

# Brookfield & Elm Grove

## THIS MONTH

FEBRUARY 2018

## ‘We’re still here’: Amid changing retail landscape, J.C. Penney marks 50 years in Brookfield Square

By Hannah Weikel  
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**BROOKFIELD** — After decades near the top of a heap of department stores, J.C. Penney is grasping for ways to stay relevant in a changing retail landscape. But at J.C. Penney in Brookfield — reaching its 50th anniversary this month — a major milestone allows for a celebratory reprieve from the company’s uncertain future.

J.C. Penney in Brookfield Square Mall first opened its doors on Jan. 18, 1968 with a wide backdrop of department store success, long before internet and online shopping changed retail.

On a sunny Thursday afternoon, exactly 50 years after the Brookfield location held its grand opening, the store was sparsely populated but brimming with merchandise; a sea of home décor, formal wear and appliances studded with a portrait studio, salon and Sephora store.

J.C. Penney and other department store hegemony have had to adapt to online spaces and veer toward modern merchandise to attract a new generation of customers.

“When I first started we sold camping equipment,” said J.C. Penney supervisor Rosalie Diaz, pointing to where the display had been near the front of the store in 1992. “But that’s totally gone. Now we sell appliances. We had furniture for quite a while, but then we got rid of that too. We adapt.”

### An imprecise future

After a massive downsize last year that closed more

than 130 stores nationwide, including four in Wisconsin, J.C. Penney still operates approximately 875 stores across the U.S. and Puerto Rico.

There’s a prevailing perception that retail outlets, specifically department stores and malls, are having a hard time staying afloat. But as a whole the industry is doing better than ever before, said Mark Mathews, the National Retail Federation’s vice president of research development and industry analysis.

“Holiday sales grew 5.5 percent this year. Retail is growing online and in store,” he said. “Demographics change, so malls that have been there for 30 or 40 years may not serve the needs for that community anymore. People change, tastes change and areas change.”

Mathews said the future isn’t strictly online or in store, but a combination of the two. Retailers are learning to adapt and fill both spaces by listening to what customers want, he said.

Mary Jo Muenkel has been coming to J.C. Penney since she moved to Waukesha in 1983. She said she’s always liked the quality of clothing and home wares sold there.

Muenkel and her husband bought their curtains and some furniture from J.C. Penney over the years, but recently started to shop mostly online, she said.

J.C. Penney has a website that offers special deals and same day pickup in stores to cater to customers.

Over the years, J.C. Penney and other department stores like Sears and Macy’s have had to adapt to the wants and needs of customers while competing



Courtesy of Brookfield Square Mall

J.C. Penney opened in Brookfield Square Mall 50 years ago and has stood the test of time by adapting to customers’ needs and building a strong online presence.

with online retailers that have less overhead and more flexibility.

Sears in Brookfield Square recently announced plans to close the store completely in early 2018. The space will be redeveloped for a movie theater and other entertainment as Brookfield Square, too, struggles to keep people coming through its doors.

Evolution is necessary to stay in business, Diaz said.

“We’re still here, there are still people coming in,” she said. “It’s just how they shop is different. If the weather is bad or the kids are sick, you can still shop by shopping online.”

The retail industry is changing faster nowadays, Mathews said, but many businesses, including traditional department stores, are eager to keep up.

See **J.C. PENNEY**, PAGE 2A



Photo courtesy of Brookfield Square Mall

A photograph of J.C. Penney, formerly known as Penney’s, taken at Brookfield Square Mall in 1978. The store is celebrating its 50 years in business this month.

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A hard  
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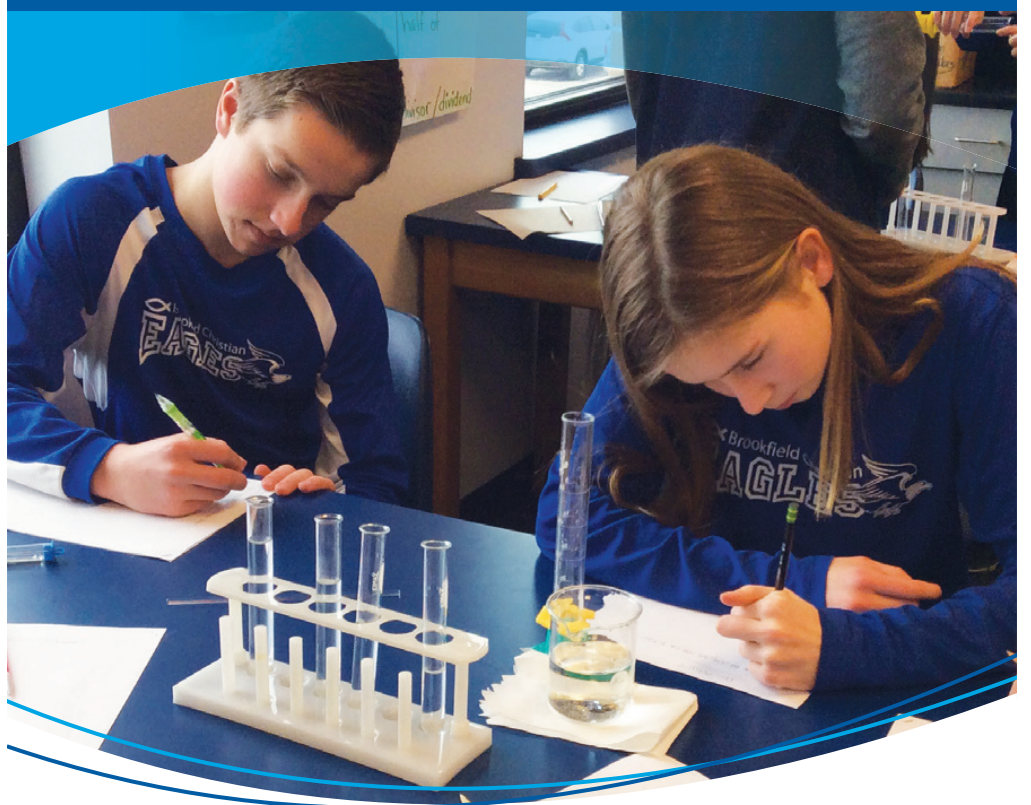
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## Hitting the right note

