceviche *Crispy Rice Cake, Chili, Lime Air*

Creole Kiss: *A Joseph Decuis Signature Martini, Pineapple Infused 'Indiana Polka', Cranberry Juice & Lime*

DINNER MENU

Spicy Heirloom Tomato Salad *Striped Cavern, Paul Robeson, Green Zebra, Nebraska Wedding, Mont St Francis Goat Cheese, Petite Greens, Chili Pepper, Yuzu*

Dry Creek Vineyard Dry Chenin Blanc '09, Sonoma

Veal Sweetbreads *Creamed Corn Polenta, Shiitake, Blue & Yellow Oyster Mushrooms & Pickled Ramps*
Chappellet Chardonnay '08, Napa

Pork Belly *Garden Kim Chi Pancake, Spicy Slaw and Miso Caramel*
Rex Hill Reserve Pinot Noir '06, Willamette Valley

Wagyu Short Rib *Potato-Mushroom Pavé, Bordelaise, Bone Marrow and Summer Maque Choux*
Col Solare '06, Red Mountain, Washington State

Chocolate Bête Noire *Sweet Corn Ice Cream, White Polenta Crunch, Glazed Blueberries*
Iron Horse Russian Cuvee n/v, Green Valley, Sonoma

THE FUTURE

*A new rural based culinary industry will emerge



“Thinking is hard work that’s
why most people don’t engage
in it.”

