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THIS MONTH

JUNE 2020

Area retailers lose profit from closures, look to future with hope

Boutiques reopen with new safety measures

By Nikki Brahm
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262-513-2651

BROOKFIELD — Wisconsin retailers are working to get back on their feet since they were forced to close their doors over the pandemic, causing many not to be able to generate a profit for about two months.

Owner Kara Rankin of Scout & Molly's said since they were able to reopen, there was first a small rush of customers, but mostly, many people are still not going out to shop right away.

Rankin said they have been busy on weekends and slow during the week.

Scout & Molly's is open to the public, allowing curbside pickup options and allowing private shopping appointments.

"This morning I had an in-store appointment before we opened so she didn't have to deal with so many people in the store," Rankin said.

Rankin said her business is still relatively new, as it opened about three years ago. She said they were just beginning to see an upswing in sales when they were forced to close.

"If we had stayed closed even longer I would have been debating the possibility of closing at this point ... I'm lucky the PPP [Paycheck Protection Program] did save a lot for me, but no, I wasn't generating enough on curbside pickup or online business to keep the doors open (much longer)," Rankin said.

Rankin said her store is located in The Corners of Brookfield, so people typically try to make a day of shopping at the mall; however, they haven't been since many businesses are still closed or offering only curbside options.

"As far as the future goes, I don't know," Rankin said. "It's an ever-changing environment. Right now I'm just hopeful that we can stay open ... what happens in the fall when they suddenly see a spike and we have to shut down again?"

Decor Adore Boutique owner Sarah Fitch said since she reopened her Hartland store, she has done renovations and redesigned her website.

Fitch said in order to survive she started to make gift baskets for Mother's Day.



Submitted photo
Jackie Marzano and Joanne Marzano shop at Decor Adore Boutique, 139 E. Capitol Drive #2, Hartland.

"That was probably the most successful thing, the shopping local aspect, the community just wanted to support us," she said.

Fitch said since reopening she has been scrambling to get the store together. Fitch said she also lost profit being closed.

"The first quarter is always slow in Hartland,

and my second quarter is when it picks up, Mother's Day and Easter, and all of that, I lost all that," she said. "So there's no way to get that back, it's gone. I'm going to survive, but I'm surviving by putting more money into it."

Fitch said she's learned that technology is more important now and has

learned to incorporate it into her business.

"I think that there might be a surge in shopping local and buying American and I think I'll kind of change my store too, it'll change what I'm selecting to sell," Fitch said. "I almost feel more secure now because I think a lot of people put a lot of value in small businesses."

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TOWN OF BROOKFIELD

Drive-in to the past

Marcus Majestic hosting outdoor movie theater

By Nikki Brahm
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262-513-2651

TOWN OF BROOKFIELD — While they may not be as popular as they were in the 1950s, with the coronavirus pandemic and heightened excitement for retro activities, an outdoor cinema has opened in the Town of Brookfield at the Marcus Majestic.

According to Marcus Theatres, the experience is similar to the nostalgic drive-in but on a smaller scale.

The movies will show seven days a week and will change weekly on Fridays.

A 42-inch screen is attached to the side of the building at the Majestic, 770 N. Springdale Road, and cars will park in the parking lot. Guests are invited to tune into a radio frequency to access the sound.

The first parking lot cinema in Omaha, Neb., received a large response after it opened last month, said Rolando Rodriguez, chairman, president and CEO of Marcus Theatres.

“We are excited to welcome back guests to our theater through our second Parking Lot Cinema concept,” Rodriguez said.

“We know that our guests are looking forward to enjoying movies together again and this provides an option to do so. It also provides a comfortable way to ease into the process since viewing is from the privacy of their own vehicles.”

Tickets must be purchased at www.MarcusTheatres.com. The first movie starts at around 8:45 p.m., which will be followed by a 15-minute intermission and the second movie.

Entry is permitted at 7:30 p.m.

Concessions can be ordered before arrival through the app or upon arrival.

The movies cost \$25 per carload Monday through



Katherine Beck/Freeman Staff

Marcus Theatres have put a temporary drive-in movie theater at its Majestic Cinema in the Town of Brookfield.



Courtesy of Town of Brookfield

A rendering shows how the screen will be positioned on the east side of the Marcus Majestic Cinema, 770 N. Springdale Road.