As e-commerce rises, Brookfield's Guitar Center broadens its brick-and-mortar offerings

**By Dave Fidlin**  
Special to The Freeman

BROOKFIELD — In the months ahead, budding musicians will have a new venue to hone their skills alongside experts in the field.

The Guitar Center, an anchor tenant nestled within The Plaza, a veteran Brookfield shopping center, will be undergoing a series of interior renovations later this month as its California-based parent company rolls out a tweaked business plan at the local store.

Brandon Isbell, manager of the local Guitar Center, 17135 W. Bluemound Road, said a 10-day interior renovation project will begin Jan. 29 to incorporate four rooms within the store's existing footprint. The spaces will house private lessons, which will be offered locally for the first time.

The local store is maintaining its existing footprint, Isbell said, and the interior modifications are expected to last about 10 days. Isbell and the other 21 staffers working out of the Brookfield location are planning an open house to show off the new digs Feb. 17.

Once the lessons are up and running, Isbell said he anticipates employing additional professionals at the Brookfield store.

While group lessons have been offered in the past in an informal setting, Isbell said the addition of individual lessons represents a shift in the company's business philosophy, heading into 2018.

"For the company, it's about growing the next generation of musicians," said Isbell. "We want to teach them and help bring them into the world."

Although it still commands a mere fraction of the overall shopping pie, e-commerce has chomped into many retailers' brick-and-mortar sales across a variety of categories. From Isbell's vantage point, the

lessons are another opportunity to provide an amenity that cannot be replicated online.

"The lessons will be very important to us, going forward," said Isbell. "It's something we can do that the Internet can't. We've been putting a big focus on services."

In its current iteration, The Guitar Center is known primarily for selling a range of instruments and related accessories.

In addition to its namesake instrument, the retailer sells drums, keyboards, vocals and recording equipment, plus anything under the umbrella of band and orchestra categories.

None of the Brookfield store's existing offerings will be subtracted from the equation, Isbell said. Space within the existing store, instead, will be reconfigured to accommodate the lesson rooms.

On the road ahead, Isbell said plans also are in the works to have more of a community outreach component, offering informal group lessons tailored toward such groups as seniors and youth.

"We're going to focus on specific segments of the community," said Isbell.

The Guitar Center, which has roots stretching back to 1959, is rolling out the service-minded approach to its approximately 280 stores across the U.S. in a series of phases.

The Brookfield store, the only one in the Milwaukee metro area, has been perched within The Plaza shopping center for 14 years. The company operates two additional stores in Wisconsin - one in Appleton, the other in Middleton.

The company's flagship store is in Hollywood, Calif. In its first five years of existence, it was known as The Organ Center before company founder Wayne Mitchell shifted the company's focus. The retailer's name eventually was changed to reflect the revamped product line.



Dave Fidlin/Special to The Freeman

The Guitar Center, an anchor tenant nestled within The Plaza on Bluemound Road, is undergoing interior renovations.



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# Calico Corners donates remnants to schools

## By not wasting leftovers, students get materials for hands-on education

**By Chris Bennett**  
Special to The Freeman

BROOKFIELD — The old adage of “waste not, want not” offers an apt description of the philanthropic efforts at Calico Corners.

The interior design and home decor store, which is located at 18525 West Bluemound Road in Brookfield, goes to creative lengths to avoid wasting the scraps of fabric and other material generated by the business.

As a result, school children in the Elmbrook and Waukesha school districts, plus some others at local churches, do not want for craft supplies.

Greg and Jeannie Bonk own the Calico Corners with partner Willis Swenson, and have since 1984. Jeannie said that about eight years ago, she decided to call the school districts local to her store to see if use existed for scraps and remnants.

Calico Corners generates some fabric waste through construction of custom window treatments, furniture and bedding. Jeannie said Calico Corners also gets sample fabrics. Sometimes, a fabric also just doesn’t sell, and inventory must be purged.

“I hated to throw them in the garbage,” Bonk said. “That seems wasteful. I thought the school districts could use them for art projects, or whatever else.”

### From scraps to beauty

Most of the remnants and scraps are odd-sized, smaller pieces. Jeannie said pieces of one to three yards in size are rare. Larger scraps go back to the customer at the end of the job — they paid for the material.

“We also have remnants that aren’t selling that we throw in there,” Jeannie said. “And then we have work room stock, scraps from window treatments and pillows, and we throw that in there, too.”

