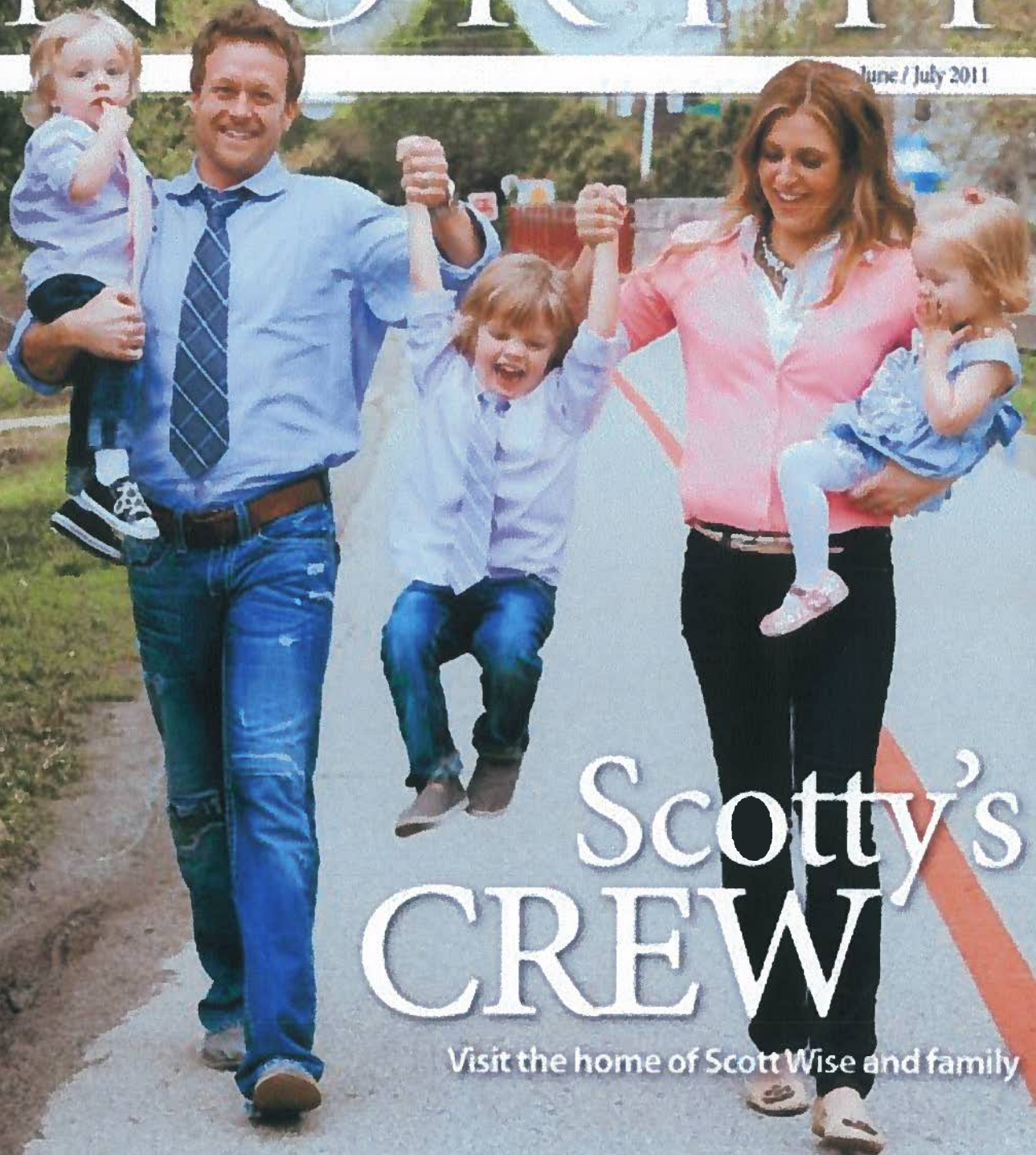


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