

Brookfield & Elm Grove

THIS MONTH

DECEMBER 2019

BACK to the '80s

If these walls could talk

Remembering the mall craze of the 1980s

By Dave Fidin
Special to The Freeman

If I close my eyes and reflect, I can still hear the sound of the waterfalls and visualize the beaming neon lights. Like many youths of the 1980s, I spent a fair amount of my childhood in shopping malls — enough, in fact, that their overall decline has become a source of fascination in my middle-aged years.

Brookfield Square and Mayfair Mall, of course, were among the local malls that thrived in the 1980s, and both remain popular today, though their roles have evolved as the retail marketplace has changed and shopping trends have been shifting.

In the 1980s, the mall was the place to be! The current season of Netflix's "Stranger Things" beautifully portrays the phenomenon with frequent settings in the fictitious Starcourt Mall.

Ironically, the mall scenes filmed in season 3 of "Stranger Things" were shot inside an enclosed shopping complex, the struggling Gwinnett Place in Duluth, Ga.

The mall in its current state had enough empty space to accommodate filming and gave the producers the license to transition the area designated for filming back into a faux 1980s-era mall — complete with all the ambiance and actual retailers one would find in a thriving development from the era.

The fictitious Starcourt Mall is not unlike Brookfield Square, Mayfair Mall or any other enclosed complex dotting the Milwaukee area landscape from this decade. The scenes in "Stranger Things" feature gaggles of teens, waterfalls, neon lights, a food court, carpeted flooring and a seemingly endless supply of foliage.

Everything was, well, bright and lively.

Brookfield Square and Mayfair Mall, of course, had their own unique touches that made them special, and many area residents fondly recalled the shops and ambiance both offered when asked on a social media page devoted to Milwaukee's history.

Mayfair Mall's ice skating rink, which I vividly recalled as a child in the mid-1980s right before it shut down, was one of the top memories people waxed nostalgic about in my request for comments.

I can still remember sitting in McDonald's, watching over the ice skating rink, in a state of wonder as I saw some of the athleticism displayed as I wolfed down my Happy Meal.

Area resident Liz Meisekothan said there were unique attributes of both malls she misses today.

"Year-round ice skating at Mayfair Mall was wonderful," Meisekothan said. "The fish swimming down the creeks ...



Photo courtesy of the Waukesha County Historical Society and Museum
A decorative feature outside JC Penney at Brookfield Square is shown in this undated photo.

Special edition takes nostalgic look at decade

A couple of months ago, the newsroom staff was talking about how the hugely popular Netflix show "Stranger Things" has fueled a nostalgia for the 1980s.

The decade of big hair, MTV, malls, video gaming and President Reagan is again influencing TV shows, fashion and movies, and as a result, this edition of The Freeman.

"Stranger Things" isn't the only show set in the 1980s currently airing — there's "American Horror Story: 1984," "The Goldbergs" and "Mixed-ish." As you'll read in our story about the 1980s movie experience, iconic characters of the '80s, such as the Terminator and Luke Skywalker, are again on the big screen. And then there's the fashion, with acid-washed, high-waisted denim embraced by female young adults.

Adults are buying for their children new versions of the toys they once played with, and while people may now frequent Amazon.com more often than the mall, they still remember when it was the place to be and be seen.

We hope you enjoy this blast to the past — 1980s style — as much as we enjoyed compiling it for you.

— Freeman Staff

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Grab your popcorn and head back to the theater

Cinemas moved from theaters to malls to megaplexes we know today

By Ashley Haynes
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WAUKESHA — If you’ve seen a movie in the last few months, it may have been hard for you to believe the year is 2019 and that you somehow haven’t time traveled to about 35 years ago.

Movies from the ‘80s are back again in waves. Everything from “Top Gun”, “Star Wars”, and “The Terminator” have — or will soon have — new versions that grace the big screen.

While some movie-goers may believe that all these ‘80s reboots are just simply because Hollywood has run out of creative juices, timing may actually have a lot to do with it.

“Obviously we have millennials coming of age and, you know, the decade that you’re born in that you don’t really know that well cause you’re a kid during it ends up, I think, invested with so much nostalgia as you get older. That becomes the sort of golden time because you experienced it as a child,” said Jocelyn Szczepaniak-Gillece, assistant professor of English and Film Studies at the University of Wisconsin-Milwaukee.

She said that for people who grew up during the transition from the 20th century to the 21st century, the way they remember is written by media and film. ‘80s films and TV shows have become a shared culture of memories of that moment, she explained, adding that the ‘80s was also the first time when movies about children and teenagers were becoming popular — so many people have this perception of it being an era of innocence.

“I think we think that, because we have these film documents that concern children and concern coming of age,” Szczepaniak-Gillece said.

The mall theater

You can’t talk about movie-going in the ‘80s without discussing the mall. Szczepaniak-Gillece said while mall theaters and multiplexes had been in development since the ‘60s, they really hit their peak in the ‘80s.

“You go to the mall, you hang out with your friends, you look at the stores, and what else do you do at the mall? You go see a movie, together,” Szczepaniak-Gillece said.

Clint Wisialowski, Marcus

Theaters vice president of sales, said the shift from mall movie theaters started soon after, when retailers found it more cost effective to push theaters out and move in big box stores. In the late ‘80s, megaplexes started becoming popular.

“We’re (now) going backwards. So we’ve opened up our BistroPlex in Greenfield and we just opened up our Movie Tavern at Brookfield Square. We’re starting to put theaters back. Big box retailers are no longer getting the advantages of retail,” Wisialowski said.

“Retail needs to come up with something new and, well, new is old.”

’80s inspiration

Szczepaniak-Gillece said the ‘80s, as a decade in film, can really be seen an era of franchising, where multiple movies within the same storyline start becoming common.

She theorized that because of how we share information on the internet now (with everything from memes to GIFS) people can talk about films over and over again, making them even more noteworthy.

“I think that kind of repetition of media is something now that ends of invoking a kind of nostalgia because we see these stories that are familiar, we get a sense of comfort from them,” Szczepaniak-Gillece said.

She said even movie effects and music from the ‘80s are being used in today’s media to appeal to that sense of nostalgia.

Movies like “It Follows” (2014) notably have used a sort of synthesizer score that John Carpenter is famous for and ‘80s imagery.

Even the popular Netflix show “Stranger Things” has added ‘80s film grain to some episodes post-production, which the show’s creators have referenced in interviews with entertainment media sources like EW.

A different world

Movie-goers may not only be nostalgic for the movies of the ‘80s, but the experience of it as well.

If you frequented the Westown Cinema in Waukesha a few decades ago, chances are you encountered a horde of people smoking in the lobby, employees dressed in tuxedos, a row of kids at payphones calling mom or dad to get a ride home and — for the newest movies — a box



Southtown Cinema, 2906 S. 108th St. in West Allis, in 1983.

Photo courtesy of Marcus Theatres



Photo courtesy of Marcus Theatres

The auditorium at Westown Cinema, 2440 E. Moreland Blvd. in Waukesha, during the summer of 1984.

office line that may have stretched out the door.

Wisialowski, who has been with Marcus Theatres since 1989 and had worked in other theaters even before then, reminisced on how crowd management was much more difficult.

“At Westown, our big house was over 500 seats, so it was a tremendous crowd that would line up to be able to get in and we would call that fill and spill. You would end one show, get those 500 people out the door and have to get in there to clean,” Wisialowski said.

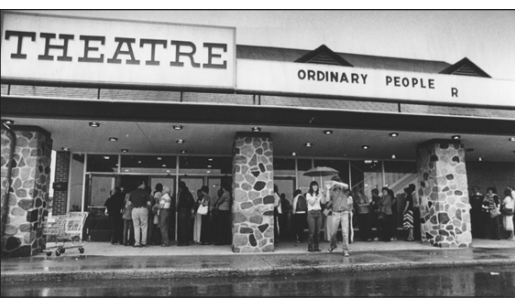
Snacks were much more simple in the ‘80s. It wasn’t until the invention of Turbo

Chef ovens, which can quickly brown foods, that things like pretzels started showing up on menus.

At Westown, a whole popcorn popping station was located in a backroom with two industrial size poppers working all day.

A separate stand was also located in the lobby.

“I used to pop in that popper vending stand to do nothing but give that smell and that steam to the lobby area. It was more salesmanship than it was actual product that we were going to sell because my industrials were all calibrated to pop the perfect popcorn,” Wisialowski said.



The Ruby Isle Theatre in Brookfield in 1980.

Submitted photo

A shared experience

Working in movie theaters since his teenage years, Wisialowski has just about seen it all.

He said the social experience of seeing a movie with a group of people will never go away. In fact, it has caused people to share their life experiences with him over the course of his career.

Most notably, he recalled one experience during the opening weekend of “Schindler’s List.”

During one scene, when a Nazi guard is hung, Wisialowski said a little elderly woman stood up and began clapping.

No one in the auditorium said a word, but after the showing, Wisialowski approached her to thank her and ask her why.

“She said, ‘As powerful as it was for you, I’ll never forget that moment’ and she pulled up her sleeve and she showed me her numbers, having been in one of those camps,” Wisialowski said.

