



Fisk Avenue looks to expand workshop
Owner fundraising on Kickstarter for artisan work space ▶ **Local, 2A**



4th of July events in Waukesha County ▶ **2A**

WAUKESHA COUNTY



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Friday, July 1, 2022

gmtoday.com

Schweizer Emblem Company reaches 100-year milestone

Business moved from Illinois to Waukesha in 2015



Nikki Brahm/Freeman Staff

Emily Sampson is the new owner of Schweizer Emblem Company, 227 South St., Waukesha. The business has been operating for 100 years since February 2022.

By Nikki Brahm
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262-513-2651

WAUKESHA — From the United States Postal Service, to the Milwaukee County Sheriff's Department, to the Pittsburgh Penguins, patches and emblems of all sorts have come to be right here in Waukesha at the Schweizer Emblem Company.

The business is celebrating their 100-year anniversary this year as of February. In addition, Emily Sampson is taking over the business as owner as of today.

The company was first started by Rudy Schweizer in downtown Chicago in 1922. The business logo was created in 1935 by Schweizer, which depicts the village that he came from in Switzerland.

Schweizer had embroidery looms brought in from Switzerland, Sampson said, when all of the embroidery was handmade. Now, a lot of it is done with a computer — digitized and automatic.

Sampson's great-great aunt, Lilian Switzer, was an accountant for the business for many years before taking over the business. Then, Sampson's grandfather, who worked in sales, took the business over from her when she was ready to retire. Sampson's grandfather, Joe Binder, passed away in 2013, which is when Sampson's mother, Nancy Madsen, took the business over.

Now, Sampson, a fourth-generation owner, is taking over Schweizer Emblem



Schweizer Emblem Company moved to Waukesha in 2015.



An undated photo shows workers using an embroidery machine when the Schweizer Emblem Company was located in Chicago. Production has since been outsourced in the U.S. and overseas.

Company today.

Schweizer Emblem Company works with a graphic designer on a contractual basis, but often the clients come with a design already created. Manufacturing of the patches, pins and more was sent across the U.S. and

overseas in the 1980s.

The business' main focus is patches. They also do lanyards, pins, luggage tags and photo emblems. They also create bullion crests, which are handmade in India.

See **EMBLEM**, PAGE 3A



A Milwaukee County Sheriff's Department pride patch.



A Milwaukee County Transit patch.



Pittsburgh Penguins patch.



Green Bay Packers patch.



Chicago Police Department patch.



Chicago Blackhawks patch.



The Planetary Society pin.

Misprinted labels on some absentee-by-mail primary ballots

A letter will go to 2,400 impacted Brookfield residents

By Karen Pilarski
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had them in the mail by Wednesday afternoon.

"On Thursday afternoon, our Deputy Clerk, Renee Tadych, noticed an error in the footer on the front of the ballot and the header on the back of the ballot: 'Libertarian Party Primary continues on back of ballot' and 'Libertarian Party Primary (cont.)' It should have read 'Republican' and not 'Libertarian' as Monica Paz is a Republican candidate," she said.

BROOKFIELD — City officials noticed an error in the footer on the front and back of some absentee-by-mail primary ballots two days after processing and mailing 2,400 ballots. According to a letter from Michelle Luedtke, Brookfield city clerk, on Tuesday the city received ballots for the August election. Staff processed over 2,400 ballots and

See **BALLOTS**, PAGE 3A

Former teacher reunites with his 'kids' after 53 years

Former Echo Glen School students celebrate teacher Dale Heinen

By Hunter Turpin
Special to The Freeman

WAUKESHA — Echo Glen School, built in 1924, was a three-room school on Guthrie Road in Waukesha, near where Minooka Park is now. The school has since been demolished, but the sixth-grade class of 1968-69 still remembers a year of jokes, music, learning and their favorite teacher, Dale Heinen.

"You know how you can just remember those great memories and that it was a good year? That's how that class was," said Colleen Christensen, a student in the sixth-grade class.

On Wednesday, 53 years later, the class held a surprise reunion to thank Heinen for his work in education and the impact he left on them, some of the students having pursued education careers of their own, saying they were inspired by him.



Courtesy of REXANNE PROM

The former students presented their teacher Dale Heinen with a plaque to thank him for the impact he left on them.