Thursday and \$30 Friday through Sunday.

Social distancing guidelines will be enforced.

The Town Board approved issuing a temporary use permit with the following conditions:

- Movie ratings will be limited to G, PG and PG-13 only;

- No consumption or sales of alcohol outside the theater building and strict enforcement of all alcohol laws;

- Any extension past Sept. 7 will require a new application and approval process;

- Written confirmation

of approval from the Wisconsin Department of Transportation.

Town Administrator Tom Hagie said the Town Board felt it was an appropriate short-term use that could benefit the company and the public by giving those who don't feel comfortable entering a movie theatre a different option.

“The town is willing to look at these things to give businesses the flexibility and creativity to open any way they can to get their businesses going and provide their services and entertainment options,” he said.

Salons reopening since Safer at Home lifted

By Nikki Brahm
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WAUKESHA — Since salons have been able to reopen since the Safer at Home order was lifted, stylists and salon owners are beginning to implement new practices in order to offer their services.

Mel Edwards, a self-employed hairdresser at Unique Suites in Oconomowoc, said she started back at work on May 17 so she could get used to the new procedures for cleaning and sanitizing.

Many of these new cleaning procedures are performed between every client, like wiping down surfaces, sticking to previous sanitizing requirements such as new capes and clean tools, and deeply cleaning the entire store when they close for the day.

Edwards said masks are optional for both clients and stylists and it varies by individual.

“It is hard trying to figure out timing for each appointment so we can clean and make sure everything's safe and ready to go for the next client,” she said. “It's also kind of nerve-racking, obviously, nobody wants to be spreading a virus or things like that.”

Edwards said she filed for unemployment about one month ago and still hasn't heard anything from the unemployment office.

“I was on Facebook earlier, on one of the barbering/cosmetology sites, somebody had asked the same questions and it sounded like the majority of people have not heard a single thing about it yet,” she said.

Edwards said this is worrying for her because she really could use the back pay, although she is lucky enough to have a husband wjp can help support her.

She said while she didn't have to rack up expenses on her credit cards, she knows many

stylists that did.

“I also have not received my stimulus paycheck,” she said. “I did get a small loan, but that wasn't enough to cover rent and my expenses at home.”

Edwards said she is ecstatic to be working again and customers have been ecstatic to be able to get a haircut. She said she has an extremely busy schedule for at least the next four weeks.

“I almost wanted to hug every client and you can't, but they are like extra family members that you haven't seen in a while,” she said.

Conversations with clients have been about the coronavirus, but Edwards said she tries to steer it away for some normalcy.

Tiki Nails, 2120 E. Moreland Blvd. Suite 3, Waukesha, also planned to open officially May 26.

Owner Jimmy Nguyen said he is excited to reopen with new procedures, including new sanitizing practices, employees wearing masks and shields and installing plastic dividers.

“We have been completely closed down since March 19 until now, so we generate no income until now until we reopen,” Nguyen said. “So it's been pretty tough.”

Nguyen said they decided to wait until May 26, when Gov. Tony Evers' extended Safer at Home order would have ended, had the Wisconsin Supreme Court not ruled against the order on May 13.

“We feel that things are unsafe, we need to prepare everything to be safe for everyone ... we put this on the Facebook page and a lot of customers calling in now,” he said.

The location is taking appointments only, no walk-in customers.

Customers can schedule an appointment now by contacting the salon, which is requiring masks and temperature checks at their location.



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Submitted photo

Driveway lessons

Teachers are finding ways to connect with students in unique ways. Brookfield Academy's Primary School English teacher Amy Eggert meets with student Elijah Kadera in person at a safe distance to help him diagram sentences on his driveway. Submit your happy photos. Include your name, community name and a little bit of information about the photo. If people or pets are pictured, please include their names too. Email to Katherine Beck at kbeck@conley.net.

