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The FREEMAN

THIS MONTH

NOVEMBER 2023

Aquaman? More like Vodkaman

Jason Momoa promotes alcohol brand in Waukesha County

By Isabella Kostolni
ikostolni@conley.net.com
262-513-2651

BROOKFIELD — “Drink-ing like a fish” takes on a whole new meaning as DC’s underwater superhero brought his new alcohol brand Meili Vodka to two Waukesha County retailers on Oct. 19. Jason Momoa of “Aquaman,” “Fast X,” and “Game of Thrones” fame made appearances at New Berlin’s Costco, 15300 W Grange Ave., and Brookfield’s Total Wine & More, 17300 W Bluemound Road, to sign vodka bottles and engage with fans.

Prior to the Total Wine event, which was set to begin at 2:30 p.m., Momoa was inside the store signing thousands of bottles. The actor donned a trucker hat and dark sunglasses, scribbling with a Sharpie and nodding with his head as “Killing in the Name” by Rage Against the Machine blared on a speaker.

See **MOMOA**, PAGE 2



Isabella Kostolni/Freeman Staff

Jason Momoa (forward hat, sunglasses) and Blaine Halvorson (backward hat) of Meili Vodka take selfies with Gerrie Marincic (red turtleneck) of Pewaukee and Chery Delair (gray sweater) of Milwaukee on Oct. 19 at Total Wine & More in Brookfield.

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Yvette is honoring her mom’s wishes to remain in her home

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CARE MANAGEMENT

Care Manager Liz was able to build a 24/7 schedule with 3 caregivers to fulfill mom’s needs. Yvette says “Liz goes the extra mile to make this all work. She is simply the best.” Lead caregiver Ashley was trained by Yvette and in turn was able to train the other caregivers.

INDEPENDENCE

Ashley’s focus is to motivate Carolyn to dress herself, shower, exercise, and keep her strong so she is safe and independent in her home.

Carolyn is an avid sports fan and talented artist. She loves her year round Christmas Tree which Ashley decorates monthly to give Carolyn the joy she deserves.

IT TAKES A TEAM

Yvette gave up living in her own home to be with mom at night. She says, “The time caregivers spend with mom provides me with the needed respite to continue caring for her myself. Comfort Keepers service is as much needed for mom as it is for me.”



Yvette, Carolyn and Ashley

(Carolyn - 2 years going strong!)

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Isabella Kostolni/Freeman Staff
Actor Jason Momoa carries a large bluetooth speaker playing “Come On Eileen” as he greets fans at Total Wine & More in Brookfield on Oct. 19. Momoa was in Waukesha County promoting his new alcohol brand, Meili Vodka.

Momoa

From Page 1

The two events were part of the Meili Vodka Revolution Tour, where Momoa and company cofounder Blaine Halvorson visited states across the Midwest. The tour stopped in Iowa and Missouri before coming to America’s Dairyland.

Aquaman himself stayed rather dry as both the Total Wine and Meili Vodka teams prepared to welcome fans into the store Oct. 19. But outside, those in line got a healthy dose of rain.

The first people outside the front door of Total Wine were the Gaffney family of Cudahy. Mike, Tina, and Kalea had been in line since 1:30 a.m. Kalea, age 9, was among the youngest fans to attend the event. She noted that not even her third-grade responsibilities could keep her from seeing her favorite superhero.

“I got to skip school today,” Kalea explained, a smile on her face.

Tina was quick to clarify. “It’s only because she’s a really good student. So, we don’t mind doing this,” she said.

Tension grew as the clock ticked closer to 2:30 p.m. Fans were getting antsy, but Momoa was still getting ready. To appease the restless crowd, representatives of Meili Vodka greeted fans and handed out small enamel pins shaped like bottles of the alcohol. One of the representatives got out his cellphone and began recording videos for Instagram, causing a great deal of excitement among those in line.

Two of the fans who received pins happened to be colleagues. Annette Greenwood and her human resources manager Julie Anderson of Baraboo took the day off work. They hopped in line at 9:30 a.m.

When asked what her favorite Momoa film was, Greenwood, like many other people in line, answered without hesitation.

“It would have to be ‘Aquaman,’” she chuckled. “Just because it’s so much of him.”

Back inside, Momoa was signing the last of the bottles. Curious shoppers, seemingly unaware of the event, peeked their heads over boxes of product to see what the hubbub was about.

The clock struck 2:30 p.m.,

but no fans were allowed in the store.