Reader memories

Everyone has a memory of

going to the movie theater as a child.

Kathy True-Bartlett said one of her memories was going to see “Rocky” with her friends at Pix Theater in Waukesha.

“I also remember piling 10 kids in a car and going to 59 outdoor (theater). Kids of today have no clue how much fun we had growing up,” True-Bartlett said.

Gregg Wandsneider said that the rising price of movies and concessions over the years have kept him from being a more frequent movie-goer, but he’s partial to the fact that there are more treats on the menu.

Sharon Shane said she saw the first “Star Wars” movie at the Waukesha Pix and she feels lucky to have grown up with two movie theaters right downtown.

“It was such a thrill but nothing compares to Olivia Newton John in ‘Xanadu’. I would have sat in that theater for hours over and over if I could dreaming about skating, singing and romance just like her,” Shane said.

BACK to the '80s TIMELINE

1980

May 18, 1980 — Mount St. Helens volcano in Washington state explodes, leaving 57 people dead or missing.

June 1, 1980 — Cable News Network (“CNN”) made its debut.

Nov. 4, 1980 — Ronald Reagan, the former Republican governor of California, beats President Jimmy Carter and independent candidate John B. Anderson.

1981

Jan. 20, 1981 — The inauguration of Ronald Reagan as the 40th president of the United States occurs in Washington, D.C. It was followed by the release of the 52 Americans still held hostage in Tehran.

March 30, 1981 — President Ronald Reagan is shot and seriously wounded outside a Washington, D.C. hotel by John W. Hinckley, Jr.; also wounded are White House press secretary James Brady, Secret Service agent Timothy McCarthy and a District of Columbia police officer, Thomas Delahanty. Hinckley was subsequently acquitted by reason of insanity, committed to a mental hospital.

April 12, 1981 — The first launch of the Space Shuttle from Cape Canaveral and the Kennedy Space Center occurs.

Aug. 12, 1981 — A1, The IBM Personal Computer, commonly

known as the IBM PC, is released.

Sept. 21, 1981 — Sandra Day O’Connor is approved unanimously, 99-0, by the United States Senate to become the first female Supreme Court associate justice in history.

Dec. 28, 1981 — Elizabeth Jordan Carr, the first American “test-tube” baby, is born in Norfolk, Va.

1982

Jan. 8, 1982 — American Telephone and Telegraph settle the Justice Department’s antitrust lawsuit against it by agreeing to divest itself of the 22 Bell System companies.

Oct. 20, 1982 — The St. Louis Cardinals beat the Milwaukee Brewers 6-3 in the decisive Game 7 of the World Series in the Brewers’ only appearance in the Fall Classic.

Nov. 5, 1982 — The highest unemployment rate since 1940 is recorded at 10.4%. By the end of November, over 11 million people would be unemployed.

Nov. 13, 1982 — The Vietnam Veterans Memorial is dedicated in Washington, D.C., bearing the names of more than 58,000 killed or missing in action in the war.

1983

March 23, 1983 — President Reagan first proposes developing technology to intercept incoming enemy missiles, an idea that came to be known as the Strategic Defense Initiative. Dr. Barney Clark, recipient of a Jarvik permanent arti-

ficial heart, dies at the University of Utah Medical Center after 112 days with the device.

April 18, 1983 — Some 63 people, including 17 Americans, are killed at the U.S. Embassy in Beirut, Lebanon, by a suicide bomber.

June 18, 1983 — Astronaut Sally K. Ride becomes America’s first woman in space as she and four colleagues blast off aboard the space shuttle Challenger on a six-day mission.

Oct. 23, 1983 — 241 U.S. service members, most of them Marines, are killed in a suicide truck-bombing at Beirut International Airport in Lebanon; a near-simultaneous attack on French forces killed 58 paratroopers.

Oct. 25, 1983 — The United States invasion of Grenada occurs at the request of the Organization of Eastern Caribbean States to depose the Marxist regime.

1984

July 12, 1984 — Democratic candidate for president Walter Mondale selects Geraldine Ferraro as his vice presidential running mate, the first woman chosen for that position.

Sept. 20, 1984 — The family sitcom “The Cosby Show” and “Who’s the Boss?” premiere on NBC and ABC, respectively.

Nov. 6, 1984 — President Reagan wins re-election over Democratic challenger Walter F. Mondale.

1985

July 13, 1985 — Live Aid, a famine relief concert organized by British artist Bob Geldof and held simultaneously in London and Philadelphia, is seen in 152 countries. The 17-hour concert raised \$70 million for relief efforts in Ethiopia and other African nations.

Sept. 6, 1985 — 31 people aboard a Midwest Express Airlines DC-9 are killed when the Atlanta-bound jetliner crashed just after takeoff from Milwaukee’s Mitchell Field.

Sept. 11, 1985 — Pete Rose breaks Ty Cobb’s record for most career hits in Major League Baseball history. He would be banned from baseball in 1989 for gambling, thus making him ineligible for election into the Baseball Hall of Fame in Cooperstown, New York.

Nov. 13, 1985 — Some 23,000 residents of Armero, Colombia, die when a volcanic mudslide buries the city.

Nov. 19, 1985 — The first meeting in six years between the leaders of the Soviet Union and the United States occurs when Mikhail Gorbachev and Ronald Reagan engage in a five-hour summit conference in Geneva, Switzerland.

Nov. 20, 1985 — The first version of Microsoft’s Windows operating system, Windows 1.0, is released.

1986

Jan. 20, 1986 — Martin Luther King Day is officially observed for the first time as a federal holiday in the United States.

Jan. 28, 1986 — The Challenger Space Shuttle explodes after lift-off at Cape Canaveral, Florida, killing the seven astronauts aboard, including Christa McAuliffe, a New Hampshire school teacher.

May 25, 1986 — Five million people make a human chain across the United States in the Hands Across America campaign to fight hunger and homelessness.

Nov. 3, 1986 — The first report-

ing of the Iran-Contra affair, diverting money from arm sales to Iran to fund Nicaraguan contra rebels, begins the largest crisis in the Reagan tenure.

1987

Jan. 8, 1987 — For the first time, the Dow Jones industrial average closed above 2,000.

June 12, 1987 — President Reagan, during a visit to the divided German city of Berlin, exhorted Soviet leader Mikhail S. Gorbachev to “tear down this wall.”

Aug. 12, 1987 — Near the end of hearings into the Iran-Contra affair, President Reagan admits to a policy that went astray, but denied knowledge of the diversion of funds to the Nicaraguan Contras.

Oct. 19, 1987 — The stock market crash known as Black Monday occurs on the New York Stock Exchange, recording a record 22.6% drop in one day. Stock markets around the world would mirror the crash with drops of their own.

Oct. 23, 1987 — President Reagan’s nominee to the Supreme Court, Robert Bork, is rejected by the U.S. Senate, 58-42, in the largest margin of rejection for the role in history.

Nov. 5, 1987 — Supreme Court nominee Douglas H. Ginsburg admits using marijuana in the 1960s and ‘70s, calling it a mistake. (Ginsburg ended up withdrawing his nomination.)

1988

Feb. 3, 1988 — The United States House of Representatives rejects the request of President Reagan for \$36.25 million to fund the Nicaraguan Contras.

March 24, 1988 — Former national security aides Oliver L. North and John M. Poindexter and businessmen Richard V. Secord and Albert Hakim plead guilty to charges stemming from the Iran-Contra affair. (North and Poindexter were convicted, but had their ver-

dicts thrown out; Secord and Hakim received probation after each pleaded guilty to a single count under a plea bargain.)

April 18, 1988 — An Israeli court convicts John Demjanjuk, a retired auto worker from Cleveland, of committing war crimes at the Treblinka death camp in Nazi-occupied Poland. (However, Israel’s Supreme Court later overturned Demjanjuk’s conviction.)

May 4, 1988 — The deadline for amnesty application by illegal aliens is met by 1.4 million applications. It is estimated that 71% of those who applied had entered the United States from Mexico.

Nov. 8, 1988 — Vice president under Ronald Reagan, George Herbert Walker Bush, claims victory in the presidential election over Democratic Massachusetts Gov. Michael S. Dukakis.

1989

Jan. 11, 1989 — Nine days before leaving the White House, President Ronald Reagan bids the nation farewell in a prime-time address, saying: “We meant to change a nation and instead we changed a world.”

March 24, 1989 — The supertanker Exxon Valdez runs aground on a reef in Alaska’s Prince William Sound and begins leaking an estimated 11 million gallons of crude oil.

Oct. 17, 1989 — An earthquake measuring 7.1 on the Richter scale strikes northern California, killing 63 people and causing \$6 billion worth of damage.

Nov. 1, 1989 — East Germany reopens its border with Czechoslovakia, prompting tens of thousands of refugees to flee to the West.

Nov. 9, 1989 — The Berlin Wall, after 38 years of restricting traffic between the East and West German sides of the city, begins to crumble when German citizens are allowed to travel freely between East and West Germany for the first time.

