

“You never saw anybody fight a smokefree measure as hard as I did. But you know what? I was wrong.”

CHRISTOPHER WISOCKI | OWNER
The Pickwick, Duluth, Minnesota



“The Pickwick is a classic and you don’t change a classic,” says Chris Wisocki. “It’s been in the family for ninety years. So when the restaurant association told me that a local smokefree measure would endanger my business, I immediately got up in arms.

“I was sure our dining and bar trade would go to smoking places just over the line in Wisconsin — and I’d lose all that my dad and my uncle worked so hard for.

“There got to be so much conflict and confusion over Duluth’s first ordinance, though, I finally said the heck with it and went 100% smokefree after all. Why bother building walls? Installing extra ventilation?

They don’t make any real difference. And it’s only a matter of time before we’re all smokefree anyway.

“Later, when a clearer, stronger smokefree measure was put to the voters, it won big. No surprise to me. The Pickwick’s atmosphere had definitely changed for the better. Our business, too. It’s up 15 percent.

“Did I have a knee-jerk reaction to smokefree measures? Ask anybody. Do I admit I was wrong? You bet.”

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