A SPECIAL ISSUE OF MARQUETTE MAGAZINE

MKE101:

OUR GUIDE
CREATED TO HELP
NEWCOMERS
LIKE YOU
DISCOVER
MARQUETTE AND
MILWAUKEE
MKE101:

THIS CROWD-SOURCED GUIDE was created to help newcomers—like you—happily snoop around Milwaukee. It is packed with stories and tips about where to find fun, great eats, all kinds of exercise, spice markets, moments of silence, places of worship, ways to matter, a cool family lifestyle, front steps and good neighbors, and more—all contributed by the university family—call us “Marquetters.”

THE RIGHT STUFF
Alumnus Jeff Sherman focuses on Milwaukee’s cool and quirky factors at work. But his letter to you is about the warm wonders of his hometown.

LAND IN MKE, SEE THE WORLD
Our neighborhoods are loaded with ethnic restaurants, festivals, markets, cultural centers, dance clubs and more—places where we go global.

TRADITIONALLY SPEAKING
Some are sacred, some are spicy and some are just plain sassy. Our Marquette traditions will grow on you.

SUMMER SONGBOOK
Music in Milwaukee is communal. Bring a blanket, some good eats and snuggle up for the show.

THE FIELD GUIDE
Alumni and students tweeted, posted and emailed their top 100 things to do before graduating from Marquette.

WE PRAY
Roman Catholic Mass, Eastern Orthodox vespers, Islamic prayer, Jewish services, Lutheran worship, Catholic eucharistic adoration and more—all are important to students and all have a home here.

I CAME, I STAYED
Even skeptics see the light. Meet a few alumni who’ve become passionate Milwaukeeans and hear why.

WINTER SURVIVAL GUIDE
Here are some tips to help you love Milwaukee’s winter like we do or pretend you’re somewhere else—like we do sometimes.

ROLL UP YOUR SLEEVES AND DIG IN, IT’S WHAT WE DO

THE SECRET’S OUT
We love Milwaukee’s small town vibe. Guess what? Other people do, too! Faces and moments with shoutouts for MU and MKE.

IT’S YOUR TURN
You’re in charge. We like to show and tell—but you have questions. Get answers online.
Alumnus Jeff Sherman focuses on Milwaukee’s cool and quirky factors at work. But his letter to you is about the warm wonders of his hometown.

BY JEFF SHERMAN, BUS AD ’91
I LOVE MILWAUKEE.

I’ve spent my life helping to make sure that the rest of the world knows about this amazing place on Lake Michigan. I’ve always loved Marquette, too. As much as I love Marquette and its hometown, it’s evident to me that Milwaukee is missing something.

Before I tell you what that is, let’s agree that most cities have a lot of the same stuff. Right? People, businesses, green spaces, culture, transit, roads, sidewalks, events, sports— you get it. Milwaukee more than holds its own. It’s a city of fun, hard work, great sports, wonderful universities, beer, brass, festivals, unique neighborhoods, an amazing downtown and much more.

But we’re missing one thing other cities have. Pretense.

Yep, Milwaukee is a city with a complete and utter lack of pretense. We know who and what we are. We’re comfortable, authentic and ever-growing. We’re principled, without pretense. We know who and what we are. No faking here. We’re unique neighborhoods, an amazing downtown and much more.

FIRST STOP: COFFEE

I’m a downtown guy. My days usually begin — as they should — with great Milwaukee coffee. I believe in equal opportunity when it comes to java. I love Colectivo, Stone Creek, Anodyne and that cereal bowl we have at the office. You should try them all.

DONUT DIPPING

After coffee, it’s a day of meetings, and weight needs a donut or something sweet to power through. A stop at Grobe’s Bakery never fails. Old-fashioned donuts — no pretense there. Way back in the day, his family-owned bakery had a campus location. Today they’re in West Milwaukee on Lincoln Avenue and also inside the amazing Downtown Kitchen that’s run by Bartolotta Restaurants in the U.S. Bank building. Want a “new school” donut? Try Haley Mosley in the Historic Third Ward or venture out to “Tosa” and sample the wares at Cranky’s.

MIDDAY PICK-ME-UP

I’ll spare you the ins and outs of my business day: emails, tweets, meetings and more. In between it all I gotta snack. What’s on my list? Always popcorn, “I’d” the triple-m – caramel, cheese and plain — from Goody Gourmet’s in Shorewood. I love the salmon sticks at St. Paul Fish Co. and the dark chocolate almond clusters from Korth’s Candies, both in the Milwaukee Public Market. I’ll for sure grab a smoothie from the good people at Urban Beets Café on Martin Luther King Jr., drive and juice from The Juice Kitchen on 16th and North streets. Both are staples in their neighborhoods and fixtures of my regular city stops.

LOOKIN’ GOOD

What else might I do on my day-long adventure? Gotta pick up shoes and dry cleaning. Old school? Yes, but the good people at London Cleaners downtown won’t let you down. Open in Milwaukee since 1905, even the lost art of the shoe shine lives on here. Stop and ask Charles to buff your boots.

