

2020: DECIPHERING ISAYAS'S IDENTITY SECRETS

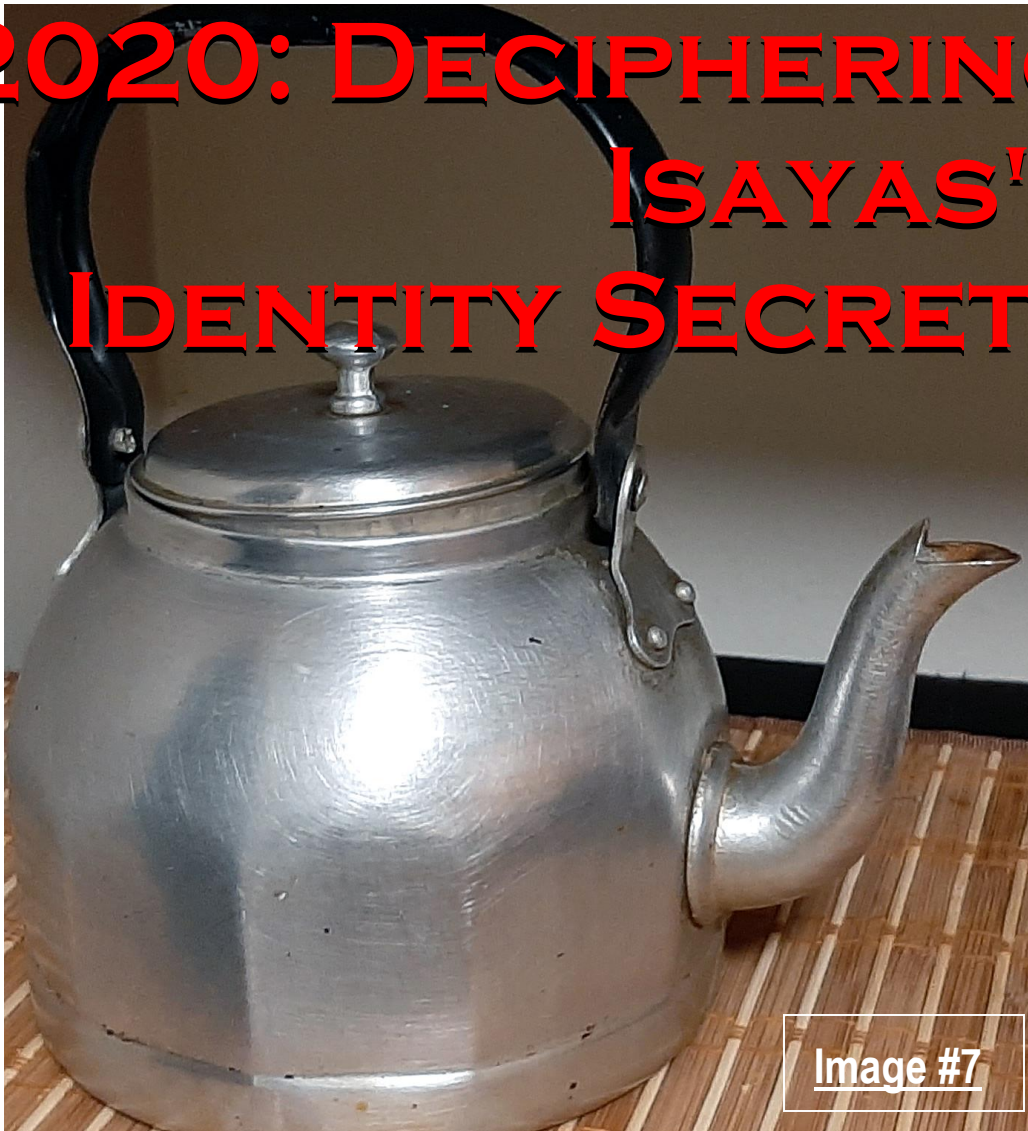
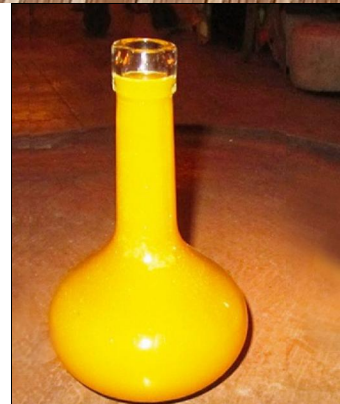


Image #7



MEDHIN's revolution changed the dynamic of Mies (ሜስ) business at #103 Kedamawi Menelik Godena. For the first time in the history of Mies



business, the prodigal Medhin began serving Mies to customers, directly from Berad to Melelik instead of delivering Breles in the traditional way. Out of this she earned her label "MEDHIN BERAD".

