

# Brookfield & Elm Grove

## THIS MONTH

MARCH 2018

## Brookfield Square plans moving forward

Hotel, theater,  
more eyed  
for mall's  
south end

By Hannah Weikel  
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BROOKFIELD — Brookfield Square Mall's south end will soon look entirely different, city officials say. Redevelopment plans and land acquisitions are well underway in the mall's south end, which will see a new conference center, hotel, a movie theater and several high-end restaurants in the next few years. The plan to revitalize Brookfield Square and spin it forward as an entertainment destination has been an ongoing collaboration between city government, mall owner CBL & Associates Properties Inc. and local tourism authorities at Visit Brookfield — all have devoted time and money to ensure the mall stays relevant in the age of online shopping and specialty stores, said Brookfield Mayor Steve Ponto. Historically, the mall has done fine on its own. It's located right off Interstate 94 in a city with middle- to high-income residents and a swelling workforce that brings thousands of people into the area every day. Brookfield Square has adapted and reinvented itself over the years with very little local government involvement, but that's starting to change. "We have to do all we can to ensure that the mall does well into the future," Ponto said. "Brookfield Square is very, very important to the economic wellbeing of the



Brookfield Square could see a major redevelopment on the mall's south end where Sears is located. Mall owner CBL Properties would build a cinema and billiards facility in its place.

city of Brookfield."

### Underperformance to entertainment

Sears at Brookfield Square Mall announced it will close later in 2018, taking a rather sleepy side of the mall into a tailspin. But CBL Properties, a Chattanooga, Tenn.-based company that owns dozens of malls including Brookfield Square, had made another announcement several months before; the mall's south end would be completely redeveloped and was the future location of a Marcus BistroPlex cinema, WhirlyBall facility and several new restaurants. CBL Properties bought Sears last year, along with a detached and defunct

Sears Auto Center nearby. "CBL made it clear from the beginning that this was going to be an entertainment development going forward," Ponto said. "Because of online shopping and shopping changes in general, malls feel like they need to offer entertainment." The BistroPlex theater would feature Dream-Lounger recliner seating, a standalone bar and lounge, and dining inside all eight screening rooms. Next door, the first WhirlyBall facility in Wisconsin will have a number of courts devoted to a game that melds whiffle ball, bumper cars and lacrosse. Since CBL Properties bought the mall in the early 2000s, they've taken steps

to update and diversify the store offerings, like a two-story Barnes & Noble bookstore built several years ago, said Dan Ertl, city community development director. "But this is five leaps forward," Ertl said of the south end redevelopment plan. **Creating synergy** Sears will still have a small presence in the mall with an approximately 18,000 square-foot store selling appliances and mattresses, he said. A CBL Properties spokesman declined to comment for this story and said the company won't release additional details of the redevelopment for another few months.

With CBL Properties investing in Brookfield Square, city officials have also decided to purchase 9.5 acres surrounding the Sears Auto Center and build a conference center and hotel in its place. The city recently entered a purchase agreement with CBL Properties for around \$850,000 per acre for the 9.5 acres — 2.5 of which will be resold to North Central Group, a Middleton-based hotel property manager, for a 170-room Hilton Garden Inn attached to the conference center. North Central has also agreed to manage the conference center, said Andy Inman, vice president of development. A four-lane road would

See MALL, PAGE 2A

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### INSIDE



**Youth hockey fosters love of the game**

[Page 2A](#)

**Ephemera often not worth much**

[Page 4A](#)



**Cartier leads charge for Spartans**

[Page 4B](#)



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# 'It's not dumb, dirty and dangerous'

## Leaders discuss changes in manufacturing

By Dave Fidlin  
Special to The Freeman

BROOKFIELD — Amid the backdrop of a well-publicized skilled labor shortage, local business leaders gathered for a symposium to discuss the state of the manufacturing industry in Southeastern Wisconsin.

The Waukesha County Business Alliance hosted the panel discussion, "Manufacturing Voices," at the Sheraton Hotel in Brookfield on Jan. 26. Several hundred people attended the event at a time when all eyes are on the industry with Foxconn's imminent arrival in Racine County.

The panelists included Jennifer Hansen, general manager and owner of New Berlin-based Trelleborg/Anderson Packaging; Dirk Maroske, president and CEO of Lake Mills-based Aztalan Engineering Inc.; Dave Morrow, president and CEO of North Prairie-based Zero Zone Inc.; and John O'Connell, president CFO and COO of Waukesha-based Geo-Synthetics LLC.

Roxanne Baumann, director of global engagement with the Wisconsin Manufacturing Extension Partnership, served as the moderator of the 75-minute discussion.

Throughout the discussion, Baumann and panelists frequently discussed efforts to recruit talent at a time when a labor shortage still exists. Although perceptions have chipped away in recent years, several speakers said there are still challenging headwinds at play.

"It's not dumb, dirty and dangerous," Baumann said in describing the jobs in need of filling across the industry today.

The notion students must attend a four-year university to achieve success in life is slowly being eroded as light has been shed on the family-supporting jobs available within manufac-



Photo Courtesy of the Waukesha County Business Alliance

The Waukesha County Business Alliance hosted the panel discussion, "Manufacturing Voices," at the Sheraton Hotel in Brookfield on Jan. 26.

turing. Several panelists, however, pointed out the sector as a whole still faces challenging headwinds.

"For some kids, it's the right thing to do," Maroske said of a four-year university. "For others, it's not. I think it might take another decade to change the perception."

Programs such as STEM — or science, technology, engineering and math — are giving students a taste of some of the jobs that might be available, post-graduation. Many school districts across the region are adding STEM into their curriculum.

Hansen and other panelists said they try and provide job shadowing and mentorship opportunities to interested students, whenever possible.

