

## Visitor Spending and Impacts

|    |                    | Visitor Spending and Impacts |           |          |            |         |          |              |           |          | Taxes           |           |          |          |         |          |
|----|--------------------|------------------------------|-----------|----------|------------|---------|----------|--------------|-----------|----------|-----------------|-----------|----------|----------|---------|----------|
|    |                    | Visitor Spending             |           |          | Employment |         |          | Labor Income |           |          | State and Local |           |          | Federal  |         |          |
|    |                    | Millions                     |           |          |            |         |          | Millions     |           |          | Millions        |           |          | Millions |         |          |
| #  | County             | 2010                         | 2011      | % Change | 2010       | 2011    | % Change | 2010         | 2011      | % Change | 2010            | 2011      | % Change | 2010     | 2011    | % Change |
|    | Wisconsin          | \$9,197.3                    | \$9,897.7 | 7.62%    | 180,608    | 181,369 | 0.42%    | \$4,292.2    | \$4,418.5 | 2.94%    | \$1,202.1       | \$1,270.9 | 5.73%    | \$917.6  | \$951.7 | 3.72%    |
| 1  | Milwaukee County   | \$1,467.5                    | \$1,573.9 | 7.25%    | 29,366     | 29,658  | 0.99%    | \$930.4      | \$963.8   | 3.60%    | \$186.8         | \$198.2   | 6.12%    | \$189.7  | \$198.4 | 4.60%    |
| 2  | Dane County        | \$817.7                      | \$893.7   | 9.29%    | 18,688     | 18,984  | 1.58%    | \$467.1      | \$484.3   | 3.70%    | \$114.5         | \$121.9   | 6.49%    | \$90.6   | \$94.8  | 4.66%    |
| 3  | Sauk County        | \$754.2                      | \$809.6   | 7.34%    | 10,495     | 10,449  | -0.44%   | \$195.0      | \$204.1   | 4.69%    | \$96.3          | \$101.8   | 5.72%    | \$63.0   | \$66.7  | 5.77%    |
| 4  | Waukesha County    | \$570.6                      | \$617.5   | 8.21%    | 13,711     | 13,818  | 0.78%    | \$340.1      | \$350.4   | 3.02%    | \$76.9          | \$81.4    | 5.90%    | \$56.7   | \$58.8  | 3.68%    |
| 5  | Brown County       | \$480.0                      | \$536.9   | 11.85%   | 10,949     | 11,339  | 3.56%    | \$367.0      | \$383.3   | 4.43%    | \$76.5          | \$82.2    | 7.45%    | \$93.2   | \$97.9  | 5.06%    |
| 6  | Walworth County    | \$360.1                      | \$409.7   | 13.75%   | 5,902      | 6,268   | 6.20%    | \$124.7      | \$135.9   | 8.99%    | \$48.5          | \$52.9    | 9.07%    | \$34.3   | \$37.8  | 10.02%   |
| 7  | Outagamie County   | \$260.1                      | \$283.3   | 8.92%    | 6,217      | 6,265   | 0.78%    | \$137.3      | \$141.9   | 3.34%    | \$36.5          | \$38.6    | 5.96%    | \$24.0   | \$25.0  | 4.23%    |
| 8  | Door County        | \$266.9                      | \$271.2   | 1.61%    | 3,121      | 2,921   | -6.40%   | \$64.8       | \$62.3    | -3.72%   | \$29.8          | \$30.7    | 2.75%    | \$20.2   | \$19.9  | -1.70%   |
| 9  | Racine County      | \$185.2                      | \$203.7   | 9.98%    | 3,886      | 3,962   | 1.97%    | \$90.7       | \$93.9    | 3.51%    | \$23.2          | \$24.8    | 6.75%    | \$15.4   | \$16.1  | 4.45%    |
| 10 | Winnebago County   | \$189.6                      | \$201.7   | 6.42%    | 4,645      | 4,615   | -0.63%   | \$102.8      | \$105.7   | 2.91%    | \$25.5          | \$26.7    | 4.98%    | \$16.6   | \$17.3  | 3.79%    |
| 11 | Marathon County    | \$181.9                      | \$194.7   | 7.01%    | 3,985      | 3,966   | -0.48%   | \$84.1       | \$85.5    | 1.60%    | \$24.4          | \$25.6    | 4.95%    | \$16.4   | \$16.7  | 1.65%    |
| 12 | La Crosse County   | \$181.8                      | \$193.7   | 6.50%    | 3,828      | 3,813   | -0.39%   | \$83.2       | \$84.6    | 1.72%    | \$24.4          | \$25.6    | 5.07%    | \$17.3   | \$17.7  | 2.03%    |
| 13 | Eau Claire County  | \$166.8                      | \$184.9   | 10.85%   | 3,879      | 3,971   | 2.36%    | \$81.2       | \$84.3    | 3.80%    | \$23.2          | \$24.8    | 6.99%    | \$15.5   | \$16.2  | 4.70%    |
| 14 | Sheboygan County   | \$169.7                      | \$180.2   | 6.16%    | 3,362      | 3,308   | -1.59%   | \$69.5       | \$66.3    | -4.61%   | \$22.8          | \$23.6    | 3.54%    | \$16.1   | \$15.0  | -6.40%   |
| 15 | Adams County       | \$166.9                      | \$177.5   | 6.33%    | 2,427      | 2,360   | -2.75%   | \$44.4       | \$47.1    | 6.24%    | \$21.4          | \$22.4    | 4.85%    | \$14.7   | \$15.7  | 7.32%    |
| 16 | Vilas County       | \$178.5                      | \$177.2   | -0.69%   | 2,040      | 1,860   | -8.85%   | \$37.8       | \$35.5    | -6.07%   | \$18.7          | \$19.0    | 1.55%    | \$12.0   | \$11.6  | -3.27%   |
| 17 | Oneida County      | \$179.1                      | \$176.0   | -1.70%   | 2,256      | 2,048   | -9.25%   | \$45.0       | \$42.8    | -4.93%   | \$18.2          | \$18.3    | 0.82%    | \$11.4   | \$11.0  | -3.85%   |
| 18 | Rock County        | \$159.4                      | \$174.9   | 9.73%    | 3,428      | 3,516   | 2.56%    | \$73.4       | \$74.9    | 2.05%    | \$20.7          | \$22.1    | 6.88%    | \$13.5   | \$13.8  | 1.92%    |
| 19 | Kenosha County     | \$144.0                      | \$155.8   | 8.21%    | 2,846      | 2,860   | 0.49%    | \$63.8       | \$65.5    | 2.70%    | \$17.4          | \$18.4    | 5.72%    | \$11.7   | \$12.1  | 3.30%    |
| 20 | Marinette County   | \$115.7                      | \$123.6   | 6.81%    | 1,611      | 1,561   | -3.11%   | \$29.7       | \$29.8    | 0.23%    | \$12.8          | \$13.3    | 3.89%    | \$8.0    | \$8.1   | 1.05%    |
| 21 | Columbia County    | \$88.3                       | \$106.0   | 20.06%   | 1,585      | 1,747   | 10.19%   | \$29.8       | \$33.0    | 10.45%   | \$11.9          | \$13.2    | 11.33%   | \$6.9    | \$7.7   | 12.30%   |
| 22 | Manitowoc County   | \$93.1                       | \$105.1   | 12.93%   | 2,091      | 2,188   | 4.64%    | \$39.6       | \$42.1    | 6.32%    | \$13.7          | \$14.8    | 8.54%    | \$8.9    | \$9.6   | 7.83%    |
| 23 | Fond du Lac County | \$84.4                       | \$103.6   | 22.79%   | 2,146      | 2,368   | 10.39%   | \$46.5       | \$50.7    | 9.10%    | \$12.5          | \$14.1    | 12.90%   | \$8.0    | \$9.0   | 13.00%   |
| 24 | Portage County     | \$92.5                       | \$98.3    | 6.29%    | 2,074      | 2,056   | -0.86%   | \$40.5       | \$40.8    | 0.63%    | \$13.2          | \$13.8    | 4.65%    | \$8.9    | \$9.0   | 0.60%    |
| 25 | Washington County  | \$87.3                       | \$92.8    | 6.30%    | 2,165      | 2,159   | -0.25%   | \$53.5       | \$54.5    | 1.81%    | \$11.3          | \$11.9    | 4.92%    | \$8.5    | \$8.6   | 1.49%    |
| 26 | Barron County      | \$76.9                       | \$81.2    | 5.54%    | 1,377      | 1,344   | -2.34%   | \$26.6       | \$26.7    | 0.15%    | \$9.2           | \$9.6     | 3.91%    | \$5.5    | \$5.5   | 0.07%    |
| 27 | Jefferson County   | \$77.0                       | \$78.9    | 2.42%    | 1,655      | 1,600   | -3.30%   | \$34.5       | \$34.2    | -0.63%   | \$9.5           | \$9.7     | 2.81%    | \$5.9    | \$5.8   | -1.94%   |
| 28 | Wood County        | \$75.2                       | \$78.6    | 4.47%    | 2,158      | 2,115   | -1.99%   | \$50.3       | \$50.9    | 1.17%    | \$10.2          | \$10.6    | 3.34%    | \$6.4    | \$6.4   | -0.39%   |
| 29 | Waupaca County     | \$71.2                       | \$77.5    | 8.76%    | 1,274      | 1,267   | -0.58%   | \$21.4       | \$21.5    | 0.42%    | \$9.2           | \$9.6     | 4.95%    | \$5.4    | \$5.4   | 0.64%    |
| 30 | Chippewa County    | \$66.2                       | \$75.2    | 13.66%   | 1,296      | 1,341   | 3.54%    | \$26.2       | \$27.4    | 4.62%    | \$8.2           | \$8.8     | 7.73%    | \$4.4    | \$4.6   | 5.99%    |
| 31 | St. Croix County   | \$69.4                       | \$74.4    | 7.18%    | 1,622      | 1,584   | -2.33%   | \$32.4       | \$32.7    | 0.93%    | \$9.6           | \$9.9     | 3.57%    | \$6.3    | \$6.3   | 0.50%    |
| 32 | Ozaukee County     | \$71.1                       | \$74.3    | 4.47%    | 1,890      | 1,873   | -0.87%   | \$46.8       | \$47.7    | 1.87%    | \$9.5           | \$10.0    | 4.48%    | \$7.0    | \$7.1   | 1.66%    |
| 33 | Sawyer County      | \$72.7                       | \$71.7    | -1.38%   | 1,029      | 945     | -8.13%   | \$20.3       | \$19.3    | -4.58%   | \$8.8           | \$8.9     | 1.52%    | \$6.1    | \$6.0   | -2.59%   |
| 34 | Monroe County      | \$58.7                       | \$70.9    | 20.86%   | 1,055      | 1,198   | 13.49%   | \$19.7       | \$22.3    | 13.03%   | \$8.1           | \$9.2     | 13.16%   | \$4.9    | \$5.6   | 14.92%   |
| 35 | Oconto County      | \$64.5                       | \$70.0    | 8.46%    | 834        | 843     | 1.05%    | \$14.2       | \$14.9    | 4.58%    | \$6.8           | \$7.3     | 6.36%    | \$3.8    | \$4.1   | 6.01%    |
| 36 | Douglas County     | \$65.5                       | \$69.8    | 6.61%    | 1,218      | 1,182   | -2.97%   | \$23.9       | \$24.1    | 0.76%    | \$8.5           | \$8.8     | 3.61%    | \$5.8    | \$5.9   | 1.15%    |

|    |                    |                  |        |          |            |       |          |              |        |          | Taxes           |       |          |          |       |          |
|----|--------------------|------------------|--------|----------|------------|-------|----------|--------------|--------|----------|-----------------|-------|----------|----------|-------|----------|
|    |                    | Visitor Spending |        |          | Employment |       |          | Labor Income |        |          | State and Local |       |          | Federal  |       |          |
|    |                    | Millions         |        |          |            |       |          | Millions     |        |          | Millions        |       |          | Millions |       |          |
| #  | County             | 2010             | 2011   | % Change | 2010       | 2011  | % Change | 2010         | 2011   | % Change | 2010            | 2011  | % Change | 2010     | 2011  | % Change |
| 37 | Polk County        | \$70.1           | \$69.4 | -1.07%   | 1,070      | 993   | -7.19%   | \$19.7       | \$18.7 | -4.71%   | \$7.5           | \$7.6 | 1.11%    | \$4.5    | \$4.3 | -4.75%   |
| 38 | Dodge County       | \$57.9           | \$60.4 | 4.28%    | 1,383      | 1,352 | -2.27%   | \$29.5       | \$29.9 | 1.30%    | \$7.6           | \$7.8 | 3.59%    | \$5.1    | \$5.1 | 1.15%    |
| 39 | Waushara County    | \$61.4           | \$59.8 | -2.63%   | 926        | 840   | -9.29%   | \$13.8       | \$12.5 | -9.66%   | \$7.0           | \$7.0 | 0.18%    | \$4.1    | \$3.8 | -7.33%   |
| 40 | Shawano County     | \$53.1           | \$52.7 | -0.79%   | 940        | 876   | -6.83%   | \$16.4       | \$16.0 | -2.41%   | \$6.3           | \$6.4 | 1.33%    | \$3.8    | \$3.7 | -1.90%   |
| 41 | Juneau County      | \$53.4           | \$51.4 | -3.72%   | 726        | 672   | -7.56%   | \$12.4       | \$11.5 | -7.23%   | \$5.7           | \$5.8 | 1.47%    | \$3.3    | \$3.1 | -5.66%   |
| 42 | Lincoln County     | \$39.6           | \$44.9 | 13.49%   | 651        | 656   | 0.74%    | \$12.1       | \$12.5 | 3.25%    | \$4.6           | \$4.8 | 5.79%    | \$2.5    | \$2.6 | 3.40%    |
| 43 | Langlade County    | \$37.8           | \$42.1 | 11.56%   | 508        | 509   | 0.29%    | \$9.5        | \$10.0 | 4.93%    | \$4.1           | \$4.3 | 5.87%    | \$2.3    | \$2.4 | 5.99%    |
| 44 | Grant County       | \$39.7           | \$40.0 | 0.69%    | 950        | 896   | -5.68%   | \$18.8       | \$18.7 | -0.96%   | \$5.1           | \$5.2 | 0.88%    | \$3.1    | \$3.0 | -2.64%   |
| 45 | Dunn County        | \$36.5           | \$39.2 | 7.30%    | 809        | 819   | 1.20%    | \$14.9       | \$15.3 | 2.95%    | \$5.0           | \$5.3 | 6.26%    | \$3.1    | \$3.2 | 3.90%    |
| 46 | Bayfield County    | \$38.9           | \$38.5 | -1.13%   | 653        | 599   | -8.23%   | \$10.7       | \$10.0 | -6.75%   | \$5.2           | \$5.2 | 0.97%    | \$3.4    | \$3.3 | -4.45%   |
| 47 | Crawford County    | \$33.0           | \$37.2 | 12.76%   | 681        | 713   | 4.62%    | \$11.7       | \$12.4 | 6.48%    | \$4.9           | \$5.3 | 8.26%    | \$3.2    | \$3.4 | 7.28%    |
| 48 | Green County       | \$31.0           | \$35.5 | 14.73%   | 746        | 745   | -0.22%   | \$15.6       | \$15.9 | 2.30%    | \$4.3           | \$4.5 | 4.87%    | \$2.6    | \$2.7 | 1.47%    |
| 49 | Green Lake County  | \$28.9           | \$32.7 | 13.31%   | 687        | 716   | 4.25%    | \$12.0       | \$12.9 | 7.49%    | \$4.6           | \$4.9 | 8.38%    | \$2.8    | \$3.1 | 9.14%    |
| 50 | Jackson County     | \$28.7           | \$30.7 | 7.05%    | 517        | 557   | 7.66%    | \$8.2        | \$8.9  | 7.67%    | \$3.8           | \$4.2 | 10.24%   | \$2.2    | \$2.4 | 9.85%    |
| 51 | Iowa County        | \$29.2           | \$29.6 | 1.21%    | 432        | 418   | -3.35%   | \$10.1       | \$10.2 | 0.57%    | \$2.9           | \$3.0 | 3.70%    | \$1.6    | \$1.6 | 0.84%    |
| 52 | Ashland County     | \$28.6           | \$29.3 | 2.53%    | 586        | 559   | -4.52%   | \$11.6       | \$11.2 | -3.58%   | \$4.0           | \$4.1 | 2.19%    | \$2.7    | \$2.6 | -4.30%   |
| 53 | Vernon County      | \$27.6           | \$28.8 | 4.12%    | 472        | 469   | -0.51%   | \$8.7        | \$8.5  | -2.50%   | \$3.2           | \$3.4 | 4.76%    | \$1.9    | \$1.8 | -3.37%   |
| 54 | Calumet County     | \$23.2           | \$23.8 | 2.57%    | 620        | 609   | -1.76%   | \$11.1       | \$11.4 | 2.10%    | \$3.2           | \$3.3 | 4.09%    | \$1.8    | \$1.8 | 2.94%    |
| 55 | Pierce County      | \$21.8           | \$23.4 | 7.29%    | 406        | 407   | 0.05%    | \$7.6        | \$7.7  | 1.02%    | \$2.7           | \$2.9 | 5.33%    | \$1.7    | \$1.7 | 1.27%    |
| 56 | Clark County       | \$22.1           | \$23.3 | 5.40%    | 354        | 349   | -1.48%   | \$6.1        | \$6.1  | 0.16%    | \$2.5           | \$2.6 | 4.59%    | \$1.4    | \$1.4 | 0.72%    |
| 57 | Washburn County    | \$21.8           | \$22.8 | 4.58%    | 482        | 475   | -1.47%   | \$9.6        | \$9.7  | 1.29%    | \$3.0           | \$3.1 | 4.40%    | \$1.9    | \$2.0 | 1.63%    |
| 58 | Taylor County      | \$22.2           | \$22.3 | 0.82%    | 375        | 352   | -6.24%   | \$6.5        | \$6.4  | -1.55%   | \$2.5           | \$2.5 | 1.71%    | \$1.5    | \$1.4 | -1.02%   |
| 59 | Burnett County     | \$21.9           | \$21.5 | -1.70%   | 422        | 384   | -9.01%   | \$6.6        | \$6.2  | -5.83%   | \$2.9           | \$2.9 | -0.09%   | \$1.7    | \$1.6 | -5.12%   |
| 60 | Trempealeau County | \$20.8           | \$21.4 | 3.26%    | 389        | 371   | -4.75%   | \$7.0        | \$6.9  | -1.33%   | \$2.5           | \$2.6 | 2.33%    | \$1.5    | \$1.4 | -1.77%   |
| 61 | Rusk County        | \$17.7           | \$21.2 | 19.60%   | 359        | 379   | 5.49%    | \$6.7        | \$7.1  | 6.79%    | \$2.5           | \$2.7 | 8.68%    | \$1.5    | \$1.6 | 7.67%    |
| 62 | Marquette County   | \$16.0           | \$18.1 | 13.44%   | 273        | 285   | 4.67%    | \$4.1        | \$4.3  | 5.00%    | \$2.2           | \$2.3 | 7.92%    | \$1.2    | \$1.3 | 5.30%    |
| 63 | Price County       | \$19.6           | \$17.3 | -12.05%  | 402        | 337   | -16.12%  | \$5.8        | \$5.2  | -11.14%  | \$2.5           | \$2.4 | -5.22%   | \$1.4    | \$1.3 | -11.04%  |
| 64 | Iron County        | \$16.6           | \$17.2 | 4.05%    | 269        | 259   | -3.70%   | \$4.5        | \$4.5  | 0.39%    | \$2.2           | \$2.2 | 3.75%    | \$1.4    | \$1.4 | 1.88%    |
| 65 | Richland County    | \$15.2           | \$16.8 | 10.60%   | 304        | 310   | 1.91%    | \$5.9        | \$5.9  | 0.47%    | \$2.0           | \$2.1 | 6.19%    | \$1.2    | \$1.2 | -0.40%   |
| 66 | Kewaunee County    | \$12.8           | \$15.3 | 19.03%   | 276        | 288   | 4.34%    | \$4.2        | \$4.5  | 6.44%    | \$1.8           | \$1.9 | 8.12%    | \$0.9    | \$1.0 | 7.20%    |
| 67 | Lafayette County   | \$10.6           | \$11.7 | 11.06%   | 201        | 206   | 2.48%    | \$2.9        | \$3.0  | 4.48%    | \$1.4           | \$1.5 | 7.00%    | \$0.8    | \$0.8 | 5.35%    |
| 68 | Forest County      | \$10.7           | \$10.9 | 1.64%    | 221        | 212   | -4.24%   | \$2.9        | \$2.7  | -7.35%   | \$1.5           | \$1.5 | 2.36%    | \$0.8    | \$0.8 | -6.47%   |
| 69 | Buffalo County     | \$8.5            | \$9.2  | 8.24%    | 173        | 173   | -0.17%   | \$3.3        | \$3.4  | 3.60%    | \$1.1           | \$1.1 | 5.48%    | \$0.6    | \$0.6 | 4.95%    |
| 70 | Pepin County       | \$4.5            | \$4.9  | 8.01%    | 97         | 96    | -0.18%   | \$1.7        | \$1.8  | 2.62%    | \$0.6           | \$0.6 | 5.32%    | \$0.3    | \$0.3 | 3.32%    |
| 71 | Florence County    | \$4.0            | \$4.2  | 4.92%    | 89         | 87    | -1.69%   | \$1.3        | \$1.4  | 2.70%    | \$0.5           | \$0.5 | 4.48%    | \$0.2    | \$0.2 | 4.29%    |
| 72 | Menominee County   | \$2.0            | \$2.1  | 8.75%    | 49         | 49    | 0.12%    | \$0.6        | \$0.6  | 2.10%    | \$0.3           | \$0.3 | 5.45%    | \$0.2    | \$0.2 | 2.93%    |



# TRAVEL

with Lori Rackl, lrackl@suntimes.com

## MILWAUKEE BREWS UP 'SUMMER OF CHINA'

You don't have to travel far this summer to immerse yourself in Chinese culture, food and more

**M**ILWAUKEE, Wis. — Can't travel 6,000-plus miles to China this summer?

Settle for the next best thing: a quick trip to nearby Milwaukee.

In this Wisconsin city well known for its German roots, Mayor Tom Barrett has declared it the "Summer of China." He's even signed an official proclamation to prove it.

The Milwaukee Art Museum has five — count 'em: five — exhibits encompassing 3,000 years of Chinese art and culture.

And China's national pastime, table tennis, is the sport of the summer. (Sorry, Brewers.) Free ping pong tables have been set up throughout the city, which hosted some of the world's top players earlier this month during the U.S. Table Tennis Open.

Milwaukee doesn't have a Chinatown like Chicago. But visitors can easily cobble together their own Chinese shopping and dining experience by hitting a few worthwhile spots — especially the bargain-filled Artasia Gallery — all within walking distance of one another downtown.

Speaking of walking, you don't even need your Japanese car to visit Milwaukee's China. Take one of the frequent trains or buses from Chicago and see the sights on foot. Burning calories = more crab rangoon.

The Chinese exhibits, ping pong tables and other Asian activities will be going on all summer, but this weekend may be the best time to

drop by. Milwaukee is putting on its first ever Chinese Culture Fest on Saturday and Sunday.

One of the festival's highlights is sure to be Sunday's dragon boat race, when paddlers in colorful vessels slice through the water to the beat of the boats' drums. The action takes place at Discovery World's south lagoon. It's not the Yangtze River, but it sure is close to home.

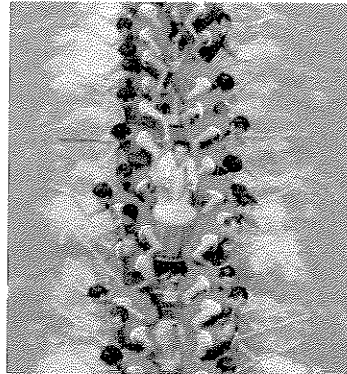


**Artasia sells about 1,400 Chinese ancestral statues.** | LORI RACKL-SUN-TIMES

### Art and culture

Of the Milwaukee Art Museum's five summer exhibits devoted to Chinese art and culture, the headliner has to be "The Emperor's Private Paradise: Treasures from the Forbidden City."

The 90 paintings, decorative works, architectural elements and religious artifacts on display were plucked straight from the Qianlong Emperor's garden. The powerful



**A dragon boat race Sunday is part of the city's Chinese Culture Fest.** | AP

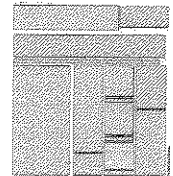
emperor's opulent retreat was built in the 18th century deep within the Forbidden City, a compound for

China's imperial rulers. The garden's belongings sat virtually untouched in China until restoration work began only a decade ago. When the exhibit ends on Sept. 11, the treasures are headed home — and will likely never leave the country again.

The museum's other Chinese exhibits include ancient tomb artifacts, modern ink paintings and European vases decorated with Chinese motifs. Also on display is one of Beijing artist Zhan Wang's large, stainless steel sculptures of a "scholar's rock," a feature found in classical Chinese gardens; [mam.org](http://mam.org).

### Ping pong

Back in 1971, when the relationship between China and the United States was nastier than a



"Real Housewives" reunion, China extended an unexpected invite to U.S. table tennis players to compete at an exhibition in Beijing. The move opened the door to trade and negotiations between the two nations.

Milwaukee is celebrating the 40th anniversary of "ping pong diplomacy" by setting up free ping pong tables at various locations downtown. Play a pick-up game at the Harley-Davidson Museum, Lakefront Brewery, InterContinental Hotel — even General Mitchell International Airport.

Want more? Head over to Spin, 233 E. Chicago. The hip restaurant/bar/ping pong playground — opened last year and co-owned by actress Susan Sarandon — has 17 tables that can be rented by the hour (\$16-\$24); [spinmilwaukee.com](http://spinmilwaukee.com).

## Shop

What began as a humble kiosk in a mall is now the massive Artasia Gallery, 181 N. Broadway, a store filled with finds the owners pick up on their frequent buying trips to Asia. Most of the items come from China: tea sets, silks, gongs, opium beds, vintage Communist Party posters, copies of Chairman Mao's "little red book" and Chinese puppets over a century old.

Artasia boasts one of the world's largest collections of Chinese folk, or ancestral, statues. Many families were forced to hide their statues — considered "religious artifacts" — to keep them from being confiscated by the military during the cultural revolution. Statues in Artasia's collection, numbering close to 1,400, sell for \$95 to \$5,500; [artasiagallery.com](http://artasiagallery.com).

Head over to 1125 N. Old World Third Street to stock up on bamboo leaves, fortune cookies, sticky rice and other groceries at Asian Mart, an anomalous little shop in a landmark zone made up of European-style buildings. Owned by a friendly Filipino couple for the past 38 years, the modest store has shelves stocked with all kinds of products, from bamboo steamers and

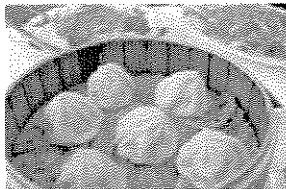
chopsticks to joss sticks and Chinese teas labeled "Kidney Fortifier" and "Female Joy."

## Eat

Jing's Chinese Restaurant has all of the usuals — fried rice, egg foo young, chop suey. But if you're craving more authentic and unusual Chinese specialties, ask for the "Chinese menu" at this inviting spot hidden in the Marshall Building at 207 E. Buffalo St.

Jing and her husband, who graduated from culinary school in their native China, serve up Shanghai duck in a savory brown sauce, mung bean noodles with pork meatballs, and a whole filet of sole glazed in a sweet tomato sauce.

If what you want isn't on either menu, don't be afraid to ask. That's how I scored a steamer full of six delicious

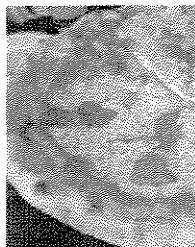


Shanghai soup dumplings at Jing's. | LORI RACKL-SUN-TIMES

Shanghai soup dumplings; [jingsmilwaukee.com](http://jingsmilwaukee.com).

## Festival

Organized by the Milwaukee Chinese Community Center, this family-friendly festival on Saturday and Sunday is packed with hands-on opportunities.



## SLICE OF LIFE

Take a break from Chicago deep dish and get a taste of how they do 'za in Brew City with a new pizza tour by Milwaukee Food Tours. The three-hour evening excursions make stops for a slice at several notable pizzerias, new and old. Cost is \$50; [milwaukeefoodtours.com](http://milwaukeefoodtours.com).

Make your own paper lantern. Dress in a traditional wedding gown and catch a lift in a red carriage. Learn how to write your name in Chinese calligraphy. Take part in a tea ceremony.