1980s fashions return

Trends included power suits, acid-washed jeans and punk attitude

By Katherine Beck
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Love it or hate it, the '80s had a sense of style unlike any decade before or since, although many fashion pieces such as acid-washed, high-waisted jeans, fanny packs, and ruffled blouses are returning to wardrobes.

Last month, Southern Living magazine posted a story highlighting more than a dozen clothing items beloved in the 1980s and finding new popularity in 2019.

"The 1980s are remembered as one of the most questionable (but daring!) decades in fashion history. From shoulder pads and oversized blazers to ruffles and the doorknocker earrings, it seems like everything was big in the '80s. And don't even get us started on the beauty trends of the '80s. Even though some of the looks should never resurface (ahem - hair crimpers, bless your hearts), many fashion trends are actually back in style today," reads the article by Mary Shannon Wells.

"Whether you're surprised, excited, or horrified, '80s fashion has made its way to the 21st century. Luckily, most of the trends that have found their way back to the racks are toned-down versions of the originals."

Even Seventeen magazine, is promoting how teenagers and young adults of today can incorporate "old school" lightweight nylon jackets and jelly sandals from the "like, totally awesome decade" into their day-to-day outfits.

For Donna Ricco, executive fellow of fashion for the Mount Mary University School of Art and Design, the 1980s were an excellent time to be involved in the fashion industry.

She graduated in 1981 from Mount Mary University and headed to New York City to launch her career as a women's fashion designer. Her dresses would eventually grace the pages of Glamour and Cosmopolitan, as well as be worn by Michelle Obama in 2008.

Ricco's focus was on dresses - and the women of the 1980s loved a beautiful dress, especially ones with padded shoulders that created a strong silhouette.



Submitted photo

Donna Ricco works on her dress designs in the 1980s.

BACK to the '80s

Influencers

Both pop culture and politics influenced the design of dresses during that decade, Ricco said.

She cited conservative and strong political women such as then-British Prime Minister Margaret Thatcher and the powerful female TV characters like Christal and Alexis of "Dynasty" as influencing the power suit and the sharp, strong silhouette of the 1980s.

"Women were starting to come to the forefront of the politics in the 1980s," Ricco said.

The female silhouette was defined in the 1980s by strong shoulders, often emphasized with shoulder pads and big sleeves, and a small waist.

Ricco's dress line reflected those pop culture influences, as well as responded to the fact that more women were working and wanted to look professional.

"I sold dresses and many of the dresses were daytime dresses that had a strong shoulder, had a simple silhouette," she said.

But, not all females of the 1980s were looking to capture that powerful look. There were other celebrities making their mark on the fashion industry, such as Madonna, Billy Idol and Joan Jett.



Submitted photo

Donna Ricco made her mark in the fashion industry by launching a line of dresses in the 1980s.

"On the other side, was the rebellion, there was the punk, the punk rockers. People who really wanted to rebel against that conservatism," Ricco said. "They were almost dressing for war; they had spikey shoes and spiked hair."

The emergence of MTV added a significant visual effect for fashion in the 1980s.

"They were exposed to that from MTV," Ricco said. "They had a visual to who was making it, instead of just hearing it."

Michael Jackson's sense of style got both men and women buying short, edgy jackets (a la the music videos "Bad" and "Thriller") and embellishments, like chords and sequins.

"That was really exciting to have access to so many visuals. That was also helped with the invention of the Web. All of a sudden people could access so

much information," Ricco said.

New needs

The role of women was changing in the 1980s. Fewer women were stay-at-home moms and were joining the workforce in increasing numbers.

While women's sportswear was introduced in the 1970s, it really flourished in the 1980s, Ricco said.

As women became more active and took on more roles, they also got more into physical fitness and soon fashion designers were making leg warmers (remember "Flashdance"), leotards ("Let's Get Physical" by Olivia Newton-John) and track suits.

Fabrics that were introduced around that time period also aided in new kinds of clothing, such as the first woven stretch pants for men and women, Ricco said.

Stretch was a big part of fashion in the 1980s and has led to the ability to create yoga pants that are worn everywhere by women now.

A Christmas 1984 JC Penney catalogue shows a variety of fabrics — from colorful polyester dresses to quilted country-style pajamas.

Men's fashions

There were many fashion trends men in the 1980s also followed, from the rocker look with long hair and torn jeans and a T-shirt to preppy epitomized with pastel-colored polos and sweaters draped around shoulders.

Men's Fashion Magazine said pop culture was a big influencer for the males in the '80s.

"The look that often ruled the 80's was often cool and casual. 'Miami Vice' was a popular TV series at the time and men liked to follow the style of Don Johnson and Phillip Michael Thomas. This kind of style consisted of casual T-shirts under designer jackets, suits in pastel and bright colours. Loafers and boat shoes were popular at the time and were often worn without socks; also it was the style to wear your sleeves pushed up and your jackets open," reads the article.

While there are several articles online about men's fashion in the 1980s, the resurgence of it in today's fashion has not been as significant.

New market

While people who wore the high-waisted jeans and power suits of the 1980s may be averse to wearing the styles again, their daughters and granddaughters are likely embracing items from their closets.

"I think it's more for a younger customer who has never worn it before; it's new to her," Ricco said of the resurgence of 1980s fashions. "They say if you have worn it before you should never wear it again."

Ricco also believes that "new fashion thrives when it is based on something historical."

Through the decades, the most-wearable fashion draws from the past, she said. Also driving the resurgence of '80s fashions is that celebrities have embraced the look.



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Malls

From Page 1A

were fabulous. I enjoyed the food court in the late 1980s."

As an employee of a Brookfield Square retailer in the 1980s, Meisekoth also recalled what life at the mall was like in the time period. During this era, Meisekoth said the mall for a time had the second-largest Sears in the U.S.

"I worked there when I was in high school. Sears was completely remodeled in the 1980s," Meisekoth said. "Brookfield Square had cake decorating contests. The malls were incredible."

While the selection of retailers, at times, overlapped or was similar from one mall to the next, West Milwaukee resident Charlotte Fleischman said each shopping complex had its own unique personality — a trait she said she misses today.

"The experience was different at each mall," Fleischman said. "They had their own specialness, offering different stores, restaurants and the overall look of the mall. The malls today are all the same. Nothing sets them apart from the other."

Waukesha resident Heather White also shared some of her favorite memories of shopping at Brookfield Square as a child. One feature White said she remembers were the small bridges inside that gave shoppers an opportunity to have a glimpse at the fish swimming.

"I miss the arcade inside — so many memories playing video games while my mom shopped for nursing uniforms," White said.

Waukesha resident Gerri Linski said she feels some of what made malls special from this time period has been lost on society today.

"I always thought shopping malls prompted family togetherness. I see that part of our past almost disappearing," Linski said. "So many of my family and friends don't go out to shop anymore because they do online shopping."

I did not appreciate it as a



Photos courtesy of the Waukesha County Historical Society and Museum

Shoppers stroll through Brookfield Square.

kid, but as I reflect personally on malls at their peak popularity through my adult set of eyes, I have to say there were interesting places from a sociological perspective. Sure, they were popular teen hangouts. But they also were places where young adults, middle-aged adults and seniors frequented — especially once mall walking became an actual thing.

It seems the heyday of malls has faded, though I'm not convinced they will all vanish. Brookfield Square, of course, is in the midst of a high-profile makeover — one that could reinvigorate that shared experience through the likes of the just-opened Movie Tavern and Whirly-Ball. And on most days, Mayfair Mall still has a packed parking lot.

So many aspects of our culture seem to go full circle, including the many fashion fads that are best displayed in mall-based clothiers.

When malls were all the rage in the 1980s, their popularity came at the expense of historic downtowns, where many communities grappled with an uncomfortable number of vacancies. This trend also is depicted in the current season of "Stranger Things."

Who knows? Maybe — just maybe — malls again will be the place to shop and socialize in a few decades if people tire of this whole online shopping thing.



An entrance into Brookfield Square mall.



Wisconsin Scale Boating allowed people to play with boats at Brookfield Square mall.



People relax surrounded by plants in Brookfield Square mall in this undated photo.



GONE, BUT NOT FORGOTTEN

These Milwaukee-area mall mainstays were all the rage in the 1980s, but have since gone to the retail graveyard. Some of these brands have gone on to second lives as online-only enterprises, while others continue to line the shelves of other retail shops.

In some instances, these names morphed into other chains as acquisitions and consolidations picked up whatever the outcome, all of these names have disappeared from the corridors of malls across the U.S.

Aladdin's Castle
B. Dalton Bookstore
Babbage's
Boston Store
Camelot Music
Casual Corner
Chess King
CompUSA
Contempo Casuals
County Seat
Deb
Fashion Bug
Gadzooks
Gimbels
Harvest House Cafeteria
K-B Toys
Kinney Shoes
Lechters Housewares
The Limited
Marshall Field's
Merry-Go-Round
Musicland
Sam Goody
Structure
Tape World
Thom McAn
Waldenbooks
Wick 'N' Sticks
Woolworth



Submitted photo

Since it opened in April 2017, BelAir Cantina's location in The Corners in the Town of Brookfield has experienced significant success and plans an expansion.