"We believe in community and giving back... and helping people," Hansen said of her company's corporate philosophy.

During the discussion, panelists also were asked about automation within the industry and how artificial intelligence might impact job availability in the future.

While continued technological advances have, and will continue to, change the nature of how

products are assembled, none of the panelists said they believed developments such as artificial intelligence would drastically alter how they do business in the immediate future.

At Geo-Synthetics, for instance, O'Connell said automation might not necessarily lead to cost-effective outcomes in the long run. Speaking to the manufacturing process within his business, O'Connell said, "It requires a significant amount of interaction."

While some of the discussion was granular and technical, the overarching topic of finding talent emerged frequently through-

out the discussion.

Although it calls Southeastern Wisconsin home, Morrow said Zero Zone is willing to work with skilled professionals — particularly engineers and regional sales managers — in other locales through telecommuting.

Hansen said referrals, community involvement and networking opportunities have helped in bringing skilled talent to her business at a time of robust growth.

"I think your 'A' employees will refer 'A' employees," Hansen said. "When talent comes your way, take it."

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# For the love of the game

## Elmbrook Youth Hockey Association champions sport

By Chris Bennett  
Special to The Freeman

BROOKFIELD — As the sport of hockey goes, so goes the Elmbrook Youth Hockey Association. As the Elmbrook Youth Hockey Association goes, so does the state of the game.

“Our main objective is to try to grow the game and our association,” President Dan Kaminsky said. “We’re trying to get as many kids to play as possible.”

According to its mission statement on its website — [www.elmbrookyouthhockey.org](http://www.elmbrookyouthhockey.org) — the EYHA offers youths in the communities of Brookfield, Elm Grove, Menomonee Falls, Sussex and Wauwatosa an opportunity to learn about, promote and compete in the sport of ice hockey.

The club is a Division 2, Region 5 member of the Wisconsin Amateur Hockey Association, which is based in Superior. The EYHA serves children in Brookfield, Elm Grove, Sussex, Wauwatosa and Menomonee Falls.

Hockey holds an odd spot in the American sports consciousness. It is beloved by those who play and follow it, and almost ignored by the rest. Ratings get a bump around the Olympics, but for years professional hockey either was not televised or found a spot deep in the bowels of cable television.

Kaminsky, who lives in Wauwatosa, said he’s been

involved with the club for three years. In addition to being the president, Kaminsky is the head coach for one team and an assistant coach for two additional teams.

The EYHA currently numbers about 220 players. Not too long ago, Kaminsky said only 150 players were involved.

Those 220 players — both boys and girls — are spread across several teams that range in age from kindergarten to just shy of high school.

The EYHA fields five “Mite” teams for children under 8 years of age. The EYHA put five “Squirt” teams on the ice for those under 10 years of age.

There are three “Pee Wee” teams for those under the age of 12, and three “Bantam” teams for those under the age of 14.

The EYHA also sponsors learn to skate and learn to play programs. Kaminsky said the EYHA does not sponsor a program specifically for girls solely because there are not enough girls involved in the program. Girls and boys play side by side in the EYHA.

Kaminsky said the EYHA focuses on player development as much as it does on growing the game. The club employs a hockey director — Bud Simon — to facilitate that goal.

“We place kids based on their appropriate level for their skill,” Kaminsky said. “We’re always try-



Submitted photo

Elmbrook Squirt C Stars celebrate after their second-place finish at a tournament. Head Coach Kevin Strong is a Brookfield resident. The Squirt C Stars (U10) are one of six teams that qualified for this year’s Wisconsin Amateur Hockey Association State Tournament.

ing to prepare kids for the next level.”

The focus on player development led the team to win four state titles last season, and to place three teams in this season’s state tournament.

The EYHA hosted last season’s state tournament for the Pee-Wees, and is hosting this season’s Division 2 state tournament for the Squirts. EYHA’s home ice is The Ponds of Brookfield Ice Arena, 2810 N. Calhoun Road in Brookfield.

“The great thing about that, for the community, is it brings eight teams into the area that need hotel rooms, dinner and more,” Kaminsky said. “We like hosting tournaments like that.”

Community is a common thread through the actions of the EYHA. Kaminsky said the club is like a large family and offers adults and children an athletic and social outlet.

“Hockey is a long season,” Kaminsky said. “A lot of great relationships are formed through being involved in the game. I know parents, for sure, get to know other parents and develop great friendships, and the kids, too.”

Above all, the goal of the EYHA is to simultaneously grow the club and sport of hockey.

“We want to grow hockey in our community,” Kaminsky said. “We want to make sure we’re providing as many kids as possible the type of experience they’re looking for.”

## Mall

From Page 1A

run between the mall and conference center with lighting, sidewalks, landscaping and a bus stop, Ertl said.

“It’s not very pedestrian-friendly today,” Ertl said of the parking lot on the south end. “You take your life in your hands if you try to cross that lot.”

Project architects are tasked with creating a “live, work, play” environment with an easily traversable space between the mall and conference center, Ertl said.

“I think the conference center being there will have a synergistic effect,” Ponto said. “The conference center there will be good for the mall and I think it will also make the conference center a more attractive location.”

### City’s involvement

Brookfield Square is the largest real estate taxpayer in Waukesha County and in the city.

The city is slated to spend about \$24 million on the conference center project, but the development’s expected benefits in the region are priceless, said Nancy Justman, president and CEO of Visit Brookfield.

Justman said Brookfield loses business every year because it doesn’t have a meeting space big enough to accommodate groups larger than 300 people.

“We’ve been focused on going after business that we can’t currently accommodate. It’s not cannibalism of the business that’s already here,” she said.

Visit Brookfield has been involved in the conference center from the start. It helped fund a feasibility study five years ago

and two other studies when the city was looking at other locations, like the Bluemound Road corridor, Justman said.

