

Brookfield & Elm Grove

THIS MONTH

NOVEMBER 2019



Dave Fidlin/Special to Conley Media

Municipal officials, civic leaders, mall management and local businesses gathered at Brookfield Square's new south entrance for the ribbon-cutting on Oct. 24.

Ushering in a new era

City, civic, business leaders celebrate overhaul of Brookfield Square's south end

By Dave Fidlin
Special to Conley Media

BROOKFIELD — At a time when a growing number of traditional enclosed shopping malls are closing down across the U.S., a cross-section of city, civic and business leaders celebrated a new era for Brookfield Square at a ceremony on Oct. 24.

The redevelopment of the mall's southerly end has finished, and the combined convention center and hotel across the street is in its final phases and set to open early next year. Speakers at the event lauded the changes and said they are poised to ensure Brookfield Square remains viable in the years ahead.

Michael Lebovitz, president of Brookfield Square's owner, Tennessee-based CBL Properties, said replacing the Sears department store site with Movie Tavern by Marcus and WhirlyBall is a blueprint for redevelopment activities at viable malls elsewhere in the country.

"We have more to do, and we're excited about that," Lebovitz said as he chronicled CBL's history with Brookfield Square, which stretches back to 2001. "I really think this is a heck of a lot better than the Sears store — that's just a personal opinion."

A number of government officials also spoke, including Waukesha County Executive Paul Farrow and Brookfield Mayor Steve Ponto.

Farrow waxed nostalgic, pointing out his first job as a 16-year-old was at Sears — on the very land he was standing upon amid the ceremony.

"Sears was everything to me; this mall was everything to me," Farrow said before he praised CBL executives for "reimagining" what could be done with the space as consumer tastes and the economic marketplace shifted.

CBL's redevelopment efforts, Farrow

See **SQUARE**, PAGE 2A



Dave Fidlin/Special to Conley Media

Rolando Rodriguez, chairman, president and CEO of Marcus Theatres, gives details on the features in the Super Screen DLX auditorium.

'We couldn't be more excited'

Movie Tavern by Marcus opens at Brookfield Square

By Dave Fidlin
Special to Conley Media

BROOKFIELD — The notion of ordering a teriyaki steak, beer and catching a movie all in one venue might seem unthinkable, but Marcus Theatres is intermingling several dining and entertainment options within their newest cinema, which opened Oct. 11.

Movie Tavern by Marcus, one of multiple new tenants

occupying the southeast corridor of Brookfield Square, has been in the finishing stages of completion since the week of Oct. 7.

As construction crews worked outside the 8-screen, 40,000-square-foot theater Oct. 9, and staff inside ironed out any last-minute kinks, Marcus executives gave the media a tour of their newest concept, which

See **MOVIES**, PAGE 2A

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INSIDE

Tonawanda to get security upgrade

Page 2A



Flags of our neighbors

Page 1B



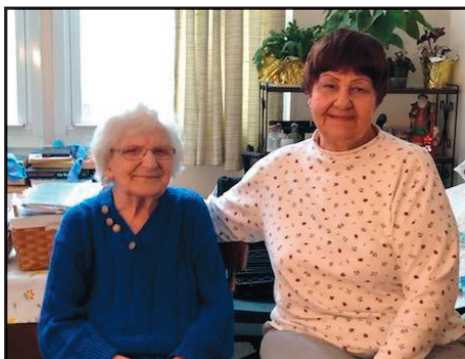
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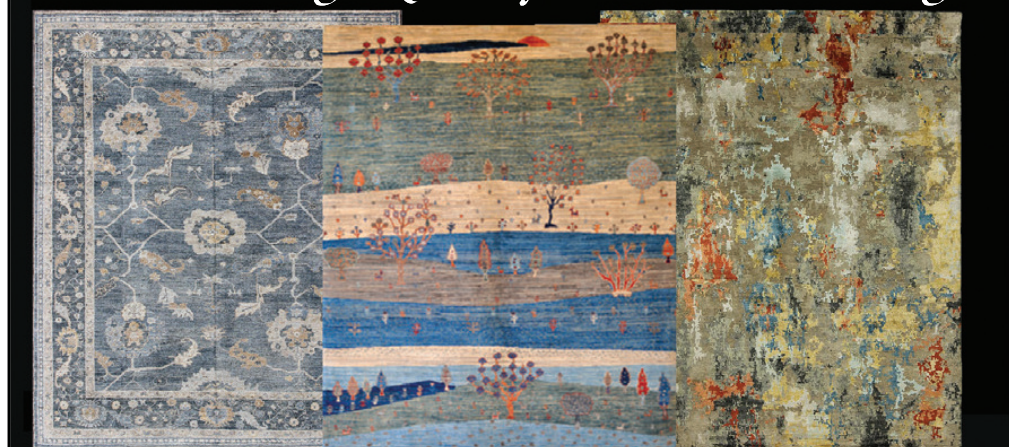


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By Dawn's Early Light | Flag maker finds home in Brookfield

By Ashley Haynes
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262-513-2681

BROOKFIELD — Packing up your entire life and getting a fresh start halfway across the country is never an easy task — especially when you're a business owner.