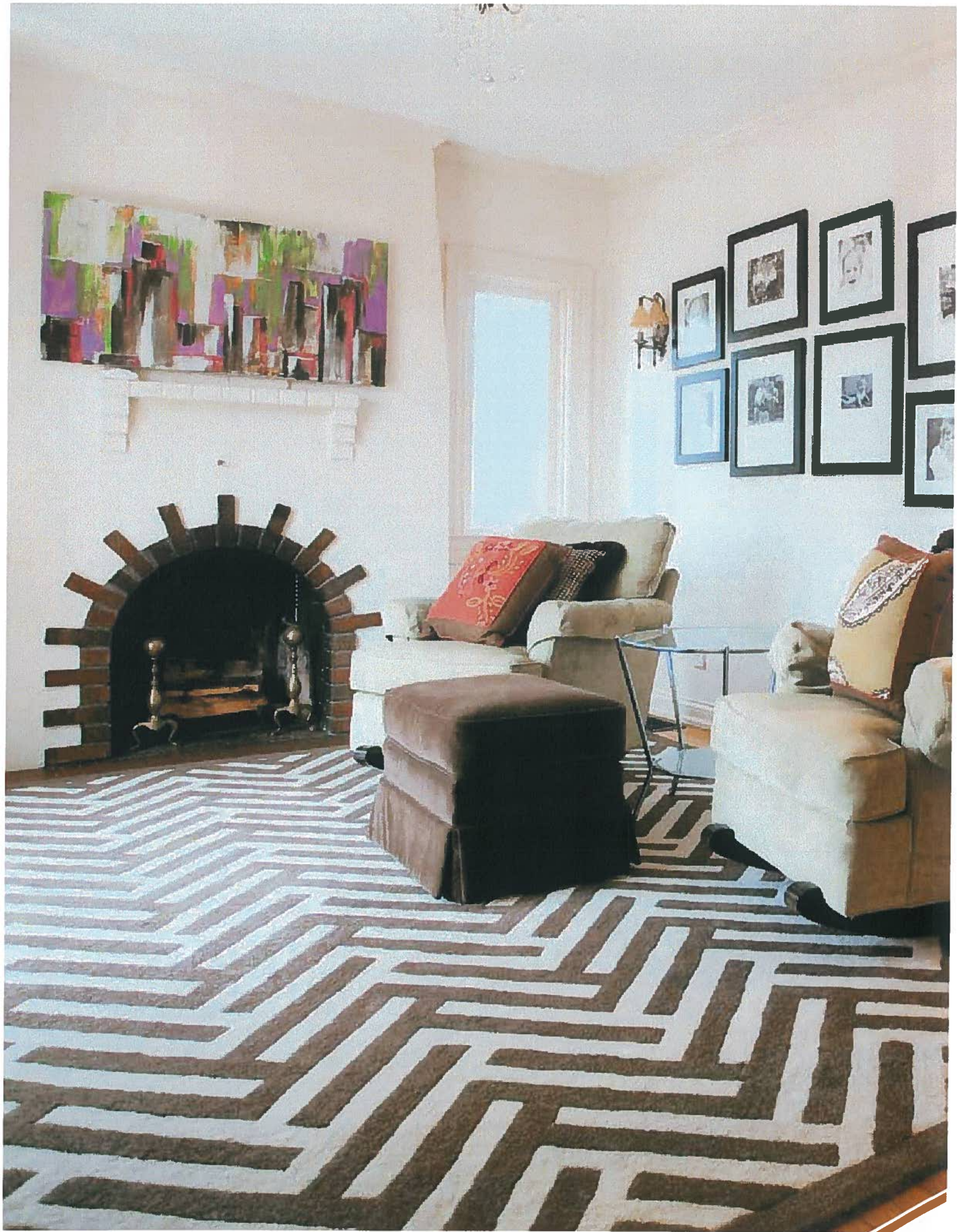