Entertainment includes Chinese acrobatics, folk music, dance and martial arts. Food vendors will be dishing up Chinese delicacies, and you can go on a shopping spree with dollars, not yuan, at the Oriental market.

The fest will be held on the grounds of the Milwaukee Art Museum except for Sunday's dragon boat race at Discovery World; [chinese.culturefest.org](http://chinese.culturefest.org).

Information for this article was gathered on a research trip partly sponsored by the [Milwaukee Convention and Visitors Bureau](http://MilwaukeeConventionandVisitorsBureau.com).

## OTHER ETHNIC FESTS IN MILWAUKEE

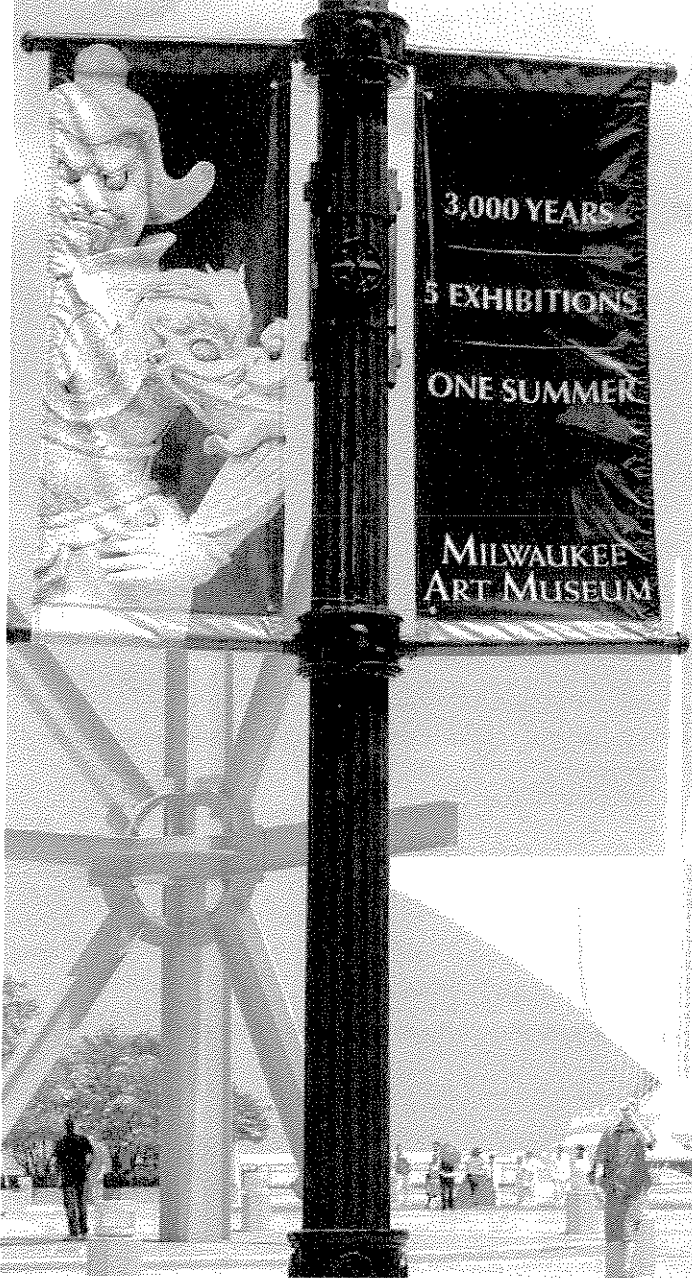
**Festa Italiana**  
July 21-24  
[Festaitaliana.com](http://Festaitaliana.com)

**German Fest**  
July 28-31  
[Germanfest.com](http://Germanfest.com)

**Irish Fest**  
Aug. 18-21  
[Irishfest.com](http://Irishfest.com)

**Mexican Fiesta**  
Aug. 26-28  
[Mexicanfiesta.org](http://Mexicanfiesta.org)

**Indian Summer Festival**  
Sept. 9-11  
[Indiansummer.org](http://Indiansummer.org)



**The Milwaukee Art Museum has five Chinese exhibits.** | LORI RACKL-SUN-TIMES



**Lakefront Brewery is one of several spots to play free ping pong this summer.** | PHOTO COURTESY MARK HINES AND VISIT MILWAUKEE

# Time Out

Chicago

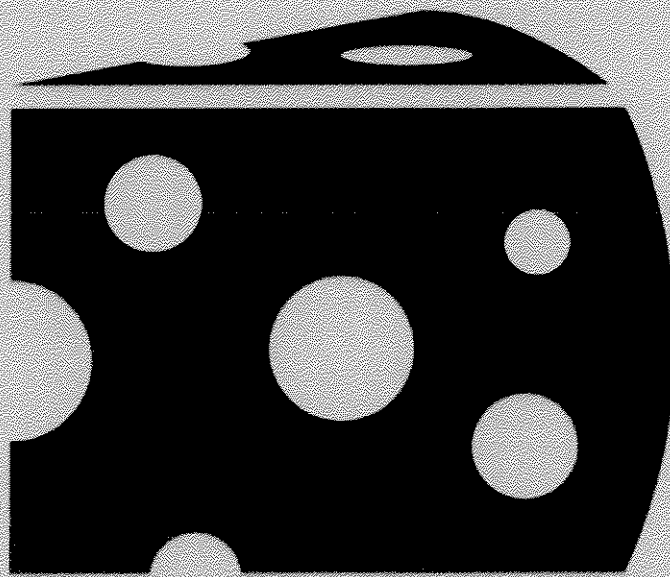
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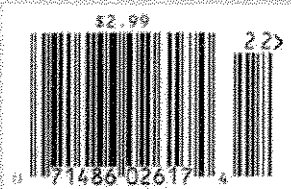
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BUST A GUT AT  
JUST FOR LAUGHS



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# Milwaukee ROAD TRIPS

Local experts help us craft the ultimate insider's guide to Brew City.  
By TOC staff

## Don't call it a throwback

Retro tiki lounges, old-school cocktail bars and German beer halls—in Milwaukee, they're not trends, they're classics. By **Julia Kramer**

Angelo's is not awesome. "You know what's awesome?" The Hawaiian-shirted piano player is speaking in my general direction. "The Grand Canyon. The Grand Canyon is awesome."

The light glows blue, the mood is somber, and the aging pianist at **Angelo's Piano Lounge** (1686 N Van Buren St, 414-347-4144) is tired of young people and their ridiculous overuse of a particular superlative. At the far end of the bar, a bushy-browed, mustachioed septuagenarian hoists himself onto a stool. John Dye, the Milwaukee bar owner who has brought us to this hangout—equal parts Rat Pack lounge and '80s rec room—explains that this is Angelo Martellano, the bar's owner and namesake. "When this particular person dies," Dye says, referring to Martellano with awe, "this place will not exist anymore." Martellano takes his place beside the piano and begins to croon George Gershwin: "Summertime, and the living is easy...." It's a scene both enjoyably weird and just plain weird. The bar is nearly empty, and we're the youngest people there by 30 years. Though this is the fifth and last

stop on our tour of Milwaukee bars, we are also the least drunk.

The night began with an ice-cream cocktail at the handsome, dimly lit bar Dye took over three years ago, **Bryant's Cocktail Lounge** (1579 S 9th St, 414-383-2620). Ice-cream cocktail? "It's so Wisconsin I don't want to talk about it," Dye replies, laughing. He continues: "A lot of these drinks started as cream-based drinks. I think they just added ice cream just 'cause it's such a Midwest thing." There is no cocktail menu at Bryant's, which opened in 1938, but the bar has an archive of more than 400 recipes, a portion of which are ice cream-based. That doesn't necessarily mean they're drinkable desserts, though. "Some of them are really sweet and fruity, and some of them are a little more serious-tasting," says Dye, 36, who grew up in Montana and moved to Milwaukee from Seattle ten years ago. "They vary from herbal to fruity to chocolatey." The bar also serves Depression-era cocktails (on-the-rocks drinks, such as old-fashioned), tiki-inspired drinks (hurricanes, mai tais), classic cocktails (such as Sazeracs) and many original

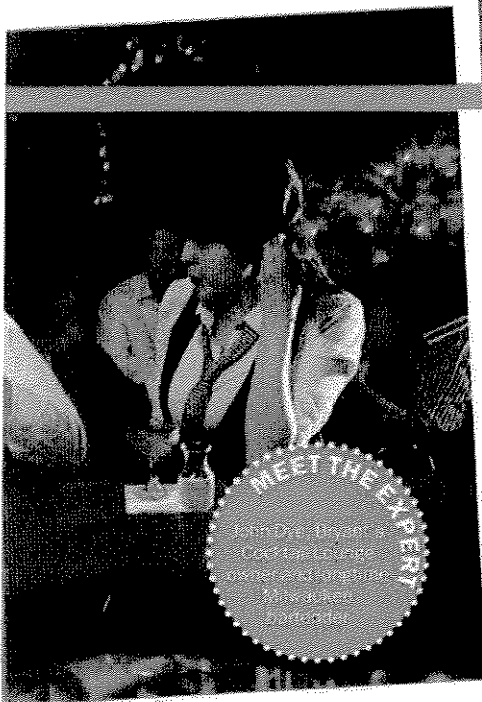
Dye, center, at Bryant's Cocktail Lounge

creations. Enjoy them, but don't ask too many questions: The original owner, Bryant Sharp, wrapped the bottles in aluminum foil to disguise his ingredients; Dye, for his part, is easy to talk to about pretty much anything—except what goes into the cocktails.

Bryant's is a treasure—a cocktail lover's time capsule outfitted with leather banquettes, gold-plated antique cash registers and twinkling Christmas lights, every detail remarkably preserved. It's the kind of bar you never want to leave. But tonight, we have to. This is Milwaukee, and the beer isn't going to drink itself. From the historic Mitchell Street neighborhood (an \$11 cab ride from downtown), we head across town to **Von Trier** (2235 N Farwell Ave, 414-272-1775), a German pub on the East Side. Along the way,



# City's best



we pass two sophisticated new cocktail lounges, both meant to evoke grand, vintage hotel lobbies: First, **the Hamilton** (823 E Hamilton St, 414-223-1020), where Violet Hour alum Ira Koplowitz created the impressive drink menu with his business partner, Nick Kosevich (the pair run Bittercube, a bitters-making and consulting company); second, **Hotel Foster** (2028 E North Ave, 414-988-4758), a month-old, elegant space decked out in vintage furniture and serving classic cocktails. We peek in the window of Hotel Foster, then head around the corner.

"The original owner was shot through the heart with an arrow," Dye says before we head into Von Trier, one of the bars Dye comes to on his nights off. Judging from the German country-lodge setting—Tiffany-style lamps, ample antlers, decorative beer steins, faux

18th-century portraiture, triangular beer garden and two-dozen taps, split between German and Belgian imports and local microbreweries, such as Milwaukee's Lakefront Brewery and Sprecher Brewing Co.—I imagine this happened during, like, the pioneer days. After a pint and many helpings of complimentary popcorn set out on the bar, I learn that it happened in 1981. "It's kind of morbid, but, you know, whatever," the bartender says, fiddling with a commemorative arrow set behind the bar.

When my friend gets up to use the restroom, an older regular unceremoniously takes his bar stool. We consider saying something, but it seems as if this older gentleman probably has some serious affinity for this particular stool, so we head out for a quick bite at **Classic Slice Pizza** (1609 E North Ave, 414-270-1880)—none of the bars we're going to serve food, which Dye explains is typical for Milwaukee—and then the next stop: Foundation in Riverwest.

Tell someone familiar with Milwaukee that you're heading to a punk-slash-tiki bar and they'll immediately know **Foundation** (2718 N Bremen St, 414-374-2587). Formerly a punk bar, it's been "gradually overtaken by tiki," Dye explains as we perch beneath illuminated fish in the obsessively decorated island-kitsch paradise. Doctor Fu cocktail in hand (it's rum-based, with a strong anise hit from Pernod, served in a politically incorrect collectible mug depicting an Asian man for \$12), I'm obsessed with this place: Foundation is the closest thing Chicago/Milwaukee has (apart from Hala Kahiki) to classic tiki lounges like San Francisco's Tonga Room—and a small stage for live music is being added to the back room.

"I'm not an aging hipster, I swear," Dye says as we bid a bittersweet farewell to Foundation and head toward Bay View's **Burnheart's** (2599 S Logan Ave, 414-294-0490), which is like a Milwaukee Rainbo with a better beer list. Burnheart's low-key, neighborhood vibe is a great place to end the night, but it's at this point that Dye and his girlfriend start telling us about Angelo's. "It's just insane," he promises. And Angelo's proves a perfect ending, a bar that takes you to an unusual, specific place in time but is distinctly Midwestern. Whereas big cities are building throwbacks to Prohibition-era speakeasy-style bars, '70s tiki lounges and German beer halls, Milwaukee has the real thing. "If you make too many changes," Dye says of running Bryant's, "the old regulars are gonna be like, 'Who's this whippersnapper?'"

# Lane change

Even serious bowlers can roll with a night out at Milwaukee's quirky, classic alleys. By **Martina Sheehan**  
Photographs by **Peter DiAntoni**

Don't even think about slinking quietly into the **Holler House** (2042 W Lincoln Ave, 414-647-9284; \$4 per game plus pinsetter tips), a cozy Southwest Side corner tap that houses the country's oldest certified bowling alley. As I walk in with Jason LaPerriere, my Milwaukee bowling guide, immediately we're engulfed in conversation with the regulars (topics: the Brewers, the house league's banquet, bowling). And that's before we even find a spot under the bras hanging from the rafters (signed by their tipsy contributors) or crack open our first Schlitz.

An in-law of the Skowronski family, which has owned the bar since 1908, leads us to the basement to check out the two 100-year-old lanes that, at the moment, sit dormant due to the lack of human pinsetters on duty (reservations are required). "These are real wooden floors—a

little uneven—but you don't see that much anymore," LaPerriere notes.

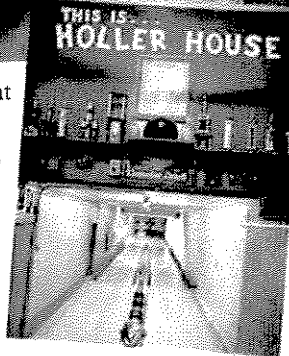
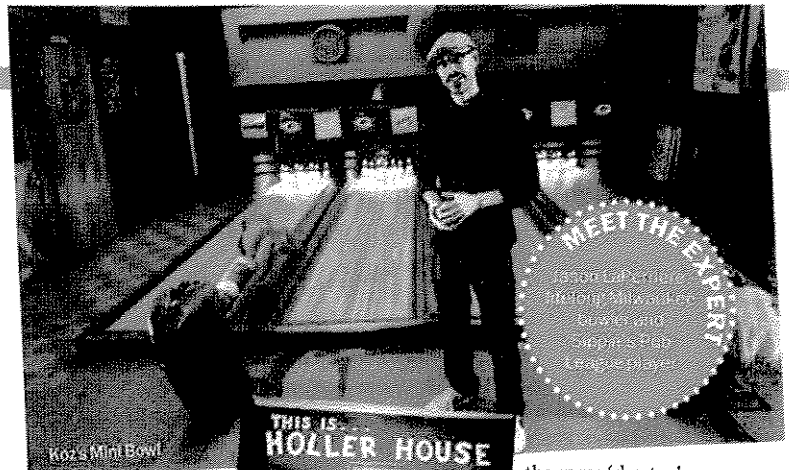
We keep rolling with a stop at **Landmark Lanes** (2220 N Farwell Ave, 414-278-8770; \$2.50–\$3.50 per game), a 16-lane house in the historic 1927 Oriental Theatre complex on the East Side. "The Landmark's more of a hangout than a bowling alley," LaPerriere explains, citing the underground entertainment center's poorly maintained lanes, three bars and crowded arcade. But the drinks are cheap and the party always seems to be on.

Our final stop is **Koz's Mini Bowl** (2078 S 7th St, 414-383-0560; \$3 per game plus pinsetter tips; reservations required) on the Southwest Side, where mini duckpin bowling is the name of

the game (shorter lanes, three-pound balls and smaller pins). From the outside, Koz's is just another crusty dive ("A great place to take a date," LaPerriere jokes), but make your way past the glowering taxidermy to the back room and behold a perfectly preserved scene from a bygone era: Behind four stubby lanes, pin boys

wait to reset every frame by hand.

For serious league games, LaPerriere heads to a sleek, spacious AMF alley, but he appreciates the city's quirky old gems, too. "Between the German roots in this city and our penchant for drinking, bowling's a huge part of Milwaukee history," he says.



# Fresh meet

Brew City's small, subdued queer scene offers good, gay times. And plenty of sausage. By **Jason A. Heldemann**  
Photograph by **Darren Hauck**

"Now you know why I come to Chicago all the time," says Michael Coates of roaming queer party Guerrilla Gay Bar midway through our night out in Milwaukee. My host for the night has a point: The gay scene is small. But for a Chicagoan seeking an alternative to the loud, obnoxious intersection of Roscoe and Halsted Streets, it's a welcome respite.

We begin our evening downtown at **This Is It!** (418 E Wells St, 414-278-9192), Milwaukee's oldest gay bar. The carpeted walls and gold marbled mirrors are amazing, as is the crowd, a mish-mash of old timers, ironic young gays and a few straights. "This Is It! has held its own outside the Gayborhood [Walker's Point] for years, thanks in part to its

quirky charms," Coates says. I'm hooked, although I wished we'd saved the best for last and ended our night here.

Our next stop, **Kruz** (354 E National Ave, 414-272-5789), a leather and bear bar in Walker's Point, has a great outdoor patio with a fire pit. Sadly, it's May and still too chilly to take advantage, but inside the place is hopping. Kruz rocks a casual, noncruisy vibe, although the sleaze lingers in the john where I spot two middle-aged dudes dry humping against the wall. **Walker's Pint** (818 S 2nd St, 414-643-7468), also in the Gayborhood and our lone lesbian stop for the night, isn't as bustling as I'd hoped for a Saturday. But the friendly

toward men) equals good, gay times. Lastly, we hit **LaCage** (801 S 2nd St, 414-383-8330), the Gayborhood's longest-standing queer dance club. All the boys here are sweating and grooving to Gaga—this is clearly where Milwaukee's gays go at night's end. But Coates warns, "It's also a hot spot for straight ladies, especially bachelorettes. They can't say no to dancing with hot, shirtless men in the cage." Outside LaCage, we hit a food cart for a Milwaukee brat. Sadly, it's the only sausage I put in my mouth that night. Still, I'd hit Brew City's LGBT scene again—especially with friends.



Coates, left, at This Is It!

owner, dancing bartender and zero attitude (even

# When to go to Wisco

SATURDAY 11-AUGUST 21

# Subtle flavoring

Fresh and sustainable? That goes without saying at Milwaukee's farm-to-table restaurants. By **David Tamarkin**  
Photographs by **Darren Hauck**



Jean Northway and Michael Diedrick are staring at the chalkboard menu above the counter of **the National** (839 W National Ave., 414-431-6551), their café in Milwaukee's Walker's Point neighborhood. They seem a little tongue-tied. I've asked them why the description for each sandwich doesn't include the name of the farm the ingredient comes from (e.g. "Growing Power lettuce").

They squint at the words on the board. "But we can't," Northway says. "There's not nearly enough room for all that."

The National sources much of its produce the way many of Milwaukee's sustainably minded restaurants do: from Braise RSA. As an RSA (restaurant supported agriculture), Braise operates much like a CSA (community supported agriculture), only it serves the business sector. Produce is culled from several area farms by Braise's staff and distributed to the restaurants—one day the carrots could be from one farm, the next from another. That would mean the chalkboard at the National would have to change a lot, almost every week. But that's not the only reason Northway and Diedrick don't advertise their ingredients' pedigree.

"The customers are behind it," Diedrick tells me. He means two things: one, that some of his customers are *behind* the National's efforts of sustainability—they understand and support

the practice. But just as many of his customers are *lagging behind* the movement—they're unaware of the trend and the issues behind it, or they simply don't care. Either way, most people aren't coming to the National for the local lettuce. So why try to cram that information on a small chalkboard?

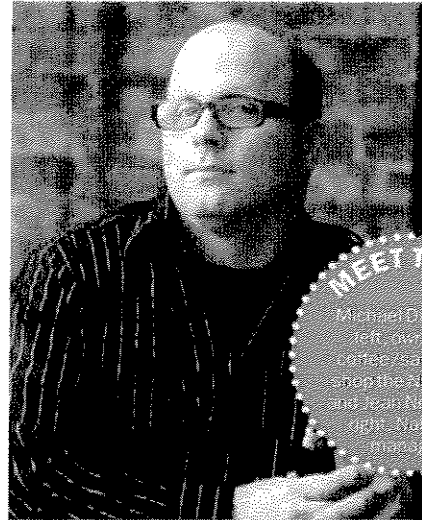
This, it seems, is how Milwaukee restaurants roll. Many hawk ingredients from area farms; few hit you over the head with it. That is certainly the case at **Honeypie** (2643 S Kinnickinnic Ave., 414-489-7437), a restaurant Northway and Diedrick suggest for brunch. There, a list of farms the restaurant supports is buried at the bottom of the menu, with a few shout-outs here and there ("Wisconsin grass fed beef" in the meatloaf, for example). But the overall vibe is that of a homey (and fairly gluttonous) Midwestern diner. Brick-size housemade biscuits are so full of butter they crumble on contact, and they're stuffed with thick shavings of sweet ham. Housemade sausages flank the decadent Honeypie benedict (also on those biscuits). And then there's Honeypie's bakery: Incomparable morning buns, the dough somewhere between brioche and croissant, are rolled in sugar and ladled with cream-cheese icing at the last minute. And there are at least half a dozen pies, the chocolate cream variety topped with thick, unsweetened whipped



cream and housed in a delicate graham-cracker crust. The cost of four coffees, four entrées, one (okay, two) sticky buns and one slice of pie? \$57. Affordability, Diedrick says, is another tenet of what he and the Honeypie owners are trying to do. The idea is "quality food for everybody," he says. "If you can't afford it, it's not quality."

Diedrick practices what he preaches: At the National, a chicken-salad sandwich, one housemade chai latte and four baked goods (including buttery sweet potato muffins, baked by a guy who also bakes at Honeypie) cost less than \$20. But there are, of course, higher-end restaurants participating in Milwaukee's farm-to-table movement. One is **Hinterland** (222 E Erie St., 414-727-9300), where a pork loin from Uphoff Farm in Madison costs \$24. Another is **Roots** (1818 N Hubbard St., 414-374-8480), a forefather

SATURDAY 11-SEPTEMBER 11



MEET THE EXPERTS  
 Michael Dierker, executive chef of cafe/bar/beer shop the National and Jean Northway (right) National manager



of the scene. It's "one of our favorite Milwaukee restaurants, hands down," Northway exclaims. "I cannot recommend them enough."

That's a sentiment visitors to Milwaukee will hear a lot. But not all chefs share in the enthusiasm. "Roots and Hinterland, huh?" says Kurt Fogle, the pastry chef at SURG Restaurant Group (Carnevora, Umami Moto). "Those are the only places anybody writes about in Milwaukee."

Fogle is standing in the Milwaukee Public Market (see "Clever marketing," page 20) with Matt Haase, the executive chef of SURG's cocktail-and-charcuterie lounge, **Distil** (722 N Milwaukee St, 414-220-9411). Farm-to-table in operation but not in identity (the restaurant raises its own beef and gets much of its produce from the Simply Wisconsin co-op), Distil nevertheless faces an uphill battle with its client base, the chefs say. The reason: Milwaukeeans are not especially adventurous eaters. Take desserts—Fogle reports that most restaurants stick to only four: crème brûlée, lemon tart, flourless chocolate cake "and cheesecake," he says, shaking his head. "Always cheesecake."

The dessert scene is so formulaic, he says, that he has trouble finding other pastry chefs. "I'd love to have a pastry chef community to hang out with," he says. "But I can't find any others."



Apple salad at Honeyple



Raspberries and white-chocolate mousse at Distil

So at their restaurants, the chefs say they have to engage in a bit of trickery: Put simple descriptions on the menu so that people order the food, but surprise them with extra, more daring elements on the plate. "So the lemon tart comes and there's brown butter powder on the plate," Haase offers as an example. The goal is to convert customers on the sly—to be as low-key about the ambitious nature of their food as they are about how local it is.

All of Roots' media attention seems to have worked—at 5pm that night (a Saturday), the place has no tables to offer. ("People eat early

here," Northway explains.) So my companion and I sit at the bar, drinking Wisconsin beer from cans (an odd juxtaposition in this blandly formal dining room), and eating seafood sausages prepared corn dog-style and an enormous plate of tandoori-style short ribs. It is all very well-prepared. And underwhelming.

And so, hunting for inspiration, we follow Fogle and Haase's recommendation for dinner, which is, in a fit of modesty, their own spot, Distil. In contrast to Roots, Distil has not yet filled up when we arrive. We're handed enormous menus, filled mostly with long lists of bourbon and ambitious cocktails. In comparison to the ample drink options, the food choices look slim: Cheese and charcuterie dominate, with only a handful of composed plates listed. We order lamb meatballs and a hamburger, white chocolate mousse and a turtle sundae. Basic fare. Or so it seems on the menu.

But just as Fogle and Haase had promised, the dishes that arrive far exceed their simple menu descriptions. Meatballs—juicy and dripping with umami—have lines of currant puree painted on the plate; the decadent burger is made with beef from cows the owner of Distil raises, and shows up draped in onion jam. And the rich white-chocolate mousse snakes across a large bowl, dotted with sweet-tart fresh and freeze-dried raspberries, and raspberry sorbet. For the atmosphere, for the city it is served in, it is highly unexpected. Of course, having learned what I did in Milwaukee today, I shouldn't be surprised.

# Brew City rocks

Milwaukee's live-music culture thrives with plenty of breakout local acts and some new-model music venues. **By John Dugan**

As we fuel up on burgers and cider at HoneyPie Cafe in Bay View before our night on the town, music blogger Bob Purvis reminds me that in 2008, Milwaukee's Riverwest neighborhood proposed its own "River currency" to encourage locals to spend money within the community. To some, it sounded like secession talk, but that progressive spirit and local pride, along with the affordable cost of living, have fostered a nurturing Milwaukee music community not unlike those that produced the regional sounds of the '90s in Seattle and Chicago.

Purvis also tells me about the guys from the band Holy Shit, who he says "have devoted their life to just hooking people up with shows," often in basements. Combine that with enthusiastic crowds and Brew City becomes a kind of Shangri-la for burgeoning bands. "There was a stretch where the audiences would just shower the performers in beer for the entire set...[and] figure out how to crowd surf in a room with ten people," he says. Recent breakout acts include soulsters Kings Go Forth, who released a critical-fave on Luaka Bop, and Jaill, a psych-pop act on Sub Pop.

Our first stop of the night is an atypical dubstep dance night at **Turner Hall Ballroom** (1034 N 4th St, 414-272-1733), where the young summer-break set is raving enthusiastically. The venue, which holds roughly 1,200, is among a trio of updated venue developments that have come courtesy of the Pabst Theater Foundation, a nonprofit founded by Marquette Electronics magnate-turned-philanthropist Michael Cudahy. Over the past decade, the foundation transformed three venues that nab cream-of-the-crop touring acts—at least those that don't pass up Milwaukee entirely: **the Pabst** (144 E Wells St, 414-286-3663), an 1895 architectural and acoustic gem rehabbed in 2001 that holds about 1,300; the **Riverside Theatre** (116 W Wisconsin Ave, 414-765-9801), renovated in 2005, which holds 2,400-plus; and the rougher but still historic Turner Hall, which was taken over in 2007. Ticket prices

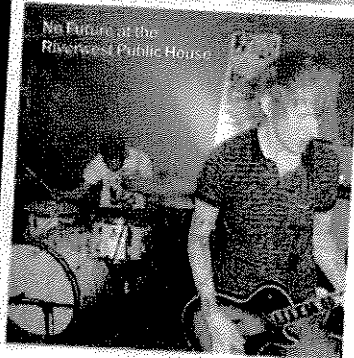
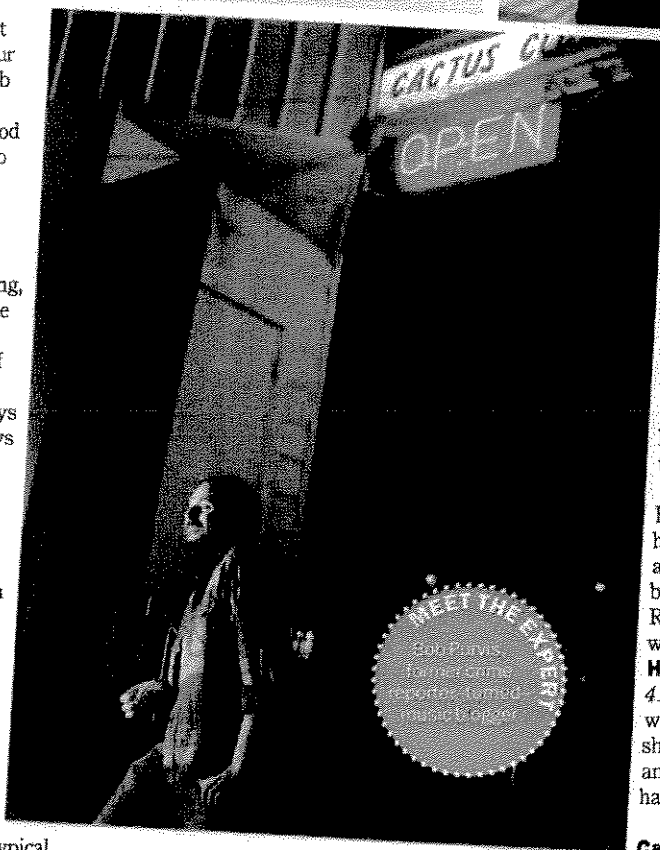
(pabsttheater.org for all three venues) can be relative bargains, too: Admission for recent Sea & Cake and Neon Indian shows were \$10 each at Turner Hall.

