

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

A SPECIAL ISSUE OF MARQUETTE MAGAZINE

MIKE101:





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 “Marquettters.”

MIKE101:



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THE RIGHT STUFF

Alumnus Jeff Sherman has spent his career discovering and promoting cool stuff in Milwaukee. His message for you is a love letter to his hometown.

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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.



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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.



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Put on your shoes, grab a bike, hop a bus. The best way to get to know Milwaukee is block by block. Here are a few highlights.

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

Rise early. Stay late. Do unto others. Be The Difference.

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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.

40

IT'S YOUR TURN

You're in charge. We like to show and tell—but you have questions. Get answers online.

Alumnus Jeff Sherman has spent his career
**discovering and promoting
cool stuff in Milwaukee.**

His message for you is a love letter to his hometown.

BY JEFF SHERMAN, BUS AD '91

THE SCOOP



»THE RIGHT STUFF»

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, brats, 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. No faking here. We're comfortable, authentic and ever-growing. We're principled, yet ever-evolving. We define community with our culture of festivals, and we're constantly creating ways to connect through our designs and developments.

Heck, just look around campus. There are new developments everywhere—all with the goal of creating better spaces for students and the community to connect each and every day.

Speaking of every day, let's take a trip together for a typical day-in-Milwaukee adventure that may make you fall for this town as hard as I have.

FIRST STOP: COFFEE

My days usually begin — as they should — with great coffee from local roasters who put their stamp on Brew City. Regular stops include **Colectivo**, **Stone Creek**, **Anodyne**, **Pilcrow**, **Fiddleheads** and **Valentine**. You should try them all. Need an ideal off-campus spot for studying or working on a team project? Check out Wantable Café in the Harbor District.

DONUT DIPPING

After coffee and a few meetings, I might need something sweet to power through. A stop at **Grebe's Bakery** never fails. Old-fashioned donuts — no pretense there. Way back in the day, this family-owned bakery had a campus location. Today they're in West Milwaukee on Lincoln Avenue, which is worth the trip. Want a "new-school" donut? Try **Donut Monster** in the Historic Third Ward or venture out to 'Tosa and sample the wares at **Cranky's**, which also offers gluten-free and vegan options.

MIDDAY PICK-ME-UP

Amid the ins and outs of my workday — emails, tweets, meetings and more — I gotta snack, starting with popcorn. I "do" the triple mix — caramel, cheese and plain — from **Goody Gourmet** in Glendale. I love the snackable salmon sticks at **St. Paul Fish Co.** and the dark chocolate almond clusters from **Kehr's Candies**, both in the Milwaukee Public Market. I'll for sure grab a smoothie from the good people at the **Rise & Grind Café** in the Sherman Phoenix, located northwest of downtown. And just maybe, I'll sneak a scoop of custard from the new **Dairyland** at the **3rd Street Market Hall** or one of three **Kopp's** locations.

LOOKIN' GOOD

What else might I do on my daylong adventure? Pick up my dry cleaning — come on, I'm not an ironing type. And the good people of **London Cleaners** downtown won't let you down. Conveniently located on **The Hop** streetcar route, it's been in Milwaukee since 1905 and its team still knows how to repair your shoes or clothing. Though the longtime owner recently passed away, his craft and kindness remain.

LOCAL HEROES

I don't "shop" much. I buy cool stuff from great places. Try some of my favorites, like **Shoo**, **Milworks**, **Moda3** and **Sneex**, all in the Historic Third Ward. **Clicks** in Shorewood is a great stop for sweet new kicks, too. New shoe drops, fun T-shirts and great local ownership. For amazing outdoor gear with a local twist, **Yellow Wood** in Whitefish Bay is wonderful.

LEADS FOR LUNCH

Need a quick lunch option — or three? Try the grab and go from **Sendik's Fresh2Go** on campus. Look for **Shah Jee's** Pakistani food on Jefferson Street. **Jing's** in the Third Ward makes some of the best Chinese food on my Milwaukee list, and **La Casa de Alberto** and **Margarita Paradise** are always cooking my favorite Mexican eats. Need a burger? Seriously, there are too many to name. Search "On The Burger Trail" via OnMilwaukee.com for favorites. Pasta? Get to **Egg & Flour** at the **Crossroads Collective** on Farwell Avenue. Pizza? See Gino and his team at **Calderone Club** or **San Giorgio Pizzeria Napoletana**. In my book, both pies are the best in town — hands down.

NOW THATZ ITALIAN!

Since my grandfather was an Italian butcher in Kenosha (between Milwaukee and Chicago), I'd be doing him a disservice if I didn't steer you to **Glorioso's Italian Market** on Brady Street. It's a city treasure, full of family tradition, amazing sauces, Italian beef sandwiches that are almost as good as Grandpa Mario's, and all types and shapes of cheese. Pro tip: The frozen ravioli are wonderful and priced right. Stock up.

MIKE AFTER DARK

Day is ending, and I want some Milwaukee fun. I love hitting **Landmark Lanes** with its classic bowling and arcade; grabbing a beer at **Von Trier**, a traditional German pub on the East Side; walking around **Westtown** and the **Deer District** near **Fiserv Forum**, home to the 2021 NBA champion Milwaukee Bucks; loading up for the weekend at **Usinger's Famous Sausage**; and checking out a **Bubl'r Bike** to ride to Downer Avenue (a favorite street) to search the shelves at Milwaukee's finest independent bookstore, **Boswell Book Company**.

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**, the **Milwaukee Art Museum**, the **Rave**, **No Studios**, **Caroline's Jazz Club**, **Northern Lights Theater** at **Potawatomi casino** and countless others call out to you. It takes 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 be 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, and Go Marquette!