BelAir Cantina to expand Town of Brookfield location

TOWN OF BROOKFIELD — A planned 3,000-square-foot addition to the BelAir Cantina Restaurant in The Corners will provide a new bar and dining experience, as well as more outdoor seating.

Once completed, the restaurant will be 8,150 square feet, with indoor seating for up to 230.

BelAir Cantina was the first dining establishment to join The Corners and has seen significant success since it opened in April 2017, according to the announcement.

“We knew from the beginning that BelAir would be the perfect fit for our town center. They have a popular and vibrant brand which brings a sense of fun and great value,” said Robert Gould, vice

president of US Operations at IM Properties. “BelAir, with their location on Market Square, has been integral in helping us create a sense of community for our visitors, and this expansion is a reflection of the customer support they have received. We’re thrilled to continue this wonderful partnership.”

The expansion will feature a refreshed design that will include a larger, indoor/outdoor bar, private dining room for large parties and banquets, as well as additional seating.

“It’s been exciting to be a part of The Corners since the beginning, and we’ve been thrilled with the warm reception we’ve received from the Town of Brookfield and western suburban area,” said

Kristyn Eitel, partner of BelAir Cantina Brookfield, Inc. “Since our opening two years ago, we’ve watched The Corners grow into a vibrant community space, and we’re thrilled to grow our presence at the town center.”

Construction for the expansion is slated to begin early in the new year, with completion planned for early spring 2020. The restaurant expects minimal disruption during the construction process.

BelAir Cantina, a Mexican-fusion restaurant, opened its first location on Milwaukee’s east side in 2010. BelAir currently has 6 restaurants between Milwaukee, Wauwatosa, Town of Brookfield, Oak Creek and Madison.

Le Macaron to open first Wisconsin store in The Corners

French pastry shop will open in spring

TOWN OF BROOKFIELD — Francophiles and pastry lovers rejoice (although that’s often one and the same). French patisserie Le Macaron will open its first Wisconsin location at The Corners of Brookfield in spring 2020.

The 1,031-square-foot restaurant will be located in between DAVIDsTEA and Scout & Molly’s on High Street and will serve a variety of signature French pastries and treats, including macarons, cakes and gelato.

“Le Macaron, with its unique product line and trendy boutique aesthetic, is the perfect addition to our vibrant town center,” said Robert Gould, vice president of US Operations at IM Properties, in a statement. “We are thrilled to bring yet another first-to-Wisconsin tenant to this community.”



Submitted photo

Macarons will be offered in traditional and nontraditional flavors, such as mango and bubble gum, at Le Macaron when it opens in The Corners of Brookfield this spring.

The Le Macaron menu includes handcrafted macarons, available in 20 flavors, gourmet chocolates, creamy French gelato, European-style coffees, classic Fresh pastries and homemade candies.

The pastry shop will feature a modern European design with seating for 14 customers.

“We are excited to open our first Wisconsin location at The Corners of Brookfield,” said Malory

Guyony, owner of Le Macaron. “Our pastry shop will bring a European oasis to the area and we can’t wait to serve our new community members next year.”

Some of the macaron flavors are less than traditional, including bubble gum, strawberry-key lime and mango.

Other Le Macaron locations are scattered around the U.S., with the closest in Chicago.

Hallquist running for Brookfield alderman

BROOKFIELD — Mike Hallquist announced his candidacy for Brookfield alderman in District 4, saying he will campaign on a platform of “common sense economic and community development,” “beautiful parks and community spaces,” “protecting Brookfield’s first-class services,” and “transparent and open government.”

Hallquist is an enterprise data architect at GE Healthcare.

“Local government must be transparent and open. It’s not about me. It’s about what we build together. Everyone should have a voice in the direction of their community. If elected, I will make sure that my constituents are informed



Hallquist

grew up in Hartland and now lives in Brookfield with his wife, Amanda, who is a nurse practitioner.

“When looking for our first home,” Hallquist said “our family chose Brookfield because of its first-class public schools, ideal location, and great parks.” He has two young children.

In his announcement, Hallquist said he believes in

and aware of what is being discussed so their voices can be heard before a decision is voted on,” he said in his announcement.

common sense economic development and that Brookfield needs to be fiscally responsible when providing incentives to attract businesses.

Hallquist has been an active volunteer for Milwaukee Homeless Veterans Initiative, Diverse & Resilient, which addresses domestic violence, teen pregnancy prevention and LGBTQ advocacy, and Waukesha County Drug Free Communities Coalition & Elevate.

Hallquist completed his undergraduate degree at the University of Wisconsin-Milwaukee, and his master’s degree at the University of Southern California. The local election will be April 7.

Cutting through the haze

Brookfield ordinance aimed at curbing youth vaping

By Dave Fidlin
Special to The Freeman

BROOKFIELD — Municipal decision-makers in the city are hoping to remove any haziness about the dos and don’ts of vaping in the community. Minors possessing a device could face stiff penalties, based on a recent decision.

The new municipal ordinance gives law enforcement the authority to issue citations of up to \$1,000 to anyone found selling a vaping device to anyone under age 18. Minors found in possession of any vaping products, meanwhile, can face fines of up to \$500 per offense.

The plans in motion, which were finalized last month, carry stiffer penalties than those for traditional cigarettes, which are capped at \$100 per offense for minors in possession of tobacco.

City Attorney Jenna Merten said state statute dictates the threshold municipalities have in citing minors in cigarette offenses. The same is not true at the moment of vaping products — which include e-cigarettes, e-hookahs and e-pipes — where municipalities are left to enact their own legal provisions.

The city’s fines for minors’ possession of vaping products also mirror the dollar amounts of offenses related

to drug paraphernalia.

The Common Council’s decision to give the Brookfield Police Department greater authority in enforcing vaping offenses comes when a fresh round of concerns about vaping products and their long-term effects has arisen.

The Elmbrook School District is in the midst of a widespread campaign this fall, sharing with parents and students alike the potential dangers of vaping.

In a video on vaping resources on the district’s website, Tanya Fredrich, director of student services, attempts to clear up some of the confusion surrounding the still relatively new trend of using such products.

“Vaping is different than smoking traditional cigarettes,” Fredrich said. “There’s no tobacco involved, and there is a considerable variation in the nature and the ingredients in the vape juices. Vape juices have an increased amount of nicotine and other unknown toxins, and there is no current federal oversight on the manufacturing of these juices.”

Fredrich and others within the district have used the campaign to share with parents and students the potential concerns of adopting addictive behaviors at adolescence through vaping,

potentially using it as a gateway toward nicotine and other drugs.

When council members wrangled over the amount the city should fine for vaping-related offenses at a meeting last month, Alderman Jeff McCarthy referenced Elmbrook’s resources and said he was alarmed by what he learned.

“If you think this isn’t drug paraphernalia, you’re wrong. It is,” McCarthy said. “It’s absolutely a huge problem.”

While there has been widespread support on the council this fall for cracking down on vaping, not every alderman supported the fines — particularly the \$500 penalty on minors found in possession of the products.

“This is probably a very substantial amount of their income,” Alderman Christopher Blackburn said. “I know we have to set a number, but I’m really concerned with that number. I’m not comfortable with \$500.”

While the amount fined can be up to \$500 with the new ordinance in place, Alderman Gary Mahkorn said the municipal judge does have the authority to look at each offense on a case-by-case basis and make other determinations, including potentially lowering the amount.

Elmbrook School Board president

Wilson not seeking re-election

By Ashley Haynes
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262-513-2681

BROOKFIELD — After a decade of serving the Elmbrook School District community, School Board President Kathryn Wilson has announced she will not seek re-election to her at-large seat.

“I just felt that I couldn’t give the job the same intensity that it deserves for another three years. It’s a passion more than a job. I just think it’s time to pass the torch,” Wilson said.

She said some of the things she has been most proud of over her decade-long tenure include the

board moving toward science-based reading instruction methods, the hire of Superintendent Mark Hansen and the positive influence he’s had on the district, and the overall professionalism of the district.

“I don’t know if proud is the word, but I’m very happy to have met and worked with the wonderful people I have,” Wilson said.

When it comes to those who may be looking to fill Wilson’s seat next year, she said the most important thing for a board member to do is to remain open-minded and try to learn as much as you can about district-related issues.

She added attending a few

meetings in person can’t hurt.

“We really get wonderful students and our families are supportive. Our kids have good manners, they’re just a pleasure to deal with, so there’s that strong base that they get from their families. Our teachers are resourceful and intelligent and very professional, and then we have the support of our community at large,” Wilson said.

Wilson’s term expires in April.

A board candidate informational meeting will be held Dec. 10 from 4:45 p.m. to 5:45pm in Room 133 of the District Office, 13780 Hope St.

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'80s rewind: A ‘Thriller’ of a decade

Music from the era remains timeless, spans generations

By Brian Huber
bhuber@conley.net.com
262-513-2674

WAUKESHA — As Bob Seger once said, we still like that old-time rock 'n' roll, in a song that by now qualifies as ... old-time rock 'n' roll.

Music in general can be both timeless and time traveler: It takes us back to distinct times and places, the soundtrack of our lives, with each generation linking sounds to events and memories both good and bad, and the '80s catalog is no different.