But that's what Ann and Mark Meyer decided they needed to do to make sure Ann's flag manufacturing business, Dawn's Early Light, could continue to thrive.

The Meyers, who are originally from Pewaukee, moved from Seattle and recently opened up shop at a Brookfield location on Gateway Road Suite, where Ann continues to use her love of art to embroider and create several kinds of flags and other products.

"It was actually serendipitous to find a way to use my experience and education at Carroll University and UW-

Milwaukee in design, color and texture to produce a product that makes people happy," Ann said. "Flags induce an emotional response; pride, unity, allegiance. That is special."

She said millions of people have seen their product, whether they may realize it or not.

Dawn's Early Light (DEL) make flags for all of the branches of the military, international flags, and U.S. flags that are often used in special events, such as during the Super Bowl.

The flags have been displayed everywhere from the Pentagon to the White House.

Mark Meyer explained DEL embroiders their flags on a unique machine that nobody else in the country has.

He said DEL was the first business to embroider flags and in the beginning, the work was done by hand.

"The art of digitizing

design for embroidering machines is an art in and of itself. It's a matter of recognizing color and creating shading that is needed to meet the government's guidelines — and design," Mark said.

As DEL has moved into its new Brookfield location, Mark said the building is a match made in heaven.

They currently employ 10 workers, and are likely going to double that number within the next year or two.

As a female business owner, Ann explained that this process has had its own unique set of challenges over the years.

"When we started this business we had young children still at home, so like any other woman in the workplace that is always a challenge," Anne said.

But after over 20 years, she said she just feels like part of the team.

Moving forward, the Meyers want the community to



Submitted photo

Ann Meyer, owner of Dawn's Early Light Flags, shows off one of her creations.

recognize their dedication to the embroidery business overall.

"There is great satisfac-

tion seeing logos on hats and shirts that we have made on people walking down the street or at the grocery

store," Ann said. A full selection of what DEL has to offer can be found at delflags.com.

TOWN OF BROOKFIELD

Firefighters union alerts residents to 'ongoing staffing problem'

By Ashley Haynes
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262-513-2681

TOWN OF BROOKFIELD — Yet another local union for Waukesha County firefighters is warning that staffing issues are potentially leaving residents at risk.

A Sept. 28 press release by International Association of Fire Fighters (IAFF) Local 4724 states that the Town of Brookfield Fire Department has had an "ongoing staffing problem including running under staffed and at times without critical positions over a year."

The release was sent out after a shortage of workers on Sept. 28.

"The catalyst for that post was the fact that the citizens

of the Town of Brookfield were put in a position where they didn't have the proper staffing that night," said IAFF Local 4724 President Jason Shields. "That's not the service that the town citizens pay for with their taxes."

He said regular staffing for the department is five employees, which includes two paramedics who are both required to handle life support calls, according to state statutes.

On Sept. 28, only three people were on duty and only one of them was a paramedic, which led to the town not being able to utilize an ambulance for calls for a portion of the Saturday shift that began at 6 p.m.

Staff members were

instructed later in the night to use the ambulance for EMS calls and call for mutual aid if another paramedic was needed, said Shields. He said this could have added another 4-6 minutes of waiting time for emergency calls.

"They (fire department leadership) knew a week ahead of time that it was gonna be a possibility that it was gonna be a tough shift to fill. In addition to that, a little more than 48 hours in advance, they were also notified that they did not have a second paramedic, nor did they have an officer," Shields said.

He said the ongoing problem of keeping part-time firefighters and paramedics due to more career positions

opening up across the county has played a role in the Town of Brookfield's situation.

Shields said in the last year or so, the town has only hired four more people while other county fire departments of a similar size hire 15-20 part-time employees a year. He estimates the turnover rate of workers in the first six months to year of their career is around 70%.

Moving forward, Shields said changing how the town schedules its workers and just plain hiring more people could help address the staffing issue.

"We'll work with them in any way we can and we have. And it's not a budget issue. The fire chief gives back

every year in salaries, which tells me there's money left over," Shields said. "In our opinion, it's a leadership issue."

Attempts to fill shifts

Brookfield Town Chairman Keith Henderson said there were attempts made ahead of time to fill the slots needed the night of Sept. 28.

"Management became aware of the staffing shortage on the afternoon of the 27th. Management made several attempts to fill the open paramedic and firefighter positions, offering overtime pay with no response from the department members," Henderson explained.

He said at the beginning of the night shift, on Sept. 28,

the department had one paramedic and two EMTs with the support of the city of Brookfield for advanced life support if needed.

"(Fire) Chief Smerz reported to the fire department at 9 p.m. that day to fill the open shift and serve as the second paramedic," Henderson said. "Over the course of the event, the standard of delivery for fire protection and emergency medical care was maintained and was in compliance with the plan on file with the state."

As for next steps, Henderson said there is not yet any solid decision.

Requests for comment from the town's fire chief and assistant chief were not responded to.

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Hands-on Higher Ed

'Go, Gwen, Go'

Family of local gold medalist Jorgensen writes book on experience

By Ashley Haynes
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262-513-2681

WAUKESHA — Competing for a gold medal doesn't just require the dedication of a single athlete, but the entire support system that surrounds them.

