

GRAPHIC ATTIC | CONTINUED FROM PAGE 1

“I want the best and the equipment that we have here, our closest competition in terms of hardware would be in Fargo,” he says. “And it’s here in New England.”

“If you’re looking for something, go check the attic. You never know what you’re going to find up there,” he says.

THE PATH TO NEW ENGLAND

The journey from Hettinger to New England has held some twists and turns for Roehl since he originally opened Graphic Attic in 2020.

Roehl’s family landed in Hettinger when he was an 11-year-old who loved movies, video games and anything imaginary.

That passion pointed him to San Francisco after high school graduation, with a dream of learning about producing movies. Instead, he spent five years as a coffee gofer on movie sets, so he landed back in Hettinger in December 2014.

There, he worked as a deputy for the Adams County Sheriff’s Office for about six years. But he also drove a school bus, wrote for the local newspaper and worked as a custodian.

In his peripheral was Graphic Attic, owned by Dan Boxrud, who started the business in 1992.

“I just thought it was the neatest thing how he could do a T-shirt gig in a small town,” Roehl said.

In late 2019, Roehl purchased the business and opened Jan. 1, 2020, just as the pandemic loomed.

“And what a terrible time to start a business. Wow, the joke was on me,” he says. “I want to trade in my seven jobs for one job. Now, instead in 2020, I had eight, because now I have this business to take care of on top of family.”

So, he brought digitizing to the table, converting VHS tapes, old home movies or slides to digital formats.

“I digitized thousands of tapes and thousands of feet of footage and Polaroids and slides,” he says. “I’ve watched everybody grow up. I watched all their birthday parties. A lot of it is like five minutes of a basketball game and then the rest of the tape is usually like True Lies on Superstation WGN.”

He originally purchased the business without the building, initially buying an abandoned building before moving onto Main Street in Hettinger.

“It was kind of growing in a really weird way, where I was still doing all these odd jobs and I wanted to buy new equipment and expand

the business,” he says. To grow the business, he added Fossil Fuel pizza, but eventually decided to focus on Graphic Attic.

That led him to a former manufacturing site in Hettinger, which he has been leasing since 2025.

“I had crawled out of this dungeon and now in this prestigious modern facility on Main Street,” he says.

But the unimaginative environment and life changes shifted him away from renewing the lease in 2025 and searching southwestern North Dakota for a new site.

“Getting out of that space and getting into a space that’s more up my alley, pun intended, was a real godsend,” he says. “It’s the epiphany and the revelation that this is my life. And I want to have fun while I’m alive. And I really want to do the things I love to do, and I want to enjoy what I’m doing. I want to make friends and be surrounded by friends and people who I love.”

“As soon as I saw it, I knew it would work,” he says of his new location in New England. While most of the bowling lanes were removed long ago, two existing lanes no longer function. He will repurpose some of the bowling alley equipment, such as a ball return to display caps and a scoring console for customers to peruse the Graphic Attic online store.

While state-of-the-art equipment takes space in the new business, Roehl also still periodically does



Andy Roehl relocated his Graphic Attic business from Hettinger to the former Dollyn’s Cafe in New England. | PHOTO BY LUANN DART

screen printing by hand using the original machinery from 1992.

“It’s still tried and true and I’ll never get rid of that,” he says.

He had already encountered Cassie and Richard Fink, the owners of Feel Good Coffee, in their former location.

“Every time I got a drink, I was blown away by these people who just have an incessant need to be positive,” he says.

“They’re always accommodating, smiling from ear

to ear.”

Feel Good Coffee and Graphic Attic now share synergy within the same building and are planning to introduce some events into the community.

Graphic Attic’s hours will be 8 a.m. to 4:30 p.m. Enter the main door through Feel Good Coffee. The business can be reached at 701-579-TEES or 8337. Graphic Attic also has an online and Facebook presence.

Roehl also has an online presence, with

a virtual mall where storefronts can be added for schools or businesses wanting to sell their merchandise.

“When you’re online, you can do anything anywhere in the world. It doesn’t matter if you’re in an old bowling alley,” he says.

“I’m very confident and excited for it and obviously I will see where it goes next, because I’m here every step of the way,” he says.

Grocery contest held in Hettinger County

BY MARLENE KOUBA

Would you like to possibly win money as you go shopping for groceries? It could happen.

Shoppers at any of the grocery stores in Mott, Regent and New England will have a chance to win \$50 during March 8-14. Just purchase at least \$35 worth of groceries at one time, sign the receipt with name and phone number and drop it in the box on the counter. You can enter as often as you wish as long as you spend at least \$35 each time. One of those shoppers in each store will be a winner.

You have to shop in these stores during March 8-14, which has been declared North Dakota Farm Bureau week. There is nothing else to sign, there is no quiz and no cost to enter. Hettinger County Farm Bureau is sponsoring this contest.

Students in fourth and fifth grades have already participated in a drawing contest for that week. This contest is for any age who buys groceries for themselves or their family.

Will you be a winner? You can’t win if you don’t participate. Give it a try! You might be the lucky one.

Small-scale agriculture forum March 17

As spring approaches, local horticulturalists are invited to learn more about different strategies and options to consider in their gardens this year.

The Growing Beyond the Garden – Small Scale Agriculture forum is scheduled to be held in New England at Memorial Hall beginning at noon March 17. Topics include garden conservation practices, pollinator gardening and a peek into the workings of a commercial flower farm.

“Our team is excited to be able to bring this

information to southwestern North Dakota,” says Heather Fischer, Hettinger County Extension Agent. “We are hoping that those who attend have an opportunity to hear about some new things to try, get to know the local folks and resources available, and have some fun.”

Although the event is free to attend, those interested in participating are asked to register prior to March 12 at <https://www.ndsu.edu/agriculture/extension/events/growing-beyond-garden-small-scale-agriculture>.

NOTICE OF PUBLIC HEARING

A public hearing will be held on Monday, March 9, at 7 p.m. at the City Hall in Regent, North Dakota, at which time and place all interested persons may appear and be heard on the following:

1. To consider changing parcel number 34-0004-06358-000-(20.39 acres) from agriculture to recreational for the Enchanted Highway/Gary Greff.

Copies are on file at the Regent City Hall.

Dated this 23rd day of February, 2026

Zoning Board
City of Regent, North Dakota
City Auditor, Karen Kouba

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