COVID-19 prompts hard treatment questions

By Jake Ekdahl
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MADISON — It's not uncommon for very ill people or their loved ones to determine beforehand just how much medical treatment they're willing to go through before the cost on their quality of life is too high. The COVID-19 pandemic has put that question in a new perspective for many. One question in particular had been on the minds of some: whether to go on a ventilator if needed. Mechanical ventilators push oxygen into patients whose lungs are failing. Using the machines involves sedating a patient and sticking a tube into the throat. Deaths in such sick patients are common, no matter the reason they need the breathing assistance. More recently, studies indicate as much as 80% of coronavirus patients placed on the machines die. Higher-than-normal death rates also have been reported elsewhere in the U.S., said Dr. Albert Rizzo, the American Lung Association's chief medical officer. Similar reports have emerged from China and the United Kingdom. One U.K. report put the figure at 66%. A very small study in Wuhan, the Chinese city where the disease first emerged, said 86% died. The reason is not clear. It may have to do with what kind of shape the patients were in before they were infected. Or it could be related to how sick they had become by the time they were put on the machines, some experts said.

Returning to work after Safer at Home

Psychologist, work coach provide advice

By Nikki Brahm
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WAUKESHA — Since the Safer at Home order was lifted and many businesses are beginning to reopen, employers and employees may be wondering how to return to work since taking time off or working from home.

John Weaver, psychologist and owner of Stress Management & Mental Health Clinics and member of the Waukesha County Business Alliance, said workers are facing many work and personal challenges since the pandemic.

Some of these challenges include feeling disconnected from the workplace, a disrupted routine and increased anxiety and mental health challenges.

"Because this is kind of an experience that everybody's gone through together, feeling more anxious, feeling more worried doesn't feel like there's something wrong with you, it feels like you're normal ... but it's still their fears," Weaver said.

Weaver said this anxiety follows them into the workplace — often with struggles to focus.

"So some of the anxiety, some of the worry will translate not into necessarily people feeling like they need to go see a psychologist, though they could do that, but more likely it'll

translate into them feeling like they're not being very efficient or the business is feeling like the workplace isn't being very efficient initially because we've got this anxiety kind of pulling their attention," he said.

Weaver said forward-thinking workplaces will have opportunities to discuss employees' concerns prior to their returning to work.

Weaver also said human resources departments should prepare for new conflicts in the workplace with various opinions regarding the pandemic and reopening.

Todd Ruedt, certified business coach and owner of Action Coach in Brookfield and West Allis, has been working with businesses and their teams through different challenges created by the pandemic.

Ruedt said they have a community of about 160 businesses that they are working with to help them figure out how to reopen by following guidance from municipalities, counties, the Centers for Disease Control and Prevention, the Wisconsin Economic Development Corporation and more.

Ruedt said reopening has come down to what the business owner's beliefs are.

"So there is a lot of things that we're advising owners on — is you can't just go with your own beliefs to reopen your business or you might not be able to bring your staff back because they might not have the same beliefs," he said. "Or, if your safety concerns are less than what your community or clients will want,



Nikki Brahm/Freeman Staff

Dave's Family Restaurant owner Jose Suarez said he wasn't aware of the Wisconsin Supreme Court ruling overturning Safer at Home until customers came into his store that morning and he joked they "forced" him to open.

then that may also dictate how many clients show up at your business."

Providing a clear message

Ruedt said it's important for a business to provide a clear message on what their purpose is for their clients and their employees, and adjust that message as they are returning to a "new normal."

"If I think about just the team member in itself ... they really lost their purpose over the last eight or nine weeks," he said. "So when they can't understand their personal purpose, why do they go to work every day? When you can have your vision for your business align to show how the vision of the company can help somebody personally obtain their goals, that to me is when you build great teams and great businesses."

Dr. John Weaver's advice and guidance for leaders:

- Leaders must over-communicate in this environment: goals, roles and procedures.
- Others are more dependent on leaders than in normal situations.
- Leaders are dealing with the same crisis and are subject to the same worries as everyone else.
- It is important to slow down and think during the crisis.
- Leaders should communicate significant organizational changes before they happen and continue to over-communicate plan changes.
- Elicit team behavior instead of selfish behavior: provide a self-critique early, accept feedback from others, provide constructive suggestions from feedback, encourage team member participation during briefings, etc.

Wauwatosa man thanks God, Elmbrook hospital staff for COVID-19 recovery

BROOKFIELD — There were times when 76-year-old George Dimitropoulos didn't want to continue his fight for recovery from COVID-19, but now that he is home in Wauwatosa he is thanking his care team at Ascension Elmbrook in Brookfield for not letting him give up.