Jeff Sherman is a business and community leader who spends much of his time promoting his hometown, Milwaukee, and its people, places and products. A lifelong entrepreneur and co-founder of multiple local businesses, he is host of the Hopcast, a podcast recorded on Milwaukee's streetcar, The Hop. Sherman is vice president of strategy for 2-Story, a Milwaukee marketing and advertising agency, and Evolear Digital, a digital marketing firm. He lives in Shorewood with his wife and two children, at least for now until they decide to move back to their condo in downtown Milwaukee.

GO GLOBAL

More than 7,500 undergraduate and 3,500 graduate and professional students from nearly all states and more than 60 countries come to Marquette. 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.

LAND IN MILWAUKEE

SEE THE WORLD



CULTURAL ORGANIZATIONS

- Alliance Française of Milwaukee
- Bavarian Soccer Club
- Black Arts Milwaukee
- Goethe House Wisconsin
- Irish Cultural and Heritage Center
- Italian Community Center
- Turkish American Society of Wisconsin

CAMPUS EVENTS

- Bayanihan Student Organization Shows
- Black Student Council Ebony Ball
- Indian Student Association Shows

DANCING

- Delaware House
- Kinsella Irish Dance
- Milwaukee Set Dance Club

CULTURAL FESTIVALS

- Bastille Days
- Dragon Boat Festival
- Festa Italiana
- German Fest
- Holiday Folk Fair International
- IndiaFest
- Indian Summer Festival
- Irish Fest
- Mexican Fiesta
- Oktoberfest

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, Sikh, and Unitarian Universalist places of worship. Jain and Hindu centers are located nearby in Pewaukee.

**INTERNATIONAL
GROCERY STORES**

- Al-Yousef Supermarket and Restaurant
- Asian International Market

INTERNATIONAL CUISINES?

CONNECT
We have wonderfully diverse options to satisfy your appetite for the tastes of home, with restaurants tucked into corners all around the city. To feed your hunger faster, ask anyone for a “favorites” tip.

- El Rey (multiple locations)
- Glorioso's Italian Market
- Indian Groceries & Spices
- Milwaukee Public Market
- Pacific Produce
- Viet Hoa Supermarket

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, SENIOR FOOD AND DINING WRITER AT ONMILWAUKEE.COM AND CO-HOST OF THE FOODCRUSH PODCAST

CHEESE CURDS

Visit Clock Shadow Creamery in Walker's Point on Tuesday, Wednesday or Thursday 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 Marquettters 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.”

MARQUETTE COMMUNITY DAY OF SERVICE

Each spring, teams of volunteers partner with local agencies to engage in intentional service together, form meaningful connections, and grow in their understanding and appreciation of cultural communities often excluded from narratives about Milwaukee.

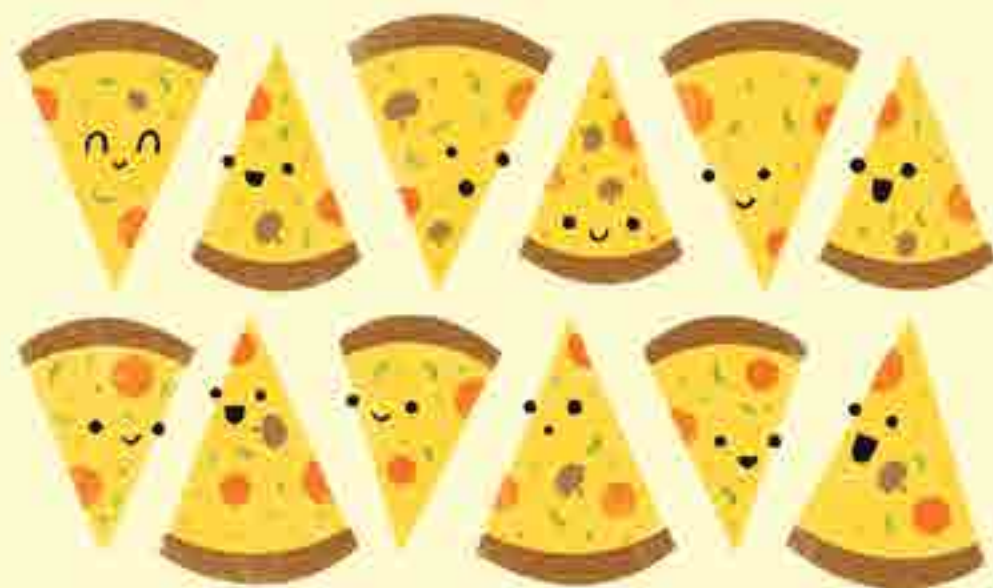


MASH-UP Put on your dancing shoes during New Student Orientation for our Central Mall Mash-up that melds Marquette's 30-year tradition of square dancing with a DJ dance party.



SERVICE IT'S OUR BIGGEST AND OUR BEST

Doing for and with others — everywhere and all of the time. We walk the talk.



MIDNIGHT RUN **NO RUNNING REQUIRED**

Just the desire to integrate your faith with service while working with meal programs, pantries and shelters in the Marquette neighborhood and beyond, often with community members on the margins of society.



CHRISTMAS TREE LIGHTING

Bundle up for one of the more beautiful campus traditions, the annual lighting of the Christmas tree. The early December event takes place at dusk and features caroling, community and a bundle of holiday cheer.

TUESDAY NIGHT MASS

AT ST. JOAN OF ARC CHAPEL

There's something powerful about combining spiritual fulfillment and social camaraderie at the student-led Mass held at 10 p.m. every Tuesday in this historic and sacred chapel. Recently restored, it's ready for its next 600-plus years. It doesn't look a day over 599.



GOLDEN EAGLES BASKETBALL

Nothing gets Marquette fans more lathered than MU hoops. The women's team plays at the Al McGuire Center, located on campus, and the men play at raucous Fiserv Forum, a short walk away. Pro tip at men's Big East Conference games: Stay standing until Marquette scores two points.



DEFENSE! DEFENSE!
Fans get fired up not just for field goals but for defensive "triple kills" and double-digit deflections.