For the mother and sister of Olympic gold medalist Gwen Jorgensen, the experience is worth memorializing on paper.

Gwen, who went to Waukesha South, became the first American to win an Olympic gold medal in the triathlon in Rio de Janeiro in 2016 with the support of several people, including sister Elizabeth Jorgensen and mother Nancy Jorgensen.

"The story really is a story of supporting one another and what's possible if you surround yourself with people who are positive and who help you achieve the goals you've set," Elizabeth said of the book authored by herself and Nancy, which is titled "Go, Gwen, Go: A Family's Journey to Olympic Gold."

The book starts from the time Gwen was first recruited to begin training for the Olympics to the time of the actual 2016 event, with some important flashbacks interwoven.

Elizabeth said Gwen has been incredibly supportive of the process and actually wrote the prologue to the book.

"She provided us with interviews, she provided us with race reports that have never been released before, she helped us with technical terms ... I think every step of the way she's been there helping us and cheering us on," Elizabeth said.

Gwen said she attributes her Olympic success to the way her family raised her and how they always supported her without questioning her decisions.

"My experiences taught me you don't have to be anything special to become successful. We are a family based in love and support which allowed me to go from average daughter to



Submitted photo

Gwen Jorgensen became the first U.S. woman to win a gold medal in the Olympic triathlon in Rio de Janeiro in 2016. Below: Elizabeth, left, and Nancy Jorgensen at Books & Company in Oconomowoc, where "Go, Gwen, Go" is being sold.

Olympic champion," Gwen said.

Throughout the book, there are several unexpected moments that the Jorgensen family shares about the training process.

Elizabeth said she thinks the most surprising part of Gwen's journey was when Gwen met and married her husband, Patrick Lemieux, and how that relationship helped Gwen achieve the gold medal.

Nancy said how taxing the actual physical commitment was for Gwen was something unexpected to her.

"I saw her in some races that were just so punishing and so painful," Nancy said.

She added that everything from how many hours Gwen had to put into training, how much food she had to eat and the amount of hours she had to put into recovery were also surprising to her.

"Go, Gwen, Go" will take readers inside the personal life of a professional athlete, complete with family crises



and holiday celebrations," according to the book's official summary.

A launch party for "Go, Gwen, Go" is scheduled for Oct. 20 at Raised Grain Brewing, 1725 Dolphin Drive. All ages are welcome to attend the family-friendly event from 4 p.m. to 7 p.m.

Copies of the book are also available at Books & Company, 1039 Summit Ave., Oconomowoc and wherever books are sold.

Brookfield hoping to snuff out minors' use of vaping products

Minors could be fined up to \$1,000 under plan

By Dave Fidlin
Special to Conley Media

BROOKFIELD — A new ordinance prohibiting minors from possessing electronic cigarettes and related paraphernalia in Brookfield could soon be added to the city's books at a time when renewed concerns about the devices have been raised across the U.S.

The city's Legislative and Licensing Committee on Oct. 1 discussed the proposed ordinance and recommended putting in place fines ranging from \$500 to \$1,000 per offense.

As proposed, the ordinance touches on a range of items under the broad term of electronic cigarettes. The list of prohibitions includes vaping devices, e-liquids and e-cartridges.

In addition to prohibiting minors from possessing the items, retailers selling such products within the city would not be allowed to have self-service displays or vending machines unless minors cannot enter the establishment.

The city's review of e-cigarettes and related materials comes as new statistical information has raised the concerns with the products. So far this year, 805 lung injury cases and 12 deaths

are believed to correlate to use of vaping products across the country, according to data from the U.S. Centers for Disease Control and Prevention.

Beyond the national trend, City Attorney Jenna Merten in a memo outlined other reasons behind the proposed clamping down of minors' use of e-cigarettes within Brookfield.

"I have spoken with the Police Department, and officers have reported that electronic cigarettes are problematic with youth and in schools, as they are in most every other municipality," Merten wrote in the memo. "This ordinance will be an important tool to help combat the public health ramifications of these devices."

Committee members voted 3-1 in favor of the ordinance. After hashing over the issue, the panel proposed setting fines at \$1,000 for businesses found in violation of selling e-cigarette products to minors. Additionally, minors could be subjected to \$500 for possessing the items.

While the ordinance largely is tailored to minors, Merten said there are a few provisions in the draft that extend the ban to young adults. For example, in an effort to keep schools

free of e-cigarettes, Merten said young adults, attending as students, would not be allowed to have the items on school grounds.

Disagreement between two aldermen

Alderman Gary Mahkorn, who chairs the committee, said he believed the stiffer penalties are reasonable, given the recent reports and evidence.

"You're hearing all these stories about vaping. It's scary," Mahkorn said. "It's an epidemic throughout the country. I think this issue has evolved in the past few months. It's really being abused."

But Alderman Bill Carnell, who also serves on the committee, said he had several reservations with the ordinance in its draft state. The amount of fines, he said, seemed excessive. He was the dissenter of advancing the document to the full Common Council.