See **REUNION**, PAGE 6A

No Friday Night Live tonight

WAUKESHA — There was an error in Thursday's Fun Things To Do list. The list said there was a Friday Night Live scheduled tonight but that is incorrect. There will be no outdoor Friday Night Live

tonight due to the 4th of July holiday.

Streets will not be closed. But Magellan's, Martha Merrell's and Guitar 4 Life will have live music. The regular Friday Night Live returns on July 8.

Volume 164 No. 69
7 97883 00027 1

INDEX

Business.....6B	Lottery.....2A
Classified.....4B	Obituaries.....5A
Commentary.....4A	Sports.....1B
Crossword.....6A	Weather.....6A

WEATHER

Tomorrow:
Partly cloudy
High 82 / Low 60

See complete forecast on Page 6A

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Independence Day Celebrations - Monday, July 4th

Downtown
11:00 am Parade - "Waukesha Strong" theme

Lowell Park, 2201 Michigan Ave.
4:00-10:00 pm Beer Garden with Live music & food
Free "Waukesha Strong" glow bracelets to the first 4,000 - courtesy of Educators Credit Union

9:30 pm Fireworks

waukesha-wi.gov | 262-524-3737

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WEEKEND EDITION



WAUKESHA COUNTY

The FREEMAN

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Saturday, July 16, 2022

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Milwaukee gets recommendation to host 2024 GOP convention

MADISON (AP) — Milwaukee moved another step closer to hosting the 2024 Republican National Convention on Friday when a site selection committee unanimously recommended the event be held there rather than Nashville, Tennessee.

The Republican National Committee would still need to

approve the location at its meeting Aug. 2-5 in Chicago. Nashville could still be the winner, but that city's chances hit a roadblock earlier this month when opposition led proponents to withdraw a proposed agreement about how to host the event.

"Today, the Site Selection Committee voted to recom-

mend Milwaukee to host the 2024 Republican National Convention and it is a testament to the forthright and professional behavior embraced by Milwaukee's city leaders throughout the process," RNC Senior Advisor Richard Walters said in a statement. "A final decision will be made by Chairwoman McDaniel and the full RNC in

the coming weeks."

Milwaukee was chosen by Democrats to host the 2020 convention, but the coronavirus pandemic forced that meeting to be held nearly entirely online. President Joe Biden accepted the nomination in Delaware, not Milwaukee.

See **CONVENTION**, PAGE 5A



AP Photo/Carrie Antliffinger

The skyline of Milwaukee, along Lake Michigan, is pictured on Feb. 8, 2019. Milwaukee moved another step closer to hosting the 2024 Republican National Convention on Friday when a site selection committee unanimously recommended the event be held there rather than Nashville, Tenn.

Inside



High-scoring, All-State guard Haertle named Freeman Male Athlete of the Year ▶ 1B



Get your guide to the Waukesha County Fair inside today!

CHUCK DELSMAN



Sussex Daze is this weekend ▶ 2A

Waukesha Christmas Parade Memorial designs revealed



Courtesy of city documents

A memorial design submitted by Carmen De La Paz features a sculpture of cupped hands holding a heart with trees and benches. A domed light would be embedded into the ground that shoots a bright light into the sky.

Six designs to be considered at upcoming Parade Memorial Commission meeting

By Nikki Brahm
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WAUKESHA — Six designs for memorials recognizing and honoring all of the victims impacted by the Waukesha Christmas Parade tragedy will be reviewed at an upcoming Parade Memorial Commission meeting.

At the upcoming Tuesday, July 26 meeting the commission is expected to decide on the top three designs for public input as well as discuss fundraising for the memorials.

A smaller memorial site of recognition has been selected by the commission, which is along the parade route on Main Street. A larger memorial will also be located at city-owned Grede Park, across the river and across Wisconsin Avenue from Veterans Park.

Submissions

One submitted design is by Carmen De La Paz, which features a 7- to 8-foot sculpture of bronze



A proposed design submitted by Monument Warehouse features large stone monuments featuring the names and images of the six people who lost their lives at the parade.

cupped hands holding a mosaic-tiled heart, inside a circle of landscaping. In addition, six trees facing the hands and six benches will

See **MEMORIAL**, PAGE 2A

Inside

■ Council to review holiday lights display as it approaches one-year anniversary of the Waukesha Christmas Parade tragedy. **2A**

Sheriff's department to update equipment, training

Committee passes ordinance allowing department to use seized funds

By Hunter Turpin
Special to The Freeman

WAUKESHA — The Waukesha County Judiciary and Law Enforcement Committee addressed budgetary and staffing concerns within the sheriff's department, passing an ordinance to fund equipment replacement and hearing an update on hiring and overtime, in a meeting on Friday.