THUNDERSTRUCK
When this hard-charging AC/DC song comes on right before tipoff, clap your hands overhead to the beat for a workout on par with wall squats.

SUMMER SONGBOOK

ROCK ON

WHOLE NIGHT

LOCUST STREET FEST

MILWAUKEE NIGHT MARKET

BAY VIEW BASH

LAKE PARK SUMMER STAGE

FESTA ITALIANA

WHOLE DAY

SKYLINE MUSIC SERIES

INDIA FEST

INDIAN SUMMER FESTIVAL

JUNETEENTH DAY

BASTILLE DAYS

ITALIAN COMMUNITY CENTER

JAZZ IN THE PARK

CHILL ON THE HILL

RIVER RHYTHMS

SUMMER SOULSTICE

BAY VIEW BEATS

DISCOVERY WORLD AMPHITHEATER

IRISH FEST

**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!**

BY KEVIN MUELLER, COMM '09

PRIDE FEST

MEXICAN FIESTA

GERMAN FEST

H-O MUSEUM BIKE NIGHT CONCERTS

SUMMERFEST

BRADY STREET FESTIVAL

The first free musical notes float through the air on campus every day year-round. Marquette Hall and its bell tower were built in 1924. Forty years later, the 48-bell carillon cast in France arrived, and ever since our carillonneur has played songs to keep students in tune.

Venture away from campus and find music everywhere — at block parties, weekly outdoor concerts and ethnic festivals. Bring a blanket, some good eats and snuggle up for the show.

NEIGHBORHOOD BLOCK PARTIES

Milwaukee is a city of neighborhoods, and each one throws its own distinct party. It may include a beer run, like the Locust Street Festival of Music and Art in Riverwest, or Parisian ambiance, like Bastille Days at Cathedral Square Park, or three blocks of bands, like the Brady Street Festival. Your only job is to find your favorites.

SUMMERFEST

Henry A. Maier Festival Grounds is home base to the world-famous Summerfest, the crown jewel of our festival culture. The multiday concert series draws hundreds of thousands of visitors each year to celebrate great food, music and beer.

ETHNIC FESTIVALS

Our melting pot population stages festivals every weekend from June through September to celebrate our ethnic communities. Grills and ovens fire up to serve favorite foods while crowds gather for music, dance and conviviality.

SOMETIMES WE GO INDOORS

There are indoor venues where music fans of all tastes and ages go to see the biggest new band or the one just hitting the ground. In Milwaukee, launch pads for new music are ubiquitous. Or you can choose from the tried and true elegant and historic Riverside Theater, Pabst Theater and Turner Hall, or the enormous Rave, with its six performance areas that feature everything from electronic dance to country, pop, rap and metal.

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.

★

THE TOP 100

MARQUETTE INSIDER

THE FIELD GUIDE

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!



SCHEDULE A PLAYDATE WITH YOUR NEW FRIENDS

12

SEE FREE MOVIES at the Varsity Theatre.

13

GET TACOS at BelAir Cantina and Vagabond.



14

GET TO BLACK CAT ALLEY of murals on the East Side and find the frog.

15

ENJOY THE OUTDOOR PATIO at Fiserv Forum.

16

SEE A CONCERT at the Rave.

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.



GO AHEAD, BE A "SMARTY PANTS"

2

PLAY THURSDAY TRIVIA at the Annex.

3

PARTICIPATE in a research project with a professor.

4

GET AN INTERNSHIP at the Les Aspin Center and live on Capitol Hill.

5

MEET WITH A PROFESSOR—they're here for you.



6

Get to the Big Bang and kick off summer with fireworks.

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.



THE TOP 100

BECOME A MKE FOODIE

24 Rank Sobelman's @ Marquette 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 Cobeen Hall. **29** Buy Kopp's Frozen Custard flavor of the day. **30** Feed your cravings at Zócalo Food Park, aka food truck heaven.



TAKE IT OUTSIDE

- 31** **ROCK YOURSELF** at the Rock the Mall concert.
- 32** **RIDE THE 118-MILE** Oak Leaf Bike Trail.
- 33** **TAILGATE** at American Family Field.
- 34** **WORK UP** a farmers market schedule to share.