Before the city had settled on the Brookfield Square location, officials learned the state changed its rules on hotel room tax revenue, she said.

Cities must now spend a whopping 70 percent on tourism promotion, up from 30 percent, Ponto said.

One of the things now considered tourism promotion is having a conference center, so the city realized it had ample funding for the project, he said.

“I would much rather spend the money on a conference center than advertising,” Ponto said.

The state has allowed Brookfield to raise its hotel room tax to 10 percent, up from 8 percent, if it spends the difference on a conference center. Visit Brookfield

handles the room tax revenue, and has agreed that the money will be returned to the city to help pay off bonds for the conference center project, Justman said.

The city is expected to close on the land at the southern end of the mall at the end of June and will begin work to reroute the site’s utilities shortly thereafter, Ponto said. During the following 12 to 16 months, the conference center and hotel will be constructed.

“There’s a lot happening with retail, and I think it’s difficult to position our retail in a way that will make it successful,” Ponto said when asked if he thought the redevelopment would keep the mall open into the far-reaching future.

“There will undoubtedly be more challenges with malls going forward.”



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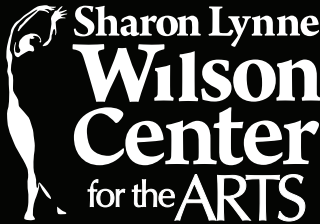
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# Kanavas memorial scholarship to help high school seniors

BROOKFIELD — Former state Sen. Ted Kanavas was passionate about mentoring young leaders, and recently a \$3,000 scholarship was announced in his honor that's open to all Waukesha County high school seniors pursuing a four-year degree.

The Ted Kanavas Memorial Scholarship fund raised nearly \$70,000 since his death in July. The scholarship will be granted to a college-bound senior every year through the Waukesha County Community Foundation, according to a press release.

"Ted made an immediate and positive impact on any person, organization or community he was involved in," said his wife Mary Kanavas in a statement. "I am excited his legacy of civic engagement, public service and community

involvement will continue through the Ted Kanavas Memorial Scholarship recipient. The kids and I are incredibly grateful for Ted's friends, family, neighbors and colleagues, who have made this scholarship a reality."

Recipients of the scholarship must demonstrate they believe in the core principles that led Kanavas to leadership, including subscribing to the classical liberal ideology of limited government, economic freedom and individual liberty, according to the press release.

Mary Kanavas will help lead a committee to select a high school senior every year who has shown academic success with a minimum 3.0 GPA, has been involved in community service and extracurricular activities and has financial

need.

"Ted Kanavas valued faith, family community and service," a statement said. He was a 1979 graduate of Brookfield East High School and was active in politics for his entire adult life, starting with three years on the Elmbrook School Board before he became senator for Wisconsin's 33rd district. He retired from state politics in 2011 and continued to work within his community.

For more information about the Ted Kanavas Memorial Scholarship or to receive an application, contact Shelley Michalski at 262-513-1861 or smichalski@waukeshafoundation.org. The application deadline is April 1 and the recipient will be selected by April 29.

— Freeman Staff

# Development authority OKs plans for Milwaukee Tool, conference center

By Hannah Weikel  
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BROOKFIELD — Brookfield Community Development Authority members had nothing but good things to say about Milwaukee Tool Corporation Jan. 30 and unanimously passed a request to create a new tax increment district for the construction of a new office building near its headquarters on Lisbon Road.

The building would be used for research, development and prototyping and the expansion is expected to create 350 new jobs in Brookfield, with average salaries around \$75,000, said MLG Commercial representative Barry Chavin.

"These are good, family-supporting jobs," said Mayor Steve Ponto. "It's wonderful for the city of Brookfield, but also wonderful for the region. I'm delighted to have Milwaukee Tool in our community."

TID 7, which received only its initial approval Jan. 30 would envelop a single 3.5-acre parcel of land at 13135

W. Lisbon Road. Existing TID 6 also encapsulates some of the Milwaukee Tool campus. Project costs are estimated at around \$35 million, with about \$3.47 million coming from the city, a staff report shows.

The new tax value of the development during the first few years of TID 7 would generate approximately \$17 million. The new taxes generated would be around \$4.64 million over 15 years, said Dan Ertl, Brookfield director of community development.

Jeremy Ferch, senior vice president of business operations at Milwaukee Tool said the company is looking at another site in Mississippi, and although their first choice is to expand in Brookfield, it's not a done deal yet.

The company is currently renting workspaces in Menomonee Falls and Milwaukee to do some of the work that would move to the new facility in Brookfield, which is predominately the advancement of linear edge — or saw blade — accessories that are carbide-coated at their Mississippi facility.

ty.

**Conference center plan**

A proposed amendment to TID 3 near Brookfield Square Mall was also approved unanimously on Tuesday.

The expansion added another 9.5 acres south of the mall where the former Sears Tire and Battery Auto Center was located that will be redeveloped into a state-of-the-art conference center and hotel owned by Brookfield.

Though the cost of the TID 3 development was not disclosed at the meeting, city officials say increasing hotel room taxes in Brookfield from 8 percent to 10 percent will pay most of debt the incurred by purchasing the property, replacing utilities, cleaning up the pollution on the site and building an 18,000 square-foot ballroom adjoined by a 170-room Hilton Garden Inn Hotel.

Community Development Authority member Robert Scott said the new conference center would cater to a demand that's not met anywhere else in the area.

# Police say city will keep using Walgreens for drug take-back

## Department says it's better that way

By Hannah Weikel  
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BROOKFIELD — Since Walgreens unfurled its nationwide drug take-back program in 2016, Brookfield has relied on the pharmacy to collect all unwanted medications from city residents.