Jeannie said she distributes supplies about four times per year. Mollie Haubenschild, career & technical education coordinator in the Waukesha School District, jokingly said she’d make a quilt with some of the remnants if she knew how.

“Some samples are beautiful,” Haubenschild said. “It’s really nice. The quality is stunning. For our kids to be able to use and see the materials is a unique experience.”

### Creative solutions

Haubenschild said a teacher in family and consumer education at Waukesha North uses the materials from Calico Corner in an interior design class.

“Students use the materials in a variety of different projects where they’re designing anything that would require fabric,” Haubenschild said. “They could really use it for anything they are designing.”

A large amount of scraps went to Les Paul Middle School in Waukesha, and are used in a program called Compass. Haubenschild said the program is one in which students are designing their own learning experiences based on their own interest.

Haubenschild said one of the teachers involved in the Compass program is going to utilize the scraps and have students design and build a flag that represents who they are as a person.

Some of the scraps also find use in elementary schools in an activity called maker’s space. The students are presented with a problem, and are tasked with creating and constructing a solution.

Haubenschild said the district receives donations related to a number of different classroom disciplines.

“A lot of our career and technical education programs do rely on donations in order to make projects come to life,” Haubenschild said. “We work with a variety of different industries.”

Haubenschild said some welding companies provide supplies for welding, and added that auto classes and wood classes routinely receive donations of materials.

“Those are hands-on experiences the kids can’t get and the school can’t fund without local businesses,” Haubenschild said. “(Calico Corners) is a great example of a business that realized students can use these materials and benefit from it.”



Photos courtesy of Jeannie Bonk

Remnants and scraps at Calico Corners, 18525 West Bluemound Road in Brookfield, are donated to area school districts for educational uses.



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Courtesy of Brookfield Square Mall

Malls and department stores have changed drastically in recent history, even since this photo was taken outside J.C. Penney in Brookfield Square Mall during 1996. The Brookfield location celebrated its 50th anniversary as it plunges into a changing retail landscape.

## J.C. Penney

From Page 1A

“The reality of stores these days, people don’t get caught up in channels,” Mathews said, referring to different ways of reaching customers. “But if you’re ignoring a channel, that’s probably a detriment to your store.”

Mathews said appealing to the youngest generation of consumers challenges stores like J.C. Penney. They’ve started working with “influencers,” like popular name brands or well-known YouTube stars to market their products.

### Luring a new generation

Walking into J.C. Penney from inside Brookfield Square Mall, customers must pass dozens of Sephora makeup displays, part of its black and white striped “store-within-a-store.” J.C. Penney stores started

a partnership with Sephora — a Paris-based luxury cosmetics retailer — in 2006 with a promise that it would only sell that brand of makeup on JCP.com and a prominent space would be cordoned off for the beauty products in-store.

Madeline Collins and her mother Rene were standing at a counter in the Sephora store inside J.C. Penney last week, waiting to buy a couple of products. Madeline, a UW-Madison sophomore, was unaware she was inside a J.C. Penney store. They had only stepped in for Sephora, she said.

“We love Sephora products,” said Rene, whose other daughter is a cosmetologist. “They let you test stuff and return it. It’s easy to bring stuff back.”

Rene couldn’t recall the last time she and her daughters shopped at J.C. Penney proper.

“When we come in here, we don’t think Penney’s,”

she said.

Rene and Madeline Collins aren’t alone. At least a dozen other women were milling among the gondolas in Sephora within J.C. Penney; almost outnumbering the shoppers looking around the rest of the two-story department store that afternoon.

Sephora has used the partnership as a way to drastically increase its brick-and-mortar presence, said David Suliteanu, president and chief executive officer of Sephora U.S.A.

“J.C. Penney’s focus on providing relevant merchandise to its broad customer base is consistent with our objectives. This includes America’s youngest women,” Suliteanu said in a statement when the pairing was announced in 2006. “We believe that J.C. Penney will continue to grow in size and strength for many years to come.”

Managing Editor

## Katherine Michalets



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# A winning Winter Fest

• Photos by Mary Catanese/Special to The Freeman •



Pearl watches as Allie Gerschke Kinney helps her daughter, McKenna Kinney, 7, take off her skates. Along with her sister, Emme Kinney, 9, they skated on the pond at Elm Grove Village Park during Elm Grove's Winter Fest Jan 20.



After his brother, Tyler Niederbaumer, put on a bait fish on the hook, A.J. Niederbaumer lowered it into the ice at Elm Grove Village Park.



Lisa Liu, 4, slides along the ice at the Elm Grove Village Park during the Second Annual Elm Grove Winter Festival on Jan. 20.



A bonfire was lit at dusk before the candlelight hike.



Submitted photo

The Elmbrook Rotary is involved in charitable efforts in Guatemala, and Jan Constable is the one posing with the young girls. He is a former club president and longtime member of Elmbrook Rotary.

## ‘Service above Self’

### Elmbrook Rotary donates locally, internationally

By Chris Bennett  
Special to The Freeman

BROOKFIELD — The Elmbrook Rotary likes to brag it embodies the organization’s motto of “Service above Self,” and it is an accurate boast.

The club raises funds and donates time to projects in southeast Wisconsin, in the United States and even overseas, according to President Linda Edelstein.