January 2, 2020

Part - Two

Wedi Filipino: Medhin was a slim, tall and charming lady, a trait visible on her grandson, Isayas Afewerki. Like a worker bee, Medhin was an laborious person; always busy managing her booming "Mies" (ሜስ) business, which was located in "Shuk" (ሽቅ) Asmara. Medhin's Mies store was located at one of Asmara's famous boulevards, #103 Kedamawi Menelik Godena (now renamed Afabet Street).

BUSINESS HOURS

Medhin had a strict business hours, she opened her Mies store at 7AM and closed at 7PM each day. The traditional Mies boozes in Asmara stayed open until late evening or closed early if they run out Mies, but Medhin was a very serious woman who observed the business hours strictly, 7-to-7.

Her meticulous business conduct insured she never run out Mies during the business hours and she never closed her Mies store before 7PM for the simple excuse, "Sorry! We run out Mies". When the clock handle hit 7PM, she wouldn't tolerate a damn five more minutes.

Each morning after she opened her Mies store at 7AM, customers had already flooded the booze immediately. Always and any time her booze remained over capacity with customers. The store was damn busy any time of the day.

BIZZARE FIGHTS

Prior 7PM, Medhin would announce the last call. Everyday 7PM would trigger a battle inside her booze. When it's 7PM, Medhin is always seen, engaged in skirmishes with the men who yearned to continue drinking Mies. She would push and shove the men out of her booze in order to make it empty at 7PM.

Every evening at 7PM, #103 Kedamawi Menelik would turn into bizarre fights between the highly punctual Medhin and the program-less men who craved limitless binging.

BUSINESS ON A GENUINE COMMERCIAL PROPERTY

Medhin's Mies store was the only one, which had a genuine business address. The Mies store was located on a truly commercial property at #103 Kedamawi Menelik Godena in Shuk (ሽቅ).

Routinely every morning, Medhin walked about 10 minutes from her residence in Geza Berhanu to her business address at #103 Kedamawi Menelik, in order to open it at 7AM. Her residence and her business address were merely 3 blocks apart from each other. [See Image #11, on page 9.](#)

Every evening, after closing her doors for business at 7PM, she would lock herself inside her store and spend great time and efforts in preparations for the next day's business. Late in the dark hours of the evening, she would walk back from #103 Kedamawi Menelik to her residence in Geza Berhanu.

Medhin was an advanced entrepreneur and ahead of her time. Her peers who were all Tigrayans: Wagaye Adwa, Hiwet Abraha, Mahliet Cambobolo didn't have at all the standards Medhin had, genuine commercial address and business hours. The other Tigrayans paled in comparison with Medhin's business performance.

Dear readers, we are gonna be hit again with another surprises of Berad.



Image #8

MEDHIN's revolution, serving Mies directly from Berad to Melelik brought a number of benefits to the customers: efficiency, handy, convenient, ergonomic and "more volume for your dollar". Melelik (Left) is about 30% more volume than the frugal Brele (Right). The volume advantage of Melelik over Brele induced more customers to flood to #103 Kadamawi Menelik. Medehin's revolution, which introduced unbalanced equilibrium favouring buyers, brought incredible bonanza to Medhin and she became the #1 moneymaker.

Haile Menegesha: In Asmara, Mies business was highly controlled by a cartel of handful Tigrayan women. In the city, only 5 Mies houses existed and all of them were owned by Tigrayans. Four of the five Mies houses are listed here:

1. Medhin Berad in Shuk (ሸቅ)
2. Wagaye Adwa, near Kidane Mehret Church
3. Hiwet Abraha, near Alfa Alfa Bakery
4. Mahliet Cambobolo, in Cambobolo
5. Sorry, we haven't data for the 5th house.

MEDALS OF HONOR

1. Wagaye Adwa was the cartel chief and the lead force on the Mies business fronts. She played vital roles in the cartel and in protecting the industry.
2. Medihn Berad stood uniquely professional with true commercial business address and business hours.