23
CRACK A LOBSTER
at the Public Market.

35
DON'T MISS
HOT COOKIE NITE.
DRESS IT UP WITH
ICE CREAM AND
SPRINKLES.

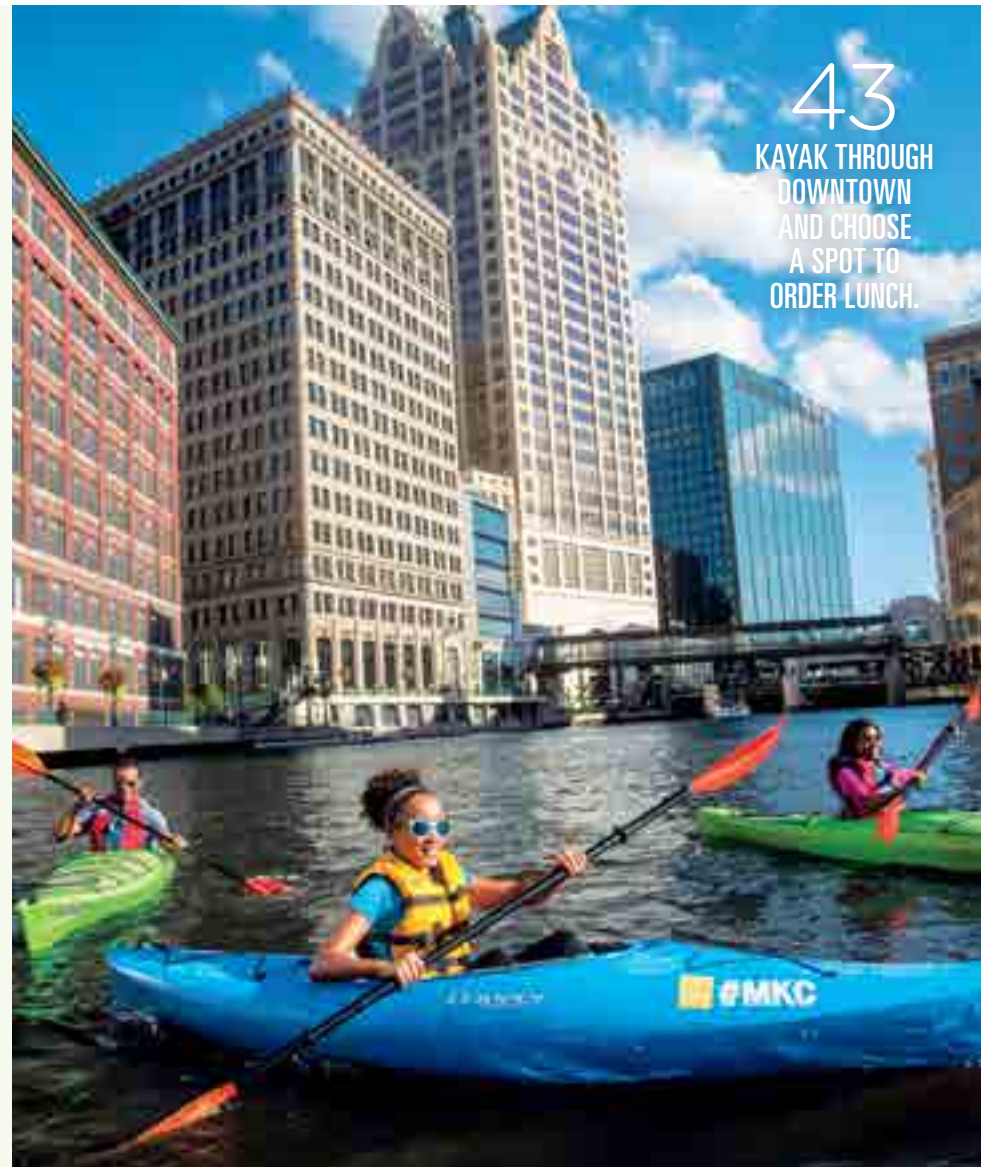
THE SPORTING LIFE

- 36** **JOIN** your favorite intramural sports team.
- 37** **FLEX** at the Rec Plex.
- 38** **ICE SKATE** at Red Arrow Park, then go snowshoeing.
- 39** **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.



44
GET TO
EVERY GREAT
NEIGHBORHOOD
AND ETHNIC
FESTIVAL.

45
SEE MORE
OF EVERYTHING!
TRAVEL OFF
CAMPUS SOONER.



43
KAYAK THROUGH
DOWNTOWN
AND CHOOSE
A SPOT TO
ORDER LUNCH.

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 parabolic dome? Get yourself to the Mitchell Park Conservatory.
- 49** **WATCH THE WINGS** fan out at the Milwaukee Art Museum in the morning.



CHANNEL YOUR INNER PÈRE MARQUETTE AND GO EXPLORE

- 50** **STUDY** abroad — anywhere.
- 51** **#KEEPMOVINGFORWARD** on Milwaukee's streetcar, The Hop.
- 52** **CLIMB TO THE TOP** of the Marquette Hall bell tower for a breathtaking panorama of the city.
- 53** **HOP THE AMTRAK** train to Chicago, and go to Navy Pier.



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.

THE TOP 100

JUMP RIGHT IN!

59 Take part in SPARK new student orientation. **60** Run for MUSG. **61** Enroll in a service-learning class. **62** Join the throng at New Student Convocation. **63** Lead a student organization. Yes, you! **64** Don't miss the Mass of the Holy Spirit at the start of the fall semester. **65** 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 Veterans Park.

69

TAKE A BREWERY TOUR since Milwaukee has a bit of a reputation for awesome beers!

58

SHOW YOUR SPIRIT Catch a Golden Eagles or Bucks basketball game at Fiserv Forum.



Photo: Marquette University

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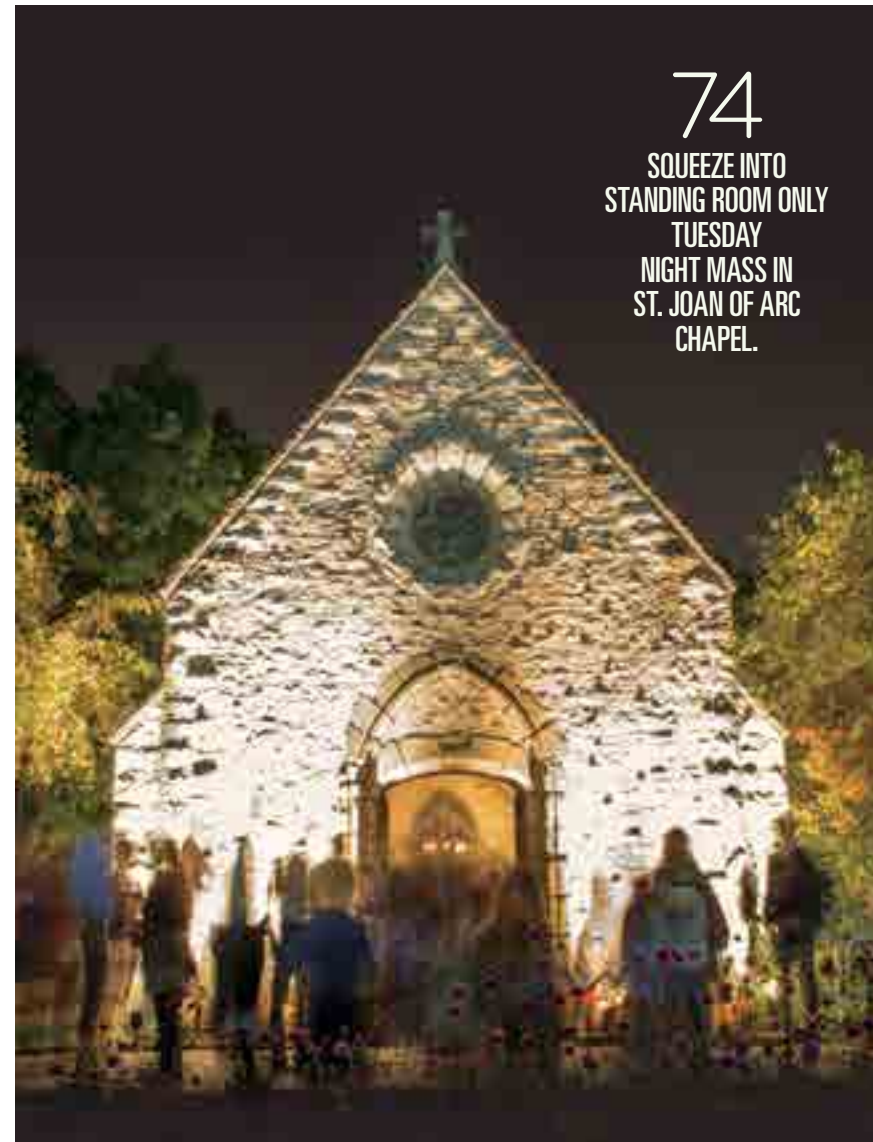
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Photo: Marquette University