Meanwhile, old standbys **the Rave/Eagles Ballroom** (2401 W Wisconsin Ave, [therave.com](http://therave.com)) and **Shank Hall** (1434 N Farwell Ave, 414-276-7288, [shankhall.com](http://shankhall.com)) continue to land some name touring acts. Despite its so-so sound, the Rave has its advantages. "Sometimes you can catch a show there that may be sold out in Chicago," Purvis says. Cee Lo's August 4 gig, perhaps.

The well-appointed **Northern Lights Theater at Potawatomi Carter Casino Hotel** (1721 W Canal St, 414-847-7922, [cartercasino.com](http://cartercasino.com)) draws national touring acts, as well. "It's a beautiful room with great sound that gets some good shows on occasion, mostly old timers,"



Dance party at Turner Hall



No Future at the Riverwest Public House

Purvis notes. "Caught a good Kris Kristofferson and Merle Haggard show there a few months back."

After the dubstep party at Turner Hall, we spend much of the night hopping between rock bars in Riverwest and Bay View (while sampling local brews such as Lakefront Brewery's Riverwest Stein). New to Riverwest is worker-owned bar the **Riverwest Public House Cooperative** (815 E Locust St, 414-562-9472, [riverwestpublichouse.org](http://riverwestpublichouse.org)), which hosts indie, punk and puppet shows on its ample stage. We're treated to an amiable packed house for post-hardcore band No Future's set.

Back in Bay View, we settle in at the **Cactus Club** (2496 S Wentworth Ave, 414-897-0663, [cactusclubmilwaukee.com](http://cactusclubmilwaukee.com)), which, Purvis explains, once sported vintage vinyl upholstery and a padded bar that endeared it to an up-and-coming White Stripes (it got a more upscale makeover in 2007). It remains a mainstay for local punk, garage and indie rock bands, with a smattering of Empty Bottle-caliber touring acts in its rear live room.

Our final stop, the nearby **Frank's Power Plant** (2800 S Kinnickinnic Ave, 414-481-9200, [frankspowerplant.net](http://frankspowerplant.net)), is accessorized with motorcycles and known for booking local newbies and touring garage acts. It's far from the center of the music universe, but with its dirt-cheap beers and neighborhood atmosphere, the bar exemplifies a rare kind of unforced garage-rock innocence that exists only in places as cozy and unselfconscious as Milwaukee.

JULY 23

# Wham, bam, thank you, MAM

How to conquer a whole lot of art in a lightning-round visit to the Milwaukee Art Museum. By **Lauren Weinberg**

I'm floating in outer space. That's how it feels inside Stanley Landsman's *Walk-In Infinity Chamber* (1968), a 12-foot room lined with mirrors and 6,000 light bulbs. Located in Gallery 23, it's the first stop on my 90-minute tour that introduces time-strapped daytrippers to some highlights of the 341,000-square-foot

**Milwaukee Art Museum** (700 N Art Museum Dr, 414-224-3200, [mam.org](http://mam.org)). My guide, Nicholas Frank, curator at UWM's **inova gallery** (*Kemilworth Square East*, 2155 N Prospect Ave, 414-229-5070), has been visiting the MAM since he was six; he's always gravitated toward the modern and contemporary art galleries, located on the MAM's main level.

Frank loves Eva Hesse's fiberglass installation *Right After* (1969), which the MAM snapped up soon after it was made. "I think the museum has always tried to represent the best new art," he says. Another favorite, Cy Twombly's deceptively simple painting *Untitled*, entered the collection in 1968, when the MAM hosted Twombly's first solo show at an American museum. Frank praises MAM's mingling of these icons with works by contemporary artists or "under-recognized" innovators like Jackie



Winsor, who developed the sculpture *Painted Piece* (1979-80) by dragging it behind her car.

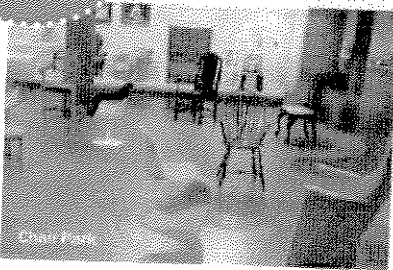
Frank partly attributes the MAM's progressive outlook to donor Peg Bradley (1898-1978), who gave the museum about 600 works from her collection. Many are on view in the upper level's eclectic Bradley Collection of Modern Art. Early-20th-century paintings hang near an alcove that Frank dubs the "Barbara Hepworth chill room," which boasts three of the English artist's sculptures, comfy seating and a view of Lake Michigan.

Given Frank's passion for abstraction, I'm surprised when he leads me to the lower-level



MEET THE EXPERT  
Nicholas Frank, curator at UWM's inova gallery, leads a tour of the Milwaukee Art Museum's main level.

*Walk-In Infinity Chamber* (1968)



*Painted Piece*

American Collections. In the Chipstone Foundation's Chair Park installation, we flop down on replicas of seats by Frank Lloyd Wright and other famous designers (the originals are nearby). "Their ideal is to humanize [art] bring things off the pedestal so you can

experience them yourself," Frank explains. As I open drawers in artist Martha Glowacki's nearby interactive vitrines, audio recordings bring the Chipstone's Wedgwood china and botanical prints to life. Though Frank enjoys the MAM's other galleries, "It's fun to come down here and feel this totally separate environment."

Explore more of Milwaukee's art scene in *Art & Design*, page 49.

## Clever marketing

Two Brew City chefs suss out Milwaukee Public Market's most delicious finds. By **David Tamarkin** Photograph by **David Larson**



Matt Haase and Kurt Fogle don't consider the **Milwaukee Public Market** (400 N Water St, 414-336-1111), opened in 2005 in the Third Ward, so much a market as a food court. They're right: Most of the food sold here is in the form of sandwiches or hot and cold entrées (there are even a couple of bars). Still, as we stroll through the market, they identify a few items visitors would be wise to snatch up.

MEET THE EXPERT  
Matt Haase and Kurt Fogle, chefs at Milwaukee Public Market, identify a few items visitors would be wise to snatch up.

**BellaVitano Gold from West Allis Cheese & Sausage Shoppe** (\$15.99 per pound)  
Haase says this cheese tastes "as if Parmesan and cheddar had a love child."

**Boizano artisan meats at Rupena's Fine Foods** (\$6.99 for a quarter-pound pack)  
This stand sells pancetta, *speck* and other cured meats, made in small batches, by hand, in Milwaukee. Haase says he uses the products in cooking, to give dishes that "old-world flavor, with the funk."

**Po' boy at St. Paul Fish Company** (\$9.95-\$10.95)  
This fishmonger is respected in Milwaukee as a prime source for fresh filets, but the chefs prefer it for the sandwiches—specifically, the fried oyster variety.

JULY 28-31

PHOTOS: TOP LEFT, JARREN HAUCH; TOP RIGHT, COURTESY OF THE MILWAUKEE ART MUSEUM; BOTTOM, DAVID LARSON

# Away-field advantage

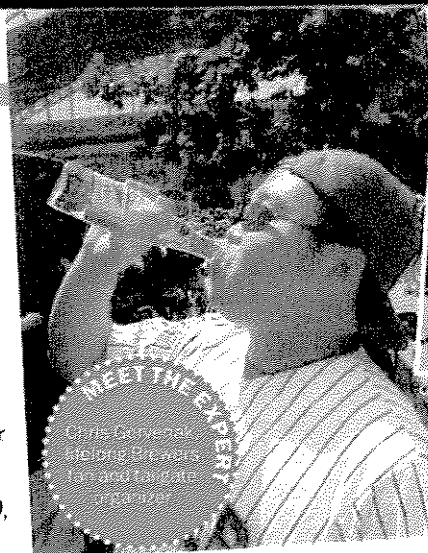
Discover Miller Park's best eats, seats and tailgating tricks. By **Marissa Conrad**

Say what you will about **Miller Park's** (*1 Brewers Way, milwaukee.brewers.mlb.com*) retractable roof (real fans weather bad weather, a Chicago pal once told me)—it ensures the Milwaukee Brewers can always deliver. Even through the 45mph winds tormenting Milwaukee the Sunday afternoon I catch a Brewers/Pirates game with local Brew Crew superfan Chris Gervenak.

Gervenak, 25, is legendary among friends for re-creating the "bacon explosion" for tailgates: A viral recipe in 2009, it's a weave of bacon wrapped around a sausage log filled with crumbled bacon. His more standard-issue snacks, on deck today, are Johnsonville brats, boiled the night before in a broth of beer, bacon and onions, and heated on the grill. We join a

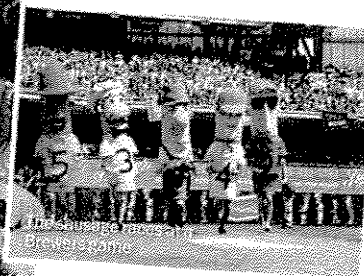
bevy of fans in their twenties in the Molitor Lot (*Yount Dr and Story Pkwy*), where I learn Milwaukee's tailgate staples: forties of Miller High Life, cornhole and a game Gervenak calls "testicle toss": throw two balls connected by a stretchy band, trying to get the contraption to wrap around a ladder rung. But the wind is miserable, so we head inside.

For only \$8-\$20 a ticket, the bleachers, set smack behind the outfield, offer a surprisingly good view. Bring a towel in case you're in the Kalahari Splash Zone, where mascot Bernie Brewer douses fans with water after every home run.



Chris Gervenak helps Brewers fans and tailgates.

## Road Trips: Milwaukee



The crowd roars as Brewers left-fielder Ryan Braun hits a triple. I'm more interested in tripling down on chorizo dogs, sold at almost every concession stand. But Gervenak insists

I hit Third Base Bar, outside of section 129, to try the park's latest offering: French-Canadian specialty *poutine*, a heart-stopping basket of fries and cheese curds doused in beef gravy. My final sausage fix comes during the sixth inning, when mascots in chorizo, hot-dog, bratwurst, Polish- and Italian-sausage costumes race around the bases. As I watch their goofy jogs (Italian for the win! And ultimately the Brewers, too, 9-6), I learn the Cubs game got called off due to "inclement weather." Score one for the roof.

# Aim for the pie

One writer takes on the crème de la crème of Milwaukee food challenges: a 12-pound pizza with a \$500 prize. By **Marissa Conrad**  
Photographs by **Darren Hauck**

How many napkins does it take to blot the grease off a 12-pound pizza? I'm about to find out at Milwaukee's **Pizza Shuttle** (*1827 N Farwell Ave, 414-289-9993*), where the pie, at a 28-inch diameter, barely fits on a table for four. It's topped with pepperoni and sausage—house

rules for the Largest Wisconsin Pizza contest (advance reservations required, \$50), which dares teams of two to finish the monster in 45 minutes,

dangling the carrot of a \$500 prize and sweet, sweet bragging rights. I'm teamed with Curtis McSchmurtis (a stage name he carries into his



McSchmurtis, left, and Conrad chow down on a 12-pound pie at Pizza Shuttle.

real life), a cream puff-eating champion and cohost of quippy morning radio show *Connie and Curtis*.

Two minutes in, I'm confident we—the 112-pound writer and the radio jockey who had two minutes ago confided that the cream-puff contest was about speed, not quantity—have this thing locked up. Our strategy: Fold each slice to maximize intake over time. The pizza is terrific, straddling the line between thin-crust and deep-dish. The fact that each doughy triangle is wider than my spread-out

hand? Easy to ignore, especially when my friends unveil a five-foot sign with my face on it: **MARISSA VS. FOOD. EAT LIKE A CHAMPION TODAY!**

## PIZZA PARTY!

See video of Conrad and McSchmurtis battling the mega pie at [timeoutchicago.com/features](http://timeoutchicago.com/features).



And I do, for about 25 minutes. That's when our videographer points out that a family of 20 has ordered the same pizza. *Twenty*, he emphasizes. "Stop drinking water!" Curtis admonishes me. "I can't swallow!" I shriek, my face covered in sauce and grease dripping down my forearm. With children gaping, I start my third slice. Curtis plows into a three-piece stack.

But, like the dozens of wanna-be pizza conquistadors before us (in four years, only two teams have finished), victory is out of reach. With nine minutes and a third of the pie left, we throw in the grease-soaked napkin to a mixture of embarrassment and relief. Our consolation prize? An 18-hour stomachache—and two scoops of frozen custard, which we happily accept. We are in Milwaukee, after all.

PHOTO: TOP PHOTO: SCOTT FARRAR/MILWAUKEE BREWERS

JULY 29, 30

# Taste of Chicago vs. Milwaukee Summerfest

Two massive lakefront fests, two rival Midwest cities: Which food-and-music juggernaut should you attend? By **Martina Sheehan**

|                          | MILWAUKEE SUMMERFEST   | TASTE OF CHICAGO  |
|--------------------------|--|---|
| <b>Basics</b>            | June 29–July 3, July 5–10<br>Henry Maier Festival Park (200 N Harbor Dr, Milwaukee; 414-273-2680, <a href="http://summerfest.com">summerfest.com</a> )<br>\$15, weekdays before 4pm \$8; kids ages 3–10 and seniors \$3, kids 2 and under free; three-day pass \$33 (extra tickets required for Marcus Amphitheater shows) | June 24–July 3<br>Grant Park (Michigan Ave and Congress Dr, 312-742-4387, <a href="http://tasteofchicago.us">tasteofchicago.us</a> )<br>Free              |
| <b>Bands</b>             | Eleven stages with more than 700 acts; additional tickets required for some shows  | Two stages with more than 70 acts, all free   |
| <b>Main music styles</b> | Mostly pop and indie; some country, R&B and Latin  | '90s alt-rock, plus an added dose of Celtic, Latin, country and gospel this year, thanks to scraps of those former city fests being folded into the Taste |
| <b>Headliners</b>        | Britney Spears, Peter Gabriel, Kanye West + Kid Cudi, Toby Keith, Kid Rock + Sheryl Crow, Def Leppard, the Black Keys, Katy Perry (additional tickets required for all, \$30.50–\$115)   | Loretta Lynn, Lemonheads, Material Reissue (reformed Material Issue), Natalie Cole  |
| <b>Best bets</b>         | Edward Sharpe and the Magnetic Zeros, Sharon Jones & the Dap Kings, Flaming Lips, Wiz Khalifa, the Bravery, De La Soul (included with fest admission)  | Loretta Lynn and Court Yard Hounds (featuring the Dixie Chicks sans Natalie Maines)   |
| <b>Restaurants</b>       | More than 40, mostly state fair–style eats (brats, mozzarella sticks, fried eggplant strips)   | 59, representing dozens of ethnic cuisines from neighborhoods around the city (West African, Polish, Vietnamese, Puerto Rican, soul food)                 |
| <b>Festgoer fave</b>     | Robby's Roasted Corn, for its flavorful Tennessee kernels (plus, possible sighting of Speech from '90s hip-hop outfit Arrested Development, who took over the stand from his father in 2005)   | Manny's barbecued turkey leg  |
| <b>TOC critic's pick</b> | Wild mushroom ravioli from Sazama's Lakeside Grille  | Lao Sze Chuan's salt and pepper pork rib  |
| <b>Signature drink</b>   | Summerfest housemade wine coolers  | Bud Light   |
| <b>Bonus points</b>      | Permanent bathrooms versus portables; Skyglider ski lift–style rides   | Discounted advance-purchase food tickets in strips of 12 for \$6 (versus \$8) from Dominick's; entry and all entertainment are free                       |



**WINNER**

Depends. This year's band roster at Taste might be the saddest in its history (we still love you, Loretta Lynn), but the Chicago fest undeniably brings together restaurants—and people—from every corner of the city. And it's free. Summerfest, of course, has the big acts, but most of the top shows require additional tickets, making the fest far less accessible. And the food? One of the most exciting things you'll find at Summerfest is a tough slab of gator on a stick.

**Verdict: Taste for food, Summerfest for music.**



**JULY 30**

Time Out Chicago



# Driven to distraction

The short route to Milwaukee? Boring expressway. Take the long way and squeeze in a pyramid house, fighter jets and a double feature. By Jake Malooley

There are really only two ways to road trip from Chicago to Milwaukee, and both options have less to do with route than mind-set: The destination-centric traveler will speed up uninspiring I-94 in less than 90 minutes; the journeyer, however, knows that slow and steady is a hell of a lot more fun.

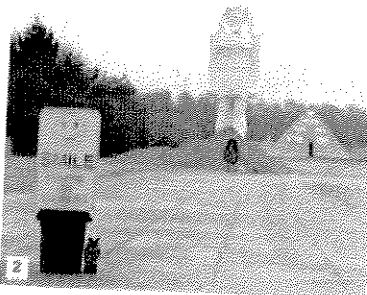
Having no interest in an A-to-B jaunt, I climb aboard a borrowed Nissan on a recent Saturday morning and set coordinates for all points between. Steering clear of interstates as much as possible, I follow Sheridan Road—which first connected Chicago to Milwaukee in 1918—up the lakefront as the high-rise apartments of Rogers Park give way to the North Shore's majestic mansions. The gas gauge tilts toward full, but my stomach is empty.

I cut west ten blocks to take part in one of the North Shore's most hallowed traditions: waiting in the out-the-door line for a table at **Waiker Bros. Original Pancake House** (153 Green Bay Rd, Wilmette; 847-251-6000). Without prompting, an older woman in the queue extols the virtues of the revered apple pancakes, and recalls when Robert Redford shot scenes for his 1980 Best Picture Oscar-winning drama *Ordinary People* at the restaurant. Food comes out of the kitchen hot and quick. Which is good—there's much to see and do on the road ahead.

Back on lush Sheridan, winding past country clubs, I arrive at **1258 Linden Street** in Highland Park. In the living room of this stately residence, a young, tighty whitey-clad Tom Cruise danced to Bob Seger in *Risky Business* before turning the house into a bona fide brothel.

Four miles north lies **Fort Sheridan** (Old Elm and Sheridan Rds, Highland Park; [fortsheridan.com](http://fortsheridan.com)), the former military base built in the late 19th century that has been converted into a residential community; today, though some of Fort Sheridan is still taken up by Army Reserve training facilities, families reside in the historic rehabbed barracks. A paved hiking trail at Sheridan and Old Elm Roads leads to a beautiful stretch of Lake Michigan beach.

Twenty miles north, like something straight out of Giza, stands the so-called **Gold Pyramid House** (37921 Dilley Rd, Wadsworth; 847-662-7777), built in 1977 by Egyptology-obsessed



contractor Jim Onan. I want to get a closer look, but the 17,000-square-foot private residence, guarded by a 50-foot-tall King Tut statue, is behind a large steel gate.

Speaking of freakish roadside eyesores, how about an eight-acre parking lot filled with bomber jets, helicopters and tanks? Six miles up the road, just south of the Wisconsin border, I arrive at the **Russell Military Museum** (43363 Old Hwy 41, Russell; 847-395-7020), pay the \$10 admission and proceed to be both impressed and frightened by the heritage of U.S. war engineering.

My aversion to highways aside, I cross the Wisconsin state line on I-94/US-41, bound for that most royal of dairy depots, **Mars' Cheese Castle** (2800 120th Ave, Kenosha, WI; 262-859-2244). The roadside standby is worth a return visit: In March, the 64-year-old institution reopened in a 25,000-square-foot building that resembles a castle, front-door drawbridge and all.

I slide past the cheesy T-shirts and racks of New Glarus beer (sold only in Wisco) and pick up a bag of squeaky, made-that-day cheese curds and some kringle, a Danish pastry.

Heading east toward the lake, I'm greeted by a twinkling burger-shaped sign and cheery car-hop service at **Big Star Drive-In** (1500 Washington Rd, Kenosha, WI; 262-658-1572). It's almost worth the drive from Chicago for the 57-year-old restaurant's basket of broasted chicken.

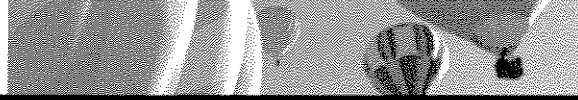
The Cheese Castle kringle is a respectable substitute for concessions at the single-screen **Keno Drive-In** (9102 Sheridan Rd, Pleasant Prairie, WI; 262-694-8855). At 62 years old, it's the longest continually operating drive-in movie theater in the state.

Twenty minutes after the \$8 double feature—and several hours into a day of roadside kicks—I finally reach the Milwaukee city limits and steer the Nissan back toward Chicago. This time, I'm taking the interstate.

AUGUST 4-14

PHOTOGRAPHS BY JAKE MALOOLEY





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## Beyond brats, beer



**By Christopher Borrelli , Tribune reporter**

*Fri Aug 19 2011 11:04 AM*

You know that feeling of clarity that hits you on vacation, that moment when you decide you should just move to wherever you're visiting — sell the house, lose the job, relocate to where you're comfortable and happy right now, before you can reconsider? That feeling that washes over when you're someplace warm and unrealistic? I had that feeling the other day in Milwaukee. If that doesn't sound unlikely enough, let's up the ante: I had that feeling during a weekend in Milwaukee in which the goal was to eat smartly, surprisingly.

To go beyond brats and beer — or at the least goose them, with a clever twist.

Specifically, I had that finally-at-home sensation at Roots Restaurant and Cellar, on Brewers Hill, overlooking a thin, winding river and the vast, flat lots that border downtown to the east. It's nothing radical — chef-farmer-owner John Raymond's elegant 7-year-old haunt pioneered farm-to-table aesthetics here, putting emphasis on his eponymous root vegetables, gathered from nearby farms and served with solemnity.

Roots (414-374-8480, [rootsmilwaukee.com](http://rootsmilwaukee.com)) tells a familiar story. Less obvious are honey-glazed parsnips that aren't a vegetarian afterthought.

Our waiter, a slightly goofy close-talker, put a skillet in front of me ringed with what was purportedly baked ricotta gnocchi, though more realistically, engorged cheese dumplings — albeit nestled on top of fried, crisp greens, trumpet mushrooms and a light tomato sauce. It was glossy-food-magazine gorgeous, and inviting, a compromise between the girth I expected of Milwaukee and the soulfulness I found. It was like that a lot. I would cringe at melted Wisconsin cheddar on frisee — then delight at how comforting frisee is in Wisconsin.

The large man seated across from me at Cafe Hollander (414-963-6366, [cafehollander.com](http://cafehollander.com)) on Downer Avenue, on a bright Saturday morning in May, wore a Green Bay Packers sweat shirt and Brewers cap, and his napkin was tucked into his shirt collar then stretched across his stomach like a Snuggie. If I had assumptions about Milwaukee — snobbish, obvious stereotypes, based on nothing more than decades of "Laverne & Shirley," Vince Lombardi, sculpted-cheese headgear and the bronze Henry Winkler statue in Milwaukee's downtown (no joke) — he embodied them.

He also didn't fit in.

Outside was a triangular area scattered with tables — the kind that begs to be in Europe, away from traffic and full of languid readers. Couples in workout suits and flushed faces pushed strollers and browsed the art-house marquee across the street, a portrait of upper-middle-class prosperity. Cafe Hollander itself felt calculated, and did fit in, with the recovered brick walls and rusty hues that read as authenticity in gentrifying neighborhoods. And yet, if I lived here, its familiarity would feel like home. That it's all delivered without a laziness but the right amount of unfussy sincerity, means the world. The bananas on my French toast, sliced lengthwise, had dark, charred grill marks; a waffle was topped with kielbasa and Belgian beer-cheese sauce — it felt like the kind of meal you might assemble during a 3 a.m. refrigerator run.

We drove toward downtown, past Comet Cafe, which has a good bar with bad lighting and where I ate meatloaf and drank too much a couple of years ago. Then we stopped at Brady Street, the fun street, we were told, though it felt more calculated than the mature street (Downer Street), and less charming, a bohemian neighborhood given over to upscale bars and restaurants of little distinction, the reality of most midsize cities with a good-size college. So we followed the smell of bread to Peter Sciortino's Bakery and listened to elderly women attempt to order a cake from a teenager who had lost

patience.

Eating our way across Milwaukee had this pace: casual, random, the city throwing off that insular feel of a second-tier place that gave up long ago trying to impress outsiders and now exists for its own contentment.

We had been told by friends in Chicago to seek out the James Beard-certified joints — Sanford, Hinterland — but opted for browsing the Milwaukee Public Market (414-336-1111, [milwaukeepublicmarket.org](http://milwaukeepublicmarket.org)), which is low slung and resembles a bus terminal. At the counter for Kehr's, a longtime Milwaukee candymaker, we bought a "meltaway" chocolate bar, made of chocolate begetting more chocolate, and a rare instance in this life when you can find a candy bar outside a wrapper. Pushing my way through crowds of people in matching T-shirts, newly arrived from a charity walk, I held the candy bar in one hand, an apple-pear-ginger-chai smoothie in the other, and admired the local jelly.

Bea's Ho-Made jelly, in particular. Though someone should tell them about the name.

Same for Best Place (414-630-1609, [bestplacemilwaukee.com](http://bestplacemilwaukee.com)), which suggests a local dive, though what you find is a castle, a towering brick construction gone gray and black with weathering, ringed with turrets. Best Place is basically a small tavern in a beautiful spot — Blue Ribbon Hall, in the former headquarters of Pabst (which closed in 1996), the room circled with 70-year-old frescoes from Chicago artist Edgar Miller that lay out the history of Pabst and the brewing process. Jim Haertel, a big, boisterous local guy, bought the place a decade ago. He'll give you a personal tour. He doesn't serve food, but his wife, Karen, pulls the tap, and they really don't want you to leave.

The next morning, we swung by Alterra on the Lake, part of a chain of coffeehouses, found in the old Milwaukee River Flushing Station, a water wheel at the center of the room. Out front is a patio, with Lincoln Memorial Drive rushing past and the white, sail-like architecture of the Milwaukee Art Museum just to the south. We had finished the night at Distil, an overly stylized bar downtown with great drinks. The memory of the warm auburn color alone of its Made in Milwaukee — Sprecher's ginger beer, Rishi plum tea, vodka, beneath a thin sudsy layer of Schlitz foam, clever and generous — reminded me how cozy this place was.

Breakfast was south, on the way home, in Bay View, a neighborhood far enough from the supposedly fun neighborhoods to lack any signs of calculation. We ate at Honeypie Cafe (414-489-7437, [honeypiecafe.com](http://honeypiecafe.com)), Southern, hip, familiar, with tattooed waitresses. The slice of ham on my excellent biscuit was so big it was folded over, tucked inside.

We read the paper, let the morning pass, and when the front room seemed overburdened with people waiting for tables, we turned greedy, lingered over hash browns, asked for more coffee. We were in Milwaukee for 36 hours, an hour from home. As I left Honeypie, I spotted a car against the curb with a telling bumper sticker: "I'd Rather Be Here, Now."

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# TwinCities.com

## Now, Milwaukee can attract visitors craving high living and fine dining

By Carla Waldemar  
Special to the Pioneer Press

Updated: 06/05/2011 07:32:45 PM CDT

I'm jogging along the emerald shoreline of Lake Michigan, past the urban backdrop of high-style high-rises and a world-class art museum, and I'm thinking, "Chicago, eat your heart out!"

Welcome to the New Milwaukee. Over the past decade, the city has come of age. Today, it's where Chicagoans flock to get their culture fix, roam elegant boutiques and score dining finds. The experience is friendlier, safer and - oh, yeah - cheaper than the Second City.