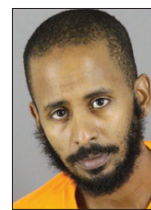
Carnell also took aim at a provision that notes minors could take part in undercover operations through the Police Department to determine whether retailers are conforming to the ordinance.

"It just doesn't sit right with me that we are going to use a minor as a decoy," Carnell said.

Brookfield man guilty in bank robberies in three counties

Dashew robbed banks in Waukesha, Washington, Dodge counties; blamed drug debt

By Brian Huber
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Dashew

WAUKESHA — A Brookfield man who robbed banks in three counties last year entered pleas resolving those matters Sept. 30, as well as one more that was never charged.

Kidane Dashew, 31, entered into a plea agreement that dismissed two counts of robbery in exchange for guilty pleas in the robberies or attempted robbery of the financial institutions in Waukesha, Washington and Dodge counties. He is to be sentenced Dec. 9, at which time the state is to recommend an unspecified term in prison, according to the plea documents.

Dashew robbed the Byline Bank on North Avenue in Brookfield on July 9, 2018, when a man wearing neoprene gloves and a fake beard or disguise entered with a note, said, "Give me what you have," and made off with \$2,055, a criminal complaint said. On Sept. 20, 2018, the same bank was robbed in a similar fashion, where a suspect in a blue surgical mask and glasses produced a note

saying "20's and 50's). No dye pack." The suspect said, "Give me all of it," and left with \$2,983, the complaint said.

The suspect returned Oct. 10 wearing a surgical mask, but fled when security told him to remove it and alerted personnel to sound a robbery alarm, the complaint said. About that time, a neighbor of the bank reported a man in a hood walking through his yard to a silver Lexus, which listed to Dashew, the complaint said. Dashew told police he committed the crimes because he had a \$10,000 drug debt he needed to pay off to people in Florida, that complaint said.

Another the same day

Later that day, the complaint said, a BMO Harris bank in Jackson was robbed of over \$8,700 by a suspect using a similar method of operation as that in the Brookfield bank, a complaint said. Dashew also was charged with bank robbery in Washington County in that

matter after he allegedly made off with \$8,722, a criminal complaint said.

Records in the case show at one point last fall, Dashew was found not competent to proceed, but by March was found to have regained competency, meaning he understood the proceedings and was able to assist meaningfully in his own defense.

The charges in the first two matters were dismissed with the plea deal; Dashew pleaded guilty to the third Brookfield attempt, the Jackson robbery and a robbery of a BMO Harris Bank in Lomira that took place March 26, 2018, court documents show.

The plea agreement calls for the state to recommend an unspecified prison term, and Dashew is to make restitution of \$8,722 to the Jackson bank. Further, the state agreed not to issue charges stemming from a June 13, 2018, robbery in Slinger for which there have not been charges recommended to prosecutors in Washington County.

Dashew's attorney Dudley Williams could not be reached for comment.

Dashew is to be sentenced Dec. 9.

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BARBARA EASH

Antiques Appraised

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— *Eva, New Berlin*

A. A signed book by Helen Keller is a treasure and most likely will always have market demand. Condition is often very poor on books that were printed on inexpensive pulp paper, yours is the exception. The dust jacket has damage but the book has remained in a like-new condition, verbal value is \$950.

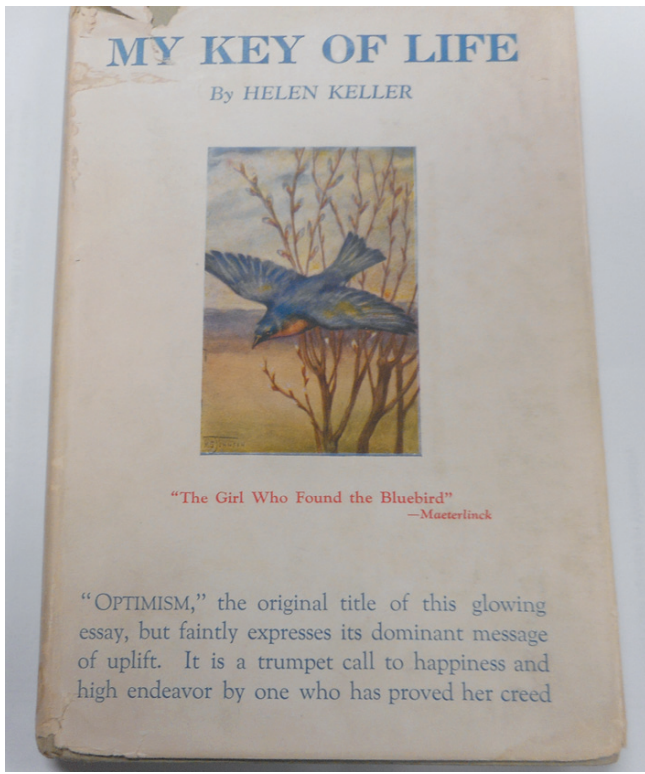
Only verbal appraisals are offered through this column. Ask your insurance agent what details are needed for item-specific insurance coverage. Most companies will require a certified written document.