Photo: Marquette University

Photo: Marquette University

Photo: Marquette University



74
SQUEEZE INTO
STANDING ROOM ONLY
TUESDAY
NIGHT MASS IN
ST. JOAN OF ARC
CHAPEL.



FEEL THE VIBE

75

TOUCH THE COLD STONE in St. Joan of Arc Chapel, and believe in the lore surrounding it.

76

LISTEN to the carillon bells.

77

SING CAROLS at the Christmas tree lighting.

78

TAKE A RETREAT.

BE A SUPER FAN

79

PUT ON your blue and gold for Marquette Madness.

80

WATCH MARQUETTE TENNIS at the Rec Center.

81

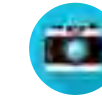
GO TO MARQUETTE women's basketball games at the Al McGuire Center.

82

TAKE A SELFIE with Iggy, Marquette's mascot.

83

STRIKE YOUR BEST "EXPLORER" POSE, AND TAKE A SNAP WITH THE FATHER MARQUETTE STATUE.



84
STRING UP A
HAMMOCK IN
ECKSTEIN
COMMONS.

MISSING FIDO...?

86

VOLUNTEER at the Wisconsin Humane Society and make more four-legged friends.

87

SCRATCH A CAT at the Sip & Purr café.

88

ROMP AROUND Milwaukee's Roverwest dog park.



85

TRAVEL TO BRADY STREET AND WITNESS THE BLESSING OF DOGS.



GO BEYOND BOUNDARIES

89

VISIT the Milwaukee County Zoo.

90

MAKE THE SNAKE'S TAIL RATTLE at the Milwaukee Public Museum.

91

GO TO BAY VIEW for a tattoo.

92

COMPARE CUPS OF JAVA from one end of the city to the other end.

93

GET TO VALLEY FIELDS for soccer, track and lacrosse.

GO BEYOND YOUR OWN BOUNDARIES

94

VOLUNTEER again and again.

95

BE THE DIFFERENCE you envision.

96

FIND A FUN STUDENT CLUB at O-Fest.

97

MAKE A CONNECTION through the Marquette Mentors program.

98

REFLECT with MUEngage.

99

SIGN UP for a service day.

100

EXPRESS GRATITUDE.

“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.

PHOTO INSIDE CHURCH OF THE GESU

WE PRAY

MEET A FEW
ALUMNI WHO'VE
BECOME PASSIONATE
MILWAUKEEANS —
AND HEAR WHY.

I CAME, I STAYED

BY KEVIN MUELLER, COMM '09

URBANITES

MAGIC KINGDOM TO MILWAUKEE

ADAM STOUT, Comm '09, Grad '16

RAISED: Rancho Santa Margarita, Southern Calif.

LIVES: Milwaukee's West Side

WORKS: Co-director of college counseling, the Prairie School near Racine

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."

SUPPORTING A NEW TEAM

JUSTIN PRICE, Bus Ad '16

RAISED: Bolingbrook, Ill.

LIVES: Milwaukee

WORKS: Email marketing manager for the Milwaukee Bucks

Keep an open mind. That's the mantra of this Chicago-area native who stumbled upon the Marquette campus by chance with his family – including twin brother James – en route home from visiting another Milwaukee university.

"We were familiar with Marquette because of its men's basketball program," Price says. But a friend of the Price brothers spoke highly of Marquette's academic reputation and Educational Opportunity Program, which immerses high-potential students of diverse backgrounds in rich experiences inside the classroom and out.

Keeping an open mind and considering that home was a short train ride away, Justin and James enrolled and quickly learned how much there is to love about Milwaukee and Marquette. "I knew quickly that I would be putting down roots in Milwaukee," Price says. "I immediately loved the community, the connections and the ease of getting around."