And, talk about slick! Waltz into the Iron Horse, a boutique hotel with faux-zebra carpets that slink between walls of chocolate and aqua, dressing a gentrified 1907 factory. Rehearse your look of laid-back cool in preparation for storming the adjoining Third Ward - a Soho on steroids. Its anchor, the enclosed Public Market, coddles not so much squash and tomatoes as an enclave of eateries, such as St. Paul Fish Company (lobster dinner \$12, backed by Schlitz for a buck), as well as a breadsmith, chocolatier, wine merchant, margarita taqueria and more.

Then, shop. You'll drop - at least, your jaw - at the likes of luxe Lela, sporting high-style frocks by local designers (vintage, too); Lorena Sarbu, set to outfit Oscar Night; Shoo, to sole your feet with \$300 one-of-a-kinders; and even Retique, the Goodwill outlet that culls the glam castoffs of high society, to suit you up for openings at neighboring art galleries.

Check out the Third Ward's live theater and opera, then go all locovore at Hinterland, a gastropub

matching flights of brews to flights of fancy, such as pork cheeks with apple slaw; walleye with wild rice,

almonds and cranberries in parsnip-tahini sauce; or elk tenderloin bathed with a date/wine reduction.

Stride the planks of RiverWalk, a three-mile hike from the Third Ward to Third Street, where brick buildings from the 1800s harbor classic food finds, such as Wisconsin Cheese Mart, boasting 200 curated varieties; marble-clad Usinger's Famous Sausage, with its 125 kinds of links; the Spice House with four types of hand-ground cinnamon alone; and Mader's, since 1902 a cavern of armor and dirndls, papered with autographed photos of celebs, from Frank Sinatra and Audrey Hepburn to Bill Clinton.

For the insiders' skinny, join Milwaukee Food Tours, a two-hour tasting tromp through the ward ([milwaukeefoodtours.com](http://milwaukeefoodtours.com)).

Looking for some liquid refreshment? There are tours for that, too.

Lakefront promises a fabulous brewery tour, "because you don't have to wait till the end of the tour to start drinking." Sample Lakefront's four pours, backed by a fish fry and polka band on Fridays.

Or there's Great Lakes Distillery tour and tastings of its new plant producing vodka, absinthe

and Roamin' Dave's Rum.




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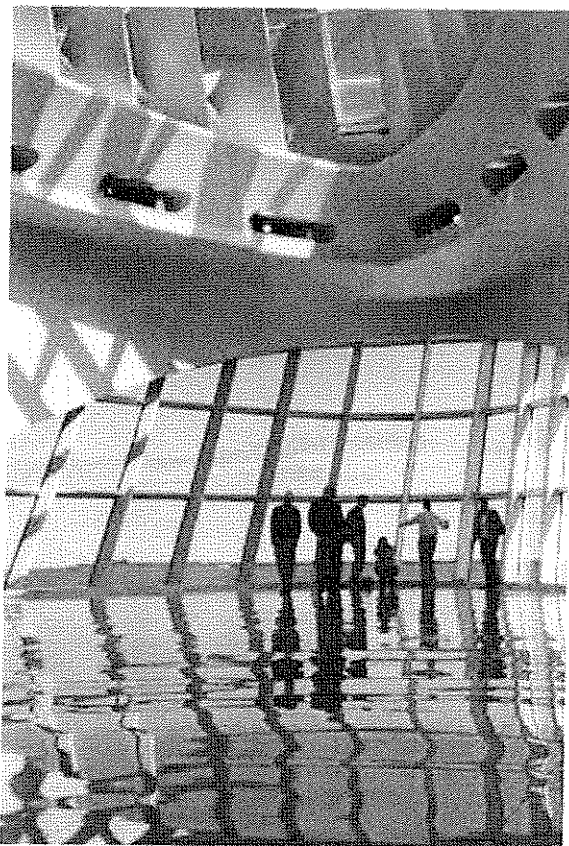
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Milwaukee Art Museum (Visit Milwaukee)

Shaken, not stirred? That's the drill at the Safe House, an unmarked bar on a dark, unmarked alley, home of 007-type hi-jinks, including trick mirrors, secret passages, even magicians. Cajole a buddy for the password or you'll be given the third degree in the form of, say, performing a humbling chicken dance to gain entry.

## MANY MUSEUMS

There's a festival saluting one ethnicity or another every single summer weekend along the city's parklike lakefront. The festival grounds lie in the shadow of the stunning lakefront Milwaukee Art Museum, designed by Calatrava, Spain's primo architect. "It's the Sydney Opera House of Milwaukee," boast the locals. Inside the graceful silhouette, the collection ranges from mummies to Monets.

From there, proceed to the Grohmann Museum, celebrating men at work--700 paintings by masters, old and older, portraying arduous occupations, from blacksmithing to hoeing fields and milling steel. Don't miss the grassy rooftop sculpture garden.

The Haggerty Art Museum hosts its own gem of a collection, ranging from etchings by Hogarth to photos of Black Panthers, near a medieval chapel moved here from Joan of Arc's hometown, both on the gorgeous campus of Marquette University.

Then, it's on to the new Jewish Museum, boasting a tapestry created for it by Marc Chagall in honor of Milwaukee-born Golda Meir, an early prime minister of Israel. The museum weaves the story of Jewish immigration to Milwaukee and their accomplishments, along with the heart-rending testimony of its Holocaust survivors.

For a horse of a different color, check out a museum of industrial chic demeanor portraying the magic and mechanics of the iron horse Harley Davidson. This museum showcases a pristine model of each year from its inception in 1903, along with tidbits of social history - it was marketed after World War I to gals as a "ladies' experience," adopted after the next war by biker clubs and subsequently customized for such stars as Elvis Presley and another homeboy, Liberace.

## RANGE OF RESTAURANTS

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that once housed his parent's grocery store, Sandy D'Amato maintains Sanford's high standards with a seasonal menu that segues from a mussel timbale to roasted tomato soup, from cumin-dusted salmon to plum tart aside lemon verbena ice cream.

The Bartoletta boys also have put Milwaukee on the map with several concepts tapping their Italian roots plus a fab French cafe perched above the lake with Lake Park Bistro.

There's also Roots, a restaurant that lives its mantra - farm-to-table food - in a relaxed setting, where guests can gobble salmon with chile-poienta relleno, black beans and tomatillos or succumb to pork scallops with sweetbread falafel, beet tahini and minted almonds. And for dessert, tomato jam with honey-plum sorbet.

Distil is the new kid on Wisconsin Street, downtown Milwaukee's restaurant row, winning applause for its dead-simple concept: pre- and post-dinner lists of bourbons, hand-crafted cocktails, wine flights, whatever, accompanied by cheese or charcuterie choices and unusual desserts, including ice creams flavored with bacon, charred barrel and tarragon.

With all these food choices, your clothes surely will no longer fit, so head to Roger Stevens for some classic custom wear within the gorgeous grande dame hotel, the Pfister. Or head to eccentric Brady Street - once an Italian enclave (step in the old-time grocery for a whiff of the motherland), then a hippie haven, now a scenester's scene.

Eager to get it on? Contact [visitmilwaukee.org](http://visitmilwaukee.org). But first, a vocabulary lesson: Locals use only two syllables --M'waukee - not a wasteful excess of three.



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## AN ALABAMA GOLF ODYSSEY

GO BEHIND THE GREENS OF THE  
WORLD'S TRICKIEST GOLF TRAIL

Pg. 42

IN GOOD SPIRITS:  
LOCAL LIQUOR  
DISTILLERS

Pg. 33

# WALK ON THE WILD SIDE

UNCOVER THE ULTIMATE  
HIKING ADVENTURES

Pg. 54

## Los Angeles

CALIFORNIA

BY VICTORIA NAMUNG

## GO SHOP

## Solange Azagury-Partridge

340 N. Rodeo Dr. 310-276-4500; solangeazagurypartridge.com  
This British jewelry designer, beloved by Kate Moss and Sarah Jessica Parker, has shaken up the Rodeo Drive scene. Red-velvet walls and a handmade rainbow rug set the scene for anatomically correct heart-pendant necklaces and signature "hotlips" rings.

## In Residence

2051 Sawtelle Blvd. 310-312-7049; weareinresidence.com  
Look for silk jumpers from Electric Feathers, boho silk scarves from Upstate and chambray ties from Ernest Alexander at Tracey Moulton and Rachel Szizman's new shop. Repurposed wood shelving and vintage furnishings give this boutique a funky feel.

## GO SEE

## David Smith: Cubes and Anarchy

At LACMA, 5805 Wilshire Blvd. 323-857-6000; lacma.org  
Often called America's greatest 20th-century sculptor, Smith sculpted subjects that had never before been shown in three dimensions. This exhibit includes sculptures, drawings, paintings and photographs that highlight his use of geometry. April 3 to July 24.

## Griffith Observatory

2800 E. Observatory Rd. 213-473-0800; griffithobservatory.org  
Enjoy stunning views of LA

from the southern slope of Mount Hollywood in Griffith Park and learn about those other stars. Grab a spot inside the 300-seat Sarskel Oschin Planetarium for a live show.

## GO EAT

## Sprinkle Cupcakes

9635 Little Santa Monica Blvd. 310-274-8765; sprinkles.com  
This famed cupcake shop recently opened its doors in L.A. Chocolate marshmallow, vegan red velvet and lemon-coconut cupcakes, anyone? These gourmet treats are so good that fans line up for a taste. \$

## District

6900 Sunset Blvd. 323-962-8200; districtonsunset.com  
Restaurateur George Abou-Deoud's latest hit has an old Hollywood feel, eclectic wine list and seasonal bistro offerings. From the Yorkshire pudding with duck fat and thyme to the spicy okra stew with lime beans, there's no shortage of classic and creative dishes. \$\$\$

## GO PARTY

## The Veranda

At Casa del Mar 1310 Ocean Way. 310-581-5533; hotekasadelmar.com  
Indulge in a flight of champagne and take in the stunning sand and sea views through the 20-foot-high windows at this popular hotel lobby bar. It often features vocalists and live jazz and serves fare such as sliders, crab cakes and flatbread.

## FUN FACT!

LA's full name is El Pueblo de Nuestra Señora la Reina de los Angeles de Porciuncula.

## Memphis

TENNESSEE

BY BIANCA PHILLIPS

## GO SHOP

## Lansky at the Peabody

At The Peabody Memphis 149 Union Ave. 901-579-8076; lanskybros.com  
Designer Bernard Lansky served as Elvis Presley's clothier throughout his career. Though the King is long gone, his memory lives on in Lansky's "Clothing to the King" line of 1950s-style garments. Lansky also carries designs by Nat Nast and Robert Graham.

## Strut

524 S. Main St. 901-522-9722; strutmemphis.net  
Situated among galleries in the South Main Arts District, the shoe boutique offers what could be described as art for your feet. Shelves are lined with colorful pumps, wedges and boots by top-of-the-line designers like Betsey Johnson and L.A.M.B.

## GO SEE

## Ghost River Brewery

827 S. Main St. 901-278-0087; ghostriverbrewing.com  
This craft brewery prides itself on making beer with pure, clean water from the Memphis Sands Aquifer. Behind-the-scenes tours are available, during which samples are at the ready. Saturdays at 1 p.m.

## Shelby Farms Greenline

shelbyfarmgreenline.org  
This paved, 7-mile track follows the abandoned CSX rail line from Midtown to the 2,000-acre Shelby Farms Park in East Memphis. Perfect for biking,

skating or jogging in the cool spring weather, the greenline is part of the nationwide "Rails to Trails" movement that converts old railroad rights-of-way into urban park systems.

## GO EAT

## Young Avenue Deli

2119 Young Ave. 901-278-0034; youngaveinedelicatessen.com  
This beer joint serves up some of the tastiest homemade french fries in town. Sandwiches, ranging from curry turkey to fried tofu, come stuffed in soft pitas bread or on kaiser rolls. You can even build your own pizza. Wash it down with your choice from the eatery's huge selection of imported and domestic beers on tap. \$

## Woodlands Indian Cuisine

4205 Hooks Cross Rd. 901-737-9914; woodlandstennessee.com  
Once the only vegetarian place around, this South Indian eatery added meat to its menu last year. There are still meatless mains, though, like potato-stuffed dosa and savory fried cauliflower. Don't miss the huge all-you-can-eat lunch buffet. \$\$\$

## GO PARTY

## Side Street Grill

35 Alzence St. 901-274-8855  
Just a block from Playhouse on the Square, this is the perfect spot for pre-show martinis. Choose from a long list that includes chocolate, nutty and wedding cake flavors. Order a Jumbo for max value.

## FUN FACT!

Kermon Wilson, founder of Holiday Inn, opened the brand's first hotel in Memphis in 1952.

## Miami

FLORIDA

BY JESSICA SICK

## GO SHOP

## Lorie Lester

8301 Biscayne Blvd. Ste 103. 305-256-8030; gonestra.com  
Local designer Lorie Lester's clothes became so popular she had no other choice but to open her own boutique. Her dresses and separates exude flattering simplicity, and if you don't see what you like, she'll gladly whip up something made-to-order.

## Veronica's Dollhouse

7224 SW 57th Ct. 305-662-2866; veronicadollhouseboutique.com  
This quaint, Victorian-inspired spot is laid out like, you guessed it, a dollhouse. You'll find vintage clothes, shoes and jewelry in the attic, luxurious furs in the bedroom and sweet treats in the kitchen. Take a break for a classic movie in the living room.

## GO SEE

## Les Lalanne at Fairchild

At Fairchild Tropical Botanic Garden 18901 Old Cutler Rd. Coral Gables. 305-567-1651; fig.org  
Every year, the gardens are transformed into a gallery of sorts: what art is installed throughout the grounds. This time around, sculptures by French artists Claude and François-Xavier Lalanne will be placed around the 83-acre property. Through May 31.

## Florida Marlins

At Sun Life Stadium 2258 NW 199th St. 1-877-627-5467; floridamarlins.com  
Grab a beer, an empanada and a good seat—perhaps with a view of the Marlins Manatees.

the team's "husky man" dance troupe—to take in the start of another season. This month includes home series against Pittsburgh (April 19-21), Colorado (April 22-24) and the LA Dodgers (April 25-27).

## GO EAT

## Pubbly

1419 20th St. 305-532-7555; pubbly.com  
The emphasis at this new Asian-inspired gastropub in Miami Beach is on small plates, which include short rib carpaccio, pork belly dumplings and shishito peppers, along with homemade pâtés and sausages. Order a craft beer or wine to wash it all down. \$\$

## Ristorante Fratelli Milano

213 SE First St. 305-373-2400; ristorantefratellimilano.com  
Twin Milanese brothers opened this cozy downtown spot a few years ago and quickly earned a loyal following. Hand-rolled pastas include peer-stuffed foci and paparedelle Milano. Portions are hefty, so split a dish or plan not to eat for the next few days. \$\$\$

## GO PARTY

## Magnum Lounge

109 NE 78th St. 305-757-3368  
Regulars of this show tune-loving piano bar/restaurant come prepared with sheet music and killer vocals, but all are welcome to channel their inner Beyoncé—or just sip a cocktail and enjoy the show.

## FUN FACT!

Billy Idol wrote the song "Sweet Sixteen" about nearby Coral Castle, a dwelling made entirely from coral that 26-year-old Ed Leedskain built for his 16-year-old runaway bride.

## Milwaukee

WISCONSIN

BY JEANETTE HURT

## GO SHOP

## Boutique Larriex

717 N. Milwaukee St. 414-278-0000; boutiquelarriex.com  
This East Town boutique is the exclusive plus-sized retailer for Kerley Collins (Project Runway Season 5 finalist), catering to fashionable women, sizes 12 to 24. Other labels include Not Your Daughters' Jeans, Moni C and David Meister.

## Amy's Candy Kitchen

482 W. 54th St. 414-278-0884; amyscandykitchen.com  
The fudge is yummy and the chocolates are good, but what you really want from Amy's are the gourmet caramel apples. Even definitely couldn't have resisted these—they're covered in homemade, gooey caramel, as well as fudge, nuts and candy.

## Madison Avenue Market

925 Madison Ave. 414-301-6713  
There's really only one thing to buy at this try market—burek—but they're worth the trip. Each week, Julia Asimi makes these Eastern European delicacies totally from scratch—from the puff pastry wraps to the beef, chicken, cheese and spinach fillings. At \$3.99 a piece, they're a steal.

## GO SEE

## Apple Holler

3006 S. Sylmar Ave. Startleast, 782-884-7100; appleholler.com  
This pick-it-yourself orchard, bakery and café is open year-round. Pet some goats, enjoy a home-cooked, buffet-style breakfast, and even catch musical and mystery theater performances. Be sure to pick up some homemade apple butter or pies in the gift shop before you go.

## Boerner Botanical Gardens

9400 Boerner Dr. Hales Corners. 414-325-5650; boernerbotanicalgardens.org  
The flowers start blooming

**MEAT ME AT THE BALLPARK**

BREWERS GAMERS are united as memorable for hunks as L.A. An early hitting slugger, namely the Chicago maroon who tore down the fence at the bottom of the sixth from left, the six-figure air Frankie Fuster (not right), South Park sausage, Brett Ward (brown), Gabe (black), and Carlos (yellow) and Carlos (yellow). Pick your favorite, and cheer him on.

**Milwaukee Brewers**  
1 Bankers Bldg. 414-302-4000; brewers.mil.com

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## ON THE TOWN MILWAUKEE

IN BRIEF

BY BROOKE PORTER

BY THE NUMBERS

# 16

**35**  
vintage guitars in Les Paul's House of Sound exhibit at Discovery World

**30,000**  
weight (in pounds) of the Miller Brewing Co. Pipe Organ, stored under a stage at the Marcus Center for the Performing Arts

**4.5 MILLION**  
artifacts and specimens at the Milwaukee Public Museum, including a *Torosaurus* skull

vendors at Milwaukee Public Market, all of which sell Wisconsin-made products. (Don't miss the artisan cheese from West Allis Cheese.)


### NEWS FLASH

**Hog Heaven** • Wennebe biker chicks, don some leather and learn how to ride during the Biker Boot Camp for Women,

presented by the Harley-Davidson Museum. The concert takes place May 9-14 at [museumpark.com](http://museumpark.com) • **Slam Dunk** • Bango, the Milwaukee Bucks' mascot, was named

of the Year. See him in action as the Bucks take on Philly (April 2), Cleveland (April 9) and Toronto (April 11). [hbo.com/bucks](http://hbo.com/bucks)



|   |   |
|---|---|
| <p><b>APRIL AVERAGES:</b></p>  <p>19.4°<br/>60°F</p>   | <p><b>TIME ZONE:</b><br/>CST (EST)</p> <p><b>AREA CODE:</b><br/>314</p> <p><b>FOUNDED:</b><br/>1774</p> <p><b>POPULATION:</b><br/>1.6 million</p> |
| <p><b>GET AROUND:</b><br/>Milwaukee trolley, train, bus</p> <p><b>AIRPORT:</b> Executive Mke<br/>International Airport (MKE)</p> <p><b>WEBSITES:</b> <a href="http://www.milwaukee.gov">www.milwaukee.gov</a></p> |   |

\* Census Milwaukee area

### CULTURE CALENDAR



**Through May 15**  
**FRANK LLOYD WRIGHT,  
ORGANIC ARCHITECTURE  
FOR THE 20TH CENTURY**  
**At Milwaukee Art Museum**  
This exhibit celebrates the 100th anniversary of Taliesin—Wright's studio, home and school in Spring Green, WI—with 35 never-before-seen drawings, one-of-a-kind home movies, furniture pieces and other works by "America's greatest architect." [mam.org](http://mam.org)

**Through April 16**  
**THE HUNTERDREAMERS**  
**At First Stage Children's Theater**  
Based on the award-winning 1944 children's book by Eleanor Estes, this story follows the new girl who claims to have 100 beautiful dresses at home despite wearing the same faded one everyday, the schoolmates who tease her and the lone girl who befriends her. [firststage.org](http://firststage.org)

ASK A CONCIERGE



A 25-year veteran behind the desk of The Pfister Hotel, Chief Concierge Peter Mortensen is as prolific as his job. About Milwaukee's beloved Pfister Hotel, it opened in 1893 and he is about revealing his favorite hidden gems around town.

**Peter Mortensen**  
Chief Concierge  
The Pfister Hotel  
711 North Jefferson  
St. 414-273-8222.  
thepfisterhotel.com

**W**hen guests arrive at The Pfister, when do they realize they're staying somewhere special? "It's actually right when they walk in the door. I see it on people's faces; their demeanor changes. It's not just because it's an old building. It's something in the bones of this authentic grand hotel. One of the most charged places in the heartside (in the lobby). You can just sit beside that fireplace and watch the world go by."

Guests constantly ask you where to experience culture. Can you share a few under-the-radar performance venues? "Milwaukee has a lot of interesting clubs and theater spaces. Shank Hall, a little club on Farwell Avenue, is always fun for music. It's named after a fictional Milwaukee venue in the movie *This Is Spinal Tap*. The owner gets a broad mix, from a German renaissance group one night to a blues guy the next. And Off the Wall Theatre is doing *Mother Courage* (March 22 to April 3) in a place that's probably twice the size of your living room."

And what about your favorite small museum? "Villa Terrace Decorative Arts Museum, just north of downtown. It was built in the 1920s, but is based on a 15th-century Tuscan villa. It is just one of the most perfectly designed spaces. It features a variety of changing exhibitions, most in the decorative arts."

**Shank Hall** 1434 N. Farwell Ave.; 414-276-7286; shankhall.com

**Off the Wall Theatre** 127 L Wells St.; 414-927-3552; offthewalltheatre.com

**Villa Terrace Decorative Arts Museum** 2220 N Terrace Ave.; 414-271-3866; villa.terracemuseum.org

**Von Trier Tavern** 2235 N Farwell Ave.; 414-272-1775; vontriers.com

**Pitch's Lounge and Restaurant** 1801 N Humboldt Ave.; 414-272-9313; pitchsrbs.com

**Paddy's Pub** 2339 N Murray Ave.; 414-223-3496; paddyspub.net

BY ROD O'CONNOR  
PHOTOGRAPH BY TROY FREUND

Where would you wind down after a day of sightseeing? "I love Von Trier on the East Side, which has been around forever. It's a little German *biertstube* with a beer garden. In the Brady Street area, I go to Pitch's; it has the feel of an old supper club from the North Woods. When you walk in, there's a bar, and then a restaurant in back. And Paddy's Pub is the most charming, welcoming place. It's in a converted house, and the owners are the soul of hospitality."

Because everyone always wants to know, what's the craziest request you've ever had? "Honestly, if it's something that somebody wants to happen, I don't look at it as crazy. I just get to work, whether it's a hot air balloon ride or decorating a Christmas tree in their room."



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ON THE TOWN: MILWAUKEE

HANDMADE IN MILWAUKEE

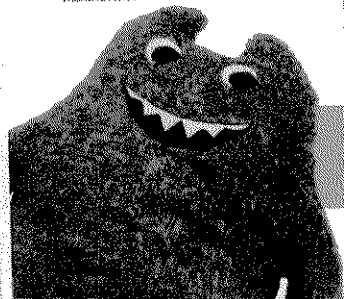
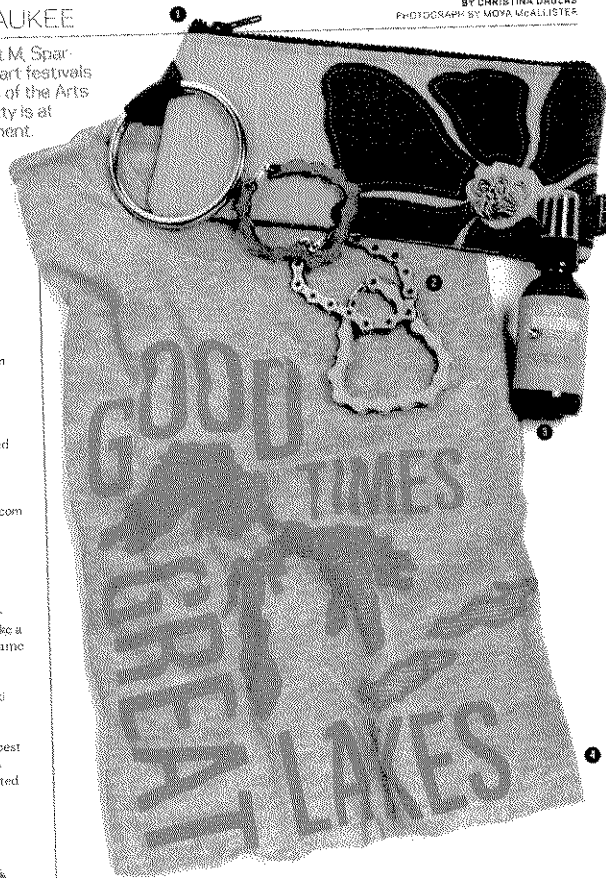
With several local shops (Project M, Sparrow Collective, Chartreuse) and art festivals (including the Lakefront Festival of the Arts June 17-19), this Midwestern city is at the forefront of the craft movement. Here, meet a few of Milwaukee's wildly creative DIYers.

① **WHO:** Kacryn Kay Boek  
**WHAT:** Flower wristlet, \$48  
Finally planted in the eco-chic movement, Boek constructs these colorful wristlets with 98% recycled materials acquired from thrift shops and vintage shopping. They're lined with recycled plastic that she transforms into a workable film, making them both washable and durable. [permonentbaggage.etsy.com](http://permonentbaggage.etsy.com)

② **WHO:** Becky Tesch  
**WHAT:** Recycled bike chain bracelet, \$15  
Tesch capitalizes on another popular Milwaukee scene: biking. Using recycled bicycle parts, such as chains and even inner tubes, she makes pretty (albeit rather industrial looking) bracelets, necklaces and earrings. [beckiteschetsy.com](http://beckiteschetsy.com)

③ **WHO:** Kristine Stein  
**WHAT:** Orange Blossom Spritzer, \$2, 4 oz. bottle  
One of Brew City Botanicals' most popular products, this therapeutic, all-natural floral water makes Stein feel like a queen—and she swears it will do the same for you. [bcbotanicals.com](http://bcbotanicals.com)

④ **WHO:** Josh Rickon and Joey Wisniewski  
**WHAT:** Wiskulisin T-shirt, \$20  
"Our state is better than your state" is the unofficial motto of these lifelong best friends. Their hometown pride comes through loud and clear in screen-printed tees made at their Riverwest studio [wiskulisin.net](http://wiskulisin.net)

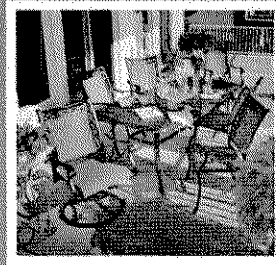
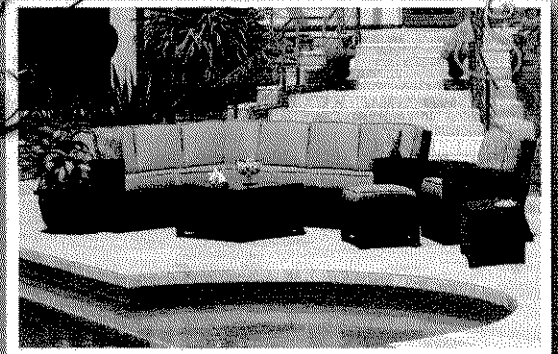


**MONSTERS, INC.** Josh and Kate McLaughlin are the master minds behind Monsters & Things, eco-friendly quirky creatures crafted with recycled and upcycled textiles, from hot sauce suits to scrap fabric. They are available at the Milwaukee Art Museum gift shop—and can also be seen hiding with the kids' teddies at the McLaughlins' new venture, The Brass Rooster, a men's hat shop opening in Bay View next month. [myspace.com/monstersandthings](http://myspace.com/monstersandthings)

BY CHRISTINA DAGLAR  
PHOTOGRAPH BY MOYA McALLISTER

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ON THE TOWN: MILWAUKEE

RECIPES FOR SUCCESS

After you eat your way through Milwaukee, re-create your dining adventures again and again with these recipes from James Beard honored chefs.

BY ROD O'CONNOR



**THE GRANDDADDY** of Milwaukee fine dining, Sanford D'Amato opened his eponymous restaurant in 1988 and, in 1995, became the city's first chef to win a James Beard Award. This elegant yet accessible corn and leek soup shows why his seasonal, gourmet food never goes out of style. 1547 N Jackson St. 414-276-8608. sanfordrestaurant.com

**Market Corn and Leek Soup**

Makes Two Quarts

- 6 ears fresh market corn (4 cups kernels; reserve cobs)
- 1 leek, cut in half lengthwise, cleaned and cut into 1/4 inch strips across the grain
- 2 bay leaves
- 1 quart chicken stock
- 2 tbsp. extra virgin olive oil
- 1 medium onion, peeled and diced
- 5 sprigs fresh thyme
- 1/4 tsp. fresh ground black pepper
- 1/4 tsp. ground nutmeg
- Kosher salt and fresh ground black pepper to taste
- 4 slices bacon, cut in julienne

Place cobs, 1/3 of the leek and bay leaves in a saucepot. Cover with stock and bring to a simmer covered for 10 minutes. Add oil, onion and thyme to another pot and sauté for 5 minutes over medium-low. Add corn, pepper, nutmeg, salt and strained stock to onion mixture and simmer for 2 minutes. Puree 1/3 of the soup in a blender, add back to the pot and season with salt and pepper. For garnish, render bacon until crisp, remove, leaving fat, and sauté leeks seasoned lightly with salt and pepper until tender.



