



Milwaukee County Sheriff's Office

NEWS RELEASE

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FOR IMMEDIATE RELEASE
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Operation Drive Sober Results in 5 Arrests, Two Wrong-Way Drivers 1047 Repeat Offenders Since January 2010



Melissa Juopperi – wrong way



Joseph Laudon – wrong way, 3rd



Effrem Jones – 2nd

Milwaukee, WI – At the start of last year, Sheriff David A. Clarke Jr. ordered an aggressive weekend Driving Under the Influence (DUI) initiative to rid the Milwaukee County freeway system of drunken drivers.

This weekend's initiative from Friday at 4:00 p.m. through Sunday at 6:00 a.m. resulted in the arrest of five drunken drivers. The average PBT result was .15.

Two of the drunken drivers were arrested for driving the wrong way on freeway off ramps.

On Friday, January 24, 2014, at 11:44 pm, MCSO Communications received a 911 call about a wrong way driver who was traveling northbound on the southbound off ramp from I-43 to W. North Avenue without headlights on and with its emergency flashers activated. At the bottom of the ramp the vehicle made a hard right and proceeded in the correct direction. A deputy found the vehicle stopped in the high speed lane of I-94 westbound at Hawley Road, with a passenger leaning outside the vehicle and vomiting.

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Melissa Juopperi, age 24, of Pleasant Prairie, had a PBT result of .16. She said they had been drinking at a motel in Franklin. Juopperi faces a felony charge of Recklessly Endangering Safety which carries a maximum ten year prison term, and received citations for DUI-1st and Procure/Sell/or Give Alcoholic Beverages to Underage Persons. The two passengers, ages 16 and 17, were cited for underage drinking.

This morning at about 1:20 a.m., MCSO Communications aired a call of a wrong way driver who was stopped by a retired Milwaukee County Sheriff's Deputy on the westbound I-43 off ramp to S. 108th Street.

He reported seeing the vehicle traveling the wrong direction, northbound on the southbound I-894 off ramp to W. Beloit Road, then corrected itself shortly after reaching the oncoming traffic lanes for southbound I-894, travelling at approximately 80mph.

The driver, Joseph Laudon, age 28, of West Allis, struck the HWY 100 for southbound I-43 off ramp wall twice before stopping at the end of the ramp. He was arrested for his third drunken driving offense. His prior DUI convictions were in July 2004 and March 2008. Laudon said he had been drinking at Club Paragon, 3578 S. 108th Street in Milwaukee.

Laudon faces felony charges of Recklessly Endangering Safety and DUI-3rd. If convicted, he faces up to 11 years in prison.

Effrem Jones, age 44, of Wauwatosa, was arrested for DUI-2nd.

Those cited for their first-offense were: Gail Sommers, age 51, of South Milwaukee; and Andrew Paige, age 21, of Greenfield.

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