The decade saw the death of John Lennon and of Led Zeppelin at the end of its first year and was ushered out by the likes of Paula Abdul, Sinead O'Connor and the New Kids on the Block. But in between, Michael Jackson reigned as the King of Pop, Madonna went from the top of the charts to the Penthouse, Prince set us up for a then-distant 1999, disco finally died, rap went from the streets to Main Street America, break dancing came and went, new grungy sounds started coming out of Seattle, and music does what it always does: evolved into new directions.

But what is it about the music of the 1980s that it stays with us?

“That’s a research project in itself,” said Christopher Guse, associate professor of sound and scenic production at the University of Wisconsin-Milwaukee. In addition to his academic career, Guse is in a band, Rocket Cat, and another with many of the same members, Mix Tape, which focuses on songs from the 1980s. “And in fact, Mix Tape is a research project, part of my university research, to find out why these pieces of music resonate. I think if you look at other groups of music that do this, gathering data and finding out why this is, something that is in the process right now and I’m working on it, it’s not just the ‘80s. There’s music in the late ‘50s and early ‘60s that everybody knows the words to even if you’re 12 years old, and there’s music in the ‘20s that everybody knows as well. I know that if I put these pieces of music in front of somebody, I know that I am going to evoke a feeling of familiarity or comfort. ...

“I think in general the music of the ‘80s ... is very positive. It’s optimistic in lyrical content as well.”

Part of that might be generational — the music of a generation’s formative years — but Guse believes there more to it than just that.

“It’s a little bit of a perfect storm going on. I’m getting into theories. I don’t have the data yet. But I think what goes on with the ‘80s here, we take a look at my age group, our age group, where people are, their kids are moving off to college, they’re getting more freedom in their life, all of a sudden, let’s go out to the club and we can, which for 18 years previous to that we couldn’t. So I think there’s a group of people that are thirsty for that, and they don’t want to go out at mid-

night, either. But then you look ahead at my folks in their ‘70s, they know all these songs, too. Now, they know all these songs probably because when I was in high school they got a big dose of them.”

But he’s also finding that popular music hits its highest notes along with the times.

“If you match that up with what was happening geopolitically and the associated economic points of the ‘80s and go to the late ‘50s and go to the ‘20s before that, they are all times with little bumps there (boom times). I think if you match that up with this music that generally felt positive — even though 99 Red Balloons — totally a nuclear war song — and most of this is all sexual innuendo — in the ‘80s you were seeing a downturn of the Cold War was ending, the economy was doing well.”

It didn’t hurt that much of it had a happy, upbeat tempo, felt positive, and was mildly suggestive or more so, he said.

“I think definitely a part of it is the main target demographic is becoming available and they might have a little more disposable income right now. But economically things are a little rough, the geopolitical situation is really rough right now, so to relive it a little bit and have that release is important to go back to when we were all wearing pink all the time. That was good. It’s reminiscing. I also think that the songs really hold up surprisingly well. In a lot of cases it seems like they were one-offs and throwaways and sort of not much but as soon as you start digging into them there’s a huge amount of craft going on.”

A partial set list from a September Mix Tape show will demonstrate the tone, and show why the music of the decade remains pretty rad: “One Way or Another,” “We Got the Beat,” “Rock Lobster,” “Mickey,” “99 Red Balloons,” “Walk Like an Egyptian,” “Don’t You Forget About Me” “Kids in America,” “Drive,” “Safety Dance,” “Everybody Wants to Rule the World,” “1999,” “Material Girl,” “Your Love,” and “Jesse’s Girl.”

“The biggies ... are the songs we’d call the big party songs,” Guse said. “‘Take on Me’ is always huge. ‘Down Under’ gets a favorable reaction. One song, a huge hit for us which we haven’t quite nailed, is ‘Burning Down the House.’ ... We’re having to dissect these songs because we go into every nook and cranny of their crafting and they are much more complex and much more nuanced in general, not all of them, than what you would ever believe. What I think will take me five minutes to learn I’ll see on YouTube 15 guys playing it 15 different ways.”

Lips ink

One man with a front-row seat to the '80s music scene was Mukwonago’s Jim “Lips” LaBelle, who worked at WKTI for 26 years, one month and one day. Now retired and still involved in music by singing with the Bel Canto Chorus,

Milwaukee Chamber Choir, and his church choir, LaBelle said the '80s saw the spread of niche formatting on radio. Back in the '50s, there was typically a rock 'n' roll station and a dance band-type station and a news station, but by the '80s, various subgenres of music got more and more attention and found a home on the airwaves.

Milwaukee had a top 40 station trying to get the younger demographic under 25, then stations like WKTI were more of adult top 40 geared toward women 25-54, stations like WQFM going for men of the same age range, and classic rock on WKLB for those who disliked contemporary music and preferred the sounds of the '60s and '70s. That trend has continued with music further subdividing — even country music has lines between “traditional” and “modern,” he said.



LaBelle

radio perspective, all those different genres gave more artists room to grow into a specific type of music that would fit on these radio stations. So you would have a Rick Astley, a Michael Jackson, a group like A-Ha more on the pop side of things, but then you had The Police and Queen and U2 leaning a little more towards the album rock type of station,” he said. “It was a great decade of artists. I mean, Michael Jackson probably leading the way, Madonna, Lionel Richie was reaching his height, Bon Jovi, Whitney Houston, all these different stars and they were all touring. I think at the time MTV was also playing videos, so that was also giving all these artists another medium to represent themselves in other than just radio. ... And then you had all these artists touring, and production values and shows were improving as technology improved and so it was eking its way into more and more parts of life — then you had TV shows unrelated to music using songs from the '80s so it was a big ball rolling down the mountain.”

Plus, artists made songs that could cross over genres, so an artist like The Police could be heard on a top 40 station, an AOR station, and adult top 40 station, exposing them to more people, and more sales, LaBelle said. From the business side of it, instead of one big pie of ad dollars, certain companies wanted women 25-54 in stores, teens in stores, more men in stores — retail was becoming more niche in those days too, so those were businesses radio staff sought out to advertise.

“It started to become a lifestyle, not only the music you like, but also advertisers, where people who listened to that station would want to go and want to get products from,” he said. “You can even see it through today. Things are more personalized with Google tracking your every move, putting individualized ads for you on Google. Facebook does the same thing. Twitter, blah blah blah, always trying to put a product out there for you to buy linked with the entertainment that would keep you enthralled to get the advertising com-



Brian Huber/Freeman Staff

Christopher Guse, associate professor of sound and scenic production at the University of Wisconsin-Milwaukee, is seen in his office recently. He and his band Rocket Cat launched into a side project called Mix Tape, which specializes in '80s covers. He said the peppy, poppy sounds of the era are more than simple nostalgia — they reflect a generally improving national mood and overall better economic times seen in that decade.

ing your way.”

I want my MTV

Music and the visual element actually pair naturally — the History channel traces such acts back to Thomas Edison in 1895 — but the coupling moved the culture once TVs landed in homes across America — think Elvis being shown only above the waist or the Beatles on Ed Sullivan. The same holds just as true for the MTV generation, with videos driving sales and sales driving videos, and a new wave of bands elevating the video to an art form in itself. Certainly, Michael Jackson’s epic “Thriller” video premiere was must-see TV.

Guse recalls rushing home from school to turn on a local channel to watch videos, and remembered the impact of seeing one of his favorite bands, Rush, in his living room.

“I’ve been listening to this band for years. All of a sudden it put a personality behind what was very close to you,” he said. “And guys like Duran Duran blew this out of the water because they were very much focused. They’re a guitar-based rock ‘n’ roll band back in the day for sure, even though people would say what, a guitar-heavy rock ‘n’ roll band that would start out with this dance beat, this disco kind of thing going on, and then they understood fashion and they understood cultural influence of art and graphics and stuff like that and basically embodied the ‘80s movement as far as the new wave. ...

“It had this striking graphic to it and then everybody else jumped on that bandwagon. And then you had the bands that were legacies like Journey, Loverboy, the harder edge of pop music and they were concert shots; it was just a band playing, but then you had Duran Duran, Kim Wilde and eventually A-Ha with ‘Take on Me.’”

The live scene

Larry Maddison and his Waukesha-area band Nostalgia have been performing since the mid-’70s. Although much of its repertoire is focused on music from the

Top Selling Albums of the 1980s

- 1.) Michael Jackson, “Thriller,” 1982, 29 million
- 2.) AC/DC, “Back in Black,” 1980, 19.1 million
- 3.) Bruce Springsteen, “Born in the U.S.A.,” 1984, 15.9 million
- 4.) Guns n’ Roses, “Appetite for Destruction,” 1987, 15.6 million
- 5.) Whitney Houston, “Whitney Houston,” 1985, 14.2 million
- 6.) Phil Collins, “No Jacket Required,” 1985, 13.8 million
- 7.) Prince and The Revolution, “Purple Rain,” 1984, 13.6 million
- 8.) Bruce Springsteen & The E Street Band, “Live/1975-85,” 13.1 million
- 9.) Dire Straits, “Brothers in Arms,” 1985, 12.9 million
- 10.) Bon Jovi, “Slippery When Wet,” 1986, 12.9 million

Source: https://rateyourmusic.com/list/abyss89/the_100_biggest_selling_albums_of_the_80s_usa/

’60s and ’70s — some ’80s standards like “Old Time Rock ‘n’ Roll” and “Walk of Life” draw strong audience reactions — he said one thing remains constant: “Our goal all the time we’ve been playing is to make people dance.”