At 2:47 p.m., the Gaffneys led the line of fans into Total Wine, where they arranged themselves along the wall, cameras at the ready. The air was electric with anticipation, but time continued to pass.

More Meili Vodka representatives greeted the crowd. One fan bribed Jessica Donovan of Waukesha, who was not far behind the Gaffneys, with five crisp \$20 bills to let him and his two companions cut in line. Donovan accepted, and handed one of the bills off to Vidalia Rodriguez, who was directly behind her, as well as the man right behind Rodriguez.

Finally, at 3:10 p.m., Momoa made his way down the line of fans. Carrying a large black bluetooth speaker, he swapped the Rage Against the Machine for something a little lighter, playing songs like “Come On Eileen.”

Momoa only spent a few seconds with each person in line, but it was clear that for fans, the quick interaction was worth the wait.

More information about Momoa’s alcohol brand can be found online at meilivodka.com.



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Martha Stewart enjoys cold Wisconsin beer and quality iced tea

By Katherine Beck
kbeck@conley.net.com

Whether it's a cold glass of iced tea or a beer out of a frosted glass, icon Martha Stewart isn't going to settle for anything less than the best. Two beverages that recently passed through her lips earned her approval: Wisconsin's New Glarus Brewing Company's Spotted Cow and iced tea made with Pure Leaf tea.

During a Oct. 23 phone call to promote the Pure Leaf x Martha Stewart "Don't Do It Yourself" Kit, Stewart (who insisted on being called Martha, and not Ms. Stewart) said she decided to promote the kits after she stocked a fridge with the tea for her staff that work on her property in Bedford, New York.

"It was gone all in one day. The unsweetened was the most popular," she said. "To me, this speaks volumes. The people who work for me have really great taste."

The kits contain a bottle of tea, a glass pitcher, custom ice cube mold, wooden mixing spoon and dried fruit for a garnish. Stewart said when she makes her iced tea, she likes to add a piece of mint or lemon.

She said the Pure Leaf tea is made from high-quality leaves grown on farms in Africa and



Photo courtesy of Pure Leaf

Martha Stewart is promoting Pure Leaf x Martha Stewart DDIY Kit, which offers the taste of fresh brewed iced tea without all of the work.

South America, and as a result, "It tastes just like tea that I would make from my favorite teas."

While Stewart may have made a name for herself as America's do-it-yourselfer, she also wants to use her time efficiently.

"Why spend time making tea, which isn't all that complicated, when you can do other things? That appealed to me. The whole thing appealed to me," she said.

In recent years, Stewart has also partnered with 19 Crimes on a Martha Chardonnay, which is displayed along with her friend, Snoop Dogg's wine, Cali Red. However, on weeknights, she said she is more likely to enjoy a glass of iced tea

than a cocktail.

"Iced tea is a go-to drink for many of my friends and for me. Rather than having a cocktail on a weeknight, we will drink a nice big glass of iced tea. It is refreshing and it is certainly delicious if it's well made," she said.

It was beer, however, that she enjoyed on a recent golf cart tour of Whistling Straits Golf Course in Kohler. She was in the Wisconsin city for the Kohler Food & Wine event last weekend, during which she taught a class to about 75 people and oversaw a dinner for about the same amount on Saturday night. The design center was decorated with art of her Bedford, N.Y. farm and had Martha chairs and dishes. Recipes that are on her menu at The Bedford in Las Vegas were served.

Overall, Stewart said she was impressed with the Kohlers and their property. Despite the rainy weather, she was able to enjoy the golf course.

"It was freezing cold ... but we drove around in the golf cart and saw the golf course. It is on the shores of Lake Michigan, and it is fantastic," she said. "We drank Spotted Cow beer (first calling it Dirty Cow beer, but then correcting herself). It was so good even though we were freezing cold."

Even at age 82, Stewart is continuing to create and shows no sign of slowing down. Her advice for people who also want to become more of a do-it-yourselfer, whether because they want the gratification of knowing they created something from scratch or to save money during a time of high inflation, she recommends referencing her books.

"I agree it is time to revisit our diets, where we buy our food, how we source our ingredients and get with the picture here," she said.

Stewart is working on her 100th book, she said, that will include her favorite 100 recipes.

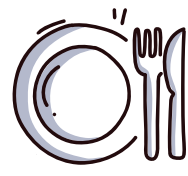
"I think it is going to be a huge bestseller because people are going to love every single recipe and they are not terribly complicated," she said. "Pretty much everybody can make everything in the book. They will want to make it even if they haven't made it before."