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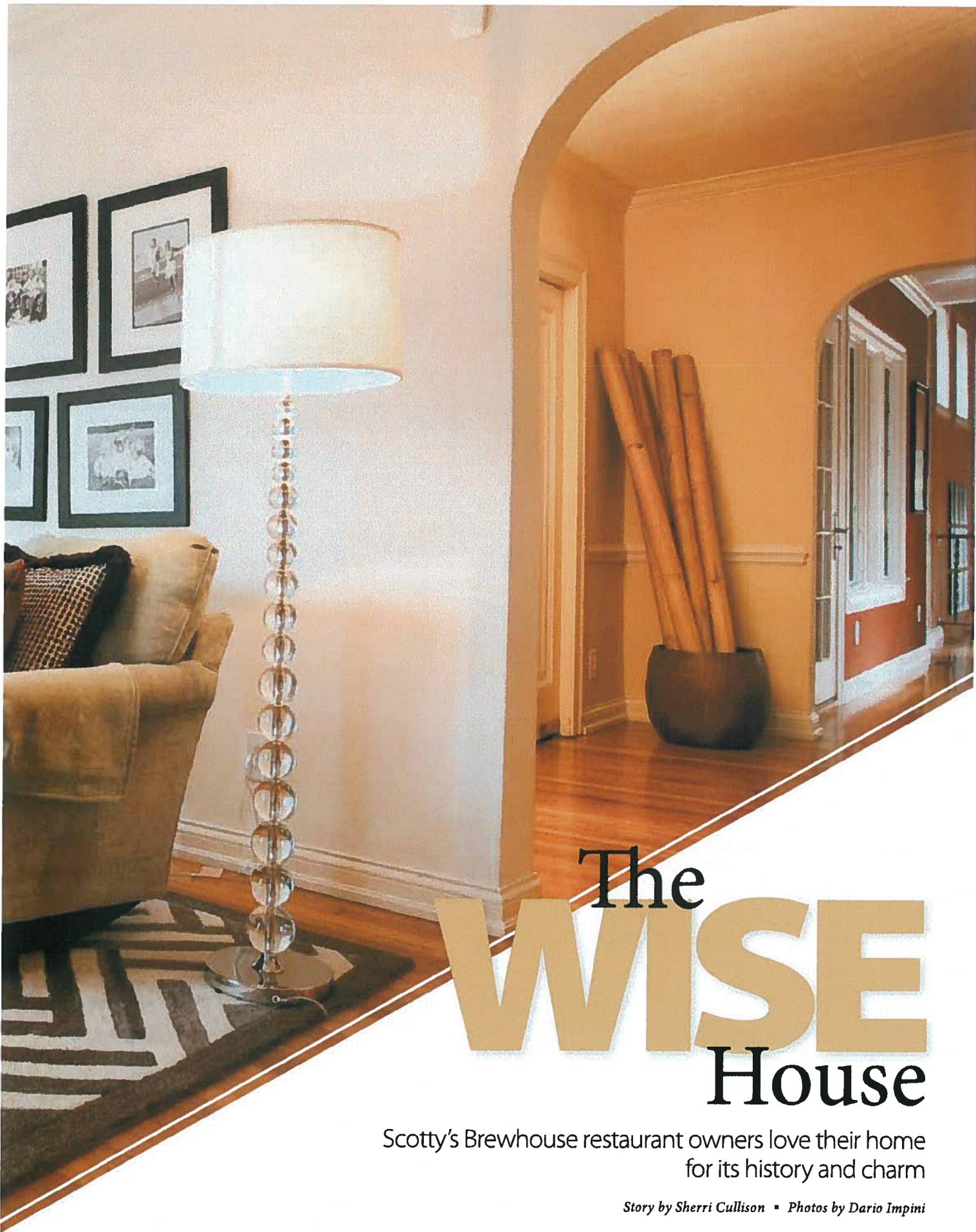