Wagaye, Hiwet and Mahliet didn't have independent business addresses and business hours. Their Mies establishments were sort of business and residential combo with no definite business hours. In this environment, their families and kids were naturally exposed to the dilemmas of booze activities.

Only the highly standardized Medhin shielded her daughters and their vast kids from the ill exposures to the booze activities by having independent business address at #103 Kedamawi Menelik Godena. For that matter, Isayas Afewerki was well shielded from exposures to the booze activities at #103 Kedamawi Menelik. Medhin was that kind of bright businesswoman, "Kids were off limits".



MEDHIN's revolution at #103 Kadamawi Menelik Godena, reengineered the ergonomical flaw Brele has. The old man in the image may be at stress in grabbing the heavy flask by his fingers. Also, fluid transmission from Brele to mouth is quite far from ideal, as human beings are naturally made to drink from cups or Meleliks. Medhin totally omitted the inconvenient Breles out of her business.

Medhin Berad and the handful of Tigrayans were making incredible amount money by selling Mies. Business was booming on all fronts in the cartel. The Tigrayans were selling Mies in Breles in the traditional way.

Then the prodigal Medhin introduced a new revolution at #103 Kadamawi Menelik Godena, which transformed her business completely. She brought a radical idea by simply dropping out the awkward Breles and started to use "Berad" and Meleliks to serve Mies to the customers. It was unorthodoxy move.

Medhin would wield a giant "Berad" (kettle) and started to fill up directly to the Meleliks of the customers right away in front of their eyes. She would no more deliver filled-up Breles carted from the service room at the rear. [See Image #7, on page 1.](#)

Medhin would fill the Meleliks from Berad in seconds. The men hated the traditional Breles and loved Medhin's Berad and Meleliks because it was now quick to fill up. Besides Meleliks were handy, convenient and ergonomic.

Also, the men noticed Medhin's revolution benefited them in big way. They were getting more volumes for their pennies with Meleliks than using the frugal Breles, as Melelik is 30% more volume than Brele. Her revolution earned her a label: "MEDHIN BERAD". [See Image #8, on page 4.](#)

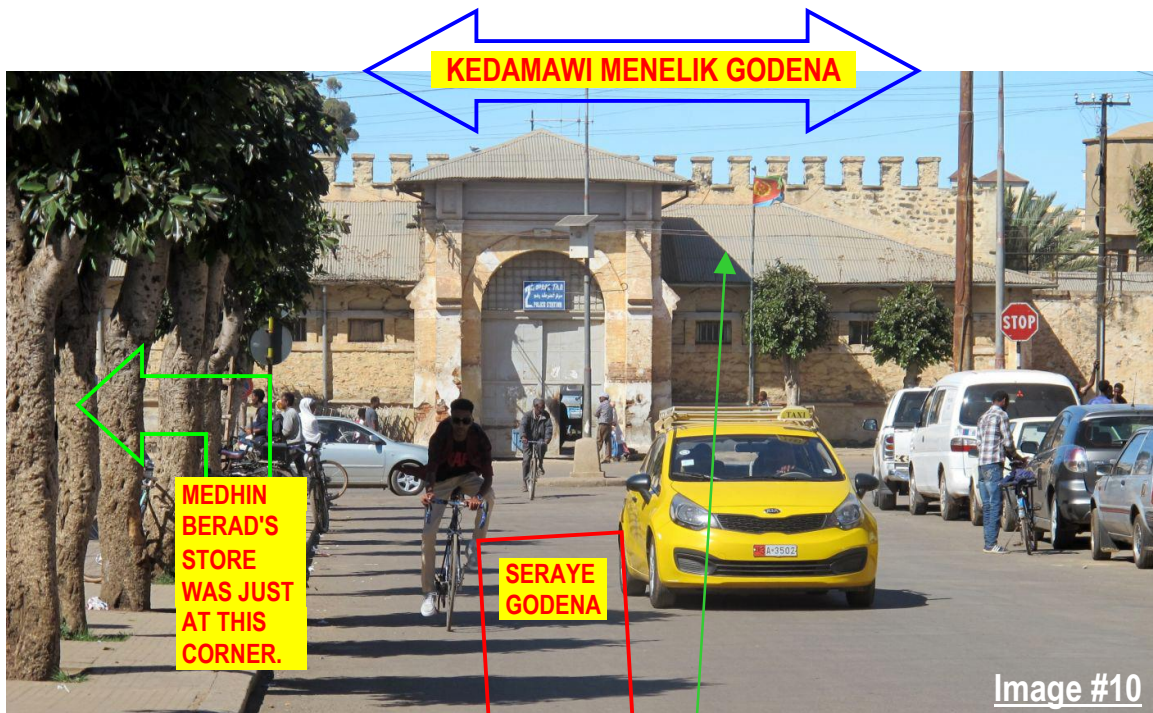
From Medehin's perspective, her revolution, which introduced unbalanced equilibrium favouring buyers, brought incredible bonanza to her business and #103 Kadamawi Menelik became the #1 moneymaking enterprise in Asmara. The revolution benefited both, buyer and seller.