LOCAL HUGS

I don’t “shop” — I buy cool stuff from great places. Try some of my favorites, like Shoo, Milwaukees, Milwaukeehome, Moda3 and Snoxx (all in the Historic Third Ward). Clicks in Shorewood is a great stop for some sweet new kicks.

LEADS FOR LUNCH

Need a lunch option — or dessert? Try the grab and go from Sendik’s Fresh2Go on campus. Look for Shah’s Pakistani food on Jefferson Street. Jim’s in the Historic Third Ward makes some of the best Chinese food in Milwaukee. And, Guadalajara and Margarita Paradise are always cooking my favorite Mexican eats. Need a burger? Seriously, there are too many to name. Read “On the Burger Trail” at OnMilwaukee.com to find a favorite. Pizzeria? See Gino at Moda3 in Shorewood or San Giorigo Pizzeria in Milwaukee on Lincoln Avenue and also Moda3 in Shorewood. Again, nothing fancy here. Good shoes, fun t-shirts and good local businesses.

NOW THATZ ITALIAN!

Since my grandfather was an Italian butcher in Kenosha (which is between Milwaukee and Chicago), I’ll do him a dish service if I don’t stow you to Giardinio’s Italian Market on eccentric Brady Street. It’s a city treasure, full of family tradition, amazing sauces, Italian beef sandwiches that are almost as good as my grandfather’s, and — of course — all types and shapes of cheese. Pizz tip: The frozen ravioli are wonderful and priced right. Stock up.

CULTURE IS OUR JAM

Milwaukee is a city of connections, collaborations and creativity. It flows with fun like Lake Michigan. Amazing venues like the Pabst Theater, Summerfest, Milwaukee Art Museum, the Rave and countless others will call out for your time. It will take time to unlock all of this city’s treasures. But when you do, I guarantee they’ll be packed with love, hope and awe, and completely without pretense.

HIT ME UP

And, with Father Jacques Marquette as my witness, I promise to always be available to help a Marquette student, just hit me up on Twitter or send me a quick message @ShermanJeff. I’ll never turn down another great Marquette connection. Onward, On Milwaukee and Go Marquette!

Jeff Sherman is co-founder and president of OnMilwaukee.com, a digital media company that, among many things, publishes an award-winning daily online magazine that champions the people, places and products of Milwaukee. He works hard and plays hard — all while making media, community and greater Milwaukee better. He lives in Shorewood with his wife and two children.
More than 8,000 undergraduate students and 3,000 graduate and professional students come to Marquette from 47 states and 63 countries. Our neighborhoods are loaded with ethnic restaurants, festivals and markets, cultural centers and dance clubs, churches, mosques and temples, and more—places where we go global.

**GO GLOBAL**

**LAND IN MILWAUKEE**

**SEE THE WORLD**

**CULTURAL ORGANIZATIONS**
- InterNations
- Goethe House Wisconsin
- Alliance Française of Milwaukee
- Italian Community Center
- Irish Cultural Center
- Turkish American Society of Wisconsin
- Bavarian Soccer Club

**CAMPUS EVENTS**
- Indian Student Association Shows
- Bayanihan Student Organization Shows
- International Day

**DANCING**
- Gibraltar MKE
- Delaware House
- Kinsella Irish Dance
- Set Dance Milwaukee

**CULTURAL FESTIVALS**
- Holiday Folk Fair
- Cuban Day Street Festival
- Scottish Fair
- Highland Games
- Polish Fest
- Bastille Days
- Festa Italiana
- German Fest
- Dragon Boat Festival
- Irish Fest

**FILM FESTIVALS**
- Milwaukee Film Festival
- UWM Latin American Film Series

**RELIGION**
- Milwaukee is home for a wide array of religious centers, including Christian, Jewish, Islamic, Buddhist, Native and Indigenous, Unitarian Universalist, and Atheist/Humanist places of worship. Jain and Hindu centers are located nearby in Pewaukee.

**HOOHAA BARS**
- Casablanca
- Dream Lab
- Arabian Nights
- Oakland Café

**GROCERY STORES**
- Nuevo Mercado El Rey
- Al Yasuf Supermarket and Restaurant
- Asian International Market
- Viet Ha Supermarket

**INTERNATIONAL CUISINES**
- We have wonderfully diverse options to satisfy your appetite for the taste of home, with restaurants tucked into corners all around the city. To feed your hunger faster, ask anyone for a “favorite” tip.
TRADITIONALLY SPEAKING

Want an insider’s take on what makes Marquette and Milwaukee special? Look no further than our beloved traditions. Some are sacred, some are spicy and some are just plain sassy. Each one will grow on you.

BY LORI FREDRICH, FOOD AND DINING WRITER AT ONMILWAUKEE.COM

CHEESE CURDS
Visit Clock Shadow Creamery in Walker’s Point on Wednesday or Friday to buy a batch of the squeakiest fresh curds around.