Scotty's CREW

Visit the home of Scott Wise and family

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The WISE House

Scotty's Brewhouse restaurant owners love their home
for its history and charm

Story by Sherri Cullison ▪ Photos by Dario Impini



Scott and Amy Wise with their children, (from left) Lincoln, Vaughn and Slater, and golden retriever, Sasha.

office above it fill out the living space. "Having that office here has been so nice," Amy says, "especially when the kids were little. During their naptime, Scott could come over and work inside the house so I could go out to run errands."

The home office is more necessity than convenience. Scott spends any spare moment he has running his growing chain—usually with his cellphone in his hand. He has become well-known in the business for his mastery of Facebook and Twitter. He makes sure to personally respond to every comment and post his customers add to his pages. "I always say: If his eyes are open, he's working," Amy teases.

THE FOOD LIFE

On any given day, Scott wakes at 6 a.m. "I work for an hour, I have coffee," he says, "then from 7 to 8, I help my wife with the kids." Each day, he strives to fit in a workout and time at his Broad Ripple office before heading back home in the evening to again spend time with the kids before getting them into bed. But his days haven't always been so structured.

When Wise was 22 years old, he paid \$65,000 for the equipment and rights to his first Scotty's Brewhouse establishment in Muncie. It was 1996, and the restaurant, Wise says, was just a "little rundown bar that



was for sale." For that first year in business, Wise was a one-man show. He served as owner, operator, cook, bartender, waiter and dishwasher. And probably a few other things.

The first restaurant grew over the next year. In 1997, he decided to open a second eatery in Muncie. "That was my big failure," he says. "I lost about a million dollars. I finally paid off that debt about two or three years ago."



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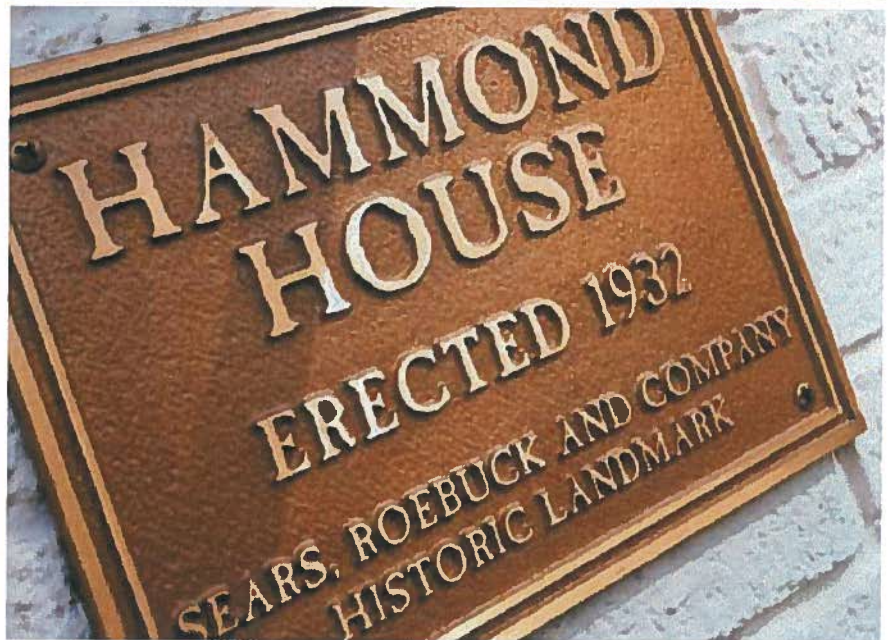
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But the setback didn't stop him. "I had all this equipment and booths and chairs," he explains. "We decided to try opening a Scotty's down in Bloomington in 2001. Luckily, I was still able to get funding from a bank. We're celebrating the 10-year anniversary for that restaurant this year."

Next came a Scotty's location in West Lafayette, and Scott found himself on the road constantly. "In the beginning, I was working seven days a week, 18- to 20-hour days," he says. Today, Scott leads more than 800 employees across seven restaurants. Five Scotty's

Brewhouse locations are scattered throughout Indiana, and Wise opened Scotty's Lakehouse on Geist Reservoir in 2010, and Thr3e Wise Men Brewing Co. in Broad Ripple in January. He is a proud patriarch to the Scotty's family—he's fast to show off a list of tenured employees at his restaurants. Employees are celebrating 10, 11, 14 and 15 years with his company—nearly equal to the amount of time Wise himself has been in the business.