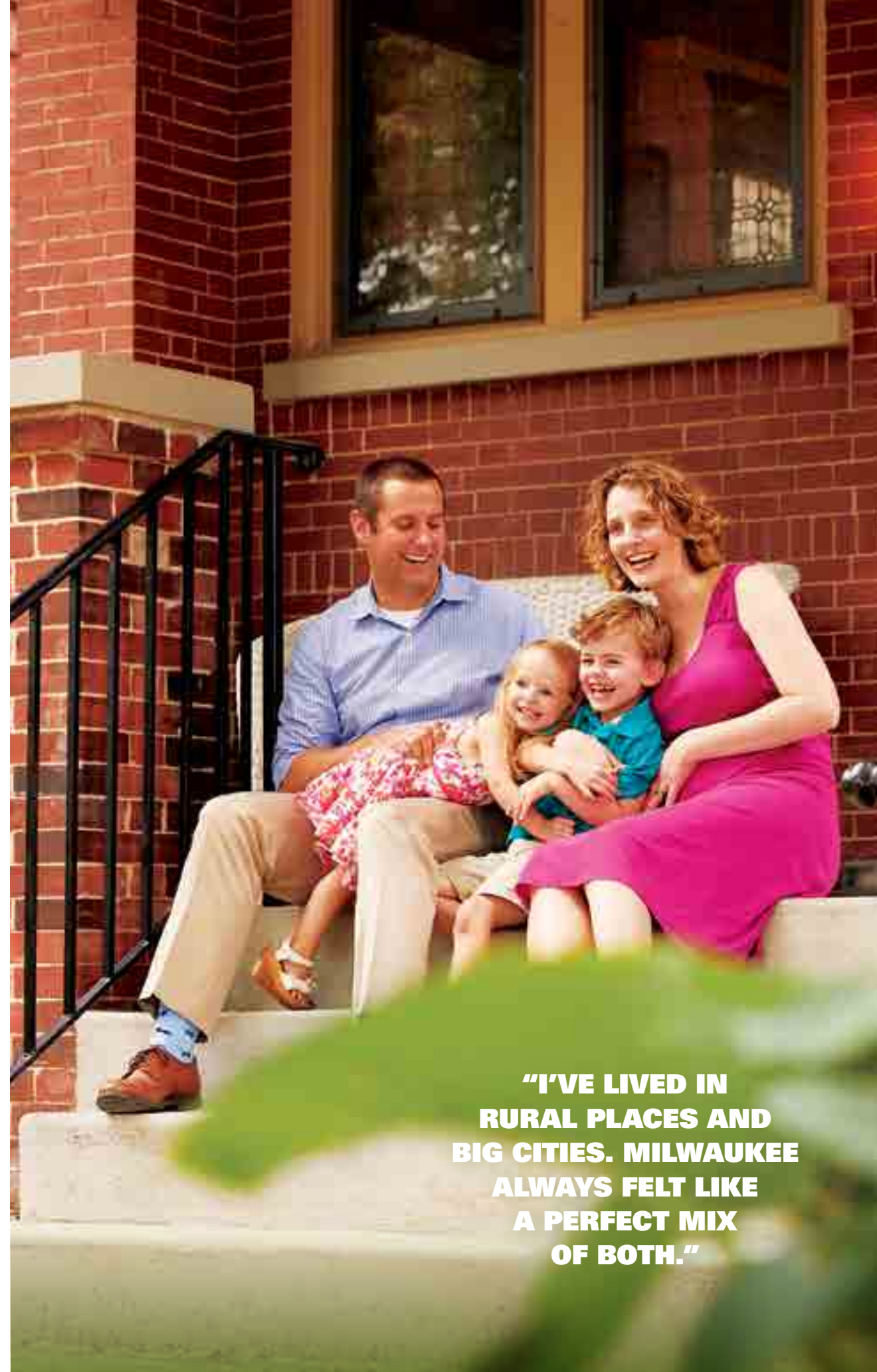


It certainly helped that he met his now-wife, Ashley (Stevenson) Price, Arts '16, Grad '18, in a freshman biology class. They started out as friends and soon began dating, all the while immersing themselves in the EOP experience, which he sees as foundational to his professional success.

After graduating with degrees in marketing and IT, Price went to work for an international marketing strategy and media company, joining a corporate training program with rotations in several business units. "These are the types of experiences you can access because of the size of Milwaukee and the Marquette connection," he says.

Speaking of Marquette connections, that's how he landed what he calls a dream job in email marketing with the 2021 NBA champion Bucks. "Was I a Chicago Bulls fan?" he asks with a laugh. "I was growing up. But I sure am a Bucks fan now. This is a great team and a great city. Milwaukee is home."

Keep an open mind.



"I'VE LIVED IN RURAL PLACES AND BIG CITIES. MILWAUKEE ALWAYS FELT LIKE A PERFECT MIX OF BOTH."

PERFECT HOME BASE

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've 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. "(In 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."

URBANITES

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 multiday 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 night."

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.'"

"IT'S A VERY UNDERRATED CITY. IT HAS EVERYTHING YOU COULD EVER WISH FOR."



CONVERTED SKEPTIC

ROSE (LITTLEFAIR) HOWARD, 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."

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.

BY DAN SIMMONS

WINTER IS YOUR FRIEND: 6 WAYS TO HACK IT

PARKA DOWN: ❶ 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.

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 your skin, wicks moisture and feels comfortable; a middle layer that holds the warmth in; and an outer layer that repels wind and rain.

APP-SO FACTO: ❷ Be data smart. The AccuWeather app lets you check where flakes are falling and sign up for alerts about coming snowfalls. Sign up for the city of Milwaukee's snow text alerts about snowplowing and winter parking restrictions. If needed, video-call your friend on the beach in Maui and imagine you're sitting on the neighboring beach towel.

DRINK UP: ❸ 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 at the AMU, at Red Elephant Chocolate (redelephantchocolate.com) in the Historic Third Ward and at Rochambo Coffee (rochambo.com) on Brady Street.

COOLTIPS!

TOAST YOUR TOES: Those piggies appreciate warmth. Rain boots, hiking boots and heeled boots should get the, ah, boot. Instead, aim for snow boots ❹ (think Sorel or Timberland brands) that are insulated and water-resistant. Make sure they have a thick sole with good tread, too. If they also happen to be fashionable, bonus! If not, your toes won't mind. And their opinion is all that matters here.