PRO TIP: Fresh cheese curds squeak at first bite but lose their signature squeak after a few days in the fridge. To revive them, put them on a plate in the microwave and give ‘em a quick zap. You’re welcome.

BRATWURST
No celebration is complete here without the aroma of freshly grilling bratwurst in the air, and Marquetters buy into this tradition in a big way. The spicy, delicious German-style sausage—call it a “brat”—is available in Milwaukee restaurants, farmers markets, festivals and from your friendly neighbor’s grill.

REAL CHILI
Your Marquette experience isn’t complete without a trip to Real Chili, a gustatory tradition that dates back to 1931. Originally located in the basement of our early Jesuit rectory, the chili counter is now just west of the Alumni Memorial Union on Wells Street.

Order the MARQUETTE SPECIAL like we do—“hot spaghetti, easy on the beans, please.”
HUNGER CLEAN-UP
Being the difference is in Marquette’s DNA, and this student-led service tradition comes from the heart. It started in 1989 to combat hunger and homelessness in Milwaukee and grew into the university’s largest — and most beloved — one-day service project.

MARK YOUR CALENDAR!
Alumni gather around the country each April to bring the power of Hunger Clean-up to their hometowns.

MASH-UP
Put on your dancing shoes during New Student Orientation for our Central Mall Mash-up that melds Marquette’s 30-year tradition of square dancing with a DJ dance party.

SUPPER FOR 12 STRANGERS
This tasty tradition has seated members of the Marquette family together for supper since 1973. Every autumn alumni provide home-cooked meals and good company for the new crowd of Marquette students, who arrive as strangers and leave as friends.

SERVICE.
IT’S OUR BIGGEST AND OUR BEST.
Doing for and with others — everywhere and all of the time. We walk the talk.

TUESDAY NIGHT MASS
AT ST. JOAN OF ARC CHAPEL
It doesn’t matter who you are, there’s something powerful about combining spiritual fulfillment and social camaraderie at the student-led Mass held at 10 p.m. every Tuesday in the beautiful historic St. Joan of Arc Chapel. Get there early and grab a seat.

CHRISTMAS TREE LIGHTING
Bundle up for one of the campus’ more beautiful traditions, the annual lighting of the Christmas tree. The early December event takes place at dusk and features hot cocoa and cider, snacks, caroling and a bundle of holiday cheer.

GOLDEN EAGLES BASKETBALL
Nothing gets basketball fans more lathered than Marquette basketball. The fun goes full-throttle Homecoming and Reunion Weekend with massive celebrations, including Marquette Madness, fireworks and even bed races. Pro tip: To avoid looking like a noob at Big East Conference games, stay standing until Marquette scores two points.

FASCINATING!
Bring a newspaper on game day and pretend you’re engrossed in the headlines while the visiting team is introduced.

USE YOUR NOGIN
Join the “big-head” faithful fans — bring a blow-up of your favorite muse or celebrity’s mug — or even Père Marquette!
MIAMI'S MUSIC CULTURE ISN'T TUCKED AWAY IN TRENDY CLUBS. OUR NEIGHBORHOODS SPARK WITH ENERGY, COMMOTION AND LIVE MUSIC. WHAT'S BEST? NO COVER CHARGE!

ROCK FEST

SUMMER SONGBOOK

WHOLE DAY BLUES HEAVY

ROCK FEST

INDIE ROCK STAR METAL FOREVER

HARD CORE WHOLE NIGHT

MILWAUKEE'S MUSIC CULTURE ISN'T TUCKED AWAY IN TRENDY CLUBS. OUR NEIGHBORHOODS SPARK WITH ENERGY, COMMOTION AND LIVE MUSIC. WHAT'S BEST? NO COVER CHARGE!

JAZZ

Dip your toes into Milwaukee jazz at the free Thursday night concert series, Jazz in the Park, at Cathedral Square Park (a must for everyone) or wander into one of the city's many jazz clubs.

WANT TO SEE THIS POSTER ON YOUR WALL?
DOWNLOAD IT FOR FREE AT MARQUETTE.EDU/MILWAUKEEGUIDE
Alumni and students tweeted, posted and emailed their top 100 things to do before graduating from Marquette. Here is their guide for you.