But something that has changed is room to play, as in venues. The band still plays Friday Night Live, various other shows and will be ringing in 2020 at longtime stomping grounds Foxx View Lanes, but the local scene isn’t what it was then.

“There was pretty much a place to play four, five nights a week here in town at that time. If you look around town now, it’s pretty sad. ... The music venue in town I believe has definitely dried up unless you’re a smaller band than us. That has a lot to do with the change in drunk driving laws. That changed a lot of stuff. Nobody wants to spend the night in jail. In the ‘70s you didn’t really worry about getting pulled over. After the gig we’d leave and it was like rush hour on the road there was that many cars. Now I leave and there’s nobody on the roads.”

Maddison recalled other venues of the past, like a place on Main Street that is now a tattoo parlor but was once the Lighthouse on Main Street. “Thursday, Friday, Saturday nights we’d play there. Wednesday night the same week we might be at the Knights of Columbus Hall,” he said. He recalled the Livery on Williams Street next to Club 400, Mad Scientist at St. Paul Avenue and Madison Street was Dino’s years ago, the Red Rooster and Black Caesar on Watertown Plank Road, and the Jolly Fisherman on Pewaukee Lake, now con-

dos. He also remembers playing the Waukesha County Fair when the BoDeans were watching from the crowd before going big-time, and playing Sunset Bowl for the band’s 40th anniversary in 2016.

“I remember that song. I haven’t heard that in so long. You’re not gonna be quitting, are you?” I heard that every night,” Maddison said. “These are people near my age now, yet my daughters they bring their friends and they have a good time.”

But, time moves on, even if many don’t. LaBelle said things like Pandora and satellite radio — XM/Sirius offers the ‘50s on channel 5, ‘60s on 6, ‘70s on 7, ‘80s on 8, ‘90s on 9 and has channels devoted to the Beatles and Elvis — segregate music into what one likes.

“Unfortunately that doesn’t expand people’s world view of music very well. If you get stuck in ‘I only like to listen to this and I only like these handful of artists and that’s where I want to live the rest of my days musically,’ that’s kind of closed-minded and sad. There’s a lot of newer music out there and people making music in all sorts of genres,” he said.

He referenced his parents, who acted like Elvis was the “anti-Christ” when LaBelle was growing up, but later loved the XM/Sirius channel devoted to his music.

“It’s funny how music, the perspective on artists shifts over time, as what was once rebellion has now become the norm. And then you have to have a different kind of rebellion to rebel against the new norm,” he said. “It just keeps going on as we keep creating new generations of people and they each want to have their own identity.”





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Drug Take Back program collects over 5,000 pounds

WAUKESHA — During the Oct. 26 Prescription Drug Take Back Collection, 5,639.7 pounds of items were collected in Waukesha County.

The Waukesha County Sheriff's Office teamed up with the Wisconsin Department of Justice as well as the cities of Delafield, Muskego, New Berlin, Pewaukee, Oconomowoc and Waukesha, villages of Butler, Eagle, Hartland, Menomonee Falls, Mukwonago, Pewaukee, Sussex, North Prairie, Summit, and Town of Brookfield at collections sites around the county. The event also provided an opportunity for law enforcement agencies to safely dispose of accumulated, unwanted, and unused prescription drugs collected in drop boxes.

The main focus of the event was to remove potentially dangerous pharmaceutical substances from our state's medicine cabinets and prevent them from going into our water supply. The event also brought attention to the dangers of pharmaceutical controlled substance abuse.

"Understanding and appreciating the importance of these efforts, Waukesha County Sheriff's Office resources were dedicated to be direct contributors in the packaging, collection, and eventual disposal of substances collected during the take-back initiative throughout Waukesha County and the state of Wisconsin," according to the announcement.

Waukesha collected the most with 828.4 pounds of prescription drugs.

The Waukesha County collection results are as follows in pounds:

- Delafield, 127.8
- Town of Brookfield, 374
- Menomonee Falls, 324
- Muskego, 557.6
- Butler, 67.2
- Mukwonago, 230.8
- New Berlin, 779.6
- Eagle, 22.0
- Pewaukee, 403.4
- Oconomowoc, 350.4
- Waukesha Co. Sheriff, 366.9
- Sussex, 415.4
- Waukesha, 828.4
- City of Pewaukee, 267.8
- Hartland, 501.2
- North Prairie, 52.8
- Summit, 18.2



Photo by John Trogila

Pictured from left are: Don Ralfs, Kiwanis Pill Bottle Program chairman; Tom Wilke, Bread of Healing Clinic pharmacist; Cecilia Hawley, Harwood Place contributor; Sharon Braun, chairperson Harwood Place Smart Living Committee; and Phyllis Spencer, Harwood Place Smart Living Committee member.

Elm Grove Kiwanis club partners on prescription collection

ELM GROVE — Millions of unneeded prescription medications are disposed of each year. Responsible disposal of unused medicine is a problem and many go into the sewer or garbage collection systems. At the same time patients with no insurance cannot afford needed health care.

Locally, Smart Living Committee hosts semi-annual pill donation events where thousands of pills are collected in partnership with the Elm Grove Kiwanis Club.

The Lutheran Home Harwood Place Assisted Living facility in Wauwatosa is a strong contributor of unused medicine.

Sharon Braun, chairperson of Smart Living Committee, hosts semi-annual pill donation events where thousands of pills are collected in partnership with the Elm Grove Kiwanis Club.

They work with Bread of Healing Clinics in Milwaukee which serves patients with no insurance and who cannot afford needed health care. The clinics accept unused pills which are evaluated and certified by a licensed pharmacist for reissue to fill prescriptions issued by the clinic medical staff.

"We are happy to help Kiwanis and the Bread of Healing Clinics with this great volunteer program," Braun said.

The Elm Grove Kiwanis Golden K Club supports the clinics in collecting unused medications. The club of about 65 members committed to community service meets each Friday morning at St. Mary's Church Senior Center in Elm Grove. Unused medications in their original container with the patient name blacked out may be dropped off from 8:30 a.m. to 10:30 a.m. on Fridays.

Major joins ActionCOACH as certified business coach

BROOKFIELD — Nancy Major recently joined ActionCOACH of Brookfield as a certified business coach.

She has 10 years of ActionCOACH education/training. Her strengths include leadership development, executive coaching, team building, business acceleration, strategic growth and change management, according to the announcement.

"We are ecstatic to have Nancy join the team and be part of our journey. Nancy has been on both sides of the desk — as a coaching client and as a coach. We're excited for all the great things we're going to accomplish together. This is going to take us to the next level," said Todd Ruedt, business coach, and owner of ActionCOACH of Brookfield.

Major most recently was the CEO and executive director of Variety-The Children's Network, which has year-round programs that provide activities, social outings and events to promote inclusivity, diversity and accessibility for low-income families.



Major

Brookfield Academy seeks Plan Commission feedback on proposed projects

By Ashley Haynes
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BROOKFIELD — Brookfield Academy leadership is seeking guidance from the city Plan Commission regarding construction projects that are being considered, including a building addition and the possibility of converting Liberty Hall into a fine arts performance and education facility, commission documents show.

Additional parking lots are also being considered.

"We are working on a five-year strategic plan for the school and the results of those plans will be affirmed in early 2020," said Director of Marketing Marie O'Brien.

She explained that these projects were brought forward to the Plan Commission as Brookfield Academy is in an "exploratory stage of considering future projects."

"This is a preliminary step in a long process to even become a reality," O'Brien said.

According to Plan Commission documents, the building addition being considered would be situated between Constitution Hall, 3460 N. Brookfield Road, and Independence Hall, 3464 N. Brookfield Road.

The two-story, approximately 16,250-square-foot addition would join both buildings, provide new classrooms, a computer lab, and a library for its elementary students.

Liberty Hall, 3240 N. Brookfield Road, could be remodeled to include a 442-seat theater surrounded by up to a dozen classrooms.

This would also create a need for additional parking, from 44 stalls to 112 stalls near Liberty Hall. An on-site parking increase with three different off-site parking options for visitors have all been brought forward for Plan Commission examination.

"The Liberty Hall Fine Arts Center will be used primarily for school functions throughout the year with only a handful of parent functions," according to a letter from project architect Brian Griebel.

City staff recommended that Brookfield Academy comply with the enforceable conditions of their previous conditional use ordinances for the site when planning.

City staff also said the parking lot expansion and redesign of Liberty Hall should be more consistent with site development standards. It was also recommended that a solution to parking be found that is not dependent upon the expansion of parking to the north of the high school.

Just Serve

Nationwide program makes volunteering, finding volunteers easy and fulfilling

By Derek Grant
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262-513-2651

WAUKESHA — A nationwide program called Just Serve is making both volunteering and looking for volunteers easy and fulfilling.