Mirror, mirror

Q. The story has been lost as where this originated from. I need information as I am going to relocate and two different moving companies will not attempt to move this several hundred pound mirror.

— *Bridget, Brookfield*

A. Transporting this 7-foot height Cheval mirror with a cast-iron branch shape is high risk for potential damage. In addition, all three mirrors have a solid wood back, adding to an unbalanced weight issue. I recommend using a



"OPTIMISM," the original title of this glowing essay, but faintly expresses its dominant message of uplift. It is a trumpet call to happiness and high endeavor by one who has proved her creed

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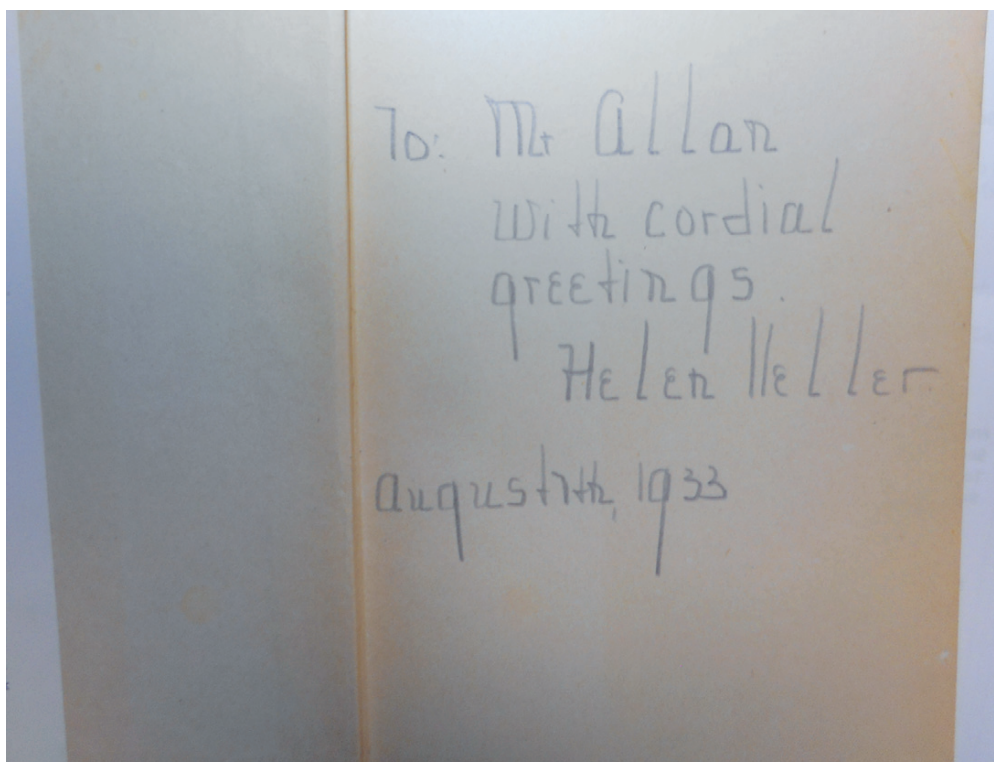
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(Barbara Eash is a member of the Certified Appraisers Guild of America, specializing in appraisals of antiques and collectibles and has extensive experience writing and speaking about antiques.)



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Farrow goes for Pokémon GO

County executive finds family, community, activity in game

By Alex Nemeč
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NASHOTAH — County Executive Paul Farrow and his wife Amy — to quote the Pokémon theme song — “want to be the very best, like no one ever was.”

How they do that, however, is a different story.

In July 2016, Pokémon GO launched on mobile phones and took the world by storm, bringing the popular Pokémon franchise to life.

Waukesha County has also become a hotspot for Pokémon GO players as there are hundreds of areas where players can go to catch Pokémon, also the name of the animated characters, around the county including Frame Park in Waukesha, Lapham Peak in Delafield and City Beach in Oconomowoc.

In fact, some of the events Pokémon GO offers rely on players working together as a community battling rare bosses.

Just days after launch, Paul and Amy's son Andrew had asked them if they had heard of the game — they hadn't.

After a little goading from Andrew, the Farrowes had downloaded the game as a way to bond with their kids.

“With both of our kids growing up and moving out of the house soon, we thought it was a good way to reconnect with them,” Farrow said.

The game left a significant impression on the family while they were in Charleston, South Carolina for a vacation.

“Next to our hotel there was a park and there were literally hundreds of people walking around trying to catch Pokémon,” Farrow said. “We even saw people running up and down the park trying to hatch their eggs in the game.”

For those who don't know, Pokémon Go is a game based off a popular video game and cartoon called Pokémon. The point of the game is to “Catch ‘em all!” To do that, however, players need to walk to Pokéstops — where you get balls to catch Pokémon — and battle in gyms.

In addition, the game has Pokémon eggs, which hatch after the player has walked various distances of either 2km, 5km, 7km and 10km.

Training in the community

If you've been to Waukesha on a Wednesday evening around the Waukesha Public Library, the Veterans Memorial or even the Five Points, you may have seen a crowd of people walking around looking at their phones.