1. Play sand volleyball at Bradford Beach. Warning: You gotta like—or at least endure—the feel of sand on your skin!

2. Go ahead, be a “Smarty Pants.”

3. Play Thursday Trivia at the Annex.

4. Participate in a research project with a professor.

5. Get an internship at the Les Aspin Center and live on Capitol Hill.


7. Go to the Big Bang and kick off summer with fireworks.

8. Think “Endless Summer”

7. Run to the lake and back—awesome.

8. Toss a frisbee with friends on Central Mall.

9. Watch the sunset on the beach.

10. Bring your mat for outdoor yoga on the lakefront.

11. Tape Kopp’s frozen custard calendar on your fridge so you always know today’s flavor.

12. Schedule a playdate with your new friends.

13. See free movies at the Varsity Theatre.

14. Get tacos at Bel Air Cantina and Vagabond.

15. Get to Black Cat Alley of murals on the East Side and find the frog.


17. Rock the swings for kids and adults beneath the Holton Street/Oak Leaf Trail bridge on the Beerline.

18. Try every brew house on campus.

19. Launch your own Friday night fish fry tradition.

20. Grab empanadas on Brady Street.

21. Vow to always stay in touch.

22. Live on campus, and make the best friends of your life, maybe even meet your spouse.
THE TOP 100

BECOME A MKE FOODIE
24 Rank Sobelman’s Wells vs. Sobelman’s St. Paul. 25 Order Real Chili with the works, hold the beans, please, and guess the secret ingredient. 26 Order cheese curds at the Dogg Haus. 27 Crave tablecloth- and napkin-treatment? Get your gourmet on during Downtown Dining Week. 28 Try the ’za at Schroeder Hall. 29 Buy Kopp’s Frozen Custard flavor of the day. 30 Feed your cravings. Find the Thursday food trucks.

THE SPORTING LIFE
36 Join your favorite intramural sports team. 37 Flex at the Rec Plex. 38 Ice Skate at Red Arrow Park, then go snowshoeing. 39 Cosmic Bowl at the Annex. 40 Run with President Lovell. 41 Rent a Paddle Boat or ride a Milwaukee cruise ship—who says you have to do the work? 42 Grab a Bublr Bike, and ride to the lakefront.

TAKE IT OUTSIDE
31 Rock Yourself at the Rock the Mall concert. 32 Ride the 118-Mile Oak Leaf Bike Trail. 33 Tailgate at Miller Park. 34 Work up a farmers market schedule to share.

DON’T MISS
35 Hot Cookie Nite. Dress it up with ice cream and sprinkles.

GET TO EVERY GREAT NEIGHBORHOOD AND ETHNIC FESTIVAL.

EXPAND YOUR CULTURAL HORIZON
46 Catch Real Art and maybe a behind-the-scenes tour at the Haggerty Museum of Art. 47 Cultivate Your Culture with the student productions at the Helfaer Theatre. 48 Wonder what’s a geodesic dome? Get yourself to the Mitchell Park Conservatory. 49 Watch the Wings fan out at the Milwaukee Art Museum in the morning.

WORK THE NETWORK
55 Work an Internship—or five—that’s how Marquette students usually roll. 56 Connect with an alum who is already working it well on your career track. 57 Visit Marquette’s Career Counseling Center and get resume tips.
58
BE ONE OF THE FIRST FANS to see Marquette basketball in the new Bucks arena, Fiserv Forum.

59
JUMP RIGHT IN!
Attend SPARK new student orientation! Run for MUSG. Take a service-learning class, and connect with a community. Join the throng at New Student Convocation. Lead a student organization. Yes, you! Don’t miss the Mass of the Holy Spirit at the start of the fall semester. Become an RA.

SEIZE THE DAY...
OR NOT
66
WATCH THE SUN rise on the beach.
67
TAKE A NAP in the cozy Raynor Library easy chairs.
68
FLY A KITE at Veteran’s Park.
69
TAKE A BREWERY TOUR since Milwaukee has a bit of a reputation for awesome beers!

70
GET IN LINE at Purple Door Ice Cream. It’s worth the wait.
71
STOP IN Miss Katie’s Diner to start your day with eggs and hashbrowns.
72
BEAT THE RUSH and apply to live in The Commons now!
73
GO AHEAD, SLEEP LATE: you can brunch almost anywhere, every weekend.

MISSING FIDO...?
86
VOLUNTEER at the Wisconsin Humane Society and make more four-legged friends.
87
SLAP PAWS with our MU Police dog, Nattie.
88
GET SOME TLC when you hug Cu, the therapy dog.

GO BEYOND YOUR OWN BOUNDARIES
94
VOLUNTEER again and again.
95
BE THE DIFFERENCE you envision.
96
JOIN SOCIAL CLUBS and organizations.
97
JUNE STAR – Students Taking Active Roles.
98
GET INVOLVED.
99
SIGN UP for Hunger Clean-up.
100
STUDY HARD then live large.
“Being open to a wide variety of religious experiences shows true and reverential love for one’s neighbor.”

POPE FRANCIS

Marquette is committed to empowering the faith and spiritual development of all students and fostering an environment in which the integrity of every student’s faith is celebrated and supported.
MEET A FEW ALUMNI WHO’VE BECOME PASSIONATE MILWAUKEEANS — AND HEAR WHY.

