

PHOTO OF HOLLY KRAEBER AND JACOB OLSEN BY ASHIAH SCHARAGA

## 15 MINUTES

### Etched in wood

The concept for Atlas Engraving was born in Jacob Olsen's dorm room at Chico State about two years ago. Olsen, a mechatronic engineering student, purchased a hobby-grade laser engraving machine. He then designed and created a map of Bucks Lake for his mother last Christmas. It was a hit. With the help of his fellow students-turned-business partners, Olsen launched Atlas Engraving about two months ago. Olsen, Holly Kraeber (his high school sweetheart and a recent graduate), Cameron Schindler and Cole Kraeber (Holly's brother) all design and create Atlas Engraving's products. Many of their offerings represent the group's shared love of the outdoors and the North State, with maps of Chico, Paradise, Oroville and other cities, key chains with silhouetted pines and pitched tents, coasters with compasses and rowboats, and wooden earrings. The business also does custom orders. Next week, they'll move their woodshop, which formed over time in the team's basement (yep, they're roommates, too) into a warehouse on Fifth Street. Atlas Engraving can be found at the Thursday Night Market or online at [atlasengraving.com](http://atlasengraving.com). Holly Kraeber and Olsen chatted with the CN&R:

**How would you describe your niche?**  
*Kraeber:* Our [products] are nice and affordable. You can still get into the higher prices depending on size and quality of wood,



but we like to make it so that ... college students and average people can still have a nice piece ... [and are] not limiting their options for quality art.

**How has business been?**

*Olsen:* We surpassed over 100 orders in under a month. And we weren't really expecting that.  
*Kraeber:* It's been 99 percent positive. [But] we appreciate the critiques, especially since we're so new.

**Can you explain your creative process?**

*Olsen:* We design something using computer-based drawing software, like Photoshop or Illustrator, and then we can take that file and put it into our laser computer and put it right on [the wood]. Depending on the settings, we can get different results out of the laser ... [that's] what helps get the look that we have.

*Kraeber:* The design work and the finishing and the final touch-

es are what's done by hand, but the designs being engraved is always done by the machine. You can get so much more precision out of it, especially with those detailed maps!

**What do you enjoy about the work?**

*Olsen:* Seeing the feedback from the customers. If anyone buys a Paradise map, there's usually a story behind it. They're like, "Oh I used to live here." Or we've had people come up and be like, "Oh, I was born and raised here." It's really nice to hear everyone's story and how they're able to share a little bit of that with us.

**What's next?**

*Kraeber:* [We're] doing something new and exciting and seeing where it takes us. Not everyone can say that they started a business at 24 years old and got their friends/roommates to join in and actually succeeded.

—ASHIAH SCHARAGA  
[ashiahs@newsreview.com](mailto:ashiahs@newsreview.com)

## THE GOODS



by  
**Meredith J. Cooper**

[meredithc@newsreview.com](mailto:meredithc@newsreview.com)

### Closing time

A little over a year ago, the space at Second and Main streets previously occupied by Peet's Coffee transformed. First, it was oddly split in half, diagonally. Then Chico Coffee Co. moved into the Second Street side. Windows were installed in the diagonal wall, signaling a complementary business would move in next door—à la The Handle Bar and AMain Cycling, where cyclists can ogle the bike-themed bar scene through picture windows and the bar flies can make plans to get in shape later.

Except, Bill's Towne Lounge moved in next to Chico Coffee Co., and soon its side of the old Peet's will open up into a patio (like, any day—I hear they're installing the pool table this week!). So, what those inner windows were for is anybody's guess.

Turns out someone might have a chance to take another stab at the Second Street space—Editor Melissa Daugherty and I walked by last week and saw the coffee shop was closed, and when I checked Facebook, I found co-owner Jennifer Silva had put all the fixtures up for sale. It's hard to believe a coffee shop wouldn't be able to make it in that location; maybe it was the strange layout, the lack of signage and the boarded-up entry to Bill's patio next door.

Silva and partner Shawn Hamilton also owned Chico Coffee Co. by the DMV, two Cal Java locations—on The Esplanade and Notre Dame Boulevard—and Garden Villa Cafe off of Cohasset Road. The Esplanade spot recently changed ownership, but I'm not sure about the others. Silva didn't reply to messages by press time. I wish her and Hamilton the best.

**MORE COFFEE TALK** Summer is always a little unpredictable in Chico, as the students depart and businesses take stock of the year. Turns out, Chico Coffee Co. isn't the only one calling it quits. The folks over at 15th Street Cafe, run by father-son duo Michael and Mark McGinnis, announced earlier this week that it was closing its doors. The last day there was Monday (July 21). Judging by the Facebook comments, the spot will be missed.

**ANOTHER ONE BITES THE DUST** I got word earlier this week that Milestone Technologies Inc., once one of Chico's largest employers, will be shutting its doors. A few years back, it cut about 100 employees from its Chico office, moving those positions to the Bay Area. I checked in with the city and Assistant City Manager Chris Constantin told me the company, which provides IT support for clients around the world, would be shutting its Chico operations Oct. 9.

Apparently the closure was prompted by a client cutting ties with Milestone, which will put 148 employees out of work. Constantin says Team Chico is already on it, and will help to place those people in other jobs in the area. The loss of Milestone is going to be a big hit to Chico's professional community, which a few years ago also lost Facebook. Best of luck to everyone on the hunt for a new job.

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