He has surrounded himself with a team of approximately 15 executives who help him operate his restaurants. "I only know enough

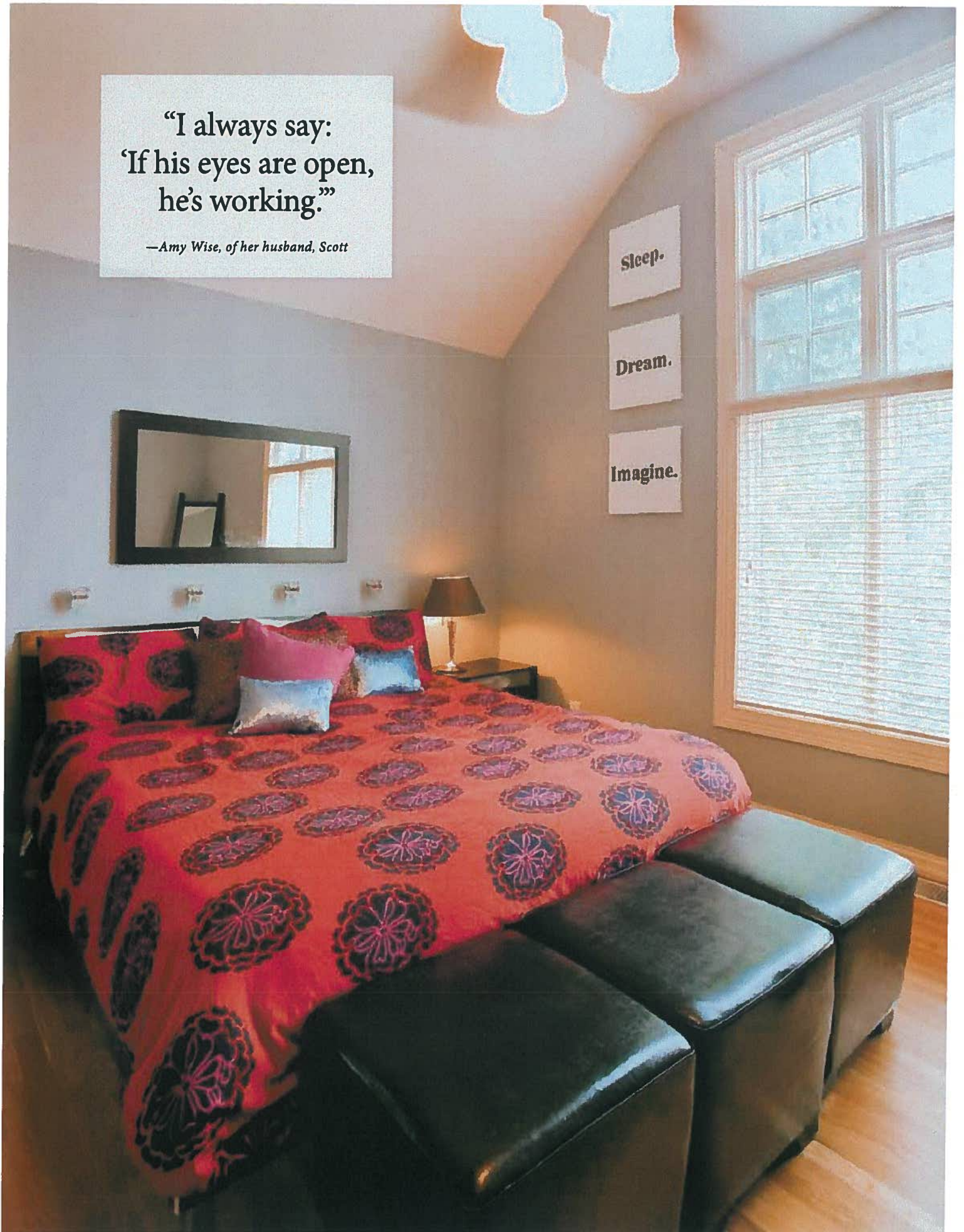
**“I always say:
‘If his eyes are open,
he’s working.’”**

—Amy Wise, of her husband, Scott

Sleep.

Dream.

Imagine.



to be dangerous," he says. "I tell them the direction I want to take. They do the hard work. They tell me how much it's going to cost. Once I approve everything, the team runs with it."