I CAME, I STAYED

BY KEVIN MUELLER, COMM ’09

MAGIC KINGDOM TO MILWAUKEE

ADAM STOUT, Comm ’09, Grad ’16
RAISED: Rancho Santa Margarita, Southern Calif.
LIVES: Milwaukee’s west side
WORKS: Associate dean at Marquette Office of Undergraduate Admissions

After earning his Marquette undergraduate degree, Adam landed a warm weather opportunity — a fiercely competitive internship at Walt Disney World’s Magic Kingdom in Orlando. He admits: “I truly had no intention of staying in the Midwest.”

But — surprise — with one month left in the internship, he started to miss the place that is now home. Then he did the unimaginable. He returned to Milwaukee. “I think I’m blackballed from Disney,” he cracks.

Adam has no regrets about returning to the city he loves. “I think what played into my wanting to return is when you take a job, you’re not going to be working in that one place. You have to live in that city,” he says.

That city is Milwaukee, a perfect theme park for Adam, where his favorite things to do include spending time on the lakefront (“my little ocean, Lake Michigan,” he quips) and riding the Oak Leaf Trail, a 118-mile network of bike trails looping in and around the city. He and his wife, Jennifer Gaul-Stout, got married at a favorite spot — you guessed it — on the lakefront at the Milwaukee Community Sailing Center in 2014 and settled down on Milwaukee’s west side.

Wisconsin State Fair is on their “must-do” list every August. But don’t fret, when the months flip seasons, Adam and Jennifer also dig into Milwaukee’s winter. “Every winter I come away learning something new. I don’t know when the novelty is going to wear off, but 12 years living in Wisconsin it’s still new to me — and I love it.”
CHICAGO TRANSPLANT

TALMADGE GRIFFIN, Arts ’10
RAISED: Chicago
LIVES: Riverwest
WORKS: Data reporting analyst at Kelly OCG

The Chicago native prefers the breezy, down-to-earth attitude he found in Milwaukee. "The people who live here are some of the nicest people I’ve ever met in my life. There’s a real lack of pretension," he says.

Tal settled in the hip, walkable Riverwest neighborhood. Anything you need is close by, and it’s packed with musicians, artists and free-thinkers who, Tal says, welcomed him with open arms. “Nobody has their guard up. Everyone is super open and affable, easy to be around and so inviting. I walk around Riverwest and people will start up a conversation with me.”

The diversity and vibrant culture plus affordability are top reasons why he decided to put down roots. He bought a condo, and his girlfriend owns a house nearby.

OK, diversity, culture, affordability, walkability — Oh, there’s another mega-Milwaukee attraction for Tal — the Milwaukee Bucks. Tal goes to 10–15 Bucks games a year (he rarely went to Bulls games when he lived in Chicago) and, when it’s nice outside, he walks to the arena. When friends from Chicago come to Milwaukee for NBA games, they’re shocked by how accessible and inexpensive the city is.

“When I pitch Milwaukee to people who live in Chicago,” — which he does often — “I emphasize the easy living. I do more now than I did when I lived in Chicago because it’s so much easier to do things here.”

EMMEY MALLOY, Arts ’06, Grad ’12
RAISED: All over the country
LIVES: Historic Concordia neighborhood
WORKS: Certified nurse midwife at Aurora Sinai Hospital

“We found this super cool neighborhood with families that are into historic homes,” Emmey says, of where she and husband, Patrick Kennelly, Arts ’07, Grad ’13, settled in Milwaukee.

They bought a foreclosed house. It’s gorgeous. It’s listed on the National Register of Historic Places. And it’s a stone’s throw from Marquette, where Patrick leads the Center for Peacemaking. “We both have less than five-minute commutes, and we have this super cool historic home.”

More than majestic architecture, Emmey is thrilled to live in this house amid what she describes as a close-knit community. “It’s such a unique place,” she says. And she has ample experience to make that assessment. Her father’s job in the U.S. Air Force kept her family constantly on the move. She lived in Texas, Oklahoma, Upper Michigan, Ohio, New Mexico and Northern Virginia before discovering Milwaukee.

“I lived in rural places and big cities. Milwaukee always felt like a perfect mix of both,” she says.

After graduating from Marquette in 2006, Emmey worked for AmeriCorps in Washington, D.C., for a year. “It really confirmed to me that I wanted to be in Milwaukee,” she admits.

“Im D.C.) everyone is a transplant. Everyone is in a hurry. I hated it.”

She came back because Milwaukee always feels like home. “You go to the same place and you get to know people. I go to Amaranth Café and can say hi to the owner, and a friend from college or a co-worker will walk in. It has that small town feel where you run into people, but it’s big enough that you’re not suffocated.”
MAGNETIC MILWAUKEE

JAVIER LANDA, Grad ‘12
RAISED: Mexico City
LIVES: Franklin
WORKS: Project manager at Rockwell Automation

“It’s a very underrated city,” Javier says of Milwaukee. “It has everything you could ever wish for.”

He picked Marquette (Milwaukee) sort of randomly in 2007 when he was looking for a one-year exchange program. “I’ll take a chance,” he decided.