Well, more likely than not, they are all participating in something called “raid hour,” a special hour for trainers to catch rare Pokémon where the players need to battle as a group to catch them.



Paul Farrow and his wife, Amy, stand near the large breed dog park sign at Nashotah Park to play Pokémon GO. The sign is a virtual Pokéstop used for trainers.

The Farrowes are often a part of that group downtown.

“It's a lot of fun,” Farrow said. “It's one of things where I've had a couple of people recognize me, but a lot of people they don't care, we are just there to have fun.”

“People mostly just care whether we are Team Mystic, Team Valor or Team Instinct.”

The Farrowes are a part of Team Instinct, he said.

Farrow said he has seen nothing but respect from people playing the game when he goes out into the community to play.

“The majority of the people when we go out, are families or adults that are very respectful and not taking over things,” Farrow said. “I know there were issues that people were trashing the parks down in Milwaukee. I don't see that happening out here.”

Training together

On a brisk Tuesday fall evening, Paul and Amy bring their dogs Shaw and Schatzie to Nashotah Park to burn off some energy. Paul said with the amount of Pokéstops in the area, this is their go-to place to play.

Farrow said the app is beneficial to him and his wife because it helps them get out of the house and exercise.

“We both started playing it with our sons, but now we just go out and play ourselves at night and then in the winter we drive around catching them,” he said.

Farrow said people wouldn't believe how many high-ranking people play the game, including his brother Peter who is a CEO of a company in northern Wisconsin.

“There are so many CEOs and people who I interact with who play,” Farrow said. “Everyone needs a hobby

and this one is ours.”

Farrow recounted a time when he and Amy were walking around Frame Park when the game first came out and ran into then Carroll University President Doug Hastad.

“We ran into Doug and while we were talking to him, we kept looking down at our phones to look for the Pokémon,” Farrow said. “Eventually he asked us what we were doing and we told him and he just laughed.”

Paul — who loves using powerhouse Pokémon Snorlax, Slaking and Dragonite in game — and Amy — who loves Steel-type Pokémon because “they make her feel fortified” — both share a love for the game.

How they play it is totally different story.

“See, I am pretty much creating a zoo,” Amy said. “I want to have one of each Pokémon and see them all in my inventory.”

Paul, on the other hand, builds his Pokémon team a little differently.

“I want to create an army, I just want the best ones in my game,” he said. “I have something like 200 or so Pokémon and she has like 500.”

Paul said he finds the franchise's flagship Pokémon, Pikachu, the most “irritating” in the game — he explained irritating wasn't the correct word he wanted to use, but was the closest to match his emotions toward it — because Pikachu has different hats to collect.

Amy, however, doesn't mind. “I love it! I have all the hats!” she said.

Senate approves bill addressing illegal massage practices

WAUKESHA — A bill intended to empower law enforcement when dealing with illegal activities at massage parlors has been approved by both the state Assembly and Senate and will head to Gov. Tony Evers' office for his signature.

The bill, introduced by Rep. Joe Sanfelippo, R-New Berlin, and Sen. Dale Kooyenga, R-Brookfield, is partially in response to area law enforcement having to deal with illegal activities at massage parlors in their jurisdictions, including prostitution and human trafficking operations.

Police in West Allis, New Berlin, Waukesha, and numerous other communities around Wisconsin have uncovered illegal activities at massage parlors. Under current law, they are limited in how they can respond to massage therapy businesses operating without appropriate licenses, according to a press release about the bill.

Presently, their only recourse is to initiate a complaint to the Department of Safety and Professional Services, which can take considerable time to process.

“Prostitution and human trafficking in massage parlors have been a growing problem here in Wisconsin. Working with local law

enforcement and local city officials, we've authored legislation to give them the tools to be able to take more immediate action to shut down these establishments once they discover illegal activity taking place,” said Sanfelippo in a statement.

Assembly Bill 143 authorizes municipalities to pass ordinances that empower law enforcement to issue citations immediately upon discovering unlicensed individuals performing massage therapy. This process would work in conjunction with, rather than in lieu of, any investigations by DSPS into any alleged violations.

“Massage therapy is an important practice that provides countless individuals with pain and stress relief each day. I know that there are many licensed therapists working in legitimate massage therapy practices across Wisconsin. This bill is meant to support them by allowing law enforcement to shut down bad actors that can undermine faith in the legitimacy of the massage therapy profession,” Sanfelippo said. “That's why our bill has received broad support from the Wisconsin Chapter of the American Massage Therapy Association, in addition to the backing of municipalities and law enforcement from around the state.”

Study finds pet owners willing to take time off to care for sick pets

By Eileen Mozinski Schmidt
Special to Conley Media

TOWN OF POLK — Pets are increasingly regarded as an integral part of their families and so Americans are willing to take time off, both paid and unpaid, to care for them, according to a new study by a pet supply company.

The study, recently published by Innovet Pet, was based on a survey of 3,800 people across the country.

The study found Wisconsinites would take up to five unpaid sick days, or about \$531.75 in lost income, to care for a pet that was ill. The figure is based upon the average per capita income for the state.