The case was not only about revolution it was also about geography. Medhin Berad's Mies store was located at a

strategic area. #103 Kadamawi Menelik Godena was at the hub of many interwoven links.

Kadamawi Menelik Godena with the lined trees & divided roads by islands was one of the prime boulevards in Shuk (ሸቆ) . . . Seraye Godena, stretched from the huge gates of Karchelli, Alcatraz Prison of Asmara goes all the way to Kombishtato . . . the road to Medeber . . . to Aba Shawel . . . to Geza Berhanu . . . to Deposito . . . to Geza Kenisha . . . to Enda Autobus (Bus Terminal), all crisscrossed at Medhin's business address. Medhin was a very lucky woman to own a business at the centre of "Times Square".

Medhin Berad's Mies store was at the corner of Kadamawi Menelik Godena and Seraye Godena facing the huge gates of Karchelli, Alcatraz Prison of Asmara.



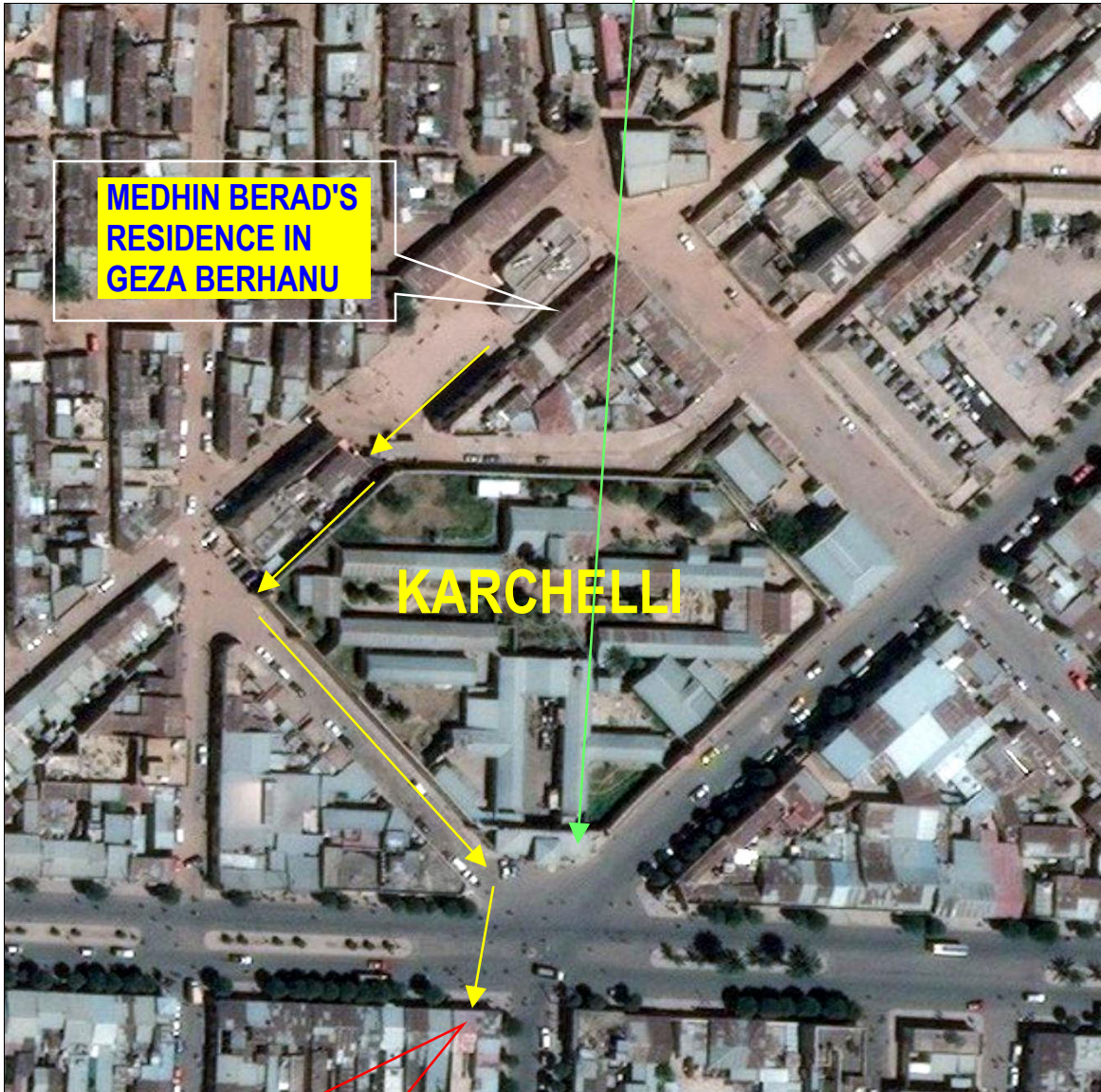


Image #11

**MEDHIN BERAD'S MIES STORE
UNIQUELY HAD PROFESSIONAL BUSINESS ADDRESS**

Medhin Berad's residence in Geza Berhanu was located behind Karchelli. It was merely three blocks away from her Mies store at #103 Kedamawi Menelik Godena in Shuk (ሽብር). Medhin routinely walked about 10 minutes every morning to open her Mies store at 7AM and she would close her doors for business at 7PM. Yellow arrows indicate the routes Medhin followed to get from her residence to her business.