That chance paid off. He was quickly awed by Milwaukee’s attractions, especially Summerfest, the mega 11-day live music festival that brings a whopping 800-plus bands to the city. “When I was growing up in Mexico, we didn’t have those types of concerts, those bands playing all at once in one place,” he says. “I remember my first Summerfest; I went every right.”

He finished school at Universidad Iberoamericana and worked in Mexico for two years, but, wouldn’t you know it, those ties to the United States began tugging him back. He had only one destination in mind — Milwaukee. “I love the people, the Midwest culture. Everyone is super friendly. Everyone is welcoming.”

One other not-so-minor Milwaukee attraction was his girlfriend, Katherine (Elliott), Bus Ad ‘10. They were married in Milwaukee in 2013 and live in Franklin with their two beautiful girls, Sophia, 2, and Caralyn, 8 months.

Eighty guests from Mexico came to Javier and Katherine’s wedding. “They love Milwaukee,” Javier says. They were just like, ‘It’s a hidden gem. It’s so beautiful. It’s one of the cities you never hear about.’”

“I love the people, the Midwest culture. Everyone is super friendly. Everyone is welcoming.”

“IT’S A VERY UNDERRATED CITY. IT HAS EVERYTHING YOU COULD EVER WISH FOR.”

CONVERTED SKEPTIC

ROSE LITTLEFAIR, Comm ’16
RAISED: Santa Maria, Calif.
LIVES: Wauwatosa
WORKS: Admissions counselor at Marquette Office of Undergraduate Admissions

“When I go places and people ask, ‘Where are you from?’ I always say Milwaukee,” Rose says and laughs.

It is funny coming from a native Californian who did everything in her power to ignore Wisconsin and Marquette during her college search. She even threw away her Marquette acceptance letter.

“I didn’t want to come here,” she admits. Thankfully her mother had a better idea — she bookended a college tour somewhere else with a serendipitous stop in Milwaukee.

Ah, a mother’s wisdom won. Rose was floored with what she discovered. “I just thought there was cheese, cows and grass,” she says. One visit converted a skeptic. Rose chose Marquette.

After graduation, Rose planned to return to California. “It was going to be a four-year thing. I’m going to get my degree, go back home and travel the world. Then I graduated, and I didn’t want to leave Milwaukee.”

She settled near campus — not a surprise, right? — first a block off Brady Street, then in Brewers Hill. She got to know all the surrounding neighborhoods well before settling down in Wauwatosa. The city holds her fast. “I love all three neighborhoods, each one is very unique in its own way,” she says.

It wasn’t just the endless summer festivals, beautiful lakefront, city’s delectable brunch options (”Milwaukee does brunch much better than any other city,” she says.) or the low cost of living that made her stay. “The people kept me here,” she says. “Everybody here just takes you in when you need something. Everyone is always looking out for one another.”

For someone who tried her hardest to avoid college life in the Midwest, Rose now spends a generous portion of her day convincing other young Californians to take the same leap. “They think I’m crazy,” she says, “but whenever they come to visit, they tell me how much fun they have.”
Here are some tips to help you love Milwaukee’s winter like we do or pretend you’re somewhere else — like we do sometimes.

**WINTER IS YOUR FRIEND: 6 WAYS TO HACK IT**

1. **Dress right.** For maximum warmth, buy a down coat — the down comes from the plumage of a duck or goose — that covers the keister. Aim for at least 80 percent down, a fill power of at least 700 and a Clo value of 4 or higher.

2. **Layer up.** Look good. If you want to move around outside, pick a get-up that can adjust as temps drop or rise. Think in terms of a base layer that sits against the skin, holds the moisture and feels comfortable; a middle layer that holds the warmth in; and an outer layer that repels wind and rain.

3. **Be data smart.** The SnowCast app lets you check where flakes are falling and sign up for alerts about coming snowfalls. SnowMobile from the Milwaukee Public Theater’s PlayLab — you’re welcome — is another app to consider.

4. **Get the good stuff.** For some, hot chocolate involves powder and boiling water. For a select few, it rises to fine art in a mug. Be one of them. The best can be found right on campus at the Brew Bayou in the AMU, at Red Elephant Chocolate Cafe (redelephantchocolate.com) in the Historic Third Ward and at Rochambo Coffee (rochambo.com) on Brady Street.

5. **Toasting those piggies.** Rain boots, hiking boots and heeled boots should get the, ah, boot. Instead, aim for snow boots (think Sorel or Timberland) that are insulated and water-resistant. Make sure they have a thick sole with good traction; they also happen to be fashionable, bonus! If not, your toes won’t mind. And their opinion is all that matters here.

6. **Get out and get into it.** Ice skate at Red Arrow Park, swim with the polar bears on New Year’s Day at Bradford Beach, sled down St. Mary’s Hill, grab a pair of cross country skies at the Urban Ecology Center.