**BARTOLOTTA'S LAKE PARK BISTRO**, a sprawling brasserie overlooking Lake Michigan, is one of Milwaukee's most romantic restaurants. It's also where Adam Siegel, 2008 James Beard Award winner for Best Chef Midwest, perfectly executes French classics. 3133 E Newberry Blvd. 414-962-6300. lakeparkbistro.com

**Moules Mariniere** Serves 4

- 5 lbs. fresh mussels (preferably Mediterranean)
- 3 bay leaves
- 1 oz. unsalted butter
- 3 garlic cloves, minced
- 1 shallot, finely chopped
- 2 oz. white wine
- 2 oz. cream
- 1 tsp. chopped parsley
- Salt
- Fresh ground black pepper
- 2 sliced baguettes, toasted

Scrub and de-beard mussels in cold water. In a pot, melt half of butter. Sauté bay leaves, garlic and shallots 30 seconds and add mussels. Gently shake pot and sauté until mussels begin to open. Add wine and cover. After mussels open, add cream, parsley and pepper. Add salt to taste. Serve with baguette.



**AT HINTERLAND**, Executive Chef Dan Van Rive partners with fishermen and farmers from all over the country to create elevated gastropub fare. In this dish, the semifinalist for the 2010 James Beard Award for Best Chef Midwest showcases Snake River Farms all-natural Berkshire pork, which is raised on small family farms in the Midwest. 222 E Erie St. 414-727-9300. hinterlandbeer.com

**Apple Cider-braised pork cheek**

Serves 10

- 5 lbs. cleaned pork cheeks
- 1 cup sliced fennel
- 2 garlic cloves
- 1 shallot
- 84 oz. apple cider
- 2 sprigs lemon thyme

Sear cheeks until brown. Remove from pan. Add fennel and shallot, cook until soft. Add remaining ingredients. Cover with foil and braise at 300 degrees for 2 hours or until tender. (Served with apple fennel salad and butternut squash purée.)

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## MILWAUKEE CONT'D

in April, and there's no better garden in which to enjoy them. This "living museum" features different blooms each month, starting with spring bulbs, wildflowers, magnolias, daffodils and the bog garden. Enjoy a decadent brunch every Sunday, or a Friday night fish fry (through April 22).

## GO EAT

## Franks Diner

508 58th St, Kenosha; 262-657-1017; franksdinerkenosha.com  
Even if it's Barn on a weekday, they'll ask if you want a bloody Mary with your breakfast. This eatery, as featured on the Food Network, is everything you want a diner to be. Try the homemade cinnamon swirl French toast or one of Franks' garbage plates—sort of like a skillet on steroids. \$

## Antigua Real

355 Bay View Rd, Mukwonago; 262-363-3355; antiguareal.com  
This fun little Latin restaurant has both traditional Mexican fare—burritos, tacos and such—as well as Latin dishes from throughout South and Central America. The *arroz con pollo* and *chiles rellenos* are highly recommended. \$\$

## Anaba Tea Room

2107 E Capital Dr, Shorewood; 414-963-9510; gardenroomonline.com  
When Capital Drive was under construction, the folks at Anaba took the time to renovate not only the tea room, but also expand the kitchen—so it now serves dinner. Try Chef Gregg Des Rosier's smoked tea-rubbed pork tenderloin and noodle dishes, but save room for his divine scones. \$\$

## GO PARTY

## BYO Studio Lounge

2248 S Kinnickinnic Ave; 414-489-7474; byostudio.com  
This art gallery, which doubles as a cocktail lounge, was the runner up for best local gallery in the recent Shepherd Express reader's poll (bested only by the Milwaukee Art Museum). Local artists sometimes come to sketch and drink, but you don't have to be creative to enjoy the margaritas.

## Spin Milwaukee

233 E Chicago St; 414-831-7746; spingalactic.com/milwaukee  
Practice your beer pong in this new Third Ward bar/lounge—co-owned by Susan Sarandon—which features 12 tables, a stadium-like center table and a pro shop. A disk jockey spins tunes on Saturday nights, while Fridays feature \$4 Jack and cokes all evening.

## Von Trier

2235 N Farwell Ave; 414-272-1775; vontriers.com  
Located on the corner of Farwell and North, this stained glass-windowed spot has been an East Side fixture for more than three decades—and the building's been a bar for nearly a century. Thanks to new owners John and Cindy Sidoff, this pub's German heritage shines even brighter now. But don't worry, you can still sip two dozen tappers, and bartenders still serve Moscow Mule in the bar's original copper cups.

## FUN FACT!

From 1953 to 1965, before they moved south to Atlanta, Milwaukee's Major League Baseball team was the Braves.

Minneapolis/  
St. Paul

MINNESOTA

BY ELIZABETH KEPHART REISINGER

## GO SHOP

## Blue Peg

4946 France Ave S, Edina; 952-847-4777; bluepegmen.com  
This gentleman's store proves that "casual" and "sharply-dressed" are not mutually exclusive. With brands like Nixon, Life After Denim and Luke Simon, any guy can put together great-fitting jeans, a classic jacket and killer Ray Bans to nail an effortlessly sophisticated look.

## GO SEE

## The Museum of Russian Art

5500 Stevens Ave S, Minneapolis; 612-821-8045; tmora.org  
This museum is often the exclusive US venue for traveling exhibits of Russian art, from Russian impressionists to turn-of-the-century Silk Road photographs. This month, see how the Romanovs lived in *Dinner with the Tsars: Russian Imperial Porcelain* (on view through Aug. 7), an exhibition of nearly 150 pieces of hand-painted porcelain produced at St. Petersburg's Imperial Porcelain Factory.

## Steelroots: Touching Earth &amp; Sky

At the Minnesota Landscape Arboretum; 3675 Arboretum Dr, Chaska; 952-443-1400; arboretum.umn.edu  
Mother Nature is reconstructed by artist Steve Tobin in this fantastic yearlong exhibit of 16 giant arboreal-inspired steel pieces that will "grow" from the groves, gardens and meadows of the

Arboretum, changing with the seasons. Opens April 16.

## GO EAT

## Tin Cup

1220 Rice St, St. Paul; 651-487-7967; tincupmn.com  
This is the place to come for local specialties. Get a Minnesota wrap (that's walleye in a potato lefse blanket), a heart-stoppingly creative Juicy Lucy (that's a burger with cheese inside of the patty) or, if you show up on a Friday during Lent, a beer-battered fish fry. Park your boots at this St. Paul institution to meet your daily minimum neighborhood-joint requirement. \$

## Scusi

1806 St. Clair Ave, St. Paul; 651-789-7007; scusistpaul.com  
The menu here has it all: antipasto, pizza, cured meats, cheeses and olives. More than half of Scusi's 50 wines are available on tap, and everything from eggplant roulade to shrimp oreganata is made in-house from fresh, authentic ingredients. \$\$

## GO PARTY

## Nye's Polonaise Room

112 E Hennepin Ave, Minneapolis; 612-379-2021; nyespolonaise.com  
Home of strong drinks, gold-spangled banquettes and the World's Most Dangerous Polka Band, this blue-collar institution has been slinging and swinging since 1950 with little change in the recipe. A piano bar and menu with Polish specialties round out the party.

## FUN FACT!

Despite its character-building winters, *Bicycling* magazine named Minneapolis 2010's bike-friendliest city.

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# Milwaukee's Winter Wonders

The Brew City sparkles with a host of spirited food, drink and fun

By Manya Kaczowski

## DON'T MISS



### Music Under Glass

Through March

[www.dornes.com](http://www.dornes.com)

The heat is on at the Dornes at the Mitchell Park Conservatory, with live music, food and wine every Thursday night to accompany your stroll through the indoor gardens. Bands change weekly and range from the bluesy tones of Hounds Tooth to polka by the Squeezettes.

### Slots and Spirits

[www.paybig.com](http://www.paybig.com)

Catch a free ride on Potawatomi Bingo Casino's shuttle to Great Lakes Distillery for one of three tasting packages with chef-inspired course pairings. Maybe a little honey-flavored vodka will sweeten your luck back at the casino.

### Hitchcock Meets

### Monty Python

January 11-February 13

[www.milwaukee.org](http://www.milwaukee.org)

Milwaukee Repertory Theater presents a twisted—and hilarious—version of a tangled web of espionage gone terribly wrong in this adaptation of Alfred Hitchcock's classic film, *The 39 Steps*. Start—or end—the evening with dinner, drinks or dessert at the nearby Stackner Cabaret.

### Slice of Ice

Through February

[www.redarrowpark.com](http://www.redarrowpark.com)

The outdoor ice rink at downtown's Red Arrow Park is filled with hardy Milwaukeeans

gliding and twirling during the winter months. A warming house has skate rentals. A Starbucks helps keep you fortified.

### Rockin' Rollers

January 8, February 20

[www.brewcityrollerderby.com](http://www.brewcityrollerderby.com)

With names like Fidela Castrate and Becky the Butcher, the Brew City Bruisers roller-derby squad is stormin' the floorboards for a fifth season of girl-power mayhem. Watch the action—and lots of sass—during hometown roller-derby bouts at the U.S. Cellular Arena.

## FOOD FIX



### The Harbor House

[www.harborhousechicago.com](http://www.harborhousechicago.com)

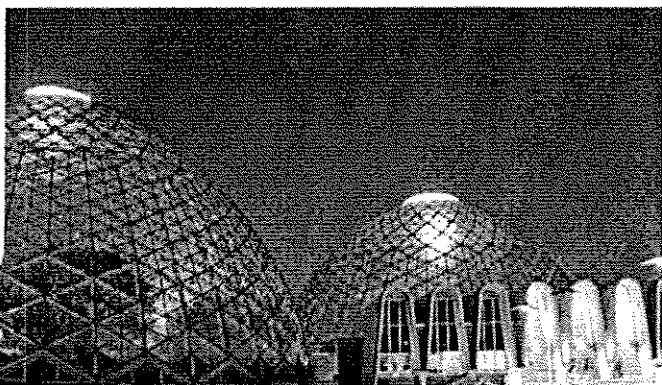
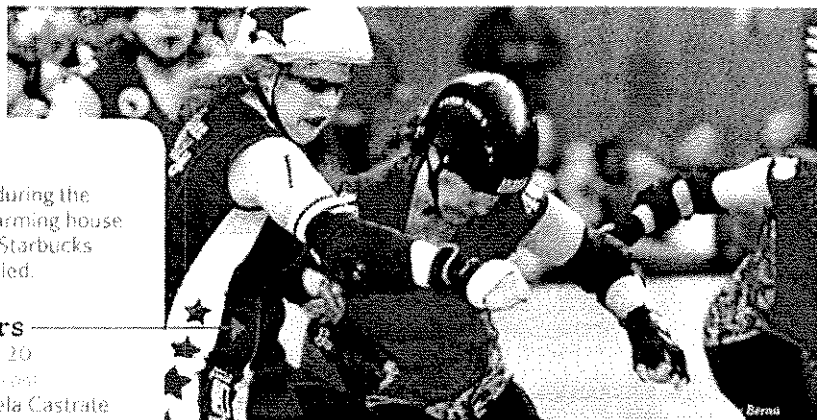
This latest link of the Bartolotta food chain may be the best of the bunch. Located on Milwaukee's lakefront, diners take in the waterscape (recently voted the best view of the city) while enjoying the kitchen's grandiose seafood tower, a mix of oysters, clams, shrimp, crab and lobster.

### Brew City Beer Tours

Every Saturday

[www.brewcitybeertours.com](http://www.brewcitybeertours.com)

Board a bus and tour three of Milwaukee's microbrewers (brewers rotate weekly), sampling beer, appetizers and "Milwaukee ease." Affable guides will share humor and a bit of brewing history, while keeping things light and frothy.



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# Home Brew

In Milwaukee, America's great lager-making tradition lives on

BY BETSY ANDREWS

**I**t's visible everywhere on the Milwaukee landscape: in the ribboned-globe logo painted on buildings that once were Schlitz brewery-controlled saloons; in statues depicting King Gambrinus, the patron saint of beer; in the monumental ruins of Pabst Brewing Company and the still-bustling MillerCoors brewery; in the lagering tanks of a group of small but scrappy modern-day microbrewers. Despite the late 20th-century shuttering of all but one of its big breweries, Milwaukee, Wisconsin, America's "Brew City," remains awash in beer, specifically lager, the bottom-fermented, cold-brewed beer that originated in medieval Bavaria.

I grew up in Philadelphia,

where, in 1840, a Bavarian immigrant brewed what is widely considered America's first lager; the beer I came of age drinking was Yuengling Traditional Lager, brewed in eastern Pennsylvania by the nation's oldest operating beer company. Hoppy craft ales get more attention nowadays, but I'm attracted to lager's crisp effervescence, and I'm fascinated by its history. The traditional German beverage became the beer of the American masses, the industrial drink against which the modern craft ale movement defined itself. Today, American lager's past and future—is nowhere more apparent than in the nation's most Germanic city.

"Milwaukee was the frontier,

an area open to settlement when Germans started coming to the States in the 1840s," local historian John Gurda told me when I paid the city a visit recently. We were sitting in Hooligan's, an East Side pub, chatting over pints of toasty Maibock lager from Capital Brewery, in nearby Middleton. "In the 2000 census, people of German descent made up 38 percent of Milwaukee's population," Gurda continued. "That's the country's largest concentration." As if to illustrate his point, when I crossed the street to visit Von Trier Tavern, I watched patrons sip from steins beneath an elk-

Dave Reese, brewmaster at Horny Goat microbrewery's brewpub, Horny Goat Hideaway, in Milwaukee, Wisconsin

antler chandelier that once lit the home of brewer Frederick Pabst, who hailed from Saxony.

When Pabst assumed co-ownership of his father-in-law's Best Brewery, in 1864, he joined the city's rising class of German-American beer-makers: Valentin Blatz of Blatz Brewing, the Uihlein brothers of Schlitz, Frederick J. Miller, whose brewery is now MillerCoors. The Welsh brewers who preceded them had made ale, a style of beer whose yeast sits on top and ferments quickly at relatively warm temperatures. Ales were thick and murky back then; they easily soured. The

BETH KOONEY

# Tasting Notes Great American Lagers

America's first lager brewers arrived in the mid-19th century from Germany, where the golden-toppy pilsner style of lager was just then catching on. But German brewers were making lagers long before that, in a wide range of styles. There's dry, refreshing *scharzbier*, or black beer, and *dunkel* (dark). There's sweet, copper *märzen*, enjoyed at Oktoberfest, while malty *bocks*, aged through winter, are drunk in spring. Subcategories of bock include floral Maibock, rich *doppelbock*, and *eisbock*, traditionally lagered in ice caves and skimmed of freezing water to concentrate its potency. The pale-blond American pilsners made today by the country's biggest breweries are a far cry from these historical beers, but stateside craft brewers are now making lagers of depth and complexity in both traditional and innovative styles. Below, some favorites from Milwaukee and around the country. —H.A.



**Lakefront Local Acre Lager** (*Milwaukee, Wisconsin; lakefrontbrewery.com*). A gorgeous, hazy, apricot-colored lager that is left unfiltered for rich, tangy heft, this unique beer is brewed from locally grown organic barley malt and fresh Wisconsin hops. It tastes of apricots and earth. At 7 percent alcohol, it is certainly potent, but also subtle and delicious.



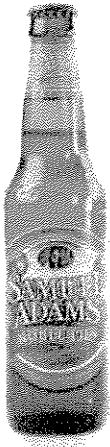
**Buffalo Water Beer Company Bison Blonde** (*Milwaukee, Wisconsin; buffalowaternewsroom.blogspot.com*). Soft, spicy hops perfume this dark-blond lager, a silky-smooth brew with a fine, lacy head and a mellow, caramel-malt sweetness, plus a tinge of citrus. It's a balanced, unassertive, and likable summer brew that makes a great match for saucy barbecue.



**Lakefront Cherry Lager** (*Milwaukee, Wisconsin; lakefrontbrewery.com*). Gunning for summer-ale territory, this unusual lager with a beautiful rosy color is loaded with the tart cherries for which Wisconsin's Door County is famous. Yeasty and briny, it has an attractively sour fruit flavor and a very light touch. It makes a delicious pairing for a slice of summer berry pie.



**Sprecher Oktoberfest** (*Glendale, Wisconsin; sprecherbrewery.com*). Just the beer you want with Oktoberfest foods like spit-roasted chicken, smoked sausage, and pretzels. Clean and balanced, with a velvety mouth-feel and a lavish, creamy head, this medium-brown lager delivers traditional caramel-malt sweetness followed by crisp, nutty notes and a lingering bitterness.



**Samuel Adams Noble Pils** (*Boston, Massachusetts; samueladams.com*). The Boston Beer Company, craft beer's biggest lager producer, harvests five different European hop varieties for this honey-rich lager with a foamy head and waves of full-mouthed hop flavors. Pine, earth, and flowers resolve in a caramel and citrus finish that lingers long. A great beer for spicy or smoked food.



**Horny Goat Red Vixen** (*Milwaukee, Wisconsin; hornygoatbrewing.com*). With a reddish hue characteristic of Vienna-style lagers but not quite as much crispness as those beers typically have, this soft, malty brew topped with wispy white foam smells and tastes of candy-sweet malt, but with a sly, hoppy bite at the end that keeps you coming back for another sip.



**Iron Hill Rauchbier** (*North Wales, Pennsylvania; ironhillbrewery.com*). Based on a style from Germany's Franconia region, this hazy golden lager, whose name means "smoke beer," is made with malt that's been smoked over a beechwood fire. It is, indeed, deliciously smoky, but with sweet, floral balancing notes. And at 3.8 percent alcohol, it's easy to drink, particularly alongside oysters on the half shell.



**Hinterland Maple Bock** (*Green Bay, Wisconsin; hinterlandbeer.com*). Brewed using maple syrup made with sap tapped from brewery owner Bill Tressler's own trees, this heady bock offers roasty-toasty and dark chocolate flavors, with a bit of brandy and spice. Cola-colored, with a thick, sudsy head and a subtle smoky quality, it's great with braised pork and can also pair with chocolate.

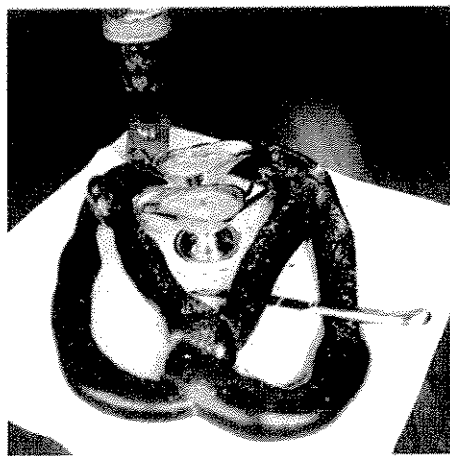
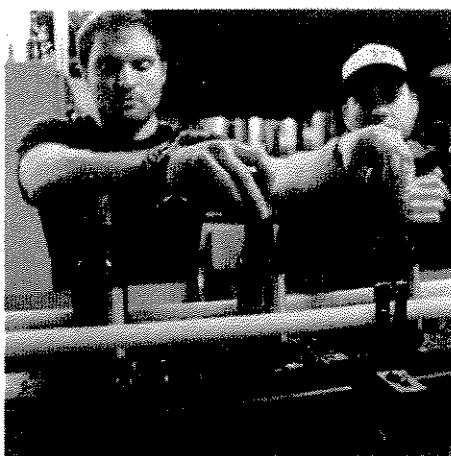


**Tröegs Troegenator Double Bock** (*Harrisburg, Pennsylvania; troegs.com*). Munich's Paulaner friars created a rich, nutritious beer they called *Salvator*, Latin for savior. Ever since, *doppelbock* beers have been named with the suffix "-ator." Tröegs' lovely, reddish brown version is surprisingly tart and tangy, with a sweet-spicy finish. It's a big beer (8.2 percent alcohol) that pairs well with beef.

new brewers' lager (German for "to store") was made with yeast that settled to the bottom while the beer aged in ice-lined caves, developing clarity and malty heft. Originally, lagers were brown, due to use of darker barley malts; in Germany, styles ranged from dry *dunkel* (dark) to rich *doppelbock* (double bock). But as lighter malts were developed, one style came to prevail in the States: American pilsner, a pale, sparkling lager.

Initially, Milwaukee's were "small breweries with big dreams," said Gurda, but they soon expanded through modernization, aggressive marketing, and luck—the temperance movement and taxation drove alcohol consumption from whiskey to beer, and the 1871 Chicago fire knocked out competition and opened up a key market. By 1874, the soon-to-be-renamed Pabst Brewing Company was the nation's largest beer-maker. Beer gardens were popular destinations featuring German food and entertainers like the woman who lit herself on fire and dove from a platform into the Milwaukee River.

Today, that woman graces the label of the Milwaukee Brewing Company's Flaming Damsel Real Blonde. "Our core brands are based on quirky stories from an entrepreneurial time in the city's history," Jim McCabe, the craft brewery's president and founder, told me as he poured me the copper-colored lager. We were shouting over the hum and clink of the bottling line in his brewery in the Third Ward neighborhood. The Flaming Damsel was crisp and bright, but with an ale-like earthiness and hop aroma. Next we sampled the Hoptoberfest. Along with a caramel sweetness, it offered unconventional floral, pepper, and citrus hop notes. These ale-like "transition" lagers, as McCabe's brewmaster, Rob Morton, calls them, make sense from an outfit founded as a brewpub: Ale is often the first choice of craft brewers because it's cheaper and faster to make. Also, ale brewers can use multiple varieties of



From left: the bottling line at Milwaukee Brewing Company; a Bavarian-style pretzel at Mader's German restaurant; Captain Frederick Pabst Mansion

hops to impart flavor, while tradition demands just one hop and one malt when making an elemental German lager like pilsner.

"Anyone can brew ale," declared Dave Reese, the beer-maker at one of the local brewpubs, Horny Goat Hideaway. "Lager demands finesse." He's working on a project he hopes will rectify a longtime imbalance. "Last year, while we were pouring our own stuff at the bar, we were the city's number-three account for Miller Lite," Reese said. "I want to make my own low-calorie lager. But we're not gonna use corn syrup like they do at Miller."

It's a common complaint: Though craft beer is gaining ground, domestic industrial beers still make up more than 70 percent of all beer consumed in the U.S. And though craft brewers wax nostalgic about Milwaukee's once-great breweries, when it comes to making lager, they're not looking back. "The older brewers had their thing: American pilsner. It's fine beer, but it's one-dimensional," owner Russ Klisch told me when I visited his Lakefront Brewery, in an old power plant on the Milwaukee River. There, brewery tours end with a group rendition of the theme song from *Laverne & Shirley*, the TV show about two Milwaukee gals who worked the bottling line at the fictitious Shottz Brewery. "Give us any chance, we'll take it / Give us any rule, we'll break it / We're

gonna make our dreams come true / Doin' it our way!" It feels like an anthem for Klisch himself. He and his crew brew innovative beers like a fruity Cherry Lager using tart cherries grown in Door County, in northeastern Wisconsin, and the unfiltered Local Acre Lager, loaded with organic Wisconsin barley and fresh hops. "Expanding the tradition," said Klisch, "is where we come in."

At Sprecher Brewing Company, in the suburb of Glendale, they take a more historical approach, raiding the German beer-making tradition to come up with beers that seem incredibly fresh today. Founded by former Pabst supervisor Randy Sprecher in 1985, the brewery is dedicated to the classic styles of lager that Sprecher came to love while stationed in Germany during a stint in the military: spicy Special Amber; discreetly sweet Oktoberfest; meaty *doppelbock*; chocolatey Black Bavarian. These substantial lagers are the very inverse of a beer like Miller Lite. And, as I discovered while quaffing Sprecher's Black Bavarian and feasting on wursts, goulash, and a huge pretzel at Mader's, a German restaurant downtown, they pair deliciously with hearty foods.

But then, throughout my visit, lager showed off its food-friendly side. At the Milwaukee gastropub owned by the Green Bay-based Hinterland microbrewery, they use Maple Bock, a smoky lager brewed with maple syrup, as a pairing and

as a marinade for wood-fired pork belly. According to Hinterland owner Bill Tressler, "The more people are getting into drinking craft beers, the more we have to make beers for all occasions."

In Milwaukee, that extends to breakfast, as I discovered one morning at a Sendik's supermarket, by watching Craig Peterson of Buffalo Water Beer Company promote his sole beer, a lager, the citrusy Bison Blonde. He was

handing out samples to folks stopping in to buy hot deli ham on a white roll, a local Sunday-morning staple. One customer cried out, "My favorite foods! I love you!" Peterson was thrilled. "It's an honor to stand on the shoulders of those who came before us, the Blatzes and the Schlitzes," he told me. "We have a city that has a legacy that's diminished. If we can bring that back, that will feel better than anything." 🍷

## The Guide Milwaukee

### WHERE TO STAY

**The Pfister Hotel** 424 East Wisconsin Avenue (800/558-8222; [thepfisterhotel.com](http://thepfisterhotel.com)). Rates: \$159–\$259 double. An 1893 historic landmark renovated in 2008, with 307 elegant rooms, sumptuous interiors filled with Victorian artwork, fine meals at the Mason Street Grill, and stellar views from Blu, the 23rd-floor lounge.

### WHERE TO DRINK

**Hinterland Gastropub** 222 East Erie Street, Suite 100 (414/727-9300; [hinterlandbeer.com](http://hinterlandbeer.com)). At this elegant brewpub in Milwaukee's historic Third Ward, James Beard Award nominee Dan Van Rite prepares global dishes like wood-fired Hawaiian marlin with Bhutanese red rice to pair with artisanal Hinterland beers.

**Horny Goat Hideaway** 2011 South First Street (414/482-4628; [hghideaway.com](http://hghideaway.com)). This year-old brewpub with a wide, fire pit-graced deck overlooking the Milwaukee River offers house brews ranging from Honey Blonde to Baby Bock, plus burgers and other crowd-pleasing comfort dishes.

### WHAT TO DO

**Captain Frederick Pabst Mansion** 2000 West Wisconsin Avenue (414/931-0808; [pabstmansion.com](http://pabstmansion.com)). Tour the lavish home of the city's most famous beer baron.

**Lakefront Brewery** 1872 North Commerce Street (414/372-8800; [lakefrontbrewery.com](http://lakefrontbrewery.com)). This microbrewery offers beer-soaked tours, polka-fueled fish fries, and innovative lagers.

**MillerCoors Brewery** 4251 West State Street (414/931-2337; [millercoors.com](http://millercoors.com)). Peek inside the vast works of America's second-largest beer-maker.

**Milwaukee Brewing Company** 613 South Second Street (414-226-2337; [milwaukeebrewery.com](http://milwaukeebrewery.com)). Visit this Walker's Point microbrewery for lively, informative tours and tastings.

**Sprecher Brewing Company** 701 West Glendale Avenue (414/964-2739; [sprecherbrewery.com](http://sprecherbrewery.com)). Milwaukee's oldest microbrewery offers tours, tastings of German-style lagers, and Saturday cheese pairings.

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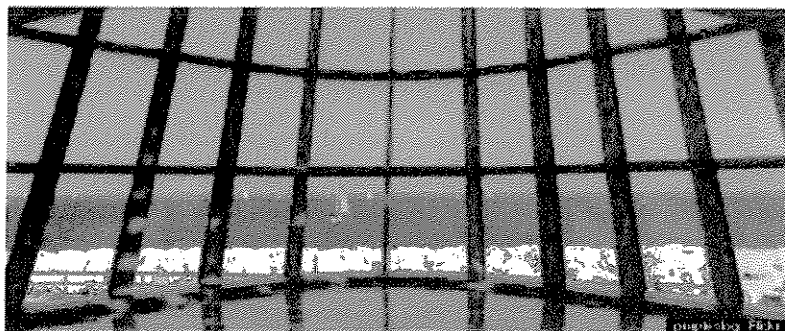
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## Family Vacations In Milwaukee: A Huffington Post Travel Guide



The Huffington Post [Robert Anthony](#) First Posted: 8/11/11 03:29 PM ET Updated: 8/11/11 03:30 PM ET

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Family vacations in Milwaukee can be rewarding experiences or absolute disasters — it all depends on pre-trip homework. To make planning easier, we've done all the preparation. [As part of a Huffington Post Travel series on traveling with children, here are recommended attractions for those planning Milwaukee family vacations.](#)

### Milwaukee Art Museum

It's impossible to walk through downtown Milwaukee without noticing the huge white "wings" soaring above the [Milwaukee Art Museum](#) on the lakefront. The Burke Brise Soleil, a retractable sun screen above the museum's Quadracci Pavilion, has a wingspan of 217 feet and opens and closes twice a day. Inside, the museum's sunny and innovative modern architecture has dazzled so many visitors that it is often used for special events and televised programs, including the popular "American Idol." The museum has impressive permanent collections featuring American, German Impressionist, folk and Haitian art.