Wedi Filipo: Medhin was a proud woman from Yeha, near Adwa and she belonged to the mid-level nobility of Adwa. She alone supported the entire families living in the residential property she owned in Geza Berhanu.

1. Daughter Adanesh Berhe Gebrehiwet, and her 11 kids were entirely supported by Medhin Berad and all these souls lived in the residential property of Geza Berhanu which was owned by Medhin. Isayas Afewerki was one of the 11 kids.
2. Daughter Hanna Berhe Gebrehiwet, with her spouse Ato Belay and their kids were entirely supported by Medhin and all of them lived in the same property of Geza Berhanu of Medhin.

Virtually Medhin was the roof, honey, milk and gravy train for the two daughters and their myriad kids including Ato Belay.

Isayas Afewerki's dad, Kegnezmatch Afewerki Abraha Hagos who was a high level aristocrat from Tembien, Tigray would not match Medhin's financial power. The elegant and sleek Kegnezmatch regularly came to Asmara and returned back to Tigray, just to symbolically father the bunch of kids of Adanesh Berhe, nothing else. He was living in Mekelle and had his own home, government job and a mistress there.

Kegnezmatch was never posed to look after his wife and his vast kids because the mighty Medhin was the matriarch, the breadwinner and necessities provider for the women and children at the residential property in Geza Berhanu. The huge money she earned from the Mies business was heavily invested on the women and the kids of Geza Berhanu.