City leaders had considered setting up a disposal program at the Brookfield Police Department, but decided the responsibility would take time and effort away from fighting crime, according to a remarks read by Brookfield Mayor Steve Ponto at a committee meeting in 2016.

Although many programs are run through police departments in the area, Ponto said the task is better left to pharmacies — Brookfield residents are directed to the Walgreens store at 15650 W. Greenfield Ave.

"I have long thought that it would be much better to have pharmacies operate prescription drug take-back programs," Ponto said. "They are set up to handle (drugs) safely and dispose of unwanted prescriptions. People would be more comfortable going into a pharmacy to dispose of drugs than going into a police station."

Walgreens has set up medication collection kiosks in 18 Wisconsin stores, including three in Waukesha County. Though the company doesn't provide the amount of medication collected at each location, stores have collected more than 155 tons of prescriptions across the country, said Walgreens spokesman Phil Caruso in an email.

In Waukesha County, Walgreens pharmacies make up a fraction of what's collected each year and Brookfield is the only community that relies entirely on the store to dispose of drugs. Menomonee Falls and Oconomowoc Walgreens stores participate in the drug take-back program in conjunction with the police departments, according to the Wisconsin Department of Justice's "Dose of Reality" website.

**Drawbacks**

Brookfield Police Captain Tom Vento said the department has no plans to begin collecting unused prescriptions, though residents occasionally come in asking to drop them off.

Vento said several citizen groups were concerned that Brookfield didn't have a 24-hour take-back box in 2016 and asked for one at the police department. He said the department looked into getting one, but found "some drawbacks" because the programs aren't "always straightforward."

"There's no control over what someone might put in that box. You're stuck with whatever goes in," he said, adding that the department wasn't prepared to inspect and dispose of everything brought in.

Not having a city-run take-back program has worked well so far, Vento said, other than having to redirect residents occasionally.

"I wonder if some of these police agencies realized the burden of having this program," Vento said, "the downsides."

With local politicians gearing up for the spring election, opioid addictions are cited as the biggest issue facing Waukesha County and medication take-back programs are often called a solution.

Waukesha County Supervisor Jim Heinrich said there are multiple ways to combat the opioid crisis and the county is looking to do more.

"There are many facets; (drug take-back boxes) are one and I believe an important factor in this," Heinrich said. "People often get into prescription drugs before heroin and other things."



Photo courtesy of Steve Ponto

Brookfield Mayor Steve Ponto, right, and Walgreens Local Government Relations Director Donovan Pepper pose next to a drug take-back box a Walgreens pharmacy at 3522 W. Wisconsin Ave. in Milwaukee on Sept. 21, 2016.

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THIS MONTH



# Remaking jewelry

## Exhibit turns unwanted accessories into works of art

By Chris Bennett  
Special to The Freeman

BROOKFIELD — An art exhibit with strong roots in Brookfield is set to take place in Milwaukee this spring.

For some time, a box of loose, unwanted jewelry sat at the Sharon Lynne Wilson Center for the Arts, 19805 West Capitol Drive in Brookfield.

That jewelry was collected for Radical Jewelry Makeover: Milwaukee, which is a project of Ethical Metalsmiths, the Union Art Gallery, University of Wisconsin-Milwaukee, the University of Wisconsin and UW-Stout in Menomoneie.

RJM does not mimic some cable-based reality show in which a new house or motorcycles is constructed in 12 hours. The purpose runs much deeper. Ethical Metalsmiths touts itself as an organization of jewelers for social and environmental responsibility.

The mining of precious metals and stones carries a steep price tag for the environment — especially mining for gold. According to Earthworks, the mining of a single gold ring produces 20 tons of waste from the mine.

Ethical Metalsmiths figures everyone is farther ahead if existing jewelry can be recycled, repurposed and reused. RJM has been traveling domestically and internationally since 2007 to educate and spread awareness about the issue surrounding the making of jewelry.

Jim Charles is the visual art manager at the Wilson Center, and he introduced RJM to the center. Charles' wife, Yevgeniya Kaganovich, is the area head and a professor of jewelry and metalsmithing at UWM.

The exhibit featuring the recycled and repurposed jewelry will take place at the Union Art Gallery at UWM April 13-May 11, as well as at



Submitted photo

Radical Jewelry Makeover: Milwaukee exhibit, featuring the recycled and repurposed jewelry, will take place at the Union Art Gallery at UWM April 13-May 11, as well as at the Wilson Center as part of its Creative Collective Pop-Up on April 20.

the Wilson Center as part of its Creative Collective Pop-Up on April 20. The Wilson Center served as one of several drop sites in the area.

"There were drop sites all over southeast Wisconsin," Charles said. "People have old jewelry — everyone has old jewelry, and they can't get rid of it because it's a little sentimental, but they don't wear it anymore. This was an opportunity for them to get rid of it."

The jewelry's journey is what makes the process interesting. The designers and jewelers who will take the existing jewelry and make something new acknowledge that each piece carries a story.

Nichole Cooper, vice president of marketing & communications at the Wilson Center, donated some pieces given to her by her father. Cooper's father crafted the pieces from fence posts from his family's farm, which date to his childhood.

Cooper's father returned to the site of his family's farm years later, found the posts on the ground, and the owner let him take the posts. Copper's father uses the wood from the posts to make wooden hearts and crosses.

"I know what the wood

means to my father," Cooper said. "That's the last, tangible memory he has of working with his dad."

Cooper said she is interested to see if she even recognizes the pieces made by her father that she donated to RJM.

The jewelry was collected at the Wilson Center through Feb. 16. Charles, who also makes jewelry, said the pieces were then sorted. Real pearl necklaces were separated from fake pearly necklaces, costume jewelry was separated from more elaborate pieces, and more.