Edelstein lives in Brookfield, and is the executive director of the Milwaukee Youth Symphony Orchestra. She’s been in Rotary for eight years.

“We’re a very active club with very active membership, with a very good array of ages — from people in their late 20s into their 80s,” Edelstein said. “We have a nice mix of men and women that represent professions from entrepreneurs to CEOs, lawyers, doctors, non-profit professionals and more.”

The Elmbrook Rotary dates to 1983. The club meets Friday mornings at Western Racquet Club, 1800 Highland Drive in Elm Grove.

Edelstein said the club numbers 84 members. Members do not live solely in the Brookfield and Elm Grove area, and are instead scattered throughout southeast Wisconsin.

Rotary International is the world’s largest professional service organization, and numbers more than 1.2 million members.

Its service projects fall under six key areas: promoting peace; fighting disease; providing clean water, sanitation and hygiene; saving mothers and children; supporting education; and growing local economies.

“We’re able to leverage the high-level, professional skill set we have with our

members with the involvement of their time and resources,” Edelstein said. “Last year, we raised money through a number of different fundraisers.”

Spikes for Tikes is a volleyball tournament the club hosts each year at Mitchell Park in Brookfield, and it serves as the club’s main fundraiser. Edelstein said on the local, national and international levels combined the club distributed more than \$73,000 last year.

Locally, the club invests in initiatives that focus on education and literacy, social programs and arts and education. They are involved in food drives with the Food Pantry of Waukesha County, and also book and magazine drives.

The clubs also maintain and sponsors its high school program, Interact, at Brookfield Central and East high schools.

The list of additional local initiatives the club undertakes is staggering. They help with the Brookfield German Holiday Market, and provide food and beverage service for Elm Grove’s Fourth of July festivities.

They donate funds to the Boy Scouts, Wisconsin Philharmonic, Waukesha Community Dental Clinic, the Sharon Lynne Wilson Center, and more — almost too numerous to mention.

#### Bigger picture

On the national level, Edelstein said Elmbrook Rotary worked with Rotary clubs in areas affected by hurricanes in 2017, and coupled with their relief efforts — Edelstein mentioned Hurricane Harvey as one instance in which the Elmbrook Rotary worked on a national level to fulfill its mission of service above self.

The one thing most might

not know about Rotary is the organization is committed to eradicating polio worldwide. When polio is eventually eradicated it will be the second disease, after smallpox, to be wiped out.

“This has been an effort by Rotary International for decades,” Edelstein said. “We are, as they say, this close to eradicating polio.”

“Quite a bit of our resources — individually and as a club — are sent to Rotary International in support of the polio eradication.”

According to its website, Rotary has, in conjunction with its partners, reduced polio cases by 99.9 percent worldwide since its first project to vaccinate children in the Philippines in 1979. Rotarians have helped immunize more than 2.5 billion children against polio in 122 countries.

Elmbrook Rotary also engages in projects in Guatemala, Ecuador, India, Haiti and Vietnam. The outreach extends to some Elmbrook Rotarians making trips abroad to support the mission.

Edelstein said the program in Vietnam is a microlending program meant to empower women to start businesses and support families, and is deemed to be a rousing success.

In Guatemala, the Rotary is working to help children stay in school and ensure education is available. Edelstein said the country is impoverished to the point that parents remove children from school as early as age 5 so they can go to work.

“The reason Rotary is vibrant and resonates for us is we reach locally within our own community and region,” Edelstein. “We also reach across the world.”

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# Image Makers to move from Waukesha to Brookfield

By Katherine Michalets  
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WAUKESHA — Image Makers Advertising will move from its home of nearly 20 years in downtown Waukesha to a building in Brookfield this month.

The new location at the corner of Greenfield Avenue and Calhoun Road and will have easy access to the interstate.

Reasons provided for the move include having the entire staff on one floor with more meeting and collaborative space. The space will also have a special employee area — the TK Lounge — named after the company founder Tom Kaupp.

President and Owner Tina Chovanec cited growth as the main reason for the move, along with concern for her staff.

“I introduced flexible



Submitted photo

Image Makers Advertising is moving from downtown Waukesha to a new location at the corner of Greenfield Avenue and Calhoun Road in Brookfield.

hours when I joined IMA, so team members are coming and going between 6 a.m. and 6 p.m.,” she said in the announcement. “This has meant walking several blocks, often in the dark, to get to the parking structure down the road. Our new location has generous parking near the entrance and is an amazing fit for our style. We’re looking forward to

great things in the heart of Brookfield, and being close to all the great restaurants, shops, and services in our new neighborhood and the nearby Bluemound/Moorland corridor.”

In addition, IMA is hoping the new location will help it to reach more small businesses. IMA will transition to the new space in mid- to late February.

## IN BRIEF

### Woman scammed out of over \$10,000

WAUKESHA — Brookfield police have subpoenaed records from J.P. Morgan Chase Bank in an attempt to determine who scammed an 89-year-old Brookfield woman out of more than \$10,000 last summer.

The woman reported receiving a Facebook message from a friend informing her she’d won a \$50,000 Facebook grant but needed to pay \$500 for processing fees, payable in iTunes gift cards. The woman spent \$500 on the cards and texted the numbers to a phone number. She received subsequent messages stating she needed to send more to receive the grant. The woman then sent another \$3,300 in iTunes gift cards and a \$7,000 check that was deposited into a Chase account, a search warrant returned Wednesday to Waukesha County Circuit Court said.