**Address:** [700 N. Art Museum Drive, Milwaukee, WI 53202](#)

**Phone:** 414-224-3200

**Hours:** Mondays from Memorial Day through Labor Day, 10 a.m. to 5 p.m.; Tuesday through Sunday, 10 a.m. to 5 p.m. (Thursday to 8 p.m.). Closed Thanksgiving Day and Christmas Day

**Price:** Adults, \$14; students with ID and seniors over 65, \$12

## Betty Brinn Children's Museum

Opened in 1995, the [Betty Brinn Children's Museum](#) offers kids the chance to touch and become part of the many exhibits. They can anchor their own news program with an interactive weather map, take on the role of a store owner, run their own railroad or just interact with the dozens of exhibits at their own pace. The museum's aim is to allow children to use their imagination and create their own unique experiences.

**Address:** [928 E. Wisconsin Ave. Milwaukee, WI 53202](#)

**Phone:** 414-390-5437

**Hours:** Monday through Saturday, 9 a.m. to 5 p.m.; Sunday, noon to 5 p.m.

**Price:** Adults and children 1 and older, \$6; seniors 55 and older, \$5

## Milwaukee County Zoo

One of the largest zoos in the country, the [Milwaukee County Zoo](#) offers numerous educational and interactive exhibits as well as restaurants. Its 200-acre campus is home to more than 2,200 animals of more than 330 species. Among the recent additions are the new outdoor exhibit space for the bonobos — who can now frolic in 500 feet of elevated mesh passageways — and the new front entrance mall, featuring a light-filled atrium with gift shops and a cafe. The zoo is noted for its effort to save endangered species.

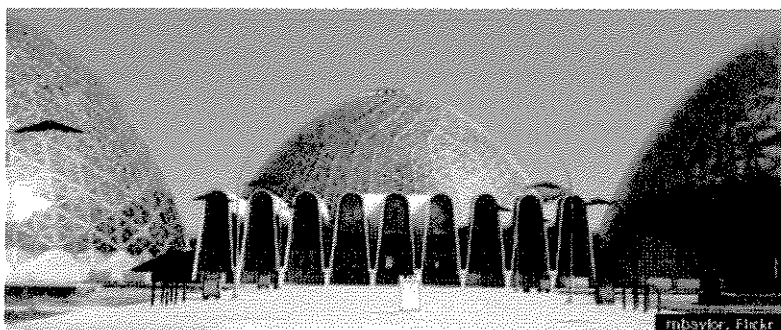
**Address:** [10001 West Blue Mound Road, Milwaukee, WI 53226](#)

**Phone:** 414-256-5412

**Hours:** November through February, Monday through Friday from 9:30 a.m. to 2:30 p.m.; Saturday and Sunday from 9:30 a.m. to 4:30 p.m.; March through May from 9:30 a.m. to 4:30 p.m. daily; end of May through early September from 9 a.m. to 5 p.m. daily; early September through October from 9 a.m. to 4:30 p.m. daily

**Price:** January through March and November through December: Adult, \$11.75; junior (ages 3 to 12), \$8.75; children under 2, free; senior citizen (60 plus), \$10.25. Prices rise an extra \$1.50 to \$2 from April through October

## Mitchell Park Conservatory



Simply called "The Domes" by locals, the [Mitchell Park Conservatory's](#) three huge glass domes are home to many rare examples of plant life from around the world. Each 85-foot-high, 140-foot-diameter dome holds a distinct ecosystem, like the Floral Dome, Desert Dome and Tropical Dome. The conservatory is so popular for weddings that permits have to be obtained well in advance.

**Address:** [524 S. Layton Blvd., Milwaukee, WI 53215](#)

**Phone:** 414-257-5611

**Hours:** Monday through Friday from 9 a.m. to 5 p.m.; Saturday and Sunday from 9 a.m. to 4 p.m.

**Price:** Adults, \$6.50; children 6 to 17, students with ID, county residents over 60 and disabled visitors, \$5

## MillerCoors Brewery

As the largest of the remaining breweries that made Milwaukee famous, a tour of the [MillerCoors](#) beer-brewing facility is educational, entertaining and free. All ages can tour the MillerCoors packaging and distribution centers, where visitors can walk through the brew house past its gigantic tanks. The tour makes a stop at the restored Miller Brewing Company caves

where beer was stored before the advent of refrigeration. The tour ends at the Bavarian-style Miller Inn where guests — at least those of legal drinking age — can savor a free sample of some of the products of the brewery.

**Address:** [4251 W. State St., Milwaukee, WI 53208](#)

**Phone:** 414-931-2337

**Hours:** Tour times vary daily. Call 414-931-2337 on the day of your visit.

**Price:** Free

## Summerfest

For almost two weeks every summer the Milwaukee Lakefront turns into a mecca of entertainment as [Summerfest](#) brings major and local acts to Henry Maier Festival Park. The 2011 version offers more than 700 bands on 11 stages during its 11-day run, including major acts like Peter Gabriel, Katy Perry, Toby Keith, Britney Spears and Kanye West. Summerfest includes kid-friendly venues such as the Northwestern Mutual Children's Theater and Playzone, home to acts like Mad Science of Milwaukee and Kohl's Captivation Station, which features educational and musical experiences.

**Address:** [200 N. Harbor Drive, Milwaukee, WI 53202](#)

**Phone:** 414-273-2680

**Hours:** June through July. Check online for current schedule.

**Price:** Adults and children over 10, \$15, ticket valid all times; discounted entry Tuesday through Friday before 4 p.m., \$8. Seniors over 60 and children 10 and under, \$3 all times. Infants 2 and under, free

## Discovery World at Pier Wisconsin



One of the city's newest attractions, [Discovery World at Pier Wisconsin](#), offers various wet and dry experiences in its 120,000 square-foot lakefront facility. The 75,000-gallon freshwater tank at the Reiman Aquarium is appropriately filled with fish and other aquatic life found in the adjacent Lake Michigan while another 65,000-gallon salt water tank has Caribbean sea life. The facility has touch tanks where guests can get their hands wet and pet crabs, sharks and stingrays. If visitors prefer to stay dry, they can visit the Hive, an immersive virtual reality experience.

**Address:** [500 N. Harbor Drive, Milwaukee, WI 53202](#)

**Phone:** 414-765-9966

**Hours:** Tuesday through Friday from 9 a.m. to 4 p.m.; Saturday and Sunday from 10 a.m. to 5 p.m.

**Price:** Adults, \$16.95; children 3 to 17, \$12.95; children under 3, free; seniors 60 and over, \$14.95; college students, \$9.95

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### America's Five Most Underrated Cities

By Jason Nette, The Street  
July 12, 2011

Provided by: **The Street**

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America's cities are averaging more than 10% growth, but some of its coolest towns just aren't getting the love.

According to the 2010 Census, U.S. metro areas on the whole grew by 10.8% from 2000 to 2010. That was great news for pre-housing-crisis Las Vegas, which grew 41.8% last decade, and for Texas towns including Dallas, Houston and Austin, which saw their populations swell 23%, 26% and 37% respectively. That comes as little relief to Detroit, however, which shrank by 25% during the same span.

The overall growth masks an unfortunate truth for American cities well beyond Detroit, however. Fourteen of the 15 biggest cities in 2000 lost population or slowed their growth by 2010, according to Census data. Philadelphia was the only standout, boosting its ranks 0.6% after posting declines for the past 50 years.

Several of the cities that saw their populations dwindle since 2000 are in much the same position as Philadelphia a decade ago: Struggling with the demise of manufacturing, watching its residents flee to the suburbs, failing to draw younger residents to replace them and trying to show what was good about their city to a broader audience. Part of Philadelphia's growth comes from drawing people who appreciated the city's culture, art, nightlife and affordability compared with Northeast Corridor neighbors such as New York and Washington, D.C., and it's a big part of the reason Philadelphia's median age dropped from 36.5 in 2000 to 34.2 in 2010. Combine that with a GDP that jumped from \$309 billion in 2006 to \$335 billion last year without any recession slump, and you've got the blueprint for a cool city's comeback.

TheStreet thumbed through the 2010 Census numbers and found five cities that are a lot more fun and vibrant than their declining numbers suggest:

#### Chicago

Population in 2000: 2,896,016  
Population in 2010: 2,695,598  
Decline: 6.9%

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As Chicago shrinks in population is it losing some appeal?

Photo: flickr/cyanocorax

Chicago was easily the biggest U.S. city to lose numbers within the past decade and the biggest surprise after holding steady since 2006. The city's median household income was up almost 25% in that same period and the city's GDP rose from \$498 billion to \$508 billion in the past five years (including a nearly \$15 billion recession-fueled drop-off in 2008). What's the problem?

The suburbs play a big role, as Chicagoland grew 4% since 2000 while the city itself shrank. Suburban growth is part of the reason the growth of the Hispanic population dwindled from 38.1% from 1990 to 2000 to just 3.3% in the past 10 years and why the black population has dropped 17.2% during the same period.

It also has a lot to do with who's moving in, as lakefront apartments and condos in Bucktown and Ukrainian Village aren't being filled by families, but by single young professionals and empty-nesters. That's bringing in more expendable income, but shrinking households and driving up the median age from 31.5 in 2000 to 32.9 today.

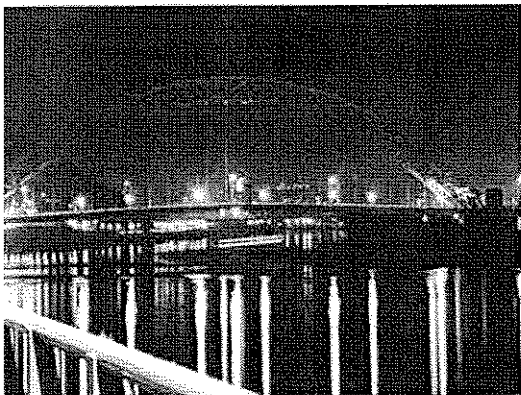
It also means that cash has to go somewhere, which is why residents who answered Travel+Leisure's America's Favorite Cities survey still rank it No. 4 in the country for museums and galleries such as the Art Institute of Chicago and the Pilsen art district, No. 4 for theaters such as Steppenwolf and No. 4 for big-name restaurants such as Alinea and Charlie Trotter's. There are still great bars and restaurants within walking distance, five major sports teams to root for and the Taste of Chicago, the Chicago Jazz Festival and Pitchfork Music Festival every summer. There are just fewer people to share them with, which isn't necessarily a bad thing.

**Pittsburgh**

Population in 2000: 334,563

Population in 2010: 305,704

Decline: 8.6%



Pittsburgh's producing more grads and the economy is improving

Photo: flickr/jordanovan

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For a city with a population whose growth started slowing in 1910 and has been outright declining since 1960, an 8.6% drop not only isn't bad -- it's the lowest loss rate the city's seen in 50 years. It's not ideal, but compared with Rust Belt neighbors such as Detroit, Cleveland and Youngstown, Ohio, Pittsburgh is not only surviving but thriving.

The city's GDP grew from \$103 billion five years ago to \$111.6 billion last year and held steady through much of the recession, thanks largely to its transition from manufacturing dependence to a multifaceted approach to economic stability. Carnegie-Mellon University, the University of Pittsburgh and its medical center provide most of the job base, and while U.S. Steel and PPG Industries still provide an industrial presence, finance companies such as PNC Financial Services and 1,600 tech companies including Google are taking the city out of the steel age.

There's still a chance it could go wrong, as Pitt's closure of a local hospital last year reminds us, but the city's got one big advantage going for it: youth. The median age in Pittsburgh dropped from 35.5 in 2000 to 33.2 last year, and it's not just because more students are going to Pitt, Duquesne and the seven universities within a walk of downtown. It means more of those kids are home-grown product; the Chicago Federal Reserve noted that Pittsburgh's percentage of adults who graduated high school jumped from 55th in the country to third, while its rank for college graduates matriculated from 69th to 37th.

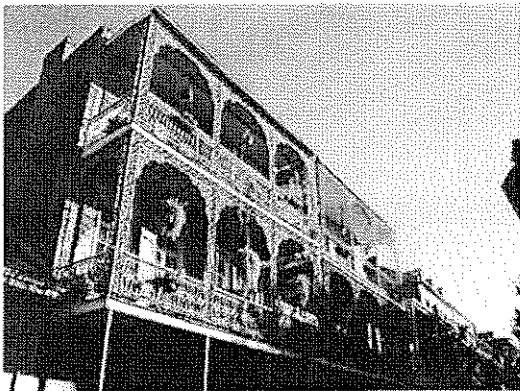
It's not a bad place to party, either. The South Side, the Strip and Station Square are still packed with bars and the young crowd that fills them, and -- as BestPlaces.net found out last year when it named Pittsburgh one of the best places to move to -- they're paying about 12.2% less for their beers than the rest of the country, thanks to a low cost of living and low average home prices. While it's still better known for Pittsburgh Steelers football, Pittsburgh Penguins hockey, Iron City Beer and french fry-stuffed Primanti Brothers sandwiches, institutions such as the Andy Warhol Museum remind newcomers that the Steel City's not to be underestimated.

#### New Orleans

Population in 2000: 484,674

Population in 2010: 343,829

Decline: 29%



The Big Easy is shrinking but it hasn't lost its edge

Photo: Flickr/kaljusac

Yes, Hurricane Katrina did a number on the city, but there's a lot more than record crowds at Mardi Gras this year, the return of the NCAA Men's Basketball Final Four next year and the Super Bowl the year after that to remind the world New Orleans' spirit remains.

That 29% drop looks pretty bad, but compared with the 288,113 people who were in New Orleans when the Census came around post-Katrina in 2007, it's an improvement. Consider that the Bureau of Labor Statistics says jobs in New Orleans have risen 3.5% since 2006, the GDP inched up from \$66 billion to \$68 billion in that span, the Census says the city's Hispanic population grew by 35,000 post-Katrina and, according to the New Orleans Convention and Visitors Bureau, tourism has returned as New Orleans hotels filled to 97% capacity during Mardi Gras this year.

The tourists downing hurricanes in the French Quarter aren't the best measure of this city's draw, however. Visitors as well as locals ranked New Orleans No. 1 in the country for local joints and cafes, according to Travel+Leisure and tops in the country for people watching, cocktail hour and the singles/bar scene -- in fact, No. 1 in more categories than any other city in the country, including former No. 1 New York.

#### Milwaukee

Population in 2000: 596,974

Population in 2010: 594,833

Decline: 0.4%



Despite a smaller population, the typical denizen is younger.

Photo: Beige Alert

Milwaukee's been losing population since the 1960s, but the release valve's shutting quickly as the losses trickle to less than a percent -- the best population news Milwaukee's received since the city grew 16.3% during the 1950s -- and the city gets younger.

You don't have to set foot in the Santiago Calatrava-designed Quadracci Pavilion at the Milwaukee Art Museum, place a complicated order at Alterra Coffee, buy rounds of organic and gluten-free beer at Lakefront Brewery or see the city's starring role in Bridesmaids to realize that Milwaukee's changed quite a bit in the past decade. Those may, however, be some of the best indications of the city's youth movement that dropped the median age from 30.6 in 2000 to 30.3 last year, well below the nation's average age of 36.8.

As a result, the town once known for dying breweries and Happy Days reruns is ending up in some fairly enviable places, including the Daily Beast's list of the Best 50 Cities For Love and No. 9 on Forbes' list of Best Cities for Singles. A city rivaled only by Las Vegas for most bars, clubs and restaurants per capita, Milwaukee's GDP has grown enough to keep the taps flowing with a boost from \$78.9 billion in 2006 to roughly \$83 billion today behind growing companies such as Manpower and a reduced dependency on traditional employers such as MolsonCoors' Miller.

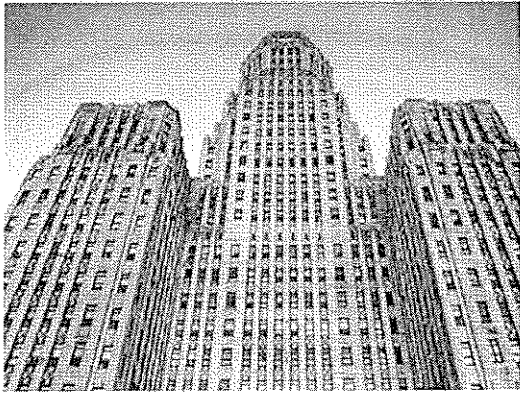
Though the Brewers aren't blowing the retractable roof off Miller Park and the Bucks have teams fearing the deer a little less in recent seasons, a Super Bowl win by a certain team in the suburbs is enough to give local fans something to cheer about. With all the museums, galleries, music venues and watering holes to visit, however, it's tough to fit the local teams into the schedule.

#### Buffalo, N.Y.

Population in 2000: 292,648

Population in 2010: 261,310

Decline: 10.7%



It's inexpensive to live in Buffalo - where there are lots of singles.

Photo: Aneurysms

Buffalo hasn't gained more than a percentage point of population since the 1920s, so it's understandable why people would think everyone just shy of the Bills are leaving -- and even they skip town for Toronto every so often.

Like Pittsburgh, however, Buffalo may have found its sweet spot as a smaller metro area. Buffalo's universities and burgeoning tech, tourism and health care industries help keep its median age below the national average at 34, but other factors are making it a much sweeter place to stay. Folks who decide to make Buffalo their home enjoy a cost of living 14.4% below the national average and home prices also below what their neighbors throughout the rest of the country are paying.

At that discount, Buffalo residents get a thriving art scene with more than 50 art museums and galleries and two festivals -- the Allentown Art Festival and the Elmwood Festival For The Arts -- a system of 20 parks designed by Frederick Law Olmstead (of Central Park fame), a smattering of music venues and a ton of bars and clubs on West Chippewa Street and in Allentown that are open until 4 a.m. It's so deceptively cool that Forbes put it at No. 18 on its list of the Top 40 towns for singles, ahead of Las Vegas and Miami, but even cooler is that its 7.6% unemployment rate is well below the national and allows more of its residents to see what the other cities are missing.



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# Es grünt im amerikanischen «Rust Belt»

*Auf Industriebrachen in Detroit und Milwaukee entstehen innovative Projekte*

Der Niedergang der amerikanischen Autoindustrie hat ganze Landstriche in den wirtschaftlichen Notstand gestürzt. Nun besinnt man sich aufs Essenzielle und betreibt auch in städtischem Umfeld Fisch- und Gemüsezuucht.

*Rudolf Stammberger*

Man findet sie häutig in den nordamerikanischen Städten des «Rostgürtels»: weiträumige Brachflächen und grosse, leerstehende Fabrikgebäude, die Hinterlassenschaft einer ehemals prosperierenden, jetzt aber verschwundenen Schwerindustrie. In Detroit scheinen mittlerweile ganze Stadtviertel entvölkert, auch in Milwaukee finden sich ungenutzte Industrieareale. Doch zwischen den Ruinen wächst im wahrsten Sinn des Wortes eine neue Kultur heran: städtische Gärten, die neben gesunder Ernährung die Nachbarschaften stärken. Und sogenannte Aquaponie-Anlagen, die auf innovative Weise Fischzucht mit Pflanzenanbau verbinden.

## Endzeitstimmung

«Geld – das ist es, was ich will», sang 1960 Barret Strong und landete damit den ersten Hit des später berühmten gewordenen Motown-Labels. Das war die Zeit, als in Detroit chromblitzende Strassenkreuzer von den Bändern der Automobilfirmen Ford, General Motors und Chrysler rollten. Die Stadt mit Schiffsanbindung zu den Grossen Seen war eine blühende Metropole, und die Industrie benötigte Tausende von Arbeitern. Heute erscheint das wie ein lang vergangener Traum. Downtown, dort, wo der Washington Boulevard auf die Michigan Avenue trifft, reckt sich das unlängst renovierte Westin Book Cadillac Hotel in die Höhe, Symbol der Wiederbelebung der Innenstadt. Doch noch immer sind die Fensterscheiben umliegender Wolkenkratzer blind und die Eingänge vernagelt. Detroit hat in den vergangenen Jahrzehnten durch den Niedergang der Automobilindustrie an die 900 000 Einwohner verloren, die Hälfte der Bevölkerung.

Das macht sich auch bemerkbar auf dem Weg hinaus zum Eastern Market. Da fährt man durch Wohnstrassen, an denen die Holzhäuser langsam in sich zusammenfallen, und vorbei an leerstehenden Hotels und Geschäften mit ausgebrannten Fensterhöhlen. Aber auch Hoffnung spriess hier – zum Beispiel an der Mt. Elliott Street. Dort steht Shane Bernardo im Spargelfeld und zupft an einer der feimblättrigen Pflanzen. Der 38-Jährige arbeitet für «Earthworks», ein «Urban Gardening»-Projekt des nahen Kapuzinerklosters. Urban Gardening meint hier ein vielseitiges soziales Programm. «Wir

beliefern mit den Produkten aus unseren sieben Gärten die Suppenküche für Arme», erklärt Bernardo. Die ist gleich um die Ecke. 2000 Mahlzeiten werden täglich ausgegeben, und die Leute hier haben es nötig. Aber es geht noch um mehr: um eine sinnvolle Beschäftigung, um eine Kultur der besseren Ernährung, um den Aufbau von Nachbarschaften, um dem sozialen Zerfall der Stadt etwas entgegenzusetzen. Dazu gehören auch Kochshows und Betreuungsprogramme für Kinder.

Ein paar Strassenzüge entfernt steht Dan Carmody in einer Halle des Eastern Market und träumt von Markttagen, Geschäftskonzepten und einer florierenden Nachbarschafts-Ökonomie. Carmody ist Stadtplaner und derzeit Präsident der städtischen Eastern Market Corporation. Der überdachte Marktplatz liegt in einem Viertel, das von einem sechsspurigen Highway durchschnitten wird, umgeben von Kühlhäusern und Lagerhallen. Hier soll das Zentrum eines kommunalen Aufbauprojektes sein. «Wir wollen das Viertel wiederbeleben, die Umgebung des Marktes sanieren und mit Gutscheinen den Aufbau eines gesunden städtischen Ernährungssystems fördern», umreissst Carmody die gegenwärtigen Aufgaben. Der Marktplatz soll Umschlagplatz für die Früchte der kommunalen Gärten in Detroit sein, von denen es mittlerweile an die 1500 im Stadtgebiet geben soll.

Die Stadt unterstützt dieses Projekt und schlägt damit zwei Fliegen mit einer Klappe: Inmer, wenn die Empfänger von Essensmarken frische Lebensmittel auf dem Markt einkaufen, erhalten sie Bonusmarken im Betrag der Summe, die sie ausgegeben haben. Und damit kann man weitere regionale Produkte erstehen. Auf diese Weise sollen arme Familien ermuntert werden, sich gesunde Lebensmittel zu gönnen. Denn viele ernähren sich praktisch aus Tankstellenshops und mit Fast Food, die grossen Lebensmittelketten haben sich aus den Verfallsgebieten der Stadt längst zurückgezogen. Diesen «Ernährungswüsten» hat Dan Carmody den Kampf angesagt: «Langfristig geht es um die Veränderung der lokalen Ernährungskultur.» Die kommunalen Gärtner liefern frisches Gemüse und Obst, so das Konzept, in kommunalen Küchen sollen Kochkurse und Ernährungsberatung stattfinden, 20 Prozent der notwendigen Lebensmittel könnten in der Stadt selbst produziert werden, so eine Schätzung, was an die 4700 Arbeitsplätze schaffen würde.

## Innovative Technologie

Szenenwechsel nach Milwaukee am grossen Michigan-See, fünf Fahrstunden nordwestlich von Detroit gelegen. Obwohl die 600 000 Einwohner zählende Stadt nicht vom wirtschaftlichen Abstieg bedroht ist wie Detroit, gibt es auch hier Industriebrachen und soziale Probleme. Landesweit be-



kannt wurde das hier ansässige Growing-Power-Projekt, das der Farmer Will Allen 1998 ins Leben gerufen hat, auch hier geht es um die Verbesserung der Sozialstrukturen durch lokal produzierte Lebensmittel. Die auf Nonprofitbasis funktionierende städtische Farm erhielt eine Auszeichnung der MacArthur Foundation, daneben aber gilt Will Allen auch weltweit als Pionier einer innovativen städtischen Lebensmittelherstellung: Aquaponie, eine Mischung aus Pflanzen- und Fischzucht.

Die wohl weltweit fortgeschrittenste Anlage dieser Technik findet sich in einem alten Industriebauwerk im Bay-View-Viertel. Sweet Water Organics nennt sich die städtische Fisch- und Pflanzenfarm. Gerade ist Nick Montezon daran, die Fische in einem Bottich zu füttern. «Respektiere den Barsch!», ist auf einem schmalen Brett zu lesen. Nick ist 19 Jahre alt und arbeitet hier in Teilzeit, in Kürze will er sein eigenes Geschäft eröffnen. Die grosse Halle ist ausgefüllt mit mehrstöckigen Holzgestellen: Unten stehen die Fischbottiche, in denen die Barsche schwimmen. Darüber befinden sich die erdlosen Pflanzenbeete, erhellt von Tageslichtlampen. Hier wachsen grüner Salat, Sprossen, Brunnenkresse, Basilikum oder Mangold – die Nährstoffe nehmen sie aus dem Wasser über die Wurzeln auf. «Es funktioniert», sagt Nick, «wir verkaufen unsere Salate und Fische an heimische Restaurants, auch wenn wir nicht billig sind.» Sieben Dollar muss man für ein Pfund Salat hinlegen, zehn Dollar für vier Barsche. Die werden gerne genommen, seit im Michigan-See der Bestand an Barschen aus ökologischen Gründen drastisch zurückgegangen ist.

Der Cloa von Aquaponie – das Wort setzt sich zusammen aus Aquakultur (Fischproduktion) und Hydroponie (Pflanzenproduktion in Wasser ohne Boden) – ist der gemeinsame Wasserkreislauf: Das Wasser aus den Fischbottichen wird über einen Filter in einen Behälter mit Blähtonkugeln gepumpt. Dort bauen Bakterien das Ammonium ab, das die Fische ausscheiden. Die Bakterien verwandeln das Ammonium in Nitrat, was für die Fische ungiftig ist und den Pflanzen einen wichtigen Nährstoff bietet. Von den Pflanzen fliesst das gereinigte Wasser dann wieder zurück in die Fischbehälter, der Kreislauf schliesst sich. Ökologische Düngung, geringer Wasserverbrauch, keine Pestizide und städtische Nutzung sind Vorteile dieses Systems.

Milwaukee wird mittlerweile als Mekka der Aquaponie-Kultur angesehen. Während Firmen wie Sweet Water Organics schon den kommerziellen Betrieb aufgenommen haben, wird in Europa noch an Fachhochschulen wie im schweizerischen Wädenswil geforscht. Als «Farm der Zukunft» beschrieb die «New York Times» die Aquaponie-Technologie. So wächst in Detroit und Milwaukee zwischen den Ruinen der einstigen Schwerindustrie eine neue, innovative, städtische und grüne Produktionsform heran.



**Sweet Water Organics Featured in Recent Articles in 3 German Publications:**

**VDI Nachrichten (Germany)**  
**(Association of German Engineers News)**  
**"Perch instead of Power Shovels"**  
**Included images**  
**Oct 21, 2011**  
**Circulation: 166,424**

**Neue Zuericher Zeitung (Switzerland)**  
**(New Zurich Newspaper)**  
**"The Greening of America's Rustbelt"**  
**Jan 6, 2012**  
**Circulation: 132,670**

**Neues Deutschland (Germany)**  
**(New Germany, a Socialist Party newspaper)**  
**"Respect the Perch"**  
**Included images**  
**Nov 19, 2011**  
**Circulation: 9,400**

***NOTE:** VISIT Milwaukee hosted Dr. Rudolf Stumberger, a prominent German journalist, in late September 2011. We were told that his main focus was the Harley-Davidson Museum, but on the tour around the city he informed us that he had also visited Detroit, where he was taken to Earthworks, an urban farm in the Eastern Market area. We then made a very spontaneous and unannounced trip to Sweet Water where Nick Montezon kindly gave us a tour. The resulting article was published by three different newspapers in Germany and Switzerland and is essentially the same. The first part of the article refers to Detroit and then moves to Milwaukee. This is a rough translation of the Milwaukee section.*

Although this city with its 600,000 population isn't as threatened by economic downturn as the "Auto City" Detroit, there are increasing problems related to industrial wastelands and social issues. And the search is on for solutions. The local Growing Power project, founded by farmer Will Allen in 1998, is renowned beyond the city limits of Milwaukee. Allen's dream was to improve social structures by producing food locally.