The batches of jewelry were then distributed to the universities participating in the RJM, in addition to some individual jewelers who are also involved. At that point, the disparate pieces of recycled jewelry were melded into something new.

Those who donated, like Cooper, received a credit toward a purchase of new piece. Charles said every RJM sale he's seen has been a huge success, and has sold-out of jewelry.

Go to <https://www.wilson-center.com/rjm/> for more information on the Radical Jewelry Makeover and accompanying art exhibition.



Courtesy of Wisconsin Department of Natural Resources

A young male cougar in Clark County on Jan. 18, 2018, may be the same spotted in Brookfield last month.

# Cougar confirmed in Brookfield area

By Hannah Weikel  
hweikel@conleynet.com  
262-513-2651

BROOKFIELD — Residents in the Brookfield area — more specifically, those living near Lisbon and Lilly roads — are on high alert after a young cougar was first spotted hunkered down under a pine tree in a backyard in mid-February.

"Lots of calls" came into the Wisconsin Department of Natural Resources and local police departments from people reporting sightings of the cougar prowling the area, said local DNR Wildlife Biologist Dianna Robinson.

Robinson said even more potential sightings have been pouring in through the DNR's large mammal observation form online, though none have been confirmed.

The last confirmed sighting of the cougar, estimated to be 1 1/2 years old, was on Feb. 18 around 6 a.m. in the 4600 block of Raven Court in Brookfield. The curious cat was caught on video peering into a couple's window, leaving large paw-prints on a window ledge.

Police and DNR agents tracked the cougar to the southeast, but lost the trail at North 135th and Hope streets, two blocks away

## Basic info about these big cats

Cougars — the largest wildcats in North America — can travel long distances over short periods of time, especially young males that roam to find territory and a mate.

They are normally reclusive animals that have only killed about 13 people in North America over the last 100 years, according to the Mountain Lion Foundation.

Males can weigh up to 160 pounds. and females up to 110 pounds. with tawny fur and long, black-tipped tails. Young cougars have dark spots that eventually fade after two years of age.

According to the Wisconsin Department of Natural Resources website, cougar tracks spotted in mud or snow measure between 2.7 and 4 inches in length and 2.8 to 4.5 inches in width. Their paws are round and often wider than they are long. Most tracks will not show claws or nails.

from REI on Capitol Drive.

"Some information shows it may have hit an urban area and bounced back west," Robinson said, adding that people have sent in pictures of tracks in the snow, many of which

are dog tracks, though a few are cougar tracks.

When asked if DNR staff has been out investigating leads and looking for the animal, Robinson said there's "no real point" in looking because it's likely hiding during the day and moving at night.

"We are tracking observations and local law enforcement are looking for it, too," she said.

Brookfield police were not able to answer questions from the media Feb. 19, but said no new information was available since the confirmed sightings over the weekend.

A police report from 5:48 p.m. Feb. 17 said the cougar appeared passive as it lay under a pine tree in a backyard on Raven Court, and was possibly injured. Robinson said it likely isn't injured based on the video taken the next morning from a Brookfield couple's front porch.

If the cougar is found, Robinson said the DNR will have to decide whether to remove it lethally or tranquilize it, depending on what the situation warrants. If it doesn't seem to be a significant danger to people, it will likely be tranquilized and relocated up north, she said.



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Submitted rendering

Life Time, a healthy living, healthy aging and healthy entertainment destination, will be located in The Corridor off of Bluemound Road in Brookfield.

# Luxury fitness center coming to The Corridor

## Life Time to offer recreation and healthy services in country-club style facility

By Katherine Michalets  
kmichalets@conley.net  
262-513-2644

BROOKFIELD — A new approach to health and wellness is coming to Brookfield in the form of Life Time, a healthy living, healthy aging and healthy entertainment destination that will be located in The Corridor off of Bluemound Road. The luxury, 125,000-square-foot athletic fitness, tennis, family recreation, spa and country club-style Life Time resort is expected to open in mid-2019. It will offer highly personalized programs and services that intend to help members pursue their passions and help them achieve their

total health objectives, athletic aspirations and fitness goals, according to the announcement. The club will feature large group training, cycle, yoga and Pilates studios, functional training, cardio and strength-based equipment spaces for individual, personal and small-group coaching. There will also be dance, art, music and tumbling studios available for children, basketball courts, indoor and outdoor cafes and a full-service salon and spa. Tom DeMuth, vice president of Irgens, the developer of The Corridor, called the project a “major coup” for Brookfield to be selected by Life Time.

“The addition of Life Time to the Corridor adds another unique quality of life attraction for current and potential corporate users, businesses and residents in Brookfield and the area,” DeMuth said in a statement. The Corridor is a mixed-use development covering 66 acres in Brookfield and is situated next to I-94, bordered by Bluemound Road to the north and Calhoun Road to the east. Tenants include: Dick’s Sporting Goods, Portillo’s and a Hilton Garden Inn hotel. In addition to restaurant and retail outlets, the site will feature Class A office space along with medical offices and clinical space.

## Common Ground Healthcare names 2 to executive team

BROOKFIELD — Common Ground Healthcare Cooperative announced that Tom Lawless was promoted to chief financial officer and Dr. David Plocher was promoted to chief medical officer. Lawless has had a 26-year career working in both the

public and nonprofit sectors to deliver health care and long-term care services to vulnerable populations. He previously served as the company’s vice president of Information Services and Business Analytics. Plocher, a board-certified internist, has had experi-

ence in various health care leadership roles in health insurance companies and hospital systems. His achievements include efforts to create one of the first nationwide Centers of Excellence networks of facilities with the highest organ transplant survival rates.