When another request informed her if she sent more money she’d get more in grants, the woman became suspicious and

stopped sending money. The woman’s Facebook friend had no knowledge of the matter, the warrant affidavit said. But a phone number used by the suspect was the same one used in a scam reported last April in Florida, the warrant said.

The Better Business Bureau last spring warned against this type of scam, said people shouldn’t always believe what they see, and advised that legitimate businesses do not ask for bank information or credit card numbers before offering coupons or giveaways. When in doubt, do a quick search on the internet, the BBB said.

### raSmith promotes Cleary to director of land development series

BROOKFIELD — David Cleary has received a promotion from assistant director of land development services to director of land development services at raSmith.

With a career spanning nearly 25 years in the civil

engineering industry, Cleary will focus on leading the division with a staff of 35 in Wisconsin, Illinois and California. He will leverage his experience in pre-development and design services associated with private, public and federal facilities in the retail, mixed use, health care, senior living, residential, industrial, office and higher education markets. Additionally, he provides site engineering oversight during pre-design, design and construction phases.

Cleary has been employed with raSmith a total of 15 years. A few of his current and recent projects include regional mall redevelopment for Foothills Mall in Colorado and The Mills at Jersey Gardens in New Jersey, Sendik’s Food Markets, and the Westlawn Gardens public housing campus redevelopment in Milwaukee.

Cleary is a professional engineer licensed in Wisconsin, Indiana, Michigan, Minnesota and North Dakota. He holds a bachelor’s degree in civil engineering from the University of Wisconsin-Milwaukee.

# Komppa Machinery Group acquired by private investor

BROOKFIELD — Greg Knight, a Milwaukee-based business owner, acquired Komppa Machinery Group Inc., a Brookfield-based manufacturer of roll forming machinery.

According to an announcement, Marcus Poppler will be a minority owner of the company, which will be renamed Knight Manufacturing. The financial terms of the deal have not been disclosed.

Knight Manufacturing will continue to manufacture roll forming machinery in the United States.

Knight’s previous acquisitions include Standard Tar Products (now Knight Chemicals), and McDermott Cue, a Menomonee Falls-based manufacturer of pool cues.

“We are very excited about the opportunity to take this company forward. The machinery is top quality and



Knight

keep that tradition alive going forward.”

Poppler holds a diploma in mold making from Hennepin Technical College in Eden Prairie, Minnesota, and a mechanical engineering degree from Milwaukee School of Engineering. He also brings 15 years of real-world experience in various manufacturing roles. In his new position, Poppler will be using his expertise to run the day to day operations and develop new products to help the company expand into additional markets.

“I am excited about the opportunity to lead the

known for running at the fastest rates,” Knight said in a statement. “It is great to keep American manufacturing going and we look to



effort with Greg in delivering industry-leading machinery to customers,” Poppler said in the announcement.

Komppa Machinery Group Inc. was founded in the 1930s as a roll-forming division of Artos Engineering, the division was spun off in the 1990s as Emerald Industries, which was later renamed Komppa Machinery Group Inc.

— Freeman Staff



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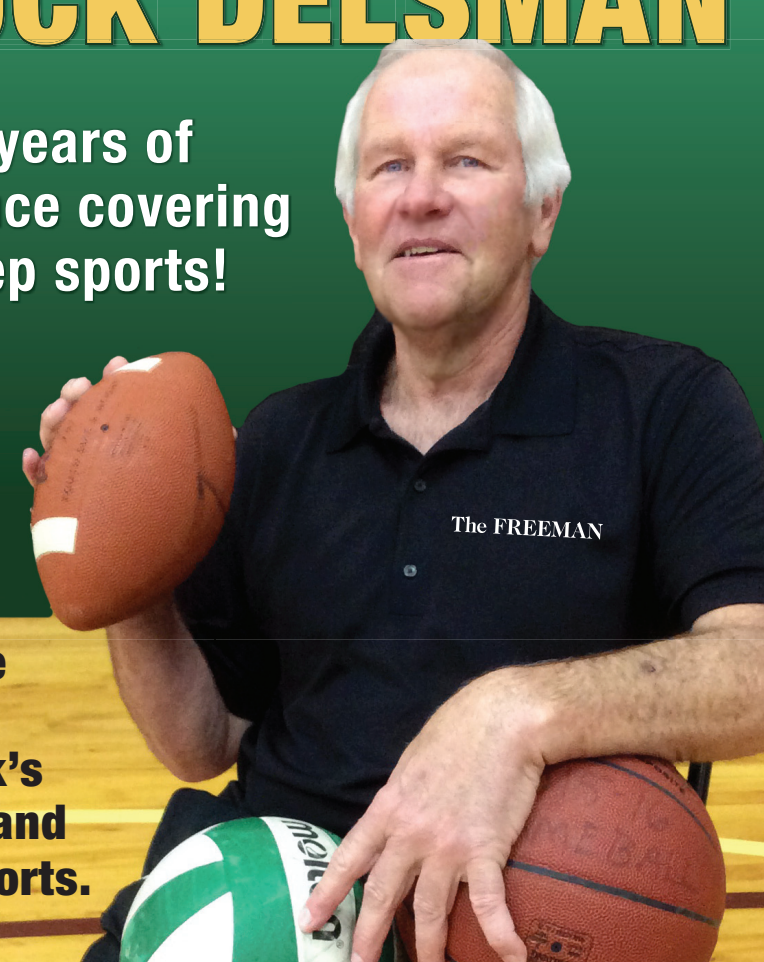


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# Pressed art bowl, toy truck real treats for collectors

**Q.:** This was one of my mother's treasured bowls. What would it be worth today?  
— S.P., Elm Grove

**A.:** Pressed art glass bowls made at different quality levels entered the market during the golden age of iridescent glass, 1907-1928. Firms were known as glass houses and creations were manufactured to rival more expensive glassware. The iridescent color was simply sprayed on before the final firing and thus earned the name "Poor Man's Tiffany."