At last month's Paws in the Park event presented by the Washington County Humane Society, participants generally supported the idea of taking time off of work to care for a sick pet.

Lynn Brandow of Wauwatosa said that to date she hadn't taken off to care for Bowie, a miniature Australian Shepard, or her family's cat, but she would if needed.

Brandow said she would take the five days typical of Wisconsin pet owners if that was what the situation called for, although with her job that would mean unpaid time.

Still, she said it would seem feasible to her that

employers offering paid sick time would be understanding about using that time for pets.

“It's not the same as a sick child, but you know how pets have gained more importance in the family. It is not just a pet anymore, whereas I don't think they were viewed so significantly in the past, Brandow said.

Referred to sometimes as “furfurnity” and “pawturity,” business policies accommodating pet owners are becoming more common, according to an article posted last year by the Society for Human Resource Management website.

The article noted that adopting such policies can help with employee retention, but do also raise questions for employers to consider, like what constitutes a pet, how much time off should be allowed, and how to provide similar benefits to employees without pets.

Sheryl Bopp and Cheri Dudley, on the local walk in Jackson with their dogs, agreed that many of today's pet owners likely would want to take time off for sick pets.

Dudley works from home, but said in another work situation she would take time off to care for a pet in need.

Both Bopp and Dudley felt employers should consider sick time for pets as part of the family benefits offered. Others said paid time off



Eileen Schmidt/Special to Conley Media

Sheryl Bopp, right, and Cheri Dudley, left, with their dogs at Paws in the Park hosted by the Washington County Humane Society. Both agreed that many of today's pet owners would likely be willing to take time off work to care for a sick pet.

works well in accommodating the needs of their pets.

Diane Kowalchuk from West Bend said when her nine-year-old Schnauzer hurt his back, she used paid time off to leave early when needed.

“I like the PTO where I can take off whether it's for my kids or vacation or whatever,” she said, adding that she believes taking time off for sick pets and treating them more as members of the family is increasingly common.

“I always felt that way about my pets, but I think it's becoming a more popular thing,” Kowalchuk said.

Perhaps another indicator of the value of pets in today's households was the steady level of spending on them during the recent recession.

Annual expenditures on pets stayed between 0.9 and 1.1 of total household spending from 2007 to 2011, according to a report from the U.S. Bureau of Labor Statistics.

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Pictured from left to right, are: Bryce Unger, CG Schmidt; Jodi Greenmeier, Landmark Credit Union; Bob Bruemmer, Landmark Credit Union; Carol White, Greater Brookfield Chamber of Commerce; Dan Ertl, city of Brookfield; Betsy Katschke, Waukesha County Business Alliance; state Sen. Dale Kooyenga; Brookfield Mayor Steve Ponto; Brian Dorow, Landmark Credit Union; Jay Magulski, Landmark Credit Union; state Rep. Rob Hutton; Peter Kucha, EUA; Troy Jacoby, EUA; Michelle Olsen, EUA; and Waukesha County Executive Paul Farrow.

Landmark Credit Union breaks ground on new HQ

BROOKFIELD — Landmark Credit Union held an official groundbreaking ceremony Oct. 3 for its planned 158,000-square-foot headquarters at 555 S. Executive Drive in Brookfield.

Members of Landmark's leadership team were joined by state Sen. Dale Kooyenga, state Rep. Rob Hutton, Waukesha County Executive Paul Farrow, Brookfield Mayor Steve Ponto, Brookfield Director of Community Development Dan Ertl, Greater Brookfield Chamber of Commerce President and CEO Carol White and Betsy Katschke from the Waukesha County Business Alliance.

The credit union's architectural partner, EUA, construction management partner, CG Schmidt, and project partners JLL and Michael Best were also present.

"This development marks the next chapter in our history and supports our long-term growth strategy," said Jay Magulski, president and chief executive officer. "And as we continue to grow, we provide our members added conveniences and solutions for their evolving financial needs, we create new jobs and advancement opportunities for our associates, and we give back in an even more meaningful way to the communities that we serve."

Landmark is committed to creating a headquarters that enables its associates to focus their talents on serving its members and each other. The new building will feature innovative training facilities for ongoing professional development, incorporate modern technology that creates efficiencies, provide amenities that enhance associates' engage-

ment while at work, and include flexible spaces that encourage associate interaction and allow for future growth.

"The foundation of Landmark's success is its commitment to serving as a trusted financial partner that members can rely on for both their everyday financial needs and long-term financial goals," said Brian Dorow, chairperson of the board for Landmark Credit Union. "It is through this 'members first' lens that Landmark's leadership looks at the future of the organization. In order to continue to provide members with innovative products and services and modern technology solutions, and to deliver the brand experience members expect, Landmark needs a home that can support its strategic vision."

Emergency animal management

Four organizations develop plan to shelter, care for animals during emergencies

WAUKESHA — Four local organizations recently developed an emergency animal management plan which will be implemented in the event that Waukesha County is faced with large-scale emergencies or disasters.

The emergency plan was developed over a 2-year period by the Elmbrook Humane Society, Humane Animal Welfare Society, Waukesha County Emergency Management and the Wildlife In Need Center, according to a press release.