Photo courtesy of the Waukesha County Business Alliance

## RSP celebrates new location

BROOKFIELD — RSP, Inc., a contract manufacturer of electronic and other assemblies, celebrated its new location at 12745 W. Townsend St. recently with a ribbon-cutting ceremony with the Waukesha County Business Alliance. Pictured from left to right before the business sign are County Executive Paul Farrow, owners Paul Ryan and Mike Ryan, Brookfield Mayor Steve Ponto and Todd Willis, Brookfield Economic Development coordinator, assisting the RSP, Inc. team to cut the ribbon. RSP, Inc. has more than 20-plus employees in Brookfield, and more than 100 in China.

## IN BRIEF

### Novo Group merger to create full-service firm

BROOKFIELD — Novo Group, Inc., a national recruiting firm based in Brookfield, has merged with



Renz

Xcellero Leadership, a Naperville, Ill.-based leadership and organizational development firm, to combine their collective expertise and tools and expand talent consulting offerings, according to a recent announcement. “Our clients know talent is the game changer in organizational performance,” said Kelly Renz, Novo Group CEO, in a statement. “In this hyper-competitive talent landscape, organizations need to ensure their people are equipped to grow as individuals and teams, and are effectively prepared to meet the demands of business challenges.”

The combined capabilities and experience of the Novo Group and Xcellero Leadership more than doubles the size of the companies’ talent effectiveness solutions prac-

tice, according to the announcement. Xcellero Leadership will be rebranded as Xcellero, Novo’s Talent Effectiveness Solution, in the newly merged company. No staff reductions or changes will be made. The firm’s main office will be in Brookfield.

More information is available at [www.thenovo-group.com](http://www.thenovo-group.com).

### Burgess joins Ameriprise Financial

BROOKFIELD — Andrew Burgess has joined the Brookfield office of Ameriprise Financial Services Inc. as registered operations leader.

Burgess leads the operations teams in the Brookfield and Mequon branches in all aspects of day-to-day office functions. His office is at 16650 W. Bluemound Road, Suite 800. His responsibilities include hiring and development of staff, coordinating events, interacting with clients, and partnering with senior leadership on



Burgess

corporate and regulatory compliance.

Burgess comes to Ameriprise from Midwestern Securities Trading Co., where he held similar responsibilities as its operations manager. “I’m thrilled to be part of a team that shares a common goal of helping clients achieve long-term financial goals,” Burgess said in a statement.

### Horton joins raSmith as senior project manager

BROOKFIELD — raSmith has welcomed Cory Horton to its Madison office, where he will work as a senior project manager.

According to the announcement, Horton has more than 20 years of experience in the civil engineering industry. He will provide project management, consulting engineering, design services and grant writing.

Horton has extensive experience with municipal engineering, water and natural resources, and development projects. His experience includes: stormwater management plans; watershed management planning; hydraulic studies and more.

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# Ephemera often carries minimal value

Vintage paper items fall into the category of “ephemera,” one of the most misunderstood group of collectibles. Most paper-based items were discarded after a brief use and were never intended to have lasting value. Some examples could include magazine inserts, holiday decorations, greeting cards, diaries, invitations, menus, letters, photographs, sheet music, and events or sports tickets to name a few. The past habit of gluing paper items into albums has been a detriment in many cases. Along with that, ephemera is perceived to still have no value and is tossed into dumpsters.

The higher-value ephemera collectibles are closely linked to items with a historical significance, personality connection, disastrous event or are cross-collectible, (desirable to more than one collecting group). Note that many old postcards have little or no value, however, the stamp might carry a collecting value. Postal markings from short-term post office branches, like gold-mining or logging camps, are very collectible, with additional value if it is a photo postcard.

**Q:** I purchased an old four-drawer chest in 1970 and have used it for storage. Recently I wanted to refinish it and found these two paper calendars under the drawer liners. Do they have any value?

— M.M., Hartland

**A.:** In the late 19th and early 20th centuries, using paper calendars as a promotional gift was big business. With no TV or radio advertising, print was the No. 1 method to sell most anything. Both text and graphics were more about product promotion with a small attached calendar appearing to be an afterthought. The first calendar was given to customers for free but most additional copies could be purchased for 6 cents. Colorful illustrations helped sell business endeavors,



BARBARA EASH

Antiques Appraised

sewing thread, tractors, food items, medicine, chicken feed, cook stoves and many other consumer-driven products. Wall calendars with lavish decorations were designed to hang in prominent places and were more desirable than table-style that often got lost on cluttered desktops. More than a trifle gift, some customers felt entitled to their free annual calendar and some would become disgruntled if business practices changed.

Your 1895, heart-shaped calendar with the “Warm & Cold Weather Girls” was part of the mega-advertising campaign from the Charles Ira Hood Co. of Lowell, Mass. He was a pharmacist who perfected his own ailment formulas in an era when medicines were unregulated. From 1891 to 1920, he owned the largest medicine companies and claimed to have the most patents in the U.S. In addition, he operated 20 printing presses, generating over 6 million promotional items per year. Sarsaparilla was a sweet drink claiming to “help in all blood disorders.” Among other ingredients, his formula had 18 percent alcohol.

This calendar needs to be in perfect condition to have a value of **\$16.00**

\*\*\*

Your charming 1904 bird calendar advertises the Fox Lake Hotel in Dodge County. The printing firm of Dunker & Williams in Chicago designed and marketed this heavy card-stock style. When calendar pages were torn off, the birdseed cups became more visible and the hotel logo advertisement remained. There is minor damage to the ribbon edges but colors are brilliant and most impor-

tantly, the complete 12-month pad is intact. Having a regional value from a notable hotel, the feathered friends calendar is worth **\$38.00**.