Your bowl was made by the favored Northwood Co. and became most well-known because of glass ware lines in West Virginia. This company used high-quality molds with labor-intensive procedures to produce exquisite detail on thousands of glass pieces. The iridescent era came to an end with the 1929 stock market crash. Ready for shipment, there were large amounts of glassware stored in wooden barrels of straw, but no buyers could be found. Eventually traveling enterprises purchased the loaded boxcars and people could win a piece of glass as a carnival prize. To this day it is still known as carnival glass.

Some Northwood pieces have an ID mark on the underside of which collectors want to see. The mark (encircled and underlined capital "N") is quite pronounced on your bowl. Sold as an ice cream serving bowl, the pattern is "Peacock and Urn." It was made in several colors other than your pastel ice blue example. The peacock is showcased on the flat center and the ruffled edge curves inward.

Your example has surface fading, which is common, especially if stored in a lit cabinet. **Market value is \$155.**

### Glass collecting tips

■ The internet introduces immense competition with ease and convenient access, which greatly impacts prices. Also, internet sales continue to provide hundreds of examples which in the past were considered rare, but no longer are.

■ Many collectors are retiring and complete collections are entering the marketplace.

■ There are very few new collectors for pressed carnival glass. They tend to love one piece but not interested in a collection or certain artist.

■ In the 1960s, new carnival glass was made from old molds, which perpetuates confusion.

■ Reissued pieces and copies continue to be imported. Most have sharp edges, low color quality,



vague details and smaller sizes.

If one pays a high price, insist on a guaranteed receipt that it is truly of antique age.

### Vintage toy truck

You certainly were a lucky kid if you owned one of the finest die-cast toy trucks ever made. One could play rough with this large-scale, practically indestructible truck. With dual back tires, this model was designed for hauling cargo, but often used for giving rides to younger brothers and sisters. It did not need to be wound or buttons pushed — the power source for thousands of miles was imagination!

Starting in 1945 the Smith-Miller Toy Co. in Santa Monica, Calif., closed after 10 years of production. Most toy trucks up to that time were farm-related vehicles. This toy maker often contracted to manufacture specified truck models bearing names and advertising slogans for oil companies and many other businesses. Sales also increased by applying military influences during this postwar era. The company only used the highest-quality paint, lettered decals and construction methods. An army green color was used for military-related equipment and indeed looked authentic. Similar trucks today

have been found with a bed frame tarpaulin cover. Very few things bring such poignant memories to a once owner of a toy like this.

Your truck has minor modifications but is collectible and has a **value of \$200-\$400.**

*(Barbara Eash is a member of the Certified Appraisers Guild of America, specializing in appraisals of antiques and collectibles and has extensive experience writing and speaking about antiques.)*

### Submit an item for consideration

Do you have an item or collection of items that could be shared in a future newspaper column? Let Barbara Eash hear about it!

To have your item or collection considered send the following information: up to three, sharp, well-lit photos of front & back of the item(s), measurements as well as any history or hearsay, length of ownership and your full name, address and daytime phone number.

Mail: Waukesha Antique Shop, ATTN: Barbara Eash, 1427 E. Racine, Ave. Unit E-2, Waukesha, WI 53186 or email: beappraisals@gmail.com. If your item(s) are considered for a future column, we will contact you. No photos can be returned and no purchase of items will occur.

# Indoor ice irresistibile at Eble



Photos by Kenny Yoo/Special to The Freeman

Rita Harvey struggles with her balance with friend Laurie Nowak on their day off during the last day of holiday skating at Eble Park Ice Arena in Brookfield on Jan. 2.



Engaged couple Alyssa Craig and Matt Wehrhahm enjoy the last day of holiday skating at Eble Park Ice Arena in Brookfield on Jan. 2.

# A decade of veggie cuisine

## Brookfield's Cafe Manna hits 10-year milestone

**By Hannah Weikel**  
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262-513-2651

**BROOKFIELD** — Sprouting from a personal need for healthy food and nutrition, Cafe Manna's founder Robin Kasch will celebrate her restaurant's 10-year anniversary this month.

Cafe Manna — located at 3815 N. Brookfield Road No. 100 in Brookfield — touts being the first entirely vegetarian restaurant in the greater Milwaukee area. Kasch will host a three-day anniversary celebration starting Feb. 16 with gift card giveaways and a special menu full of her patrons' favorite dishes from the past decade.

After facing some challenging health issues, Kasch founded the restaurant in 2008 "out of necessity" because her limited diet also limited the restaurants she could go to in the Milwaukee area.