The sheriff's department announced that transfers from the Huber Facility are completed for the year; this was one of the major adjustments the department made to create efficiencies both

See **SHERIFF**, PAGE 5A

Falls school district selects search firm for superintendent

MENOMONEE FALLS — The School District of Menomonee Falls selected Hazard Young Attea Associates (HYA) to spearhead its search for an interim superintendent for this school year and permanent superintendent for the 2023-24 school year. The Board of Education chose the firm from two candidates at a special meeting on Tuesday.

"It was a unanimous vote," said Eric Pelzer, president of the SDMF School Board. "The thing we liked best about HYA was their analytical approach and that they were data-driven. We also liked the dashboard interface that all of the board members will have access to during the process, giving us real-time updates in response to the survey we will be doing."

See **FALLS**, PAGE 5A

Volume 164 No. 80



7 97883 00075 2

INDEX

Business.....5B Local.....2A, 3A, 5A
Classified.....6B Lottery.....2A
Commentary.....4A Obituaries.....7A, 8A
Community.....7B Sports.....1B
Crossword.....4B Weather.....8A

WEATHER



See complete forecast on Page 8A

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Saturday, July 23, 2022

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Flying high at the fair

Offers some 25 rides, 16-plus games and wide range of music



Hunter Turpin/Special to The Freeman

Two fairgoers enjoy a ride at the Waukesha County Fair on Friday.

By Hunter Turpin
 Special to The Freeman

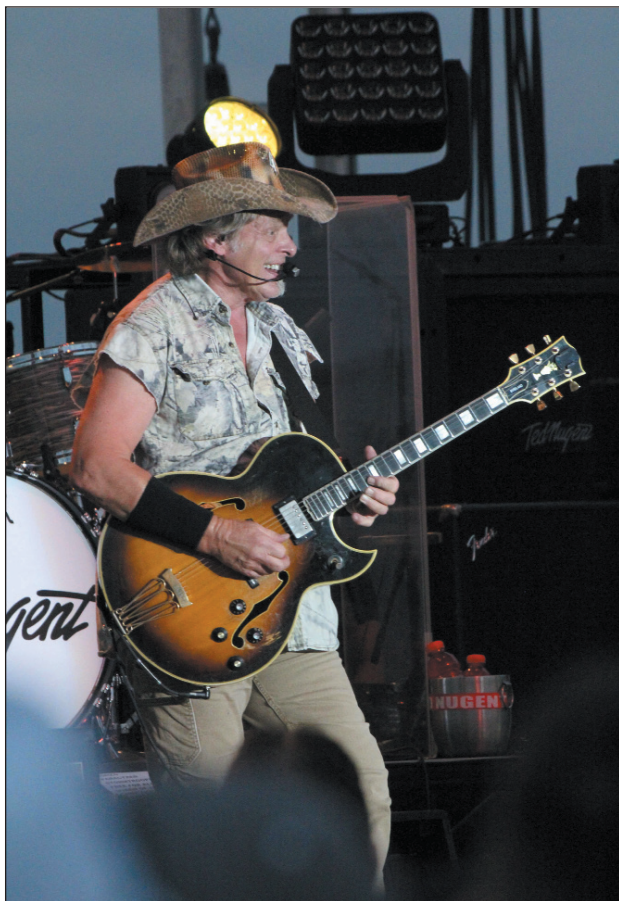
WAUKESHA — Upon entering the Waukesha County Fairgrounds, one of the first thing visitors see is the 110-foot Ferris wheel in the distance, accompanied by music coming from the stages throughout the grounds. Rides and music are many fairgoers' favorite attractions, giving people of all ages something to do, organizers said.

This year's county fair has almost 25 rides and over 16 games, which many teenagers said are their favorite part of the fair. The Waukesha County Fair has partnered with North American Midway Entertainment for over a decade to bring rides to the fairgrounds.

"We're still deciding where to head, we gotta walk around and see our options first," Aidan Holley said after he bought tickets on Friday.

Through Sunday, riders can pay \$33 for unlimited rides. A group of kids ran from the Freakout, a ride that swings riders on a pendulum while spinning, to Pharaoh's Fury, which is shaped like a ship and also swings on a pendulum.