But Will Allen is not only a pioneer for social “greening” of rundown neighborhoods, he’s also the pioneer of a system of innovative, urban food production: Aquaponics, the combination of plant and fish production.

The main floor of an old industrial building in Bay View is filled with multi-level wood scaffolding. Underneath are fish tanks full of perch. Above are aquaculture plant beds, illuminated by fluorescent lamps. Here you can see lettuce, sprouts, watercress and basil, as well as Swiss Chard – all receiving nourishment from the water circulated from the fish tanks.

This system is known worldwide as the most advanced of its kind. For many years heavy mining equipment was manufactured here and later the building stood empty and dilapidated. Today, instead of mining equipment and power shovels, colorful perch and lettuce are produced. This urban fish and produce farm is called “Sweet Water Organics”.

Nick Montezon is in the process of feeding the fish in a tank. “Respect the Perch” is written on a small sign next to the tank. Nick is 19 years old and works part-time at Sweet Water Organics. Soon he’d like to have his own business. “It works”, he says, “we sell our produce and fish to local restaurants even when we’re not inexpensive.” A pound of lettuce is \$7.00 and four perch from the farm cost \$10.00. But there is a market for the perch as the supply in Lake Michigan has decreased drastically for ecological reasons. Nick raves about the (Sweet Water) perch served at Coquette Café in Milwaukee’s Third Ward along with French fries and a safran yellow tartar sauce.

Milwaukee is now known as the mecca for aquaponic culture. While firms like “Sweet Water Organics” already function as commercial businesses, in Europe the technology is still being researched by such technical schools as Waedenswil in Switzerland. The New York Times described aquaponic technology as the “Farm of the Future”.

In this way, out of the ruins of once heavily industrial cities like Detroit and Milwaukee, an innovative, urban, green plant and fish production is growing.

Sidebar or incorporated into the article:

Brief description of how aquaponics works.

(translation by Margaret Casey, VISIT Milwaukee PR Department, and tour guide for Dr. Stumberger)



• 70 miljoen dollar heeft het, maar dit is ook wel het schitterende Art Museum herbergt architectuur van Marcel en Pissarro het aan Werkt.  
 FOTOS: WITTELWALKEZ/DE TELEGRAAF



- Legenda
- |                                   |                            |
|-----------------------------------|----------------------------|
| 1. Captain Frederic Pabst Mansion | 5. Old World Street        |
| 2. Marquette University Street    | 6. Historic Third Ward     |
| 3. Milwaukee Art Museum           | 7. Broadway Theatre Center |
| 4. Bayshore Mall                  | 8. Milwaukee Public Market |
|                                   | 9. Bradford Beach          |

Alle bekende Amerikaanse steden als schitterend of de kluizen? Maar de lage dollarstand en het comfort en de 'fun' van Amerika blijven lonken? Probeer dan eens een onbekende, maar daarom niet onbekende stad: Milwaukee in Wisconsin in het noorden van de Verenigde Staten. In de winter moet je er niet zijn, dan sta je kniehoog in de sneeuw. Maar in het voorjaar of de zomer is het een heerlijke stad met veel culturele flair, fraai gelegen aan Lake Michigan. Laat je verbazen door Milwaukee.

door CARLA OVERHOLM

Milwaukee is een van de schoonste en veiligste steden van Amerika, maar allenbehalve als zaai, hrvo broeder. Ze wordt niet voor niets de City of Festivals genoemd. Het hele jaar door, maar vooral in de zomer, kun je hier een feestje beleven.

## Schoon, veilig, maar zeker niet saai! DE FLAIR VAN Milwaukee

### Leuk voor kinderen

Milwaukee is perfect voor gezinnen met kinderen. In de zomer bijvoorbeeld wordt er veel van de stad gediend. Naast het Art Museum. Terwijl je op een van de vele meesters staan te bewonderen, kunnen de kinderen meekijken in de speciale kinderrijke ruimte, waar ze zelf met 'art' aan de slag gaan. Ook het famoos Harley Davidson Museum (harley-davidson.com) heeft speciale activiteiten voor kinderen, waar ze ook een speciaal kinder museum. Betty Brim Childers (brimchilders.com) heeft speciale activiteiten voor kinderen tot 10 jaar en heeft veel interactieve en educatieve activiteiten zoals bijvoorbeeld Works en Sound in Sound.



• Ook kinderen met het Art Museum, waar ze zelf hun eigen kunstwerken kunnen maken.

De stad viert haar multiculturele overleving met een reeks van festivals, van een Pools, Italiaans, Iers, Mexicaans en Arabisch festival tot het wereldfestival Holiday Park Fair en het artistieke Lakerd Festival of Arts. De klapper van het jaar is het Summerfest (summerfest.com) aan Lake Michigan in juli, maar eigen zeggen het grootste muziekfestival ter wereld. Dit festival duurt acht dagen en is goed voor optredens van ruim

### Voor een feestje ga je naar de City of Festivals

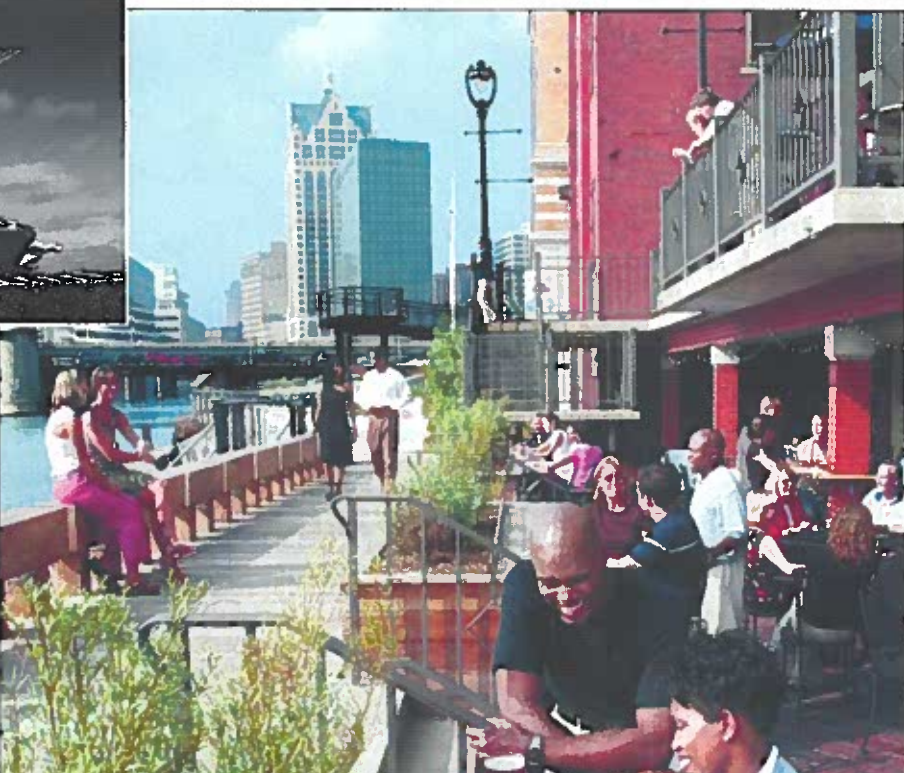
200 bands op elf podia. Maar ook alle je alle leeftijden, is Milwaukee geen stad om je te vervelen. Als je door de stad rijdt, krijg je meteen een prettige indruk. Fraai gebouwde huizen, een sfeervol centrum en een architectuur, waar nog altijd Amerikaanse Renaissance stijl (gebouwen uit 1880), het thuis van de beroemde architectuur van Marcel en Pissarro het aan Werkt op de campus van de Marquette University. Het kloppende is van Europese origine. Het is in de buurt van het Franse Lyon gebouwd en aan de Tweede Wereldoorlog werd naar New York getransporteerd en later herbouwd.

Het paradijsje van de stad is het skylineopende Milwaukee Art Museum, een futuristisch ontwerp van drie architecten: Santiago, Kallal en Calatrava. Een gebouw van 110 miljoen dollar en zowel van binnen als van buiten een knip-stadje design. Het Art Museum waakt over de stad en is een van de grootste werken van de architectuur. Het Art Museum waakt over de stad en is een van de grootste werken van de architectuur. Het Art Museum waakt over de stad en is een van de grootste werken van de architectuur.



• Voor de Schokker: het Harley Davidson Museum, vol met motorwagens van alle bekende merken.

wit, strak en minimalistisch. Het accordeo vorig jaar een plaats in de Top 10 van de Amerikaanse reisorganisatie. Dit is een knip-stadje design. Het Art Museum waakt over de stad en is een van de grootste werken van de architectuur. Het Art Museum waakt over de stad en is een van de grootste werken van de architectuur. Het Art Museum waakt over de stad en is een van de grootste werken van de architectuur.



■ Eten en drinken  
 De eetplek in Bayshore Mall is restaurant Devon (devonrestaurant.com). Hier eet je niet zo maar een moultje zalm, maar zet de chef-kok iets bijzonders op tafel in een chique, maar sfeervol decor. Toch is de leukste plek om uit eten te gaan downtown. In Milwaukee Street kun je kiezen uit tal van hippe tentjes. Unwind (unwindmilk.com) is een goede keuze voor liefhebbers van de Aziatische keuken. Behalve de restaurant is er weinig Aziatisch aan dit restaurant, maar de sushi en curry zijn om je vingers bij op te eten. Carnevor (carnevor.com) is niet goedkoop, maar de prijs helemaal waard als je van een goede steak houdt. Zo in de beroemde leverijheid, dan zal je genieten in Cubanitos (www.getblanc.com/cubanitos-restaurant) en schuur er tegenover vind je het Italiaanse Zorillo, waar je zalige pastas kunt krijgen. Wie het niet erg vindt om een beetje te wachten voor een topmaakte tapas, moet La Marenda (www.marenda125.com) proberen. Je loopt een paar minuten richting het zuiden vanaf downtown. Het is er altijd razend druk, maar dat is niet voor niets. Een beetje haal je ook downtown. Mo's Irish Pub (www.mostrishpub.com/milwaukee) vind je op de hoek van Pleasant en Wisconsin Avenue. De bar heeft regelmatig live muziek, vooral natuurlijk op St. Patrick's Day (maart), wanneer het bier grasgroen gekleurd wordt voor de gelegenheid. Hierje stad vind je ook Milwaukee Ale House (alehouse.com) met vaak live muziek en zelfgebruikte bier.

### Reiswijzer

Milwaukee ligt op zo'n acht tot negen uur vliegen van Amsterdam. In kaart het met de busreis (bijvoorbeeld in Detroit of Minneapolis) bereiken met o.a. KLAM, Lufthansa, Continental, United, KLM op het internet naar alle aanbieders. Je hebt ruime keuze uit goede hotels. Het aardigst is een hotel downtown. Het vijfsterren Hotel Hotel (hotelhotel.com) uit 1893 en herbergt een collectie Victoriaanse kunst. Hotel Metro (metrometro.com) valt in de categorie 'boutique' en heeft een ster minder. Wie voor basic gaat, vindt in drieën Hotel Astor (astorhotel.com) een goede stapsteen voor een vriendelijke prijs.

Invester in een vliegtuig, ze worden verzeild in alle smetten, en dat moet met het vliegtuig. Internationale spijtket. Kortom, Milwaukee heeft tal van plezierige verstanten in petto.

Reageren op dit verhaal? Ga naar [www.reiswonderland.nl](http://www.reiswonderland.nl)

**WOLTRAVEL**

**Voordelige voorjaarscruises**

**Lente in de Middellandse Zee\***  
 Adventure of the Seas - vertrek 14 mei 2011  
 8 dagen - vanaf € 673 per persoon  
 Rout: Vlucht Amsterdam - Málaga - Valencia - Rome - Livorno - Florence, Pisa - Anzio (Civitavecchia) - Palermo - Vlucht naar Amsterdam

**Kroatie en de Italiaanse kust\***  
 Brilliance of the Seas - vertrek 12 juni 2011  
 13 dagen - vanaf € 999 per persoon  
 Rout: Vlucht Amsterdam - Barcelona - Ibiza - Livorno - Rome - Napels - Venetië - Ravenna - Dubrovnik - Barcelona - Vlucht naar Amsterdam

**Onbezorgd genieten in de Adriatische Zee**  
 Voyager of the Seas - vertrek 25 juni 2011  
 8 dagen - vanaf € 939 per persoon  
 Rout: KLM Vlucht Amsterdam - Venetië - Napels - Ravenna - Bari - Dubrovnik - Venetië - KLM Vlucht naar Amsterdam

Milwaukee is een van de schoonste en veiligste steden van Amerika, maar allenbehalve als zaai, hrvo broeder. Ze wordt niet voor niets de City of Festivals genoemd. Het hele jaar door, maar vooral in de zomer, kun je hier een feestje beleven.

Kijk op [www.woltravel.nl](http://www.woltravel.nl/) of bel ons op 020-6800978

Member of the WOLTRAVEL GROUP

**M**  
- THIS IS -  
**MILWAUKEE**

**MEET IN MILWAUKEE**

[VISITMILWAUKEE.ORG](http://VISITMILWAUKEE.ORG)

MILWAUKEE ART MUSEUM

**SEXIEST BUILDING  
ON THE PLANET +  
YOUR MEETING  
= SUCCESS**

**SPECIAL  
OFFER!**

**SAVE THOUSANDS  
ON YOUR 2012-13 MEETING! see page 3**

# Your Meeting. Your Way.

MILWAUKEE'S CONVENTION CAMPUS OFFERS VERSATILITY AND CONVENIENCE

We plan meetings around you.

Located in the heart of downtown, our campus includes The Frontier Airlines Center, Milwaukee

Theatre, U.S. Cellular Arena and two, full-service convention hotels that make it easy to plan your meeting, your way.

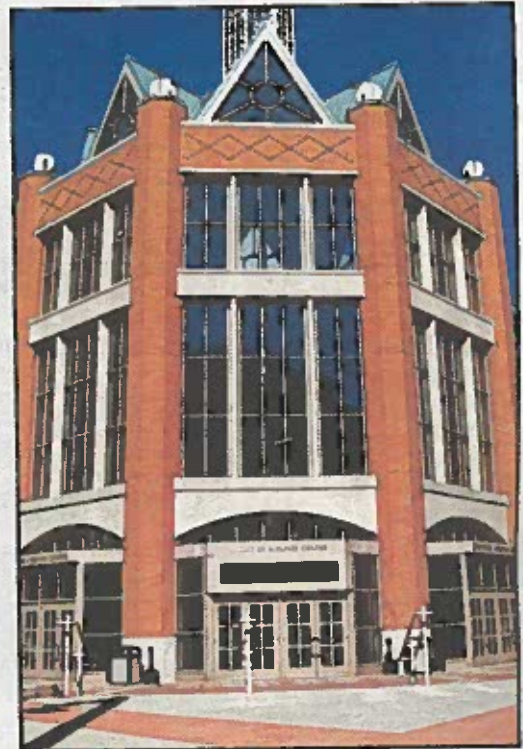
loading docks with three spiral, drive-in ramps offer direct access to the upper level exhibit hall floor with its 188,695 square-foot exhibit hall. Wi-Fi is available throughout the building.

A grand, glassed-in atrium greets delegates to the center's compact, multi-level design, allowing for easy accessibility to all meeting rooms and trade show areas. With its significant amount of glass allowing natural light to penetrate all common areas and over \$1.2 million in commissioned artwork, convention attendees are offered ample opportunity to reconnect with the pulse of the city. Meeting planners looking to reduce the carbon footprint of their events will also find an environmentally conscious partner in the FAC. Greening initiatives over the last few years include energy and water conservation, recycling and waste reduction.

## FRONTIER AIRLINES CENTER – DESIGNED BY MEETING PLANNERS

Designed with input from national meeting planners, association executives and consumer show producers, Milwaukee's Frontier Airlines Center (FAC) is the perfect marriage of functionality and style.

Flexible meeting rooms and multi-purpose, pre-function space include a divisible 37,501-square-foot ballroom equipped like a concert hall for corporate theater and capable of accommodating 2,530 diners. An additional 39,640 square feet of meeting space can be partitioned into as many as 28 first-floor and mezzanine-level meeting and breakout rooms. Sixteen



## FULL-SERVICE CONVENTION CENTER HOTELS A SKYWALK AWAY



feet of flexible function and meeting space for convention and event needs, including downtown Milwaukee's largest unobstructed hotel ballroom. The facility has 19 meeting rooms, 481 guest rooms and Wisconsin's only revolving rooftop event space for up to 175 guests.

Milwaukee offers 2,700 hotel rooms within walking distance of the convention center. Just a skywalk away are two full-service convention hotels offering meeting spaces all their own. The Hilton Milwaukee City Center offers 34,835 square feet of meeting space, 19 meeting rooms and 729 guest rooms. This beautifully-restored art deco property has been a downtown landmark since 1927 and is a proud member of Historic Hotels of America.

A second skywalk leads to the Hyatt Regency Milwaukee, awarded Best Overall Hyatt and Best Food & Beverage of all 43 Noble properties in March 2011. The Hyatt features more than 20,000 square

**MILWAUKEE'S LARGEST CONVENTION HOTEL**  
**THE HILTON MILWAUKEE CITY CENTER**  
– WAS AWARDED AAA FOUR-DIAMOND status in September 2011.

- 34,835 SQ. FT. OF MEETING SPACE
- 19 MEETING ROOMS
- 729 GUEST ROOMS

## QUICK QUOTES ON MILWAUKEE

"We were very impressed with Milwaukee and the facilities we used. The Frontier Airlines Center was the perfect venue for our meeting."

**LISA HOVEY**  
International Association of Food Protection Annual Meeting  
July 2011 – 2,000 delegates

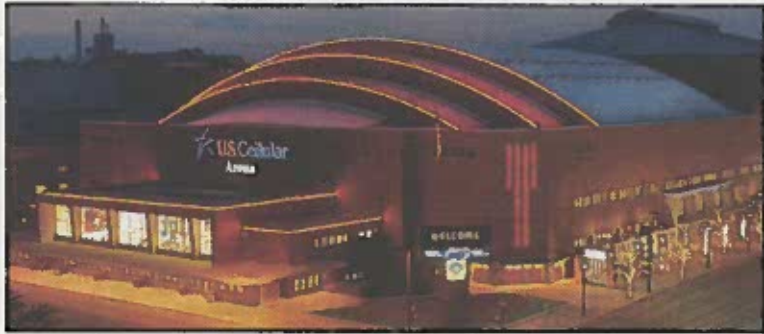
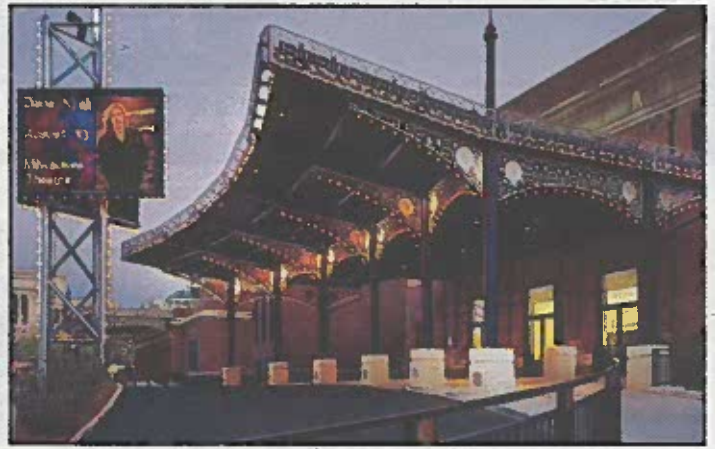
"Most positive aspect of Milwaukee – A CLEAN AND SAFE DOWNTOWN area with better restaurants within walking distance of the convention center."

**KEVIN FOLEY**  
Central States Numismatic Society  
71st Anniversary Celebration  
April 2010 – 4,000 delegates

## MILWAUKEE THEATRE PROVIDES ELEGANT OPTIONS

The Milwaukee Theatre features traditional elegance and historical detail. The spectator-friendly 4,100-seat theater with two sloped tiers of seats offers superior sight lines, luxury and comfort for general assemblies. Built-in flexibility can reduce the space to a more intimate theater setting with a full house of 2,500 seats.

The signature feature of The Milwaukee Theatre is the half-domed rotunda lobby, ringed by three levels of gallery walkways, with a mirrored wall creating the illusion of an enormous, circular rotunda. This space is ideal for receptions and assembly breaks. Two carpeted side halls of 6,100 and 4,000 square feet offer elegant space for dining, receptions, executive sessions and other uses.



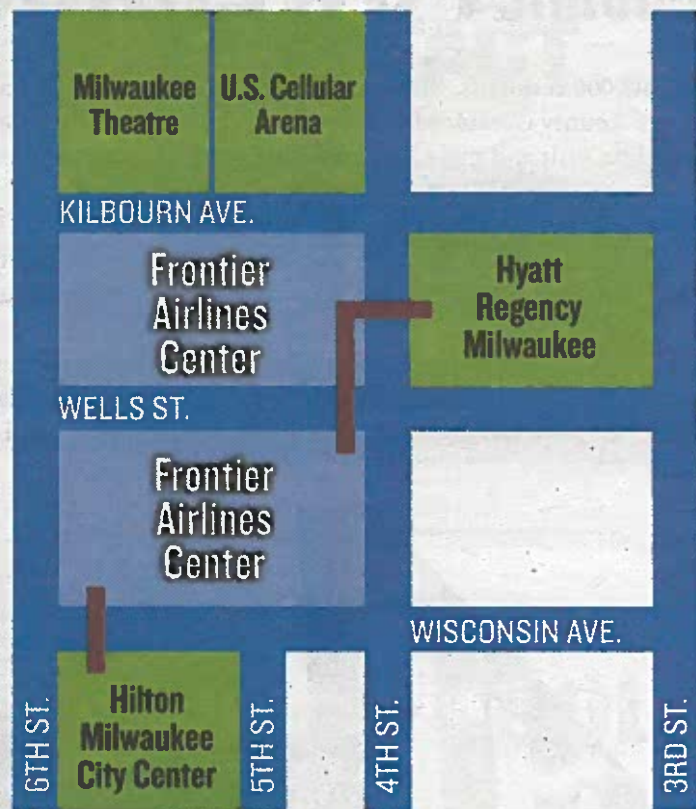
## U. S. CELLULAR ARENA SCORES HIGH MARKS FOR FLEXIBILITY

Completing Milwaukee's convention campus is the U.S. Cellular Arena. An all-around superior environment for both patron and show needs, the building is equipped to support high-volume power requirements, satellite links, and telephone and data transmission lines.

The Arena seats 12,700 for assemblies and events. It can accommodate 1,800 diners or provide 24,000 square feet of exhibit booth or trade show space.

# Milwaukee makes the MOST OF YOUR MEETING

- **Frontier Airlines Center:** 188,695 square feet of exhibit space, 37,501 sq. ft. Ballroom, 39,640 sq. ft. of Breakout Space (28 meeting rooms)
- **The Hilton Milwaukee City Center and the Hyatt Regency Milwaukee** are attached to the Frontier Airlines Center. Total number of available rooms between the two hotels: 1,210
- There are a total of 3,775 hotel rooms within one mile of the Convention Center. Of these, 2,700 are within walking distance.
- **General Mitchell International Airport** is conveniently located eight miles from downtown – a 10-minute ride away.
- Milwaukee offers multiple, off-site group venues within a mile of the Frontier Airlines Center.
- There are 125 restaurants within walking distance of Milwaukee's Convention Campus.



## MILWAUKEE'S CONVENTION CAMPUS

— = SKYWALKS

**YOUR INCENTIVES TO BOOK MILWAUKEE**

- **\$5K TO \$10K CASH INCENTIVE** from VISIT Milwaukee to be used toward convention or meeting-related expenses
- Groups that are 350 rooms or more peak
- Groups that utilize the Frontier Airlines Center
- Groups meeting between July 1, 2012 and July 31, 2013

● [VISITMILWAUKEE.ORG/MEETING-PLANNERS](http://VISITMILWAUKEE.ORG/MEETING-PLANNERS)

from  
Brew City to

# New City

**THERE'S NO DOUBT ABOUT IT.** Everywhere you look, Milwaukee is well into a 21st century transformation. From the futuristic wings of the Milwaukee Art Museum soaring dramatically along the waterfront to lively, redeveloped downtown neighborhoods, there's an undeniable energy that's as fresh and forward as a Lake Michigan breeze.

**"..if Chicago and Milwaukee really are related, then she's the hip younger sister you secretly want to hang out with."**

UK GUARDIAN, 2011

## Economic **POWERHOUSE**

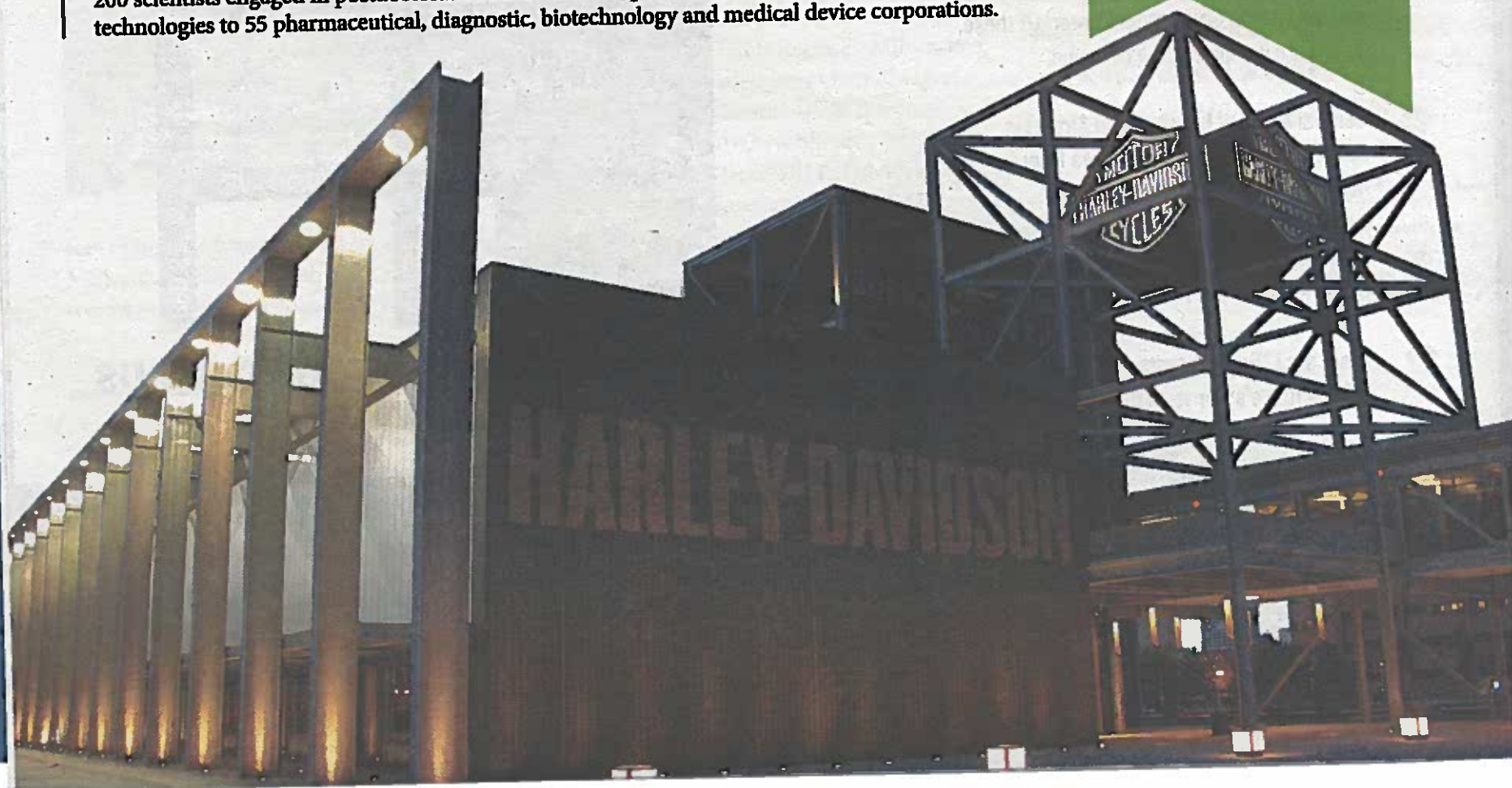
At about 600,000 residents, Milwaukee is Wisconsin's largest city and serves as the regional center of the seven-county Greater Milwaukee Area. The reasons that make Milwaukee a top choice for those who live, visit and meet here make it a popular location to do business in as well.