When visiting her daughter in Los Angeles, Kasch and her husband stepped into a vegan restaurant and "as soon as we walked in, I knew this was the path I wanted to take," she said.

Kasch took what informa-



Submitted photo

Cafe Manna's Peace Bowl mixes together seasonal vegetables, basmati rice and yellow curry sauce.

tion she could from the vegan restaurant owner and applied it to finding a location and suppliers in Brookfield. A year later, Cafe Manna started churning out healthful food and its eco-friendly message.

"I used food as part of a regimen for my healing. I learned the power of making the proper food choices to support my body in healing," Kasch said in a statement. "I founded Cafe Manna so that I could eat a wider variety of nutritious foods and so I could support the greater community in the same way."

Cafe Manna offers vege-

tarian, vegan, gluten-free and living raw meals made from scratch. It was one of the first full-service eateries in the state to receive a 3 star certification with the Green Restaurant Association of America. It was required to install energy-efficient equipment and use non-toxic paint as well as recycled or renewable materials.

"We use no plastics or Styrofoam, and there are no deep fryers or microwaves on the premises," Kasch said in a statement.

### New hours and eats

An eclectic assortment of fresh and simple dishes fills Cafe Manna's menu, like a Peace Bowl with basmati rice, seasonal vegetables and a coconut curry sauce or the Exotic Salad with greens topped with avocado, jicama, cucumber and quinoa. Dishes range from \$7 to \$18.

Cafe Manna will have new hours starting Feb. 18: Tuesday through Saturday from 11 a.m. to 9 p.m. and Sunday 9 a.m. to 2 p.m. It is closed Mondays.

For more information or a peek at the full menu, visit [www.cafemanna.com](http://www.cafemanna.com).



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# Rohde carves out her own road

## Brookfield Central grad goes from walk-on to captain at Northwestern

By Dave Radcliffe  
dradcliffe@conley.net.com  
262-513-2655

BROOKFIELD — For not having any intention of playing in the Big Ten — or at any high-level Division I school, for that matter — Lydia Rohde has carved out a nice little college basketball career for herself.

The Brookfield Central graduate is now in her senior year at Northwestern University where she is a team captain on the women's basketball team.

Not bad for someone who joined the team as a walk-on.

"I came there in the summer before my freshman year as what (head coach Joe McKeown) calls a recruited walk-on," Rohde said. "It was a really fun summer, a lot of work. The level of play here is obviously very high so it was a big change for me. He was very welcoming and made my transition very comfortable so it worked out very nicely."

Nicer than she could have ever imagined, it turns out.

When Rohde was back home following the summer quarter, the phone rang and it was McKeown on the other end. He had some good news.

"Coach McKeown called and said we have a scholarship open and we would like to give it to you," Rohde said. "So I told my parents. My mom was really excited, she started crying. My parents kind of always wanted one of their kids to go to Northwestern."

There's a reason behind that. Lydia's parents, Kevin and Sharon, grew up in Wisconsin but lived in Evanston for seven years.

Rohde expressed that attending Northwestern to play basketball wasn't really on her radar before her parents suggested they visit the campus.

"I wasn't really interested in Northwestern at first," Rohde said. "I was looking at more smaller schools. But my parents were telling me how Northwestern had a beautiful campus and that we should go down there and

visit, and I loved it. I met the coaches and the team and they really helped me make the decision to go here."

Rohde was a standout player at Brookfield Central, earning all-state recognition and leaving as the highest scorer in program history — however she's now second in career points at Central. But she would have to earn her keep at Northwestern, and that began with going from walk-on to scholarship player before her freshman season even began.

She even earned some playing time in her inaugural collegiate season, appearing in 15 games off the bench. Now the 5-foot-10 guard has worked her way into the starting lineup for the Wildcats.

"It has been very fulfilling, my time here," Rohde said. "I've had a lot of fun with teammates, the students and coaches, they've all helped along the way. The fans have supported me. It's been a lot of hard work, learning how to manage time.

"It's such a high academic school. Our academic advisors here are great. They've been a big help and it's always great to have people help out and go to for things. It's been a culmination of working hard and having great people supporting me."

McKeown, who is in his 10th season as head coach of the Wildcats and has led the team to five postseason berths, told NUSports.com that Rohde "leads by example, by her discipline, and by the way she carries herself."

"That is why our players really look up to her," McKeown said. "Lydia stretches the floor and keeps defenses from being able to double-team us inside. It makes the game a lot easier when you can open the floor up, and Lydia does just that."

Rohde was a prolific 3-point shooter during her time with the Lancers — she holds school records in every major category from beyond the arc — and has carried that trait over to

### At a glance

**Who:** Northwestern senior guard Lydia Rohde  
**Age:** 21  
**High School:** Brookfield Central  
**Major:** English  
**Notable:** Rohde is a senior captain for the Northwestern women's basketball team this season. She was Academic All-Big Ten in 2016 and 2017. Rohde scored a career-high 22 points against UT-Martin on Nov. 18 and led the Wildcats in three-point shooting percentage as a junior. In 2014, Rohde was an AP All-State and WBCA Division 1 All-State selection as well as the Freeman Player of the Year for girls basketball. She was a three-time Freeman All-Area honoree and a three-time first team all-conference pick in the Greater Metro, leaving Brookfield Central as the second-leading scorer in school history.

Northwestern. She scored a career-high 22 points against Tennessee-Martin on Nov. 18, going 6 of 10 from long range.