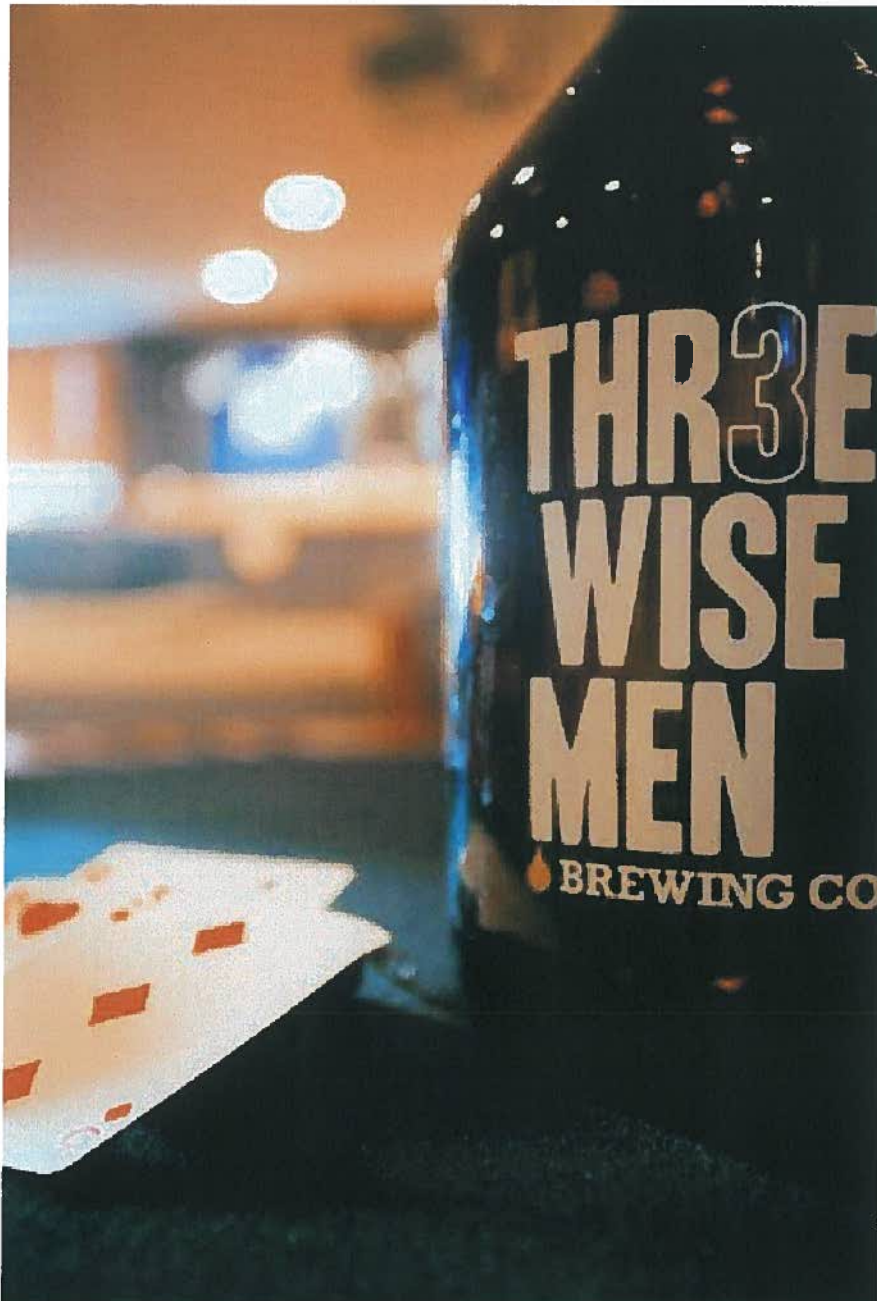
Rather than washing dishes and serving customers himself, Scott says his days are now dedicated to the motivation and morale of his staff. "Most companies say their customers are number one," Scott explains, "and this might sound weird, but I say my employees are number one. My customers are number two. Think about it: When you go into a restaurant, you can tell if your server has had a bad day or isn't being treated well. This way, they will be loyal to me and do a good job. I put that

emphasis into my team. I think that has led to what we've created."

What Scott Wise has created—both at home and at any one of his restaurants—is a good foundation from which to grow. "I truly think success starts with a good core," he says. "It started with having Amy and my parents."

Then it grew to his core team of directors and to the hundreds of employees whom he now entrusts to run his restaurants. "By having those core people around you, you grow," he says. "Those people have stuck with me. They have the same beliefs and values as me. We're in an industry that's rife with turnover. I do everything I can to keep them there."

A wise man, indeed. ☉



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