The Milwaukee metropolitan area ranks fifth in the United States in terms of the number of Fortune 500 company headquarters as a share of the population. Those include Harley-Davidson Inc., ManpowerGroup, Kohl's Corp., Johnson Controls Inc. and Rockwell Automation Inc.

The Medical College of Wisconsin is a major national research center supporting approximately 200 scientists engaged in postdoctoral research fellowship training. The college has licensed technologies to 55 pharmaceutical, diagnostic, biotechnology and medical device corporations.

### Fortune 500 Company HQs

- Harley-Davidson Inc.
- ManpowerGroup
- Kohl's Corp.
- Johnson Controls Inc.
- Rockwell Automation Inc.





# Leader in Environmental **SUSTAINABILITY**

Milwaukee was once known as an industrial giant, but today it's making its mark in progressive green technologies and water research.

Milwaukee was one of only 24 cities worldwide to receive an IBM Smarter Cities Challenge grant to support its pioneering urban farming programs. A shining example is the innovative aquaponics system developed by Sweet Water Organics, which raises fish and produce in a converted warehouse setting on the city's industrial south side.



Milwaukee is also one of the world's most significant hubs for water research and industry. It's home to the Great Lakes Institute, the largest major aquatic research institution of its kind in the United States. More than 130 water technology companies are located in Milwaukee, as is the University of Wisconsin-Milwaukee School of Freshwater Sciences, the first school of its kind in the nation. And Milwaukee was recently designated as a UN Global Compact City, recognized internationally as a center of freshwater expertise. As one of only thirteen cities in the world and the second city in the U.S. behind San Francisco to earn this prestigious recognition, Milwaukee hopes to become the epicenter for water science and industry conferences.

**"These days, Milwaukee feels like it's finally back in the game, innovating and restoring and renewing and just damn fun to spend time with."**

NEW YORK POST, 2010

## Youthful **ATTITUDE**

In 2011, Yahoo's real estate section named Milwaukee one of "America's Five Most Underrated Cities." From the iconic Milwaukee Art Museum to hip hangouts like Alterra Coffee and the organic and gluten-free beers found at Lakefront Brewery, Yahoo determined old perceptions didn't come close to the dynamic new reality.

Milwaukee's changing population trends show the city is becoming younger with a median age of 30.3, well below the national average of 36.8. Between the powerhouse arts scene, diverse cultural offerings and having the most restaurants, bars and clubs per capita in the country behind Las Vegas, it's also become more vibrant and fun.



old perceptions  
DON'T COME  
CLOSE TO THE  
**DYNAMIC**  
NEW REALITY

## MILWAUKEE FAST FACT

↓  
2ND ONLY TO LAS VEGAS  
FOR RESTAURANTS,  
BARS AND CLUBS  
PER CAPITA

## A different kind of **COOL**

"The Ponz" is immortalized forever in bronze on Milwaukee's award-winning RiverWalk. The "king of cool" from the iconic sitcom "Happy Days" is less a definition of today's Milwaukee than a fun, blast-from-the-past photo op. From the boutique business districts of the Historic Third Ward and Brady Street to the energy found on the campuses of the major universities and colleges dotting the cityscape, Milwaukee has made the transformation from Brew City to New City.



  [VISITMILWAUKEE.ORG/MEETING-PLANNERS](http://VISITMILWAUKEE.ORG/MEETING-PLANNERS)

# PLANES, TRAINS & AUTOMOBILES

When it comes to getting around, there's no comparison between Milwaukee and larger metropolitan counterparts. Whether you're looking to travel into or out of the city, or just around downtown, Milwaukee offers a multitude of choices that make transportation hassle free.

## GENERAL MITCHELL INTERNATIONAL AIRPORT

- Just eight miles from downtown
- Ranked among the fastest-growing airports in the world in 2010
- Non-stop service to more than 50 cities nationwide
- U.S. Department of Transportation data ranks Mitchell's average fare significantly less than the nation's average.

## MORE NON-STOP MARKETS ARE SERVED OUT OF MILWAUKEE THAN

**Kansas City, Nashville, Columbus,  
New Orleans, San Diego,  
Indianapolis and San Antonio.**

(according to a 2010 study)

## AMTRAK – JUST 90 MINUTES FROM CHICAGO

- Only five blocks from the Frontier Airlines Center.
- Convenient, multiple round trips daily between Milwaukee and Chicago's Union Station. Connections can be made at Chicago to more than 500 cities nationwide.
- General Mitchell International is one of the few U.S. airports to include an Amtrak station. A free shuttle bus connects rail passengers to the airport.

# GET OUT OF THE BOX

## MILWAUKEE'S UNIQUE MEETING VENUES DEFY CONVENTION

Your meeting is one-of-a-kind, so why should your attendees settle for anything less than extraordinary when it comes to off-site venues? From the majestic backdrop of Lake Michigan to the full-throttle fun of an American icon, you'll find plenty of locations in Milwaukee that elevate your off-site functions.



### MILWAUKEE ART MUSEUM

The world's sexiest building features soaring moveable "wings" that open to a width the size of a Boeing 747, a magnificent, cathedral-like reception hall with a 90-ft. glass ceiling and dramatic views of Lake Michigan. Designed by Spanish star architect, Santiago Calatrava.

Quadracci Pavilion – 25,000 sq. ft.  
capacity up to 1,000  
Windover Hall – 10,000 sq. ft.  
800 standing/450 seated  
[www.mam.org](http://www.mam.org)



### MILLER PARK

Hit a home run with an event at Miller Park, home of the Milwaukee Brewers. Consistently voted one of the top ballparks in the nation, its fan-shaped, convertible roof guarantees perfect conditions no matter the weather. Luxury suites, the private .300 Club and the Brewers Conference Center are available to ensure you come out looking like an all-star.

Field itself, and 10+ spaces of various sizes  
accommodating up to 400  
[www.milwaukeebrewers.com](http://www.milwaukeebrewers.com)



### HARLEY-DAVIDSON MUSEUM

The world's only Harley-Davidson Museum offers bold, customizable spaces that invite you to unleash your inner rebel from the virtual ride room to a priceless display of 450 bikes chronicling the history of an American legend. An industrial chic locale along the scenic Menomonee River.

Indoors – capacity 10-1,000  
Outdoors – capacity up to 15,000  
The Garage – 10,456 sq. ft.  
Rumble – 5,651 sq. ft.  
[www.h-dmuseum.com](http://www.h-dmuseum.com)

### GETTING AROUND TOWN – EASY AND CONVENIENT

Milwaukee's compact footprint is easy to navigate. Finding your way between convention center, hotels and downtown attractions is simple for even the first-time visitor. Downtown Milwaukee offers affordable and convenient parking in and around the Frontier Airlines Center for day-meeting attendees.

The City of Milwaukee ranks among the nation's most walkable cities, according to [www.walkscore.com](http://www.walkscore.com), which called Milwaukee's city center **"A WALKER'S PARADISE."**



**"Milwaukee's positive aspects are that IT'S EASY TO GET IN AND OUT of for our attendees coming from all over the country."**

AMBER WALLS - Professional Lighting and Sign Management Association  
Fall Meeting / September 2009 / 30 delegates



### MILWAUKEE PUBLIC MUSEUM

The Milwaukee Public Museum delivers with exhibit space that takes your attendees to Africa, Asia, Europe, the Arctic, South and Middle America, the Pacific Islands and a Costa Rican Rainforest – and back to the host hotel in plenty of time for morning meetings.

Events range from one room to all three floors / capacity 3,500  
[www.mpm.edu](http://www.mpm.edu)



### HENRY MAIER FESTIVAL PARK

Home of Summerfest, the world's largest music festival, Henry Maier Festival Park covers 75 acres along the Lake Michigan shoreline. Two covered pavilions are available for large company parties and events. Rock-star accolades are guaranteed. Paparazzi not included.

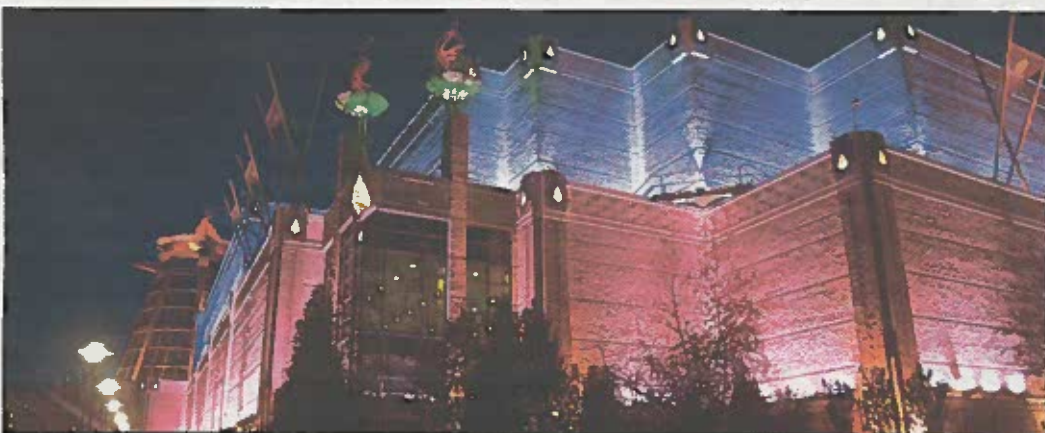
5 VIP decks and private event spaces  
[business.summerfest.com/lakedeck.cfm](http://business.summerfest.com/lakedeck.cfm)



### DISCOVERY WORLD

From high-tech displays to fresh and saltwater aquariums, to the dock of Wisconsin's official tall ship, it's maritime heritage meets 21st century cool. The Pilot House atop the Aquarium offers a 90' diameter rotunda surrounded by an 18' outdoor balcony – a 360-degree-view that will blow you away.

Pilot House – 6,400 sq. ft. / 500 standing/400 seated  
Promenade – 8,000 sq. ft. / 1,000 standing/400 seated  
Tent – 5,500 sq. ft. / 1,000 standing/500 seated  
[www.discoveryworld.org](http://www.discoveryworld.org)



### POTAWATOMI BINGO CASINO

Potawatomi Bingo Casino offers the excitement of gaming with more than 3,100 slot machines, nearly 100 table games and an expanded, off-track betting room. Then it raises the stakes with a multitude of meeting and banquet spaces in a downtown location – each reflective of the rich Potawatomi culture.

Expo Center – 30,000 sq. ft.  
Woodland Dreams Ballroom – 9,000 sq. ft.  
[www.paysbig.com](http://www.paysbig.com)

# YOU NEVER GET A SECOND CHANCE TO MAKE A FIRST IMPRESSION **Luckily, We Don't Need One.**



## SEEING IS BELIEVING

Meeting planners who have visited Milwaukee consistently rank it as one of the top meeting destinations in the country.

## MEETING PLANNERS GIVE MILWAUKEE HIGH MARKS

We're getting used to hosting successful meetings here. But don't take our word for it. Meeting planners who hosted an event here in 2010 consistently gave Milwaukee high marks for overall impression of the city, VISIT Milwaukee Sales and Services staff, Partner Services and the quality of experience at the Frontier Airlines Center.

"This was our second year in Milwaukee, and everyone involved had a great time. Many were skeptical at first, but **ONCE THEY CAME TO THE CITY, THEY REALLY LIKED IT.**"

**PETE KINGWELL**

Hendon Publishing Company / Police Fleet Expo  
August 2009 / 1,500 delegates (returning in 2015)

"Everyone I interact with is a top-notch professional and pleasant to work with. Milwaukee offers a wonderful variety of services and opportunities for attendees. Restaurants, hotels and entertainment - **A FABULOUS CITY WITH ENDLESS POSSIBILITIES!**"

**DORREEN DEMBSKI**

Wisconsin Association of School Boards, Inc.  
Annual State Convention - 3,000 delegates

# Bartolotta

## Restaurants & Catering



[www.bartolottas.com](http://www.bartolottas.com)

[www.bartolottacatering.com](http://www.bartolottacatering.com)



## 4-Star Service in Milwaukee Has a Name: **Bartolotta**

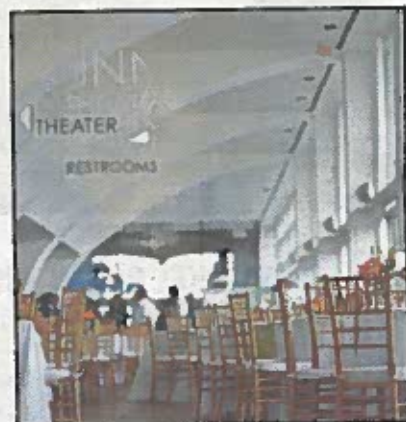
The Bartolotta Restaurants, Catering & Event Company is a family-owned developer of Milwaukee's most distinguished 4-star restaurants and catering services. With a portfolio of 13 venues that include the most

beautiful, historic and unique sites in the city, diverse choices include sleek and sophisticated space, elegant and grand rooms or breathtaking views with indoor and outdoor areas along Milwaukee's lakefront.

Bartolottas provides Milwaukee's most premier event spaces at Pier Wisconsin, The Grain Exchange, Boerner Botanical Gardens, Lake Park Bistro, Harbor House, Bacchus, Mr. B's Steakhouse and Ristorante Bartolotta. The expert team is made up of renowned chefs including two James Beard Award winners, Chef Paul Bartolotta (Co-Owner) and Chef Adam Siegel (Corporate Chef), service-driven restaurant staff, corporate representatives, professional event managers and catering directors.

Accommodations can be made for groups up to 4,000 with specialized consultation and a level of personalized customer service and event planning experience that is unmatched. Offering a variety of personalized consultation from food to the flowers for corporate events, weddings, graduations and galas; every event with Bartolottas is extraordinary.

For more information about the Bartolotta Restaurants, Catering & Events Company, please call 414-935-5014 or visit them online at [WWW.BARTOLOTTACATERING.COM](http://WWW.BARTOLOTTACATERING.COM).



# MILWAUKEE THE CITY ON EVERYONE'S LIST

Rated as **ONE OF THE 5 MOST UNDERRATED CITIES** in America by Yahoo! Real Estate.

Made the list of **NEWSWEEK'S 20 "CAN-DO CAPITALS"** in America. The nation's largest

**Newsweek** 200 cities were reviewed for progress in sustainability, livability, business development, transportation and infrastructure.

Among the top 50 largest metros, Milwaukee ranked **3RD HIGHEST IN JOB GROWTH** from August 2010 to August 2011.

Cheapflights.com named Milwaukee's Mitchell International Airport the **3RD MOST AFFORDABLE AIRPORT IN THE NATION.**

According to Volunteering in America, **MILWAUKEE RANKS 8TH FOR VOLUNTEERISM** nationally.

**ONE OF ONLY 24 CITIES IN THE WORLD** to win an IBM Smarter Cities Challenge grant.

**THE FIFTH BEST U.S. CITY** for finding employment.

Milwaukee's Summerfest was named one of the **TOP 10 MUSIC FESTIVALS IN THE WORLD** by **CNN.com**.

**THE MILWAUKEE RIVERWALK** was included on the list of **TOP TEN GREAT PUBLIC SPACES** by the American Planning Association.

**1 OF 6 FOUNDING CITIES AROUND THE WORLD** working with Veolia Water of France, the world's biggest water technology company, to create a global initiative to develop water practices in an age of scarcity.

## FAMILY TIES: Three Generations Build a Legacy of Excellence in Milwaukee's Hotel Market

Quality, value and exceptional customer service are hardwired into the Marcus DNA

The luxe, art deco Hilton Milwaukee City Center, the elegant, Victorian-era Pfister Hotel and the sleekly modern InterContinental Milwaukee are very different properties. Yet they all have one very important thing in common. They're owned and operated by the Milwaukee-based Marcus Corporation – a family business with a company philosophy of "People Pleasing People."



It's a philosophy that is key to the company's success and a name that is synonymous with excellence in the industry. In 2010, the Marcus Corporation celebrated its 75<sup>th</sup> anniversary.

It also marked a milestone "changing of the guard" when Greg Marcus became the third CEO in the company's history, following in the

footsteps of both his father and grandfather before him. Marcus Hotels and Resorts owns or manages 19 hotels, resorts and other properties in ten states, and has served as a local industry leader since purchasing Milwaukee's Pfister Hotel in 1962.

The Marcus family's commitment to Milwaukee is evident, from the Marcus Center for the Performing Arts, which houses our symphony, children's theater, opera company and traveling Broadway series, to the Marcus Amphitheater, which attracts national headliners at Summerfest, the world's largest music festival. From donations to local charities to encouraging its associates to give tens of thousands of volunteer hours in support of worthy causes, the Marcus Corporation has created strong ties to the community.

### WHY IS THAT IMPORTANT IF YOU'RE PLANNING A MEETING IN MILWAUKEE?

Because you'll find, quality, value and experience you can count on to take your next meeting to a new level of success.

### THREE HOTELS. ONE COMMITMENT TO EXCEEDING EXPECTATIONS.

#### HILTON MILWAUKEE CITY CENTER

The Hilton Milwaukee City Center offers more than 34,000 square feet of meeting and event space and 729 guest rooms. This AAA Four-Diamond Award recipient and Historic Hotels of America property is conveniently attached to the Frontier Airlines Center. The hotel is a landmark property extensively restored to its 1920s elegant grandeur, yet offers the latest in modern technology to accommodate a variety of functions.

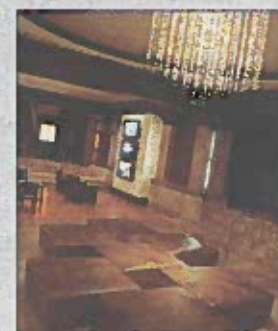


#### THE PFISTER HOTEL

Since 1893, The Pfister Hotel has been the location of choice for everyone from famous politicians to rock stars. It never fails to impress with its extraordinary architecture, priceless Victorian art collection and tradition of gracious service and impeccable style. This grande dame original is a AAA Four-Diamond Award recipient and member of Historic Hotels of America and Preferred Hotels & Resorts Worldwide. It offers more than 25,000 square feet of meeting space, and 307 guestrooms.

#### INTERCONTINENTAL MILWAUKEE

The InterContinental Milwaukee is the place for vibrant nightlife, Zen relaxation and refined business meetings. Mixing elegance with modern luxury the InterContinental Milwaukee offers an upscale, sophisticated ambiance with an unexpected twist of youthful fun and comfort. Meeting attendees unwind with weekly bocce ball games in the hotel lobby. InterContinental Milwaukee features 221 guest rooms and suites, and 13,000 square feet of meeting space.



MARCUS  
HOTELS & RESORTS

For more information about Marcus Hotels & Resorts, visit [www.marcushotels.com](http://www.marcushotels.com) or call 414-905-1000.

# City OF **FUN!**

## SO LITTLE TIME, SO MUCH TO DO!

When the business day is done and your attendees are looking to relax and explore the city, there's no shortage of things to do within a short walk of Milwaukee's centrally-located convention campus.

## An Arts & Culture **SHOWCASE**

Milwaukee is front and center on the national stage when it comes to arts and culture offerings. OUR UNITED PERFORMING ARTS FUND is the largest fundraising campaign of its kind in the United States, supporting a wide variety of performing arts groups that contribute to our dynamic lineup of theater, dance and music. Acclaimed, powerhouse organizations that are nationally recognized include THE MILWAUKEE REPERTORY THEATER, MILWAUKEE SYMPHONY ORCHESTRA and MILWAUKEE BALLET.



"Milwaukee's got one of the **MOST HANDSOME DOWNTOWNS IN THE COUNTRY,** a lovely lakefront and a lot of beer."

NEW YORK POST 2010

"With boutique breweries, retro cocktail lounges, the world's largest music festival, and a cutting-edge art gallery, unpretentious

**MILWAUKEE IS ONE OF THE COOLEST CITIES IN THE MIDWEST."**

UK GUARDIAN, JULY 2011

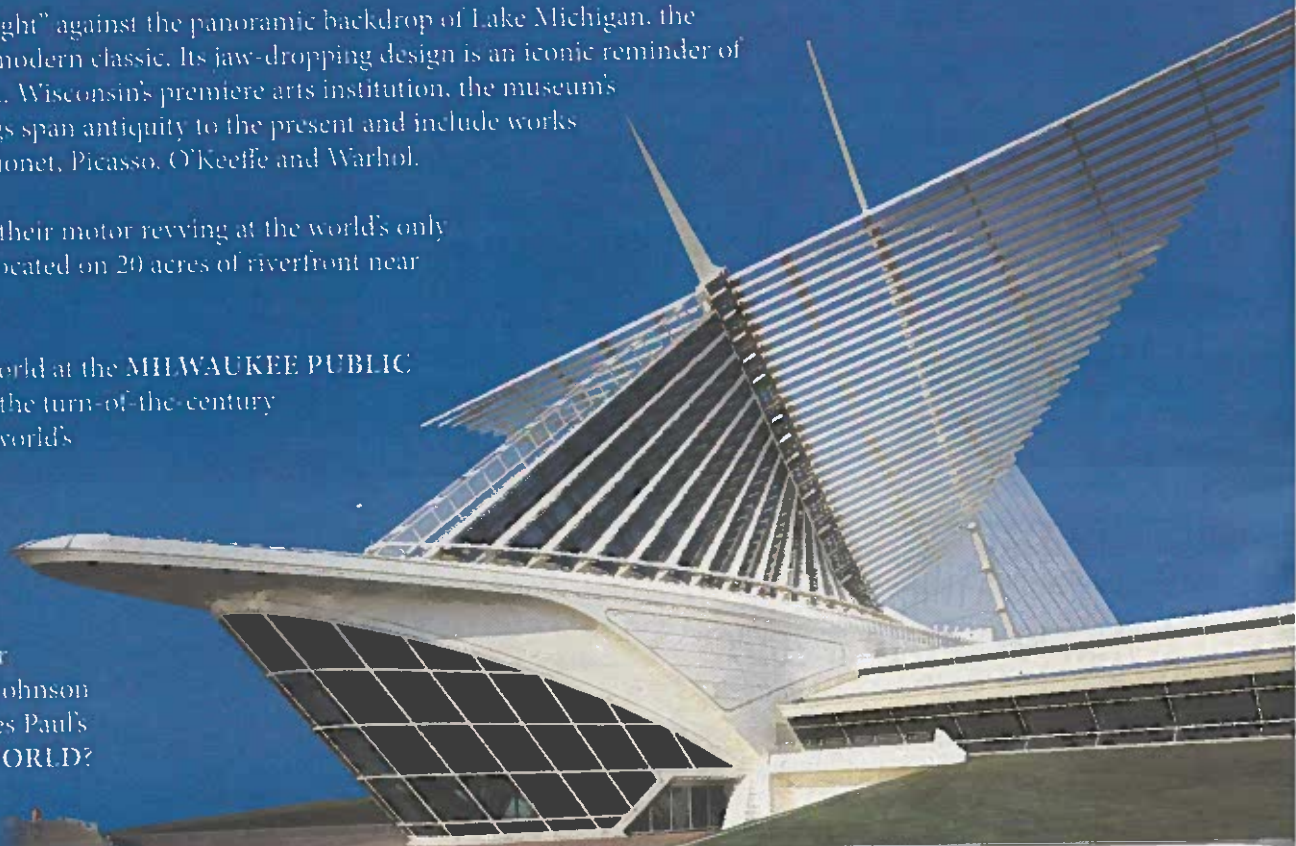
## Museums for every **TASTE**

With its magnificent wings "taking flight" against the panoramic backdrop of Lake Michigan, the MILWAUKEE ART MUSEUM is a modern classic. Its jaw-dropping design is an iconic reminder of Milwaukee's 21st-century reinvention. Wisconsin's premiere arts institution, the museum's more than 20,000 permanent holdings span antiquity to the present and include works by renowned artists such as Degas, Monet, Picasso, O'Keeffe and Warhol.

Riders and non-riders alike will find their motor revving at the world's only HARLEY-DAVIDSON MUSEUM located on 20 acres of riverfront near downtown Milwaukee.

You can take a day trip around the world at the MILWAUKEE PUBLIC MUSEUM, or travel back in time to the turn-of-the-century Streets of Old Milwaukee or see the world's largest known dinosaur skull.

If that's not enough, how about the opportunity to climb aboard a 19th-century schooner, explore fresh and saltwater aquariums, get lost for hours in the Johnson Controls Technojungle or explore Les Paul's House of Sound at DISCOVERY WORLD?



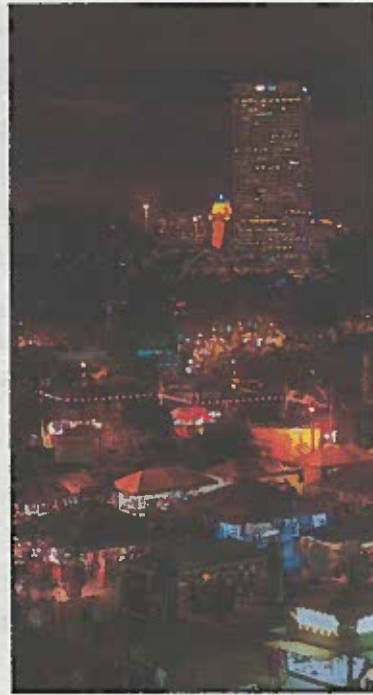
# Something's **BREWING**

As the city that legendary beer barons Miller, Pabst, Schlitz and Blatz once called home, Milwaukee's celebrated brewing heritage is still going strong. MillerCoors offers free tours that include the historical underground caves where Miller originally cooled his brew. Award-winning microbreweries Sprecher Brewing Co. and Lakefront Brewery offer popular tours as well, in addition to many smaller brewing companies that carry on Milwaukee's legacy as the city built on beer. Milwaukee is also home to the only fully-restored home of a beer baron in the United States, the Pabst Mansion. And adventurous souls won't want to miss the beer barons' corner at historic Forest Home Cemetery.



# Endless **SUMMER FUN**

Heralded as the "City of Festivals," Milwaukee showcases its rich heritage with a procession of nationally-recognized ethnic and cultural events throughout the summer, including the nation's largest Irish, German, Italian, French, Polish and Native American fests. The Henry W. Maier Festival Park along the shores of Lake Michigan becomes a 75-acre celebration that includes the art, cuisine, history and entertainment of a new culture nearly every weekend. And Milwaukee is home to Summerfest, the world's largest music festival. This eleven-day party rocks the lakefront with music from the latest Indie bands to national headliners on ten grounds stages and a 23,000-seat amphitheater.



# Try your **LUCK**

Set in the heart of Milwaukee, Potawatomi Bingo Casino has everything you would want: table games, slots, bingo, poker, off-track betting. And if you need to take a break from gambling, check out one of five restaurants or the stunning, 500-seat theater. Thrilling action 24 hours a day, 7 days a week and offering some of the highest payouts of any casino in the area, Potawatomi Bingo Casino is where you can come, relax and ... play.



# **GAME** On



Catch the boys of summer at Miller Park, home to the Milwaukee Brewers and consistently voted one of the most fan-friendly ballparks in the nation. Basketball shoots and scores at the Bradley Center, where the NBA Milwaukee Bucks hoop it up. The Marquette University Golden Eagles consistently draw sellout crowds here, as do the American Hockey League's Milwaukee Admirals. The U.S. Cellular Arena is home to the Milwaukee Wave, a member of the Major Indoor Soccer League. Also playing at the Arena is the Division I UW-Milwaukee Panthers men's basketball team.

# Into the great urban **OUTDOORS**



Did you know you can kayak through downtown along the Milwaukee River? Or hike more than six miles of nature trails along Lake Michigan just minutes from downtown? Milwaukee offers five sandy swimming beaches and lakefront jet ski, paddleboat, bicycle, moped and inline skate rental. A variety of tour boats offer themed excursions, from historical perspectives to America's only brewery tour by boat!

**HYATT**  
REGENCY  
MILWAUKEE

333 W. Kilbourn Ave.  
Milwaukee, WI 53203  
414-276-1234 • Fax 414-270-6069

Number of meeting rooms: 15  
Meeting space in square feet: 26,000  
Seating capacity: 1064  
Banquet capacity: 800  
Number of guestrooms: 481  
Number of suites: 18  
Room Rates: \$139-299

**AMENITIES AND SPECIAL SERVICES:**  
Overlooking Milwaukee's scenic RiverWalk District, Hyatt Regency Milwaukee is located in the heart of the most vibrant