"We've lined up an amazing group of restaurants and we hope you will get out and try something new or rediscover an old favorite. There is truly something for everyone's taste! From Mr. B's to Bullwinkles, falafel to French fries, participating restaurants will offer great deals, and maybe even an off-menu item or two during Dine In Brookfield," reads a post on the Visit Brookfield's website.

Other participating restaurants include Café Manna, The Badger Burger Company, El Gaucho Grill and more. For a full list, go to <https://bit.ly/dineinbrook>.

Speaking of eating in Brookfield, an IHOP has opened in the former Ground Round spot inside the IHG Hotel at 1005 S. Moorland Road and is ready to flip pancakes for you.

(Have a Waukesha County restaurant news tip? Email Katherine Beck at kbeck@conley.net.com.)



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Andy Farley named NASSP National Principal of the Year

BROOKFIELD — The National Association of Secondary School Principals (NASSP) announced that Andrew Farley, principal of Brookfield East High School, is the 2024 NASSP National Principal of the Year. This marks the first time a Wisconsin principal has received this honor.

“Andy works tirelessly to engage students in their learning and, more broadly, in their school community,” stated Superintendent Mark Hansen. “Mr. Farley is a proud East graduate himself,

and his story is a testament to both our Elmbrook Schools and public education. He communicates high expectations of students and staff in a personal and supportive way that consistently yields tremendous results.”

During Andy Farley’s decade as principal, Brookfield East has been named Wisconsin’s top public high school for four consecutive years (niche.com), and the school was recently recognized as a 2023 National Blue Ribbon School for Exemplary Work in

Closing Achievement Gaps - one of only three high schools in the country to be recognized in that category. Farley has led a school culture committed to the school’s mission of academic and human excellence.

Brookfield East’s Hope Squad, the first in Wisconsin, has developed student leaders to serve as ambassadors for wellness throughout the school, community and region. Farley has ensured all students have access to rigorous, capstone educational experi-

ences with a remarkable 99% of the Class of 2023 taking at least one college-credit bearing course prior to graduation.

Through a commitment to literacy instruction, students have excelled on standardized assessments.

In 2023, the senior class earned an ACT composite of 23.5, including a 24.1 in reading. Additionally, 572 (42%) Brookfield East students took 1,235 Advanced Placement exams, earning a 3 or better on 80% of the exams taken.



Andy Farley



BARBARA EASH

Antiques

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In the early 20th century, American banks wanted to build consumers’ trust in financial institutions and recruit additional customers. One technique used for newly opened accounts, the depositor would receive a “Still Penny Bank” as an advertising gift. Parents used this promotional opportunity as a teaching tool for their children and banking executives recruited many more clients.

Interest in coin banks became so popular that department stores and tourist attractions designed and sold their own models. Foundries supplied the demand using leftover cast-iron offcuts for these new product lines. The smallest scraps become toy soldiers and Boy Scout figurines etc. **Photo 1 current fair market value in good condition is \$65.**

A different kind of bank was used for prizes at early carnivals. This parrot, in photo 2, is chalk and it is a survivor! These fragile banks had only one slot to insert coins (no exit hole). They often broke when people tried to retrieve their money. **Current fair market value in good condition is \$25.**

Eventually, shapes of penny banks varied from buildings, to clocks, cars, animals and more. **The value of the train station bank, in photo 3, is \$55.**

Photo 4 is an example of another bank promotional item. These are more common and their design mimicked the “new” transistor radio. **A current fair market value in good condition is about \$50.**

Whatever type of penny bank you might have, if it is in good condition, the value is most likely worth more than the amount of pennies it can hold.

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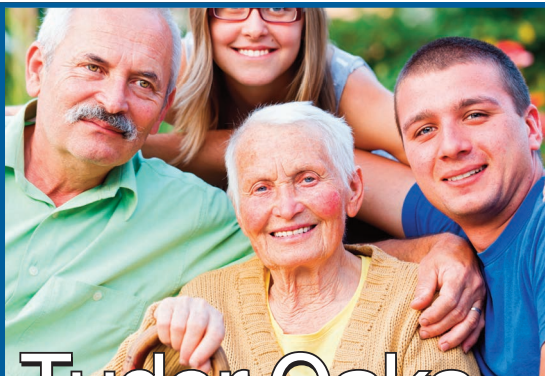
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