He was admitted to the hospital on April 29 with a fever, chills, an upset

stomach and difficulty breathing.

By mid-May, Dimitropoulos was very ill and at the end of his rope, according to a release from Ascension, when he told staff to let him die.

"Ascension physician Dr. Talal Khaairi told him he wasn't going to let him do that; ICU nurse John Schmidt prayed with him, and the Ascension Elmbrook care team determined it was

in Dimitropoulos' best interest to allow a visit from his family," according to the release. "These were the things Dimitropoulos said gave him the encouragement he needed to keep fighting."

Dimitropoulos is now home with his family.

"God bless everyone," Dimitropoulos said.



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Grosenick makes his best saves off ice

Admirals goalie, Brookfield East grad named AHL's Man of the Year

By Pat Neumuth
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262-513-2667

BROOKFIELD — The first hockey stick Troy Grosenick got was a broken stick given to him by a Milwaukee Admirals player when he was around 3 years old. His parents shaved the stick down and he was playing with it in his basement as a youngster.

Now at 30 years old minding the net for the Admirals, Grosenick makes it a point to give out every broken stick he has to someone in the crowd.

That's just the tip of the iceberg of Grosenick's generosity as a professional athlete. Grosenick and the Admirals are heavily involved in Milwaukee and surrounding communities and for his charitable work, he was selected as the winner of the Yanick Dupre Memorial Award as the IOW/American Specialty AHL Man of the Year for the 2019-20 season.

"It's hard to put it into words because you don't do community service for recognition," Grosenick said. "You are just trying to make a difference in the community."

"It's not just me. The whole team does a good job of getting out in the community. Our front office of Charlie Larson, Jaymee Ebberts and Jon Greenberg, and everyone involved with the front office of getting us out in the community and hoping to make an impact."

Since 1998, the Man of the Year award is presented to an AHL player for his outstanding contributions to his local community and charitable organizations. All 31 AHL teams has one nominee for the award and one is chosen as the winner annually.

Grosenick is the first Admirals player to win the award. Ironically, the Brookfield East graduate is also the first Admirals player born and raised in the Milwaukee area.

Grosenick originally signed with the San Jose Sharks after three years of playing college hockey at Union College. He

made his NHL debut against the Carolina Hurricanes in 2014 — which was a 45-save 2-0 shutout. He set the record for most saves in a debut and was the 22nd goalie in NHL history to record a shutout in a debut. He also played for San Jose's AHL team before getting traded to the Nashville Predators organization in 2018. His first full year between the pipes for the Admirals was the 2018-19 season.

He said he'd be doing charitable work no matter what city he would be playing in, but the fact he's able to play and give back in his hometown makes it extra special.

"There's just a little bit of a deeper connection," Grosenick said. "There's more internal drive to give back to the community — to pay it forward."

"It's cool to get out there, too, when you are back home. There's just a lot of similarities in the kids you go visit that remind you of you growing up. It's all really rewarding. For me, the most fun experiences is when you get on the ice with the kids or spending time with the kids in the hospital and stuff like that. Just putting a smile on a kids face and hope that you can make a positive impact for the couple of minutes you have with them."

The list of service projects Grosenick has been a part of is extensive. He's taught at youth clinics and made numerous visits to help out Elmbrook Youth Hockey and the Milwaukee Jr. Admirals, both organizations he played for while growing up. He played in the MACC Fund Celebrity Softball game that raised over \$100,000. Playing in that game sparked his idea to pledge \$1 for every save he's made for the MACC Fund. So far in this shortened season, Grosenick has made 845 saves.