The Waukesha County Emergency Animal Management Plan provides guidance and direction to staff during a state of emergency for sheltering and providing care to animals and for collecting animals impacted by a catastrophic event, according to a press release.

"The time and efforts of all who have worked to develop this plan will help to ensure animals are kept safe should there ever be a need," said Lynn Olenik, executive director of HAWS. The idea behind the plan

was conceived in light of recent natural disasters around the country, said Natalie Hoskins of the Elmbrook Humane Society.

"A lot of other natural disasters inspired it," Hoskins said. "When Katrina hit, the aftermath was devastating for animals so that got everyone in gear to develop the plan."

Although the plan was designed for large-scale events, it can also be used also for smaller emergencies such as the more recent apartment building fire at Shepherd Court in Waukesha, said Gail Goodchild, Waukesha County Emergency Management.

The plan also considers a scenario where a person may not want to leave their home during a natural disaster because they have nowhere to take their animal. Under the animal emergency plan, the four organizations would arrange a shelter for animals within close proximity to a mass-care facility established by the Red Cross, for example, Goodchild said.

"Historically, people are hesitant to leave their homes if they don't know that there's a safe place for their animal to go," Goodchild said. "We wanted to make sure we had a plan in place so people didn't have to worry if they were asked to leave their home."

The four organizations will participate in a tabletop exercise on Oct. 1 at the Waukesha County Emergency Management Office, 1621 Woodburn Road in Waukesha. Key staff from both organizations will work through a potential scenario to practice the plan in preparation for an emergency that results in sheltering animals.

"We hope that this plan is never needed, but in the event it is, we are confident of our capabilities to provide a safe place for animals in Waukesha County and their owners can rest assured that their animals will be cared for during a disaster," said Heather Gehrke, executive director of the Elmbrook Humane Society.



Submitted photo

Revamped Sendik's opens in The Corners

TOWN OF BROOKFIELD — The Sendik's located in The Corners of Brookfield has undergone a \$5 million renovation. The grand opening celebration for the remodeled Sendik's was held Oct. 19. An 8,150-square-foot Sendik's Home store addition was part of the remodel.

Ascension Elmbrook doctor performs 1,000th robotic surgery

Da Vinci system allows for minimally invasive surgery, greater access

BROOKFIELD — On Oct. 7, Dr. Manfred Chiang, a surgeon with Ascension Medical Group, completed his 1,000th robotic-assisted surgery at Ascension Elmbrook. Reaching this milestone makes Chiang one of the most experienced robotic surgeons in the state. More than 4,000 robotic surgeries have been performed at Ascension Elmbrook since 2009.

"I believe robotic surgery offers the latest in technology advancements but what that means for our patients is quicker healing and getting back to their lives faster," said Chiang.

Chiang is one of only a handful of surgeons chosen by Intuitive, maker of the da Vinci surgical robotic system, to share his expertise with other surgeons from around the country. Ascension Elmbrook is the only robotic surgery, bariatric teaching site in Wisconsin.

Dr. Daaron McField, a surgeon from Sanford Medical Center Fargo in North Dakota, traveled to Brookfield to observe Chiang and learn more about his surgical techniques.

"It's always great to observe and talk with a



Submitted photo

Pictured from left to right are: Matt Springer, surgical assistant, Dr. Manfred Chiang, surgeon, Erica Baladassari, RN, as they celebrate Chiang's 1000th robotic surgery at Ascension Elmbrook on Oct. 7.

highly skilled surgeon like Dr. Chiang. I've learned a lot from him and will take what I've learned back to North Dakota and my patients will benefit as a result," he said.

With typically less patient discomfort and improved results, minimally invasive surgery using robotic systems has become an increasingly popular option over traditional open surgery and laparoscopic surgery. Patient benefits include reduced blood loss and reduced post-procedure pain.

Chiang says using the robot allows him an enhanced and magnified view of inside the patient's body, instruments that bend and rotate farther

than human hands, and overall enhanced precision and control.

Over the past 20 years, Chiang has promoted using advanced technology to enable surgery to be done in the most minimally invasive way without compromising surgical principles. This has included adopting single-incision laparoscopic surgery, robotic surgery and incisionless natural orifice surgery for the treatment of bariatrics, breast cancer therapy, hepatobiliary disease, hernia surgery, reflux disease, endocrine disorders and colon surgery. Chiang believes care for every patient should be individualized and all treatment options considered when making surgical decisions.

Water rates to increase for Brookfield residents

BROOKFIELD — After not increasing water rates since December 2015, the Brookfield Municipal Water Utility has filed an application with the Public Service Commission to do so.

According to a notice posted on the city's website, since the last water rate increase, PSC has developed

a new rate structure to recover increased maintenance and capital improvement costs over the last four years.

The rate increase is estimated to start in the middle of this month. The fourth quarter utility bills will include a prorated effect on the increase, depending on

the final date the new rates are approved.

The average residential customer who uses approximately 14,000 gallons of water per quarter can expect a rate increase of \$15.64.

Large residential customers who use \$30,000 gallons quarterly can expect a \$25.72 increase.



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