7. **The great indoors: 5 escape routes close to campus.**

   - **Fore-Ward Thinking:** St. Andrews or Myrtle Beach? This is the type of difficult choice that faces the indoor golfer. Pick your course from anywhere in the world, pick up your clubs and swing away! No need to chase your ball into the woods or wade into the lake at Fore! Milwaukee. (foremilwaukee.com)

   - **Float away:** Like tanning without the fear of sunburn, Float Milwaukee (floatmilwaukee.com) offers a time-out from winter. You lie in a chamber filled with a bit of water and tons of salt. The top closes, your tunes play and worries vanish.

   - **Look to the sky.** Not all travel requires, well, travel. Get lost in exotic landscapes far away through 3D movies projected onto a six-story-tall screen at the Milwaukee Public Museum’s Daniel M. Soref Dome Theater & Planetarium. (mpm.edu/theater-planetarium)

   - **Big screen scene:** Visit one of Milwaukee’s vintage theatres — Downer Theatre (landmarktheatres.com/milwaukee/downer-theatre), Oriental Theatre (mkefilm.org) and TimesCinema (timescinema.com) are best bets for screening flicks classic and modern.

   - **Museum free-dom:** Haggerty Museum of Art (marquette.edu/haggerty) on campus is open daily, is free and features treasures, including Salvador Dali’s Madonna of Port Lligat. The Milwaukee Public Museum (mpm.edu) is free for all on the first Thursday of every month, a great day to send the kids in search of the city’s most popular button (Hint: It will make a snake’s tail rattle). The Milwaukee Art Museum (mam.org) is open every day and offers a student membership.

**WANT TO SEE THIS POSTER ON YOUR WALL? DOWNLOAD IT FOR FREE AT MARQUETTE.EDU/MILWAUKEEGUIDE.**
PUT ON YOUR SHOES, GRAB A BIKE, HOP A BUS. THE BEST WAY TO GET TO KNOW MILWAUKEE IS BLOCK BY BLOCK. WE’LL GET YOU STARTED.

BY DAN SIMMONS

BRADFORD BEACH fills with thousands of sun worshippers most summer days to play beach volleyball, build sandcastles, soak in the sun or revel in a season that comes too late and leaves too early but never disappoints.

BRADFORDBEACHMKE.COM

HISTORIC THIRD WARD is a pocket-sized neighborhood that’s best toured on foot. Visitors can pop into innovative restaurants, shops and theatres housed in the same brick buildings that thrived as factories in Milwaukee’s early days as a city. It’s also home to Summerfest and the Milwaukee Public Market.

HISTORICTHIRDWARD.ORG

MILWAUKEE RIVERWALK is a place to stroll for a bite and a pint on patios at sundry waterside restaurants. Take a selfie with the Bronze Fonz or just admire the views along this stretch of Milwaukee’s namesake river.

MILWAUKEERIVERWALKDISTRICT.COM

BRADY STREET has given generations of Marquette students a spot to go to Mass at St. Hedwig Church, load up on Italian treats at Peter Sciortino Bakery, get a cigar, a tattoo or delicious locally brewed coffee at one of its cafes.

BRADYSTREET.ORG
MILWAUKEE ART MUSEUM is a Milwaukee icon set on the lakeshore, featuring a pair of gigantic metal wings that weighs 90 tons and opens to a wingspan of 217 feet. The wings were part of a $130 million addition designed by Spanish architect Santiago Calatrava.

HARLEY-DAVIDSON MUSEUM proves Milwaukee’s rank as the most hog-friendly city in the world. Visit to see 100 years of H-D motorcycle history, and stay for lunch.

TRIPOLi SHRINE CENTER opened in 1928 as a replica of the Taj Mahal — yes, really, here in Milwaukee. Inside are awesome ballrooms and glittering, ornate tile work that has to be seen to be appreciated. It’s on the National Register of Historic Places and open for tours or events.

NEW BUCKS ARENA, FISERV FORUM, drops the jaws of hoops fans. The Milwaukee Bucks’ futuristic $524 million arena guarantees no bad seats, plenty of gourmet eats, and an outrageous new home for Marquette men’s basketball.

NORTHEASTERN MUTUAL Tower and Commons, a glass-encased 32-story skyscraper, reigns at the east end of Wisconsin Avenue. This crown jewel of a building features a massive gas fireplace and coffee shop on the ground floor that are open to the public.
OUT+ABOUT

**THE COMMONS** is our new student residence complex. Look for it on the corner of North 17th and Wells streets. It's coed and includes a ground-floor commons with a dining hall, fireplace, theatre/music space and room to lounge.

[Marquette.edu/Explore](http://Marquette.edu/Explore)

**STREETCAR (THE HOP)** is a $128 million infrastructure update that takes riders along a 2.5-mile circuit of the city, connecting offices, shops, restaurants, museums and the lower East Side. Thanks to a $10 million gift from Potawatomi Hotel and Casino, everyone gets to ride the Hop free the first year.

[MilwaukeeStreetcar.com](http://MilwaukeeStreetcar.com)

**PABST MANSION** is a sprawling Renaissance Revival home that was built in 1890 to house Milwaukee's first family of brewing. Daily tours provide a look into the history of the mansion.

