

## **Michael Eitel**

### Summary Timeline:

- Colorado Outward Bound, 1992
- UW Madison, BA International Relations, 1994
- Established Nomad World Pub, 1995
- Established MJE, Inc. (Hi Hat, Garage), 1997
- Established Trocadero, Inc. 2001
- Co-founded Diablos Rojos Restaurant Group

After graduating from high school in 1986, Mike Eitel began a rather long college career at the UW-Madison campus that would result in a BA in Environmental Science, International Relations, and Cultural Geography including three years of study abroad programs in Nepal, Thailand, and England. He became fluent in Thai, Nepali, and Hindi as well as Spanish while paying his own way through college and working up to three jobs at a time.

During this period, Eitel also apprenticed as a carpenter, started his own small-scale import business, and became a certified Outdoor Leadership Training instructor at Colorado Outward Bound. In 1995 he abandoned his Ph.D. program at UC-Davis when, after a one-year hiatus in his hometown of Milwaukee, the bar he started became an overnight sensation and required 100% of his time (Nomad World Pub).

In 1997, Eitel teamed up with Leslie Montemurro and Scott Johnson to bring Milwaukee's first modern Martini Bar to the Brady St. business district (The Hi Hat Lounge). By now, he had been appointed by Mayor Norquist to act on the Brady St. BID board and had also been elevated to the board of the Brady Street Area Association. In 1998 he founded BAM (Brady Area Merchants) in order to address the needs of a growing business community.

In 1998 Eitel married and began work with Montemurro and Johnson on plans for the Hi Hat Garage. After its completion, he and his wife set off to travel the world for several months on a "sabbatical" and upon their return he began rehabbing homes until 2001 when he purchased what is now the Trocadero building. The following year, he and his wife gave birth to the first of two children and Eitel relinquished many of his civic responsibilities but continued to travel and oversee the development of the businesses.

2005 brought a surprise opportunity and the founding of the Diablos Rojos Restaurant Group. By bringing Eric Wagner into the mix, the company was able to focus on developing further into the future growth of the company and the possibility for additional stores. Also in that year, Eitel sold the first Nomad World Pub License to an entrepreneur in Minneapolis and shared duties in the startup of that franchise.

His passion for urban living and the need for the upkeep of recreational assets in urban areas had led him to create the groundwork for a street festival that could raise money for local playgrounds, bike routes, park trails, and soccer pitches. With two annual Urban Playground