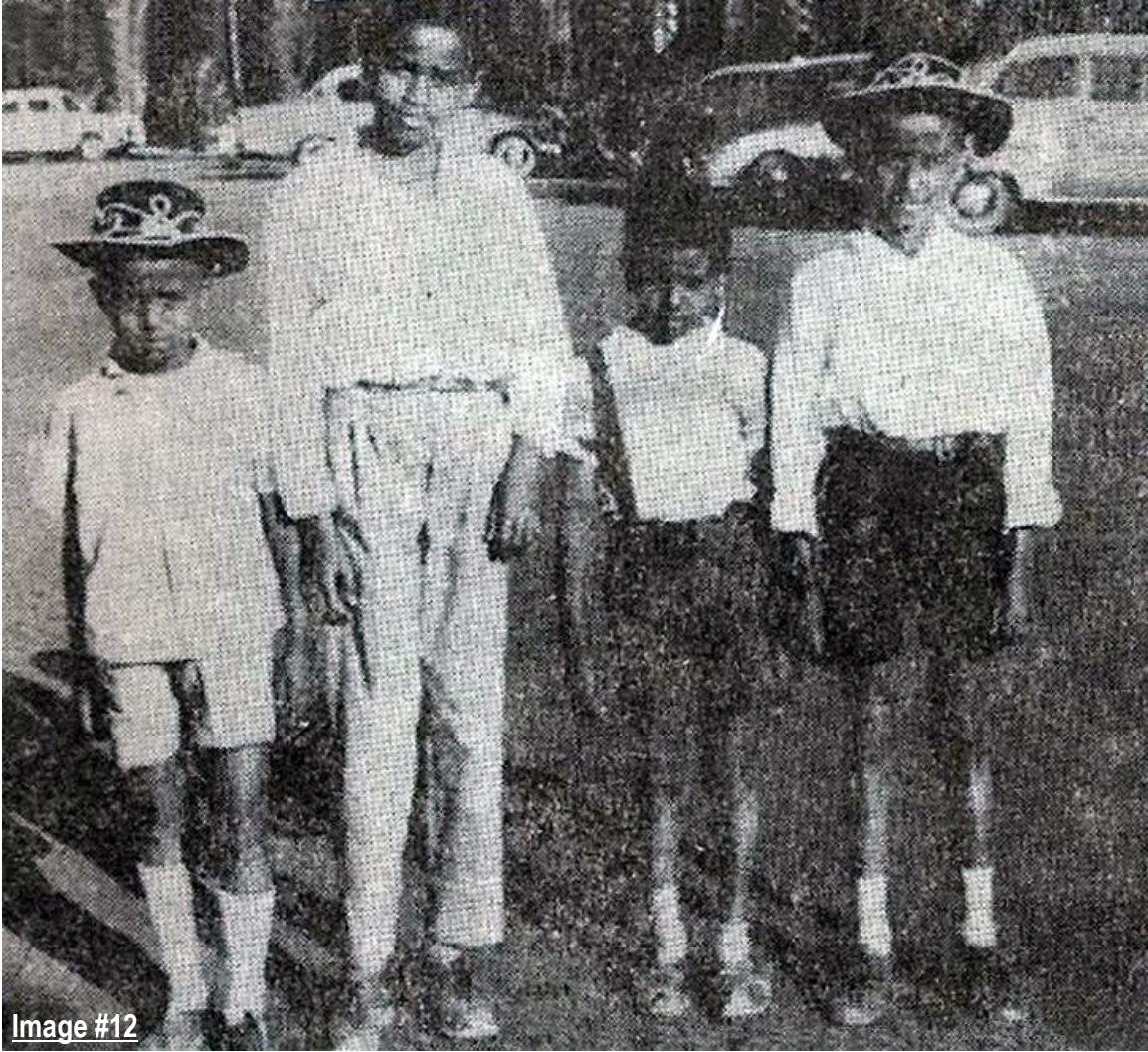


Image #12

Young boy Isayas Afewerki (2nd from left) with his siblings. The ultimate guardian and investor, grandma Medhin insisted, the kids have to don fancy suits, hats or suede shoes on Sundays. Basically the kids were superbly taken care of by Medhin.

Every Sunday, Medhin would inspect all the kids, like an anxious lieutenant to his soldiers. She would inspect them to control how lavishly they're dressed with expensive cloths, shoes, socks etc. Especially on Sundays, she would want to see the kids in fancy suits, hats or suede shoes. Medhin wouldn't give a damn if Kegnezmatch Afewerki or Ato Belay contributed or not toward their own kids because she placed herself as the ultimate guardian of all the kids.

The Tigrayan women who owned Mies businesses in Asmara tightly guarded their secrets. No Tigrayan would ever teach any woman how to make Mies except her own daughter.

The unbreakable secret of Mies making, made the 5 Tigrayan Mies makers in Asmara, superbly rich, unbeknown to the populace of Asmara back then. Nor to the Diaspora opposition, now. The anti-Isayas Diasporans, who favor to opt "Wedi Berad", have no clue how rich Medhin Berad was. Perhaps they would be in shock from their dumbness, after staring at this picture:

Monthly Grosses in Asmara in the 70's

Mies Maker_____	Estimated \$3,000 Ethiopian Bir
Lieutenant General of Derge _____	\$1,500 Bir
Tera Wetader Derg (Soldier of Derg)___	\$112 Bir
Memhr (Teacher)_____	\$450 Bir
Tsemaquit Sewa (ጸማዋቺት ስዋ) _ _ _	\$200 - 300 Bir
Minewale (Manual labourer)_____	\$150 Bir

The Tigrayan Mies makers of Asmara were making unbelievably big money during 70's. Few of their potentials: Hiwot Abarah owned prime commercial real estate in downtown Asmara which was rented to Bar Romana . . . Wagaye Adwa bought her daughter FIAT (popular Italian sedan) . . . Medhin Berad owned multi rooms residential property in Geza Berhanu, where she and her family resided.