GET OUT AND GET INTO IT!: Ice skate ❺ at Red Arrow Park, swim with the polar bears ❻ on New Year's Day at Bradford Beach, sled down St. Mary's Hill, grab a pair of cross-country skis at the Urban Ecology Center.

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 ❷ and swing away! No need to chase your ball into the woods or wade into the lake at Fore! Milwaukee. (foremilwaukee.com)

RELAX TO THE MAX:

For pampering, check out the Institute of Beauty and Wellness, an Aveda school that has high-quality services at a fraction of the usual price (ibw.edu). Ah! To up your strength and flexibility game, head to YogaSix. They even offer outdoor classes when the weather is right. Om.

LOOK TO THE SKY.

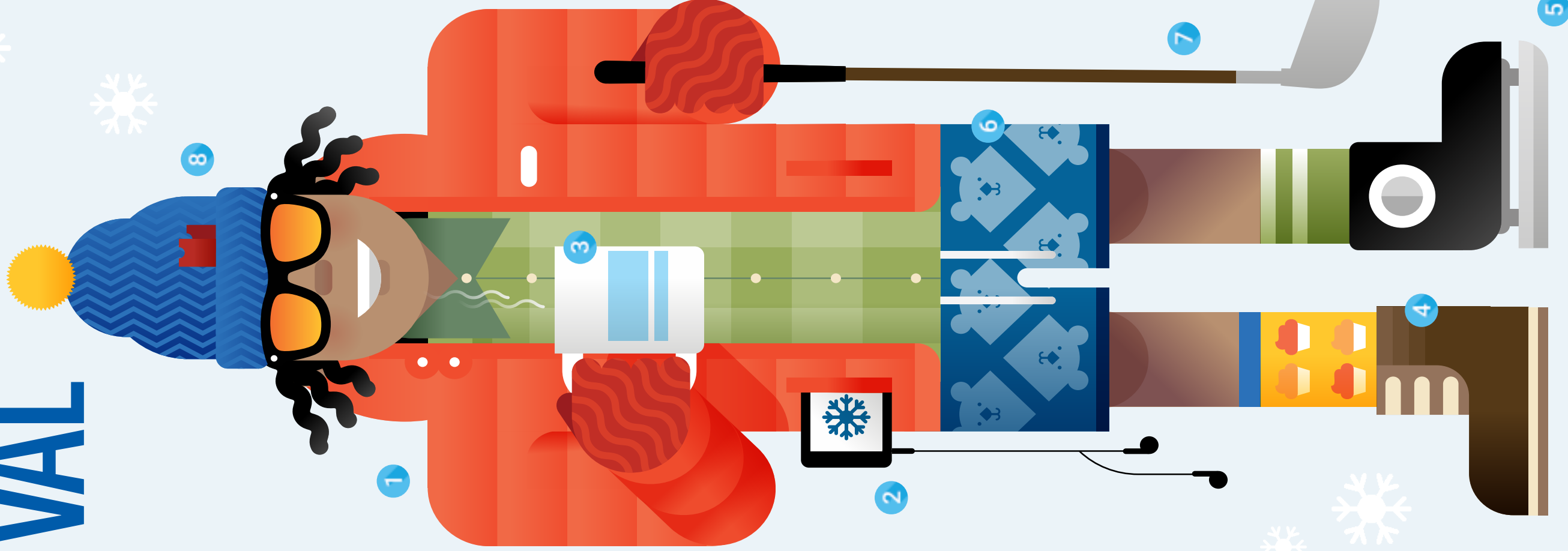
OH MY! Not all travel requires, well, travel. Get lost in exotic landscapes far away through 3D movies projected onto a six-story-tall screen at the Milwaukee Public Museum's Daniel M. Sorel Dome Theater & Planetarium. (mpm.edu/theater-planetarium)

BIG SCREEN SCENE:

Visit one of Milwaukee's vintage theatres — Downer Theatre (landmarktheatres.com/milwaukee/downer-theatre), Oriental Theatre (mkefilm.org) and Times Cinema (timescinema.com) are best bets for screening flicks ❸ 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 (except Monday) and offers a student membership.



OUT+ABOUT

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

↓
LET'S GET
GOING



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 and get a cigar, a tattoo or delicious locally brewed coffee at one of its cafes.

BRADYSTREET.ORG

M

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

MAM.ORG

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.

HARLEY-DAVIDSON.COM

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.

TRIPOLISHRINECENTER.COM

FISERV FORUM awes fans and concertgoers alike. Home court of the 2021 NBA champion Bucks and Marquette Golden Eagles men's basketball, the arena offers fantastic views, gourmet eats and an outrageous fan experience.

FISERVFORUM.COM



3RD STREET MARKET HALL offers food, drinks and entertainment in a renovated historic space. A massive central bar is in earshot of shuffleboard courts and The Turf, a space where families can play giant Jenga, soccer billiards, bags and other games.

3RDSTMARKETHALL.COM



OUT+ABOUT

THE HOP STREETCAR operates seven days a week, taking riders on a 2.1-mile route through some of Milwaukee's coolest neighborhoods, including the Historic Third Ward, East Town and the Lower East Side. Best of all, it's free.
THEHOPMKE.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

COLLEGE OF BUSINESS ADMINISTRATION'S new state-of-the-art facility for business and innovation leadership is a game-changer on campus. The \$60 million, 100,000-square-foot space features collaborative classrooms, labs and study spaces, as well as student success and business career centers.
MARQUETTE.EDU/BUSINESS

LEMONIS CENTER FOR STUDENT SUCCESS, in renovated digs in Memorial Library, will connect students to advisers, peer mentors and other resources. As the headquarters of Marquette's Student Success Initiative, it will support individuals from their first day on campus until graduation.
MARQUETTE.EDU/STUDENT-SUCCESS



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



AMERICA'S BLACK HOLOCAUST MUSEUM builds awareness of slavery's legacy, how it influenced our society's economic, political and legal systems, and commemorates individuals who struggled for justice and fought for freedom.
ABHMUSEUM.ORG



BE THE
DIFFERENCE

ROLL UP YOUR SLEEVES AND DIGIN 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 LISTEN AND
LEARN HOW TO
LEAD. WE SERVE IN
SOLIDARITY, WITH
AND FOR OTHERS.
OUR MISSION IS
CATHOLIC AND
JESUIT. WE ARE
MARQUETTE.**

WANT SOME EVIDENCE?