But she's not just a one-trick pony and has continued to develop a more all-around game under the tutelage of McKeown and his coaching staff.

"I think it's been a lot of my coaches instilling more confidence in me," Rohde said. "My individual work, working on my pull-up jumper, how to read screens, how to set screens to get people open. It's been a learning process, kind of developing my overall game."

Northwestern is notoriously known for its high academic standards, something Rohde has taken head-on as she's been Academic All-Big Ten the past two years.

"(Academics are) very important and obviously Northwestern pretty much only recruits a high level of students and athletes, people who are very dedicated to the classroom," Rohde said. "That's always been very important to me. My parents



Stephen Carrera/Northwestern Athletics

Northwestern senior guard Lydia Rohde takes a jump shot during a nonconference NCAA Division I women's basketball game against Santa Clara on Nov. 22.

instilled that in me. It sets you up for the rest of your life because obviously you can't play basketball forever."

Rohde isn't quite ready to think about life after basketball. Her freshman year was the last time the Wildcats made the NCAA Tournament, and she is the only remaining member from that team with experience in The Big Dance.

"One of our big goals obviously is making it back to the tourney," Rohde said. "I feel like we've had a great start to the season. We have a long road head obviously and we do have a very young team, but we've come together very well and had a couple of great practices recently. We have a couple a tough games coming up so that will be a good challenge to set us up for the Big Ten season and then the Big Ten tournament which I hope will lead us to the NCAA tournament."



Stephen Carrera/Northwestern athletics

Lydia Rohde, a graduate of Brookfield Central and senior guard on the Northwestern women's basketball team, squares up against her defender during a game against DePaul last season.

# Nothing easy about officiating prep basketball

## Refs are doing a good job



CHUCK DELSMAN

I know you've been in the stands. I've heard you questioning an official's call. I've seen you shaking your head on a block/charge. I've seen you signalling traveling or for carrying the ball. And let's not even go with the apparent no call on an over-the-back, even though no such call really exists. The accurate call on that is pushing. (Just a technicality I thought I would bring up.)

So, here's the direction I'm going. I'm here to tell you that officiating a high school boys or girls basketball game is a tough assignment. At times it's close to impossible to get a high percentage of the calls spot-on, even with the recent addition of three-person crews at just about every varsity game in the state.

The game has changed dramatically over the years. I watched a replay of an NBA championship game between Wilt Chamberlain's Philadelphia team against the legendary Boston Celtics, led by Hall of Famers Bill Russell and Bob Cousy. I was stunned while watching that replay, shocked when hardly a single defender ever had a hand on his opponent. Fouls were not a very big part of the game, as they played with their feet, not their hands.

But basketball is now a different sport than the 1960s. The game has gotten a lot more physical, from grade school competition, through high school, into the college ranks and the NBA, where making calls and officiating makes absolutely no sense to me. Do they ever call traveling in the NBA?

High school basketball players have never been bigger, faster and stronger. Some of them can jump out of the building. And remember, there are a lot of Division I football players that also play high school hoops. Because of that size, speed and strength,

the game has gotten a lot more physical, with contact being made on every possession.

And there in lies the problem. What's a foul and what's not a foul? The officials are not blind. They know there's contact. As a group they're just trying to be as consistent as they can. The good crews set the tone early and only can hope that the teams adjust. The rule book says there can be contact without a foul being called. But what's too much contact? That's the real gray area in the sport.

Every high school coach knows there's going to be contact. That's what the game has evolved into. And that's where the sport is at. Good or bad.

As a referee myself, I tend to be on the side of the officials most of the time. For a majority of the time, the refs we see on Tuesday and Friday nights do an outstanding job. The officials we see in Waukesha County, night in and night out, do an admirable job.

Coaches, some who have become so much more vocal on the sidelines over the years, have to realize more often that it's a difficult game to officiate. The guys in the stripes are not going to get every call right. Mistakes are made. Just like coaches make mistakes, just like players make mistakes. The refs also make mistakes.

And the fans in the stands, before they get too critical, have to make sure they know just how difficult calling a crucial conference or tournament game can really be. Remember, the refs are not trying to miss calls here and there. Trust me, they're trying to get them all right, even though that might be the next thing to impossible.

Because they now have three officials at all varsity



Sue Boyer/Special to The Freeman

A referee signals for a 3-pointer during an Oconomowoc girls basketball game this season.

games, that doesn't mean they see all the violations. Because of all the big bodies on the court, officials can get straight-lined or completely blocked out. Because of that, at times the fans in the stands might see something the refs didn't. But the good news is that's a rarity.

These high school officials do not have it easy. If you live in Waukesha County and have a game to ref in Port Washington or Racine or Kenosha, you have to be on the road by about 5:15 p.m. And by the time they get home, it's 10:15 p.m. or later. Suddenly that \$60 check the official has collected comes out to a little more than \$10 an hour. As you can see, a high-percentage of these officials are not getting rich or doing it just for the money, but more for the love of the game.

Next time you take in a high school game, don't be afraid to enjoy the contest with a sympathetic view for the guys in stripes. Unlike just about every other sport, the game of basketball has a lot of judgement calls. Calls that could go either way.

We all know the game has gotten way too physical. But that most likely is never going to change. And of all that physicality has made officiating a high school game a difficult task.

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