The Tigrayan Mies cartel in Asmara insured no new comers to the business due to the presence of ultra secrecy in the know how of Mies making. That's why Eritrean women were prohibited from accessing this hidden bourgeoisie system.

The cartel members regularly met at their monthly conferences or Uqub (ዑቅብ) of Mies makers. In the conferences, they would show up with expensive Zurias, tons of gold, jewelleries, necklaces and bracelets. They would slaughter a sheep and gorge themselves with good food, whiskey and Mies until they drop.

During these conferences they would discuss about many subjects including about their businesses, price and their ultra secrets as well about their Tigrayan heritages.

Like the Godfathers, the Tigrayan Mies makers had powerful government politicians in their own pockets. Wagaye Adwa once flirted in a secret love connection with Kubur Ende Rasie Asrte Kasa, Governor of Eritrea, under Emperor Haile Selassie. Through his power the cartel would solve any of its problems, right away.

After Derge came to power, during the Eritro-Ethiopian War (Derg-EPLF War), the Derg Generals in Asmara dearly looked after their "babes". The Mies babes were privileged to have quantities of honey supplies in waterskins (ሎቆ ታት ማዓር), sometimes flown by Derg's military Antonov planes from Ethiopia to Asmara.

During the worst time of the sieges of Asmara by EPLF fighters, the Derg Generals supplied their babes with enough supplies of sugar after the honey supplies dwindled due to the choking sieges. Without the role of their cartel their Mies businesses wouldn't have survived the prolonged sieges of Asmara. Cartel chief Wagaye Adwa played critical role during those tough times.

HALT WHERE YOU STAYED

The come-and-go love relationship Kegnezmatch Afewerki Abaraha had with his wife Adanesh Berhe Gebrehwet finally was halted by the Eritro-Ethiopian War (Derg-EPLF War). Kegnezmatch succumbed to his native Mekelle, while Adanesh was left anchored to her hood in Geza Kenisha, Asmara.

Adanesh and her 10 kids moved from Medhin's residential property in Geza Berhanu to Geza Kenisha due to exponential family size of Adanesh. However, the spoiled Isayas Afewerki did not move to Geza Kenisha with his Mom and his siblings. He alone remained with his grandma Medhin and continued to live in Geza Berhanu for the rest of his life.

Even after Adanesh and her 10 kids moved to Geza Kenisha, Adanesh and cohorts still depended on full support of Medhin.

Medhin Berad, the prime guardian and angel of Isayas passed away in 2000. Medhin's mother officially claimed the Late Medhin Mesele's estate in Geza Berhanu.

UNOFFICIAL WITNESS PROTECTION PROGRAMS

Adanesh Berhe Gebrehiwet quietly settled and vanished in Ohio, USA, in a sort of unofficial witness protection program.

Hanna Berhe Gebrehiwet and her Tigrayan spouse Ato Belay, ex-football player who played for Ganta Seraye in Asmara, immigrated to Sweden and faded to obscurity in a similar fashion like Adanesh Berhe.

Kegnezmatch Afewerki Abaraha Hagos was a civil servant in Mekelle, in the office of Ministry of Land Reform and Administration of Imperial Ethiopian Government, tasked to reform rural land uses in Ethiopia from 1955 - 1974.

Kegnezmatch passed away in the 70s. Despite the aristocratic profile he had in Tigray, he got an ordinary burial absent of VIP fanfares.



**The Late Honorable Ghermai Kidane (Wedi Filipino)
1942-JUNE 19 - 2018-SEPTEMBER 24**

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Post Humous Memoir

**The Late Honorable Ghermai Kidane (Wedi Filipino)
1942-JUNE 19 - 2018-SEPTEMBER 24**

[Continues on page 17](#)

**Inputs, comments, questions, corrections, opposition are kindly welcome.
Please submit them to us. Thank you.**

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