The program centers around its website, JustServe.org, but there is also an easy-to-use phone app. One of Just Serve's goals is to bring in more organizations looking for volunteers so the website will grow. It's free to sign up and allows volunteers to quickly search a radius of their given zip code. When volunteers sign up the website goes further, allowing people to customize their profile to fit the program that works best based on their chosen skills and preferred volunteer types. The website also tracks volunteer hours. A useful feature for high school or college students looking to keep track of their volunteer hours.

The main goal of Just Serve is to get people involved in their communities.

"Spending time serving and helping someone is fulfilling," Just Serve representative in Waukesha County Dee Dee Shipley said. "My goal is to make Just Serve a household name."

Shipley, mother of 11 adopted children who is also blind, is an advocate for Just Serve and believes that serving others is vital for communities around the world.

The dedication in Shipley's statement is echoed on Just Serve's website.

"We may not solve world hunger immediately, but we're convinced that by serving with each other in our local communities, we're paving the way for much broader changes. Our individual efforts don't need to be huge. A little bit of change here and a few hours there, but even small efforts quickly add up to make a real difference."

Just Serve is provided as a public service by the Church of Jesus Christ of Latter-day Saints, but the program will never be invasive about being backed by a religious organization, Shipley said.

Bringing in volunteers to help the community is pivotal to Just Serve. It gives families memories that they'll always remember and brings them closer, Shipley said.

"Just give it a try, it's wonderful," Shipley said.

For more information visit JustServe.org.



Darryl Enriquez/Special to The Freeman

County executive signs budget

Waukesha County Executive Paul Farrow, center, prepares to sign the \$319 million county budget for 2020 at his office Nov. 19. With him are, from left, County Board Chairman Paul Decker and county Supervisors Darlene Johnson and James Heinrich.

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Please, have a seat: Antique rocker still soothing family



BARBARA EASH

Antiques Appraised

Q. Can you tell us about this chair that belonged to my husband’s ancestors? We had it re-caned 10 years ago.

— Jeannine, Pewaukee

A. Although some antique rocking chairs are not comfortable, sentimental value often assigns special placement in homes. You have an American Eastlake-style chair that catered to women’s floor-length, bulbous dresses of the late 1900s. The slanted arm braces could receive and support full-skirted garments. The re-caning is particularly good craftsmanship, \$175.

Note: This was an era when a new rocker cost \$5.00. One could order peg posts and “wooden bends” from the catalog. Owners could then convert a straight chair into a rocker for \$.50.

Umbrella stand near perfect

Q. This Roseville pottery had belonged to my husband’s family. It’s too large to be a vase; I really would like to know about it.

— Marilyn, Brookfield

A. Umbrella stands were very common in 19th-century America. The best of waterproofing was an umbrella and pair of galoshes in a downpour! This necessitated umbrella stands in both homes and commercial buildings. Zanesville, Ohio, was known as “Clay City” and the Roseville Pottery Works was one of the leading companies manufacturing both utilitarian and artistic wares. To the disappointment of collectors today, Roseville often lacks company ID marks. This green and brown blending with majolica glaze treatment was popular and one of the best sellers.

Your umbrella stand is in nearly perfect condition. Value is \$260.

Note: Collectors today often use these stately receptacles to exhibit antique walking sticks and canes.

Park your shoes at the door jack

Al from Waukesha brought this 3-foot-tall “boot jack” to the Antique Mall appraisal event. It was used in his family’s Platteville shoe repair shop in the early 20th century. In that era, business advertising usually consisted of storefront tin signs or painted letters on windows and awnings. Items in the category of “trade symbols” are self-explanatory to a particular talent.

Boot jack carvings are usually from the Black For-



est, Germany, and surrounding areas. The inventiveness of the needlepoint pouch (with the boy holding a boot) makes it endearing and an invitation to park your umbrella.

Similar carved examples have sold for \$400 but this has the historical significance from a specific shop. The Historical Society Museum near Platteville might be able to help discover more information.

Have an item for appraisal?

If you have an item you’d like to be appraised, mail entries to Waukesha Antique Shop, 1427 E. Racine Ave., Unit E-2, Waukesha, WI 53186.

Send sharp, well-lit photos of front, back and underside of your item, and measurements are important.

List any known history or even hearsay, length of ownership and all markings, even partial ones. Include your name, address and phone number.

No photos can be returned and no purchase of antiques will occur.

(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.)



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Elizabeth Smart shares life story at WCTC during Sexual Assault Awareness Month

Court says gun site not liable in Brookfield spa shooting

A Waukesha County Sheriff's Department officer arrested a person who shot and killed a man in Brookfield during a mass shooting in October 2017.

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WIAA DIVISION 2 STATE FOOTBALL: Brookfield East 31, Waunakee 30

Spartans hold on at end to defeat Waunakee

Champe falls on ball on final play to secure ‘W’

By Mark Hutchinson
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MADISON — Brookfield East’s 2016 extras became the 2019 stars of the show.

And what a show it was. The Spartans, who were making the second WIAA State Football Championship game appearance in their program’s history, mounted a 28-10 second-quarter lead over Waunakee.

The Warriors didn’t fold, though, and East had to dodge bullet after bullet in the closing minutes to emerge with a heart-pounding 31-30 triumph that wasn’t secured until the very last play.

Waunakee scored a touchdown with eight seconds to play and lined up to attempt a tying extra point. But on the hold for sophomore Aidan Dricoll’s kick, the ball slipped off the kicking block and East junior Hayden Doyle deflected the ball to push the kick right of the goal post.

The Warriors still weren’t finished. They recovered an onside kick at the Spartans’ 48 and ran a gadget play, but a pitchout to the wide receiver went awry and rolled toward Camp Randall Stadium’s west sideline, where 6-foot-5, 300-pound East senior defensive tackle John Champe made a sliding recovery, then slung the ball toward the Wisconsin motion “W” at midfield after time expired.

Minutes later, East coach Ben Farley was handed the program’s second gold ball, and he passed it to his players to display to their classmates and family members.

“Since we were freshmen, we always talked about needing to get back here while we’re still here,” said East senior quarterback/defensive back Sam McGath, who rushed 10 times for 78 yards and a touchdown, completed six of 11 passes for 33 yards and shared the team lead with nine tackles. “We did, and we got it done.

“We really never doubted ourselves. We were confident the whole year. We had a few games that we didn’t win, but we knew that this was the goal in the end. This is what we worked for all offseason. It feels great to get it done.”

Farley was pleased to see his seniors go full circle and

lead the program back to championship status.

“It was an unbelievable game, and it came down to the last second,” Farley said. “We had an opportunity to probably win it much earlier, but that’s a really good football team that we just beat — a tremendous program — and I could not be more proud of our guys and the effort they gave. They never quit.

“We were in adverse situation after adverse situation and never flinched. That shows a lot of testament to our kids’ character. They responded to adversity. We have high-character kids at Brookfield East. Hats off to them. They did an unbelievable job.”

Running back Donovan Hunt wasn’t in the Brookfield East program in 2016, but he seized the opportunity to join his senior classmates in the spotlight Nov. 22. He rushed 31 times for 227 yards and three touchdowns.

“Pressure creates diamonds, and I want to shine,” Hunt said. “It’s just football, though. That’s what it comes down to. No matter where you are, if you block out all the rest of the noise and just play the game, you’ll be fine.”

East created some noise on the opening series of the game. One play after Hunt broke a 34-yard run, McGath found running room on a keeper to his right and sped 44 yards down the west sideline for a touchdown.

Champe wasn’t surprised to see McGath ignite the Spartans.

“Sam’s just the best all-around athlete on the field no matter who we play,” Champe said. “He can play any position, really. His defense was great today, and his offense was great today.

“In every sport he plays, he makes big plays. He’s an incredible athlete.”

Waunakee, which entered the contest with 10 championship game appearances and six state titles on its résumé, answered quickly with a 32-yard touchdown pass from sophomore quarterback Quentin Keene to Cole Mobley less than two minutes later.

East retaliated with a 13-play, 90-yard drive that culminated with a 7-yard TD run by Hunt, who keyed the drive

with a 35-yard run.

“Donovan really just opens everything up as a whole — the passing game and me being able to run the ball,” McGath said. “Our line did a great job of blocking, and he hits the hole hard. He’s fast, and when he gets open field, no one’s going to catch him.”

Waunakee narrowed its deficit to 14-10 on a 27-yard Driscoll field goal at the 10:14 mark of the second quarter, but East punched in two more scores before intermission. Both came on 2-yard bursts by Hunt, the second of which followed a McGath interception of Keene.

The Warriors got a 31-yard scoring strike from Keene to senior wide receiver Jordan Wuensch and pulled within 28-17 with 3:43 left in the first half, making the score 28-17.

Waunakee narrowed the gap even more when Keene scored on a 2-yard run with 8:09 remaining in the third quarter. The score remained 28-24 until East senior Joey Prondzinski kicked a 23-yard field goal to extend the Spartans’ lead to 31-24 with 1:43 to play.