Grosenick and fellow Admirals goaltender Connor Ingram helped with the Admirable Teammate program, which encourages kids

At a glance

Who: Milwaukee Admirals goaltender Troy Grosenick
What: selected as the winner of the Yanick Dupre Memorial Award as the IOW/American Specialty AHL Man of the Year
Age: 30
Family: wife, Maggie; and son, Beckett
Residence: Victoria, Minn.
High School: Brookfield East
College: Union College
Charitable Highlights: helps out with the Elmbrook Youth Hockey and Milwaukee Jr. Admirals program; competed in the MACC Fund Celebrity Softball game; has donated \$1 for every save to the MACC Fund; did the polar plunge for Special Olympics; worked with the Milwaukee Fire Department for their Warm-Up Winter Campaign; volunteered at the Ronald McDonald House of Southeastern Wisconsin; was a waiter at the Prevent Blindness of Wisconsin Celebrity Waiters Event; helped with the Admirable Teammate program; served as a Admirals "Locker Room Ambassador;" was the honorary chairman of the March of Dimes March for Babies.

to submit examples of being a good teammate. The Admirals collected the submissions and picked 20 kids, who were supposed to play a game at Panther Arena on March 23, but was canceled due to the COVID-19 pandemic.

Grosenick did the Polar Plunge to benefit Special Olympics. He worked with the Milwaukee Fire Department for their Warm-Up Winter Campaign — which helps distribute new coats to underprivileged kids in Milwaukee. Grosenick handed out coats at a Milwaukee school to kick off the campaign. He's also volunteered at the Ronald McDonald House of Southeastern Wisconsin, was a waiter for the Prevent Blindness of Wisconsin Celebrity Waiters Event, served as a Admirals "Locker Room Ambassador" and was the honorary chairman of the March of Dimes March for Babies.

"My favorite thing is to see kids happy, whether that's a kid at a hockey ring, a kid at a hospital or even at a school," Grosenick said. "I'm humbled



Photos submitted by the Milwaukee Admirals

Milwaukee Admirals goaltender and Brookfield East grad Troy Grosenick does all sorts of charitable work and was recognized as the winner of the Yanick Dupre Memorial Award as the IOW/American Specialty AHL Man of the Year for the 2019-20 season.

and honored to receive this award. The whole front office and the entire team does great things for the community, so it's cool to be recognized but I'm not the only one that is trying to make people's lives better."

* * *
Milwaukee led the entire AHL with 90 points — eight more than Providence and Iowa, who are tied for second place — prior to the season getting canceled on May 11. The Admirals played 63 of their 76-game season.

"Our team is a team that just goes about its business and control what we can control on a daily basis, so that's what we are doing right now," Grosenick said prior to the league getting shut down. "All the guys are doing their own thing in their hometowns and just trying to stay prepared if we do get the go-ahead from the American League to start up again."

"There's rumors that its not going to come back and all that stuff, but I think everyone's attitude is since we have such a great opportunity to go after a Calder



Cup this year and everyone in the room knows it, we are going to be prepared and doing the same things every day to be prepared."

Grosenick is back home with his wife Maggie and 2-year-old son Beckett in Victoria, Minn. working out in case the season was going to restart. He said he's got a "workout area" in his basement with dumbbells and kettle bells, and he's running outside for some cardio. To keep his hand-eye coordination, he juggles, but Beckett also likes to "rip shots" at him to stay game

ready.
"We do it all the time in the summer," Grosenick said about working out at home. "In the summer, you have time to reflect on the season, so it's got a little bit of a different vibe, but you have to be able to be in shape and stay in shape because the next season is right around the corner. At the same time, you really can't get out on the ice, so that makes it tougher."

"The silver lining is you have more time to spend with your loved ones and to cherish that."

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3462 N. Brookfield Rd. • Brookfield, WI 53045 • 262-783-3200
An Independent College Preparatory School K3 – Grade 12

BROOKFIELD FARMERS' MARKET



**WE'RE OPEN
SATURDAYS THRU
OCTOBER 24TH**

Hanging Baskets
Bedding Plants
Bakery / Cheese
Beef, Pork & Chicken
Eggs, Mushrooms &
Early Spring Veggies

We Are Kicking Off Our 30th Season!

We are following the COVID guidance carefully & due to the requirement for social distancing, we will be **TEMPORARILY** setting up the Brookfield Farmers' Market in the north parking lot of

**BROOKFIELD CENTRAL
HIGH SCHOOL**
16900 W. Gebhardt Rd.
7:30am - Noon
262-784-7804

- ARTS AND CRAFTS 3rd Sat. of Each Month
- Free Frequent Shopper Rewards Program
- Gift Tokens & Market Totes for sale
- WIC Approved
- SNAP/Foodshare EBT
- We Accept Debit, Credit & PayPal!



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