See **FAIR**, PAGE 6A



Tim Snopce/Special to The Freeman

Nugent rocks County Fair

WAUKESHA — Ted Nugent rocked the Miller Lite Main Stage at the Waukesha County Fair on Friday night. A big crowd turned out to see and hear The Nuge and his band perform. ■ **More photos on 6A**

Fair weekend schedule

WAUKESHA — Here is the Waukesha County Fair's schedule for tonight and Sunday. For more information visit <https://www.waukesha-countyfair.com/>.

TONIGHT

4 p.m. – 7 p.m.
 JJ Eckl – Leinie Lodge

5 p.m.
 Jumbo Cupcake Eating Contest – Children's Tent
 Muckey 4-H Cloggers – Family Fun Stage

6 p.m.
 Showman of Showmanship – Begins at Horse Rings and moves to Insight FS Livestock Coliseum
 Doze 2 Guys – Children's Tent

6 p.m. – 9 p.m.
 4-H Kids Zone: Free Family Fun Bingo 4-H – Revere Electric Supply Co. Forum Marketplace & Shops (North Hall)

7 p.m. – 8 p.m.
 Ten Feet Tall – Coors Light Stage

8 p.m. – 12 p.m.
 Bella Cain – Leinie Lodge

9:30 p.m. – 12 p.m.
 Ten Feet Tall – Coors Light Stage

Sunday
 10 a.m. – 12 p.m.
 Jimmy Whitaker – Leinie Lodge

10 a.m. – 2 p.m.
 4-H Clover Corner – Revere Electric Supply Co. Forum Marketplace & Shops

10 a.m. – 4 p.m.
 Knitting & Quilting Demos – Waukesha Freeman Exhibits Building
 Loose Bead Society Beading Demos – Waukesha Freeman Exhibits Building

See **EVENTS**, PAGE 6A

Missing man on Lac La Belle presumed dead



Sue Boyer/Special to The Freeman

Wisconsin DNR Warden Supervisor Drew Starch, left, and Western Lakes Chief Brad Bowen, right, address the media on Friday afternoon at City Beach in Oconomowoc.

OCONOMOWOC — Authorities said they are searching for the body of a man who is believed to have drowned in Lac La Belle Thursday night, according to Western Lakes Fire District Chief Brad Bowen.

Multiple police and fire departments were at the City Beach boat launch at the lake Friday morning beginning around 7:30 a.m. The launch continues to be closed to the public until further notice.

A press conference was held around noon on Friday. Bowen said authorities do not believe the man is alive.

The beach near the boat

launch remained open Friday and was busy with swimmers and sunbathers as temperatures reached around 90 degrees.

A caller alerted authorities at 7:18 p.m. Thursday that a man in his 30s had jumped into the water from a pontoon boat to go swimming with family members near the middle of the lake. The man never resurfaced, Bowen said.

The Town of Oconomowoc Police Department is leading the investigation but could not be reached for comment on Friday.

A concert at the beach on Friday night was canceled.

Let it Be opening delayed due to supply chain



Nikki Brahm/Freeman Staff

The British-themed bar Let it Be at 716 Clinton St. in Waukesha.

By Nikki Brahm
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 262-513-2651

WAUKESHA — Don't worry, Beatles fans. The downtown Waukesha Beatles-themed bar is still in the works despite delays caused by the supply chain.

According to Owner Dave Meister, the exterior of the bar includes a coat of arms above the door, a clock, a UK flag and red paint. The display case in the front of the business will have some

items incorporated in it as well, likely in the late fall.

In the interior of the bar, the floor, beams and lights are completed.

The bar itself and other interior decorations, such as the Cavern Club in Liverpool stage replica, is also complete. In addition, some artwork has also been recently incorporated, including a mural of Meister with his dog, Zoey, who recently passed away.

See **DELAYED**, PAGE 6A



Work begins Friday on Waukesha Strong mural

Group aims to complete mural in two weeks ► **LOCAL, 3A**

Volume 164 No. 85



INDEX

- Business.....5B Lottery.....2A
- Classified.....6B Obituaries.....7A
- Commentary.....4A Sports.....1B
- Community.....8B Weather.....8A
- Crossword.....4B

WEATHER



Tomorrow:
 Few showers
High 84 / Low 61

See complete forecast on Page 8A

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