[PabstMansion.com](http://PabstMansion.com)

**ATHLETIC AND HUMAN PERFORMANCE RESEARCH CENTER** is the $24 million development — that rising grid of steel across the street from Al McGuire Center — that will be a base for elite researchers from campus and the broader health care industry plus workout venue for Marquette athletes.

[Marquette.edu/Athletic-Human-Performance-Research-Center](http://Marquette.edu/Athletic-Human-Performance-Research-Center)

**DISCOVERY WORLD** is a science and technology museum designed to shower young minds with curiosity about our great Lake Michigan.

[DiscoveryWorld.org](http://DiscoveryWorld.org)

**PHYSICIAN ASSISTANT STUDIES BUILDING** is a glimmer in Marquette’s eye that’s due to open in 2019. The $18.5 million academic building will rise on the corner of Clybourn and 18th streets and make space to more than double the number of students in the excellent PA program.

[Marquette.edu/Physician-Assistant](http://Marquette.edu/Physician-Assistant)
BE THE DIFFERENCE

ROLL UP YOUR SLEEVES AND DIG IN IT’S WHAT WE DO

BEING THE DIFFERENCE BEGINS AT HOME. SO WE RISE EARLY, WE STAY LATE, WE RALLY AROUND PROJECTS THAT MATTER TO MILWAUKEE, WE REACH OUT TO PEOPLE AND THEY REACH BACK TO US, WE LEARN HOW TO LEAD. IT’S NOT ROCKET SCIENCE. IT’S OUR CATHOLIC, JESUIT MISSION OF SERVICE IN ACTION FOR AND WITH OTHERS.

WANT SOME EVIDENCE?
More than 80 percent of our undergraduate students participate in community service. The university community provides more than 450,000 hours of community service annually.

URBAN CONNECTION brings new students into Milwaukee during orientation to pitch in on community service projects at 30 local nonprofit agencies.

SERVICE LEARNING links academics and semester-long work by placing 1,200–1,300 students at 100–125 community service agencies each semester.

HUNGER CLEAN-UP puts a full-court press on community needs with 1,500 individuals rolling out to help 50 community agencies each April while increasing awareness, support and resources for local programs addressing issues of poverty.

STUDENTS DELIVER MEALS to 14 city sites each week and raise funds to keep fighting hunger.

LEADERSHIP development programs help students explore and develop the skills of effective leaders.

MARQUETTE VOLUNTEER CORPS’ 80 student volunteers connect each week with local nonprofit agencies serving youth, people experiencing homelessness, refugees and people who are incarcerated.

MAKE A DIFFERENCE DAY each November brings 350 Marquette student-volunteers out to help 65–70 older adults prepare their homes for winter.

STUDENTS FOR SEA LITERACY supports a local nonprofit that empowers Southeast Asian refugees. Students come to campus weekly for tutoring and enrichment programs.

WANT TO SEE THIS POSTER ON YOUR WALL? DOWNLOAD IT FOR FREE AT MARQUETTE.EDU/MILWAUKEEGUIDE.
Faces and moments that give shout outs for Marquette and Milwaukee.

THE SECRET’S OUT

America’s Friendliest Cities

NO. 10 MILWAUKEE

“The people of Milwaukee are amazing. We live Midwestern hospitality to the core — it’s like a small town vibe in an urban setting. Visitors said that whenever you sit next to at the bar or in a park could wind up feeling like an old friend.”

TRAVEL & LEISURE

“MILWAUKEE IS MUCH, MUCH HIPPER than visitors expect. The cost of living versus the caliber of cultural activities is off the scales. And the city is so diverse — and I think that keeps our dining, music and cultural options more varied and on par with many larger cities.”

VOGUE MAGAZINE

“College graduates with degrees in the humanities should take a close look at Milwaukee. It’s known as the city of festivals and there are currently three jobs for every applicant in the arts and entertainment industry.”

THE MU/MKE GUIDE

“Best Cities for College Grads to Start Their Careers in 2018

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ZIPRECRUITER

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VOGUE MAGAZINE

“Milwaukee has one of the top 10 most youthful populations in the U.S. and in the years ahead it’ll be those young people who will be powering the future of work.”

HUFFINGTONPOST.COM

“With a metro population of 1.5 million, the city of Milwaukee has been described as a mini-Chicago — but much more affordable... Strong rankings for both the college grad job market and lifestyle landed it at No. 4 overall in Bankrate’s list.”

CBS MONEYWATCH

“Milwaukee jumped more than 20 spots to land in the top 50 of U.S. News & World Report’s annual listing of “Best Places to Live.”

MILWAUKEE BUSINESS JOURNAL

“5 U.S. CITIES WHERE COLLEGE GRADS CAN THRIVE

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CBS MONEYWATCH
YOU HAVE QUESTIONS, GET ANSWERS ONLINE