More than 70 percent of our undergraduate students participate in community service. The university community provides more than 450,000 hours of community service annually.

MILWAUKEE EXCURSIONS

bring students together during orientation to “connect and serve” with partners in the community. Along the way, they share meaningful moments and build friendships.

SERVICE LEARNING

integrates community-engaged learning with academic course work, placing more than 1,200 students at 100-125 service agencies each semester.

**MARQUETTE COMMUNITY
DAY OF SERVICE**

is an all-in effort to serve local community partners. Since 1989, more than 34,000 students, faculty, staff and alumni have joined in, all with the goal of discerning Marquette’s role in the struggle for a more just society.

STUDENTS DELIVER MEALS

to more than 15 city sites each week through Campus Ministry Midnight Run, which is rooted in valuing the dignity and worth of all people.

**MARQUETTE
VOLUNTEER CORPS’**

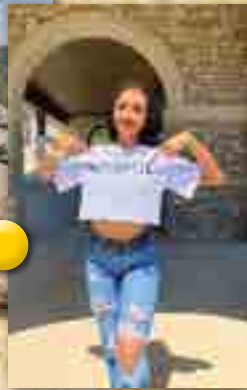
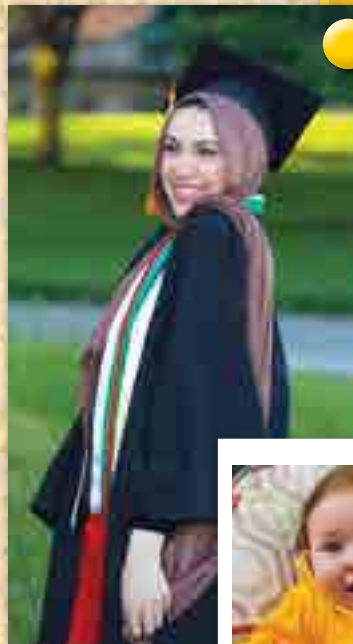
student volunteers connect each week with community partners to help build equitable and sustainable support systems for Milwaukee youth, with a focus on literacy, education and mentorship.

SPRING BREAK TRIPS

with meaning happen here. Students live simply and work alongside community members at local, national and international sites through the Marquette Action Program. Needs addressed include urban poverty, health, education, human dignity, and building and rebuilding places and spaces.

LEADERSHIP

development programs abound at Marquette, including those housed in the Office of Engagement and Inclusion. Through workshops, discussions and events, students discover their passions and capabilities, finding pathways to make a difference in the community.



BEST CITIES
for New College Grads

Milwaukee comes in third on this list of 106 U.S. cities ranked based on their "jobs, affordability and fun," winning praise for its "many diversionary options for college grads" and top-7 ranking for fun.

SMARTASSET



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

"There's always **SOMETHING TO CELEBRATE** in Milwaukee.

And I'm not just talking about the music, food and art festivals that fill the summer, or the azure views of Lake Michigan, or even the city's beer-steeped history. I'm talking about the jovial bands of people walking the streets of downtown every time I visit. ..."

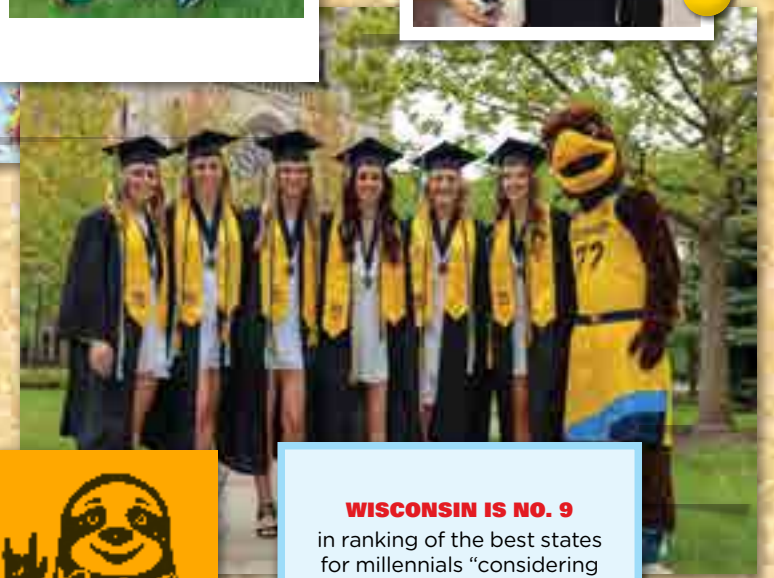
WASHINGTON POST



5 U.S. CITIES WHERE COLLEGE GRADS CAN THRIVE

"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



WISCONSIN IS NO. 9

in ranking of the best states for millennials "considering five key dimensions of affordability, economy, education and health, quality of life, and safety."

WALLETHUB



"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."

Andy Noble, co-owner of Strange Town, a stylish, plant-based restaurant

VOGUE MAGAZINE



"Milwaukee has one of the top 10 **MOST YOUTHFUL POPULATIONS** in the U.S., and in the years ahead it'll be these young people who will be powering the future of work."

HUFFINGTONPOST.COM



Faces and moments that give shout-outs for Marquette and Milwaukee.

THE SECRET'S OUT

**YOU HAVE
QUESTIONS,
GET ANSWERS
ONLINE**