\*\*\*

A good example of cross-collectible ephemera is this vintage Marquette vs. Kansas State official football program. On Friday, Oct. 6, 1939, fans shelled out an extra 25 cents for a paper program of the night game held at the Milwaukee University Stadium. The Marquette Golden Avalanche team was intercollegiate and later renamed the “Warriors” in 1954. Sports memorabilia will always have a following, so don’t discard — your kids or grandkids might thank you. This mint condition, official game program has a regional value of **\$50.00**.

*(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.



# Most women unaware of their higher risk for vision concerns

Paid Advertisement

By Cheryl L. Dejewski

Despite the fact that women are up to 66 percent more likely than men to incur blindness from cataracts, glaucoma and macular degeneration (AMD), a 2014 Harris Poll found that a whopping 91 percent of U.S. women were unaware that they are at greater risk for even developing these conditions. “Women face these odds because they tend to live longer and have a biological pre-disposition (perhaps immunological or hormonal) to certain eye concerns,” says Mark Freedman, MD, senior partner at Eye Care Specialists, a leading ophthalmology practice.

## Decreased Vision

Decreased vision in women is linked to an increased risk of falling, which leads to more serious concerns, including hip fractures, the need for canes, walkers and/or nursing home care, and complication-related death. “Decreased vision also increases the risk of car accidents and can have a devastating effect on quality of life in terms of limiting daily tasks, independence, social interaction, and overall health,” says Daniel Paskowitz, MD, PhD, an eye surgeon with credentials from Harvard and Johns Hopkins.

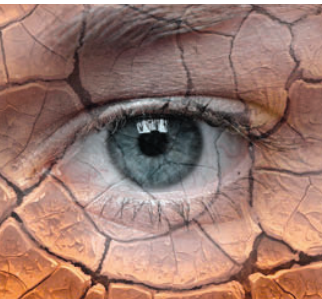
“Decreased vision, however, is not a fact of life as you grow older. If your eyesight is getting worse, you need to schedule a comprehensive, dilated eye exam to rule out causes,” advises Brett Rhode, MD, Head of Ophthalmology at Aurora Sinai Medical Center. “Upon examination, we often find that cataracts (age-related clouding of the natural lens inside the eye) are the cause of the problem and, in most cases, a 15-30



**Cataracts —**  
**Loss of Clear Vision**  
Blurry vision due to cataracts increases the risk of falls, car accidents, and depression.



**AMD —**  
**Loss of Central Vision**  
Medication injections can help stop devastating vision loss to “wet” macular degeneration.



**Dry Eye Disease —**  
**Loss of Comfort**  
Untreated, dry eye disease can affect focusing ability and increase risk of infection.

patients say that they wish they had done it sooner.”

## AMD and Central Vision Loss

Age-related macular degeneration (AMD) is another leading cause of vision impairment in Americans over age 50. Although the exact cause is unknown, AMD affects more women than men—leading to a loss of central or straight-ahead vision that impacts the ability to drive, read, see faces, etc.

“If significant dry-type AMD is diagnosed (the more common but less severe form), we usually recommend vitamin supplements, sun protection, and not smoking, to prevent or slow progression. If wet AMD is diagnosed (less common but much more severe), we review the risks, benefits and candidacy for injections of special medications (Avastin, Eylea and Lucentis), which inhibit the growth of the abnormal blood vessels that cause wet AMD,” explains Michael Raciti, MD, who performs injection treatment for AMD and diabetes on a daily basis. “We see remarkable results with these injections, including stopping the progression of wet AMD in 90 percent of patients, and having up to 30 percent gain improvement in vision.”

## Dry Eye Disease

A medical optometrist who sees patients at three Milwaukee-area locations, David Scheidt, OD, reports, “Dry scratchy, irritated eyes are a common problem, especially for women over age 40 due to the natural decrease in tear production that occurs with aging. Dry eyes are also linked to rheumatoid arthritis, lupus, psoriasis, Parkinson’s disease, thyroid issues, eyelid prob-

lems, medications, and hormonal changes.”

For most people, dry eye disease is uncomfortable but not vision-threatening. Sometimes, however, a faulty or diminished tear film can affect the cornea’s focusing ability and increase the risk of eye infections. Dry eyes are usually a life-long condition that can’t be cured, but can be controlled. If artificial tears don’t help, you may be a candidate for tiny silicone plugs placed in the

drain openings at the corner of the eye to eliminate tear loss and retain moisture or for prescription eye drops that attack the underlying inflammation behind dry eye disease.

## Tips & Free Info

How can women protect their vision? Schedule regular comprehensive dilated exams and review the risks/benefits of prevention and treatment options, including nutritional supplements. Also, always wear sunglasses, avoid smoking, and maintain a healthy diet low in saturated fats and high in Omega 3s.

Call 414-321-7035 for free booklets on AMD, glaucoma, diabetes, dry eyes or cataracts. If you don’t have an eye specialist, you can call the offices below (including just minutes from Brookfield/Elm Grove on Mayfair Rd. across from the Cheesecake Factory) to schedule an exam, which is usually covered by insurance.

## WARNING SIGNS

Daniel Ferguson, MD, an ophthalmologist who treats thousands of patients each year, advises “Vision changes should not be dismissed. Schedule eye exams every 1-2 years and make an appointment ASAP if you notice concerning symptoms.” These include:

- Foggy, fuzzy, double or blurred vision
- Sensitivity to light and glare
- “Starbursts” around lights
- Holding items closer to view
- Needing brighter light to read
- Fading or yellowing of colors
- Difficulty judging stairs/curbs
- Difficulty with seeing to drive at night
- Vision affects daily tasks
- Vertical lines appear wavy
- Dark or blind spots in vision
- Glasses/prescription changes don’t help to improve vision

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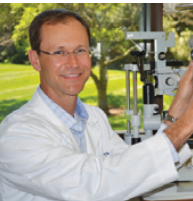
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PLAYER PROFILE

# Cartier leading Spartans to heights unknown

Standing at nearly 6-8, senior becoming a vocal leader

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

BROOKFIELD — There’s no mistaking where Patrick Cartier is when he walks into a room. He’s the big man on campus, and his status has grown as high as he stands over the last couple years.