The Warriors weren’t done yet. They Spartans escaped one scoring threat when sophomore wide receiver Andrew Keller caught a Keene pass in the end zone, but was ruled out of bounds with Doyle crowding him.

Waunakee finally did score on a 4-yard pass from Keene to junior tight end Randy Vojtisek with eight seconds remaining, but the slip of the ball on Driscoll’s conversion try and Doyle’s deflection kept East ahead.

“My teammates were just telling me, ‘Go as hard as you can to get this one,’” Doyle said. “I told them, ‘I’ll do all I can.’

“The whole game, they were kind of cracking down, so I knew I wouldn’t really get touched coming off the edge. I’m not the fastest, but I got through and I got a little piece of it. When I looked back and knew the kick wasn’t good, it was the greatest feeling.”

Waunakee senior David Kienow recovered the ensuing inside kick with seven seconds left, but the next play resulted in the fumble that Champe recovered to secure the victory and the state title as time expired.



Dave Radcliffe/Freeman Staff

ABOVE: Brookfield East senior running back Donovan Hunt runs up the middle for a touchdown during the WIAA Division 2 Football State Championship Game against Waunakee on Nov. 22 at Camp Randall Stadium in Madison. **BELOW:** Brookfield East junior Hayden Doyle celebrates after the Spartans won the WIAA Division 2 Football State Championship Game against Waunakee.



Champe was a humble hero afterward.

“I’m not a prime-time guy; Sam McGath and Donovan Hunt are,” he said. “I play O-line and D-line. Being here three years ago was great, but I didn’t go on the field. This time, I feel like I helped more, obviously.”

McGath was asked what kind of odds he would have given that Champe would have the football at the end of

the state championship game.

“Zero!” he said. “I think that was the first time he’s ever gotten the ball in his career. I’ll bet he’s happy that he finally had it in his hands.”

Champe wasn’t quite sure how to deal with his heroics.

“That was probably the only time I’ve ever touched the ball,” he said. “It was pretty fun. I didn’t do anything with it, but it was a good time.”

McGath put the wild ride of his final prep football game in perspective.

“I don’t think we’ve ever had a game like that,” he said. “There were so many big, crazy plays. They got that last touchdown, then recovered the onside kick. We were like, ‘Well, we’ve gotta make another play.’

“They ran a reverse, fumbled it and we got it. We just made the play.”

Freshman winners turn into senior champions

’16 experience helps ’19 team

By Mark Hutchinson
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MADISON — The members of the 2016 Brookfield East football team became trailblazers when they took their program to its first WIAA state championship game and brought home the Division 2 gold ball.

The Spartans, who finished third in the Greater Metro Conference that year, avenged one of their two GMC losses during their playoff run before downing Monona Grove 42-35 in the title game at Camp Randall Stadium.

Eight players who were in uniform that evening are seniors now, and they and their current teammates positioned East to duplicate the 2016 squad’s feat.

The Spartans finished third in the Greater Metro at 6-2, but settled scores against conference co-champions Brookfield Central and Menomonee Falls with respective victories of 20-0 and 34-6 during their four-game voyage back to the state capital.

They completed that voyage and a 12-2 campaign Nov. 22 with a thrill-filled 31-30 victory over Waunakee in the D-2 title clash.

Three of East’s 2019 captains still have vivid memories of their program’s debut appearance at Camp Randall, where as freshmen they saw their program earn its first state football championship trophy.

“I suited up for that game,” said senior lineman John Champe, who received honorable mention in the Wisconsin Football Coaches Association’s Division-1 all-state voting this season. “It was awesome. That stadium is incredible, and there were so many fans there.

“We had a great team, and it was a great experience.”

Senior quarterback/defensive back Sam McGath was also a freshman on the 2016 title contingent.

“The atmosphere from the crowd is so much different than any other game,” said McGath, who went into this year’s title bout with 921 yards passing, 869 yards rushing and a combined 15 touchdowns. “The game is so much more intense.”

Current senior running back/linebacker Nick Pluemer, who ranked second among the Spartans with 94 tackles entering the 2019 finale, was also impressed at the frenzy the 2016 team stirred up in Brookfield and Madison.

“I just remember how many people from our community and students were at the game to support us,” Pluemer said.

Among the heroes of East’s 2016 championship conquest were running back Sam Santiago-Lloyd, who rushed 37 times for 197 yards and an all-class state finals record of five touchdowns, and quarterback Jake Graf, who ran 25 times for 179 yards and completed three of four passes for 27 yards and a TD.

Champe, McGath and Pluemer sustained their share of bruises from practicing against their older and wiser 2016 teammates on a daily basis, but those lumps taught them some valuable lessons that netted a big payoff this year.

“My role model was Max Aslin, a guard,” Champe said. “He was committed to the Air Force Academy and was a great leader. The whole line was a great group. Practicing against them when we were younger, we’d be going against 18-year-olds and we were 14 or 15.

“But getting beat up back then by the older, bigger kids was really worth it.”

McGath felt the pain, too, but it became gain for him as well.

“I remember getting hit very hard multiple times and trying to block grown men while I was a little freshman,” he said. “People who were role models to me were



Dave Radcliffe/Freeman Staff

Brookfield East senior offensive lineman John Champe lifts up senior quarterback Sam McGath after McGath rushed for a touchdown in the first quarter during the WIAA Division 2 Football State Championship Game against Waunakee on Friday at Camp Randall Stadium in Madison.

guys like Brad Dati, who was a great leader and was someone the whole team looked to during that run.

“Other guys like Sam Santiago-Lloyd just made plays during times of adversity.”

The standout running back was an imposing presence to Champe, too.

“Sam Santiago-Lloyd was such a different figure to us,” Champe said. “He was like an adult playing with a bunch of high school kids.”

Pluemer didn’t escape the growing pains, either.

“One day in practice, I was on the scout hands team and the ball bounced over my head,” he said. “I turned around and right then, Nick Williams, a 325-pound guy, hit me full speed and I flew before touching the ground

again.

“My role model was Brad Dati, because on every play and every rep, no matter how small, he did it 200%. I learned so much from him on how to read the linemen and which gaps are the best to shoot in specific situations.”

East’s 2016 championship celebration was unforgettable.

“I remember running out on the field where everyone was jumping around with the trophy,” Champe said. “The bus ride home was fun. We got back to school and a bunch of people were waiting for us to take more photos.

“It felt great to bring home a state championship to Brookfield. Our whole school and community were really behind us.”

The closing seconds of the 2016 title game still give McGath a rush.

“When the clocks hit zero, it’s like a weight is lifted off your shoulders,” he said. “It comes with a sigh of relief and being able to say you’re state champs.”

Pluemer relished the welcome-home festivities, too.

“When we arrived back at school, those same people who were at the game were there cheering us on,” he said. “That was super cool.”

The 2016 championship run gave this year’s Spartans a tangible goal to try and replicate, which they did with dramatic flair.

“For the past few years, we all started to realize that this was something we could actually do,” Champe said. “We knew with the guys we had, we had a great shot of going back to state.

“We had so many returning guys this year — our whole offense was the same as last year, and that helped a lot. Some of our new assistant coaches have really helped us.

“Jon Lehman, our new quarterbacks coach who went to West Point, brought amazing leadership to the program. I’d never met anyone like him.”

McGath is grateful for the 2016 champs for showing ensuing East teams such great possibilities.

“They paved the way for us,” McGath said. “I feel like people always think of East as an underdog, and that team showed all of us that we can do it and get to state. Once we went to state in 2016, it set the standard for teams to come to get there.

“Getting there in 2016 helped our team this year because it gave us experience about what the state championship is about.”

Pluemer said, “They showed us that it doesn’t matter if everybody predicts the other team will win. We are in control of our future, and if the team believes through our preparation and principles we play by, we can win. That’s all that really mat-

ters.”

Such confidence served the Spartans well along the 2019 playoff trail, particularly against the GMC co-champions who defeated them in conference play.

“It just put a chip on our shoulder,” McGath said. “We knew that if we lost to someone in the regular season, we were going to get another crack at them during the playoffs, and it just added more motivation.”

Pluemer offered a different perspective.

“We used it as more of a learning tool than motivation,” he said. “Looking back at the two losses against Falls and Central, we saw all the mistakes we made. The common theme was us being undisciplined and doing too much rather than just our own jobs.

“Once we swallowed that pill of understanding that we weren’t as good as we thought, we took some big steps forward as a team.”

East coach Ben Farley was pleased to see the Spartans apply the lessons they learned in 2016 this year. He reflected on the title conquest and his memories of long-time assistant coach Jim Jacobsen, who died of cancer in 2017.

“The 2016 season was special,” Farley said. “I’ll never forget our senior leadership, Coach Jacobsen’s impact on our team, the way our team fought back from adversity and the entire journey.

“That team finished and made school history and will never be forgotten for what it accomplished. We believe in tradition at Brookfield East. Everyone who has ever put on a Spartan jersey played a role in the state championship, and that team showed other kids what is possible.

“Our senior class this year wanted to write a special legacy and build on the Brookfield East tradition. We earned the opportunity to play a really good football team in the best stadium in the nation.”

And the Spartans made the most of it.