

20 Questions
with
LISA MAHIN, co-owner
at


Lisa opened On the Brix with her husband Todd (RCHS Class of '97) and their friends Ana and Justin Armstrong ('97) in the Spring of 2017. The tasting room features Nebraska beer and quality wines along with classic cocktails. You can also get meat, cheese, and fruit trays and order from nearby Fat Fox's Kitchen & Pizzeria for delivery. Since opening, On the Brix has proven popular with locals and tourists alike and has fostered collaborations with local artists and local businesses. Get to know Lisa and On the Brix:

Why did you decide to open a business/work in Red Cloud?

I've always thought that Red Cloud has so much potential for entrepreneurs and small business startups. I had started a business plan to do a tasting room in Elkhorn, but after we decided to move to Red Cloud in 2013, I knew that this type of business would do great here with locals and the large tourist population that travels to Red Cloud.

What is your favorite thing about Red Cloud?

It's a fantastic small town! We are so happy we made the choice to move to Red Cloud to raise our 2 boys. It is a great time to be a part of Red Cloud right now. There are so many great things going on in this community, it's exciting to watch it all happen and be active in the positive movement.

What is the most difficult thing about being a small business owner/working in Red Cloud?

One difficult thing about being a small business owner is you are only given 24 hours a day. There are so many events, groups, committees and ways to get involved in the community it is difficult having time to do it all!

What are some things the community could do to support businesses in Red Cloud?

Shop local, spend local, eat local and enjoy local. You are supporting not only a local business owner, it's a neighbor, it's a potential new job for someone in town, it's sales tax that goes back to the community, it's keeping the town alive and helping it thrive.

Tell me about a place you really like to shop at in Red Cloud. Why do you like shopping there?

I really enjoy Lizzy's and the Willa Cather Foundation book store for gifts. I think I go to the grocery store multiple times a week for the obvious and it's so nice having a local store. Of course On the Brix for my wine needs!



L to R: Lisa Mahin with her co-owners Todd Mahin, Ana Armstrong and Justin Armstrong.

Is there a product or service you provide that you wish your customers knew more about?

Besides being a tasting room, we also have a full retail selection of items available for purchase. We also can rent out our location for events like showers, private parties, meetings etc.

If you could have a superpower what would it be and why?

My boys said I should be Wonder Woman because she has awesome bracelets!

Do you have any hobbies?

I love to read, ride my bike, be at the lake and spend time with my family. I would love to find the time to start painting again.

Do you have any pets?

Yes we have a little Maltese named Abbie.

What is your favorite pastime?

Spending time at the lake with my two boys and my husband.

What would your high school teachers or guidance counselor say about you if we asked?

They'd say I was determined, hard-working and motivated!

What are you most proud of?

I'm proud of my husband and me for making the choice to live our dream.

Do you have a mantra or mission statement you live by?

Life is too important to take seriously.

What historical figure or celebrity would you most like to spend a week with? Why?

Oprah – that woman has got life figured out! Plus she has an amazing garden.

Do you have any advice for someone starting a small business or looking for work in rural Nebraska?

DO IT!! If you have a dream, you only live once so get out there and do it!

Do you have any advice for someone looking to relocate to rural Nebraska?

Do it!! Same as above

What is your favorite song/who is your favorite recording artist?

This is a very difficult question, I LOVE music! I like everything from Smashing Pumpkins to Tom Petty, Melody Gardot to Adele and so much more, I really don't think I can narrow it down.

Who is your favorite writer?

Oh this is a hard question too. Right now I'm reading a lot of F. Scott Fitzgerald and I'd like to read more of the "Lost Generation" authors.

What is your favorite Red Cloud/Webster County memory?

I've always enjoyed Street Car Days, especially now as my kids get older and they have so much fun with all the activities that go on.

Who has been the biggest influence in your life? Explain why/how.

My parents! They have instilled in me a work ethic that I am proud of. Their love and dedication for each other is a great inspiration for my relationship with my husband. They have been through a lot together and are stronger because of it.



On the Brix is located at 437 N. Webster St. and is one of the retail bays made possible by the creation of the National Willa Cather Center.

<https://www.facebook.com/OntheBrix/>