Before his senior year, Cartier was someone who tended to shy away from the spotlight. Getting noticed wasn’t high on his list of priorities.

“I think that’s clearly one of the biggest things people wouldn’t notice,” Brookfield East basketball coach Joe Rux said. “He was a pretty quiet kid, pretty unassuming as a junior. Anything that he accomplished on the floor, he would be the last person to tell you about it. He would never call somebody out.”

These days, Cartier — who stands at 6 feet, 7 3/4 inches — has no choice but to embrace the spotlight and become a leader for the Spartans, and he’s thriving in that role as East is one of the top-ranked teams in Division 1.

“Watching him as a senior, he’s taking on more responsibilities,” Rux said. “He’s holding his teammates accountable and that’s something that’s helped us turn the corner as a young group.”

And it’s not Cartier’s height that has changed, either.

“I’ve always been pretty tall, so I just kind of gradually (grew),” Cartier said.

When Cartier made the varsity roster as a sophomore, Brookfield East finished a dismal 4-20 as Matt Mallet resigned as head coach. Its turnaround has been nothing short of remarkable since, and Cartier has been right in the middle of it.

In Cartier’s junior year under Rux, who was hired in May of 2016, the Spartans made a noticeable leap and finished 11-12 overall. That included a victory over eventual state semifinalist Brookfield Central and a narrow two-point loss to Racine Hor-

lick in the playoffs.

“Coach Rux is one of the hardest working guys I know,” Cartier said. “The time he spends watching film and all the coaching he does to help develop us and the work he puts in. He does a great job coaching our younger guys, too.”

Brookfield East’s seven-win improvement in Rux’s first season as head coach was no fluke.

“When you look at Patrick and the improvement the team has had, it all comes down to having a really good mindset in putting the team first,” Rux said. “It’s not what we do individually. It comes down to everybody contributing and at times we have to remind Patrick that his role is a major one and that he doesn’t have to defer that role. But he knows his role and the team comes first. Everybody has to do their part to succeed and that’s been his biggest impact throughout the year.”

It’s not as if the senior post has burst onto the scene, though. He was a first-team all-conference selection last season, averaging 16.8 points per game. But he’s made the necessary leap and is a bona fide Player of the Year candidate in the Greater Metro as he’s bumped his scoring average to 21 points per game, second in the county.

“I think just AAU helped me,” Cartier said. “I try to play as many games as I can. The speed of the game and stuff, I feel like I’ve gotten better in all aspects. I’ve gotten better defensively and I’m in better shape than I’ve been, so that’s helped me be more durable on the court.”

That in turn has allowed Cartier to spend more time on the floor — at least when he avoids foul trouble.

“The biggest thing I’ve seen in Patrick from his junior year to his senior year is his motor,” Rux said. “He’s been competing for longer stretches of time, and he’s gotten stronger to where he’s able to physically do that, and that’s what has been able to help him perform at a high level.”

Get to know ... PATRICK CARTIER

School/Sport  
Brookfield East/Basketball

Coch  
Joe Rux

Class In School/Age  
Senior/17

**Also In My Family Are:** my father, Quentin; my mother, Maria; and my brothers Everett (twin brother) and Dominic.

**The Athletic Accomplishment I Am Most Proud Of Is:** winning the state championship in football.

**My Favorite Subject In School Is:** AP Psychology.

**My Favorite Teacher Is:** Coach Mike Steiner.

**My Favorite Movie Is:** “The Greatest Showman.”

**My Favorite TV Show Is:** “The Office” or “One Tree Hill.”

**My Favorite Recording Artist Is:** Migos.

**The Best Meal My Mother Makes Is:** spaghetti.

**A Bad Habit I Have Is:** biting my nails.

**A Pet Peeve I Have Is:** when people chew with their mouth open.

**The Thing I Do Best Outside Of Athletics Is:** hang out with friends.

**The Person I'd Most Like To Meet Is:** Steph Curry.

**The Last Time I Cleaned My Room I Found:** a bunch of Gatorade bottles.

**Nobody Ever Says I'm:** short.

**My Most Memorable Experience Is:** winning state in football.

**My Most prized Possession Is:** a picture of my family.

**One Thing People Might Not Know About Me Is:** I really like to play Clash Royale (app on phone).

**One Thing I Would Change About Myself Is:** be a little stronger.

**One Thing At My School I Would Change Is:** open campus lunch.

**I See Myself In 10 Years Being:** something with psychology.

**I Wish Coach Rux Would:** take us to a tournament in a warm-weather state.



Dave Radcliffe/Freeman Staff

Brookfield East senior forward Patrick Cartier gets up a shot over the reach of Brookfield Central freshman forward David Joplin during a Greater Metro Conference game Dec. 8.

When Cartier’s high school career does ultimately come to a close, basketball will remain a prominent part of his life as he’s committed to play at Hillsdale College in Michigan, a prominent NCAA Division II program.

“I liked a bunch of schools but Hillsdale had this awesome vibe,” Cartier said. “I met all the players and they were really cool and coach (John Tharp), he’s built a great culture and I just felt like it was a really good fit.”

Rux knows that Cartier won’t have any trouble fitting in at Hillsdale, and it’s not just because of his intangibles on the hardwood.

“He’s a phenomenal kid,” Rux said.

“He’s one of those kids that’s always smiling. He has a really good social group. He enjoys having fun and he certainly enjoys life. He brings some positiveness to the floor in the way he treats people on a daily basis. He’s easy to coach and it’s easy to be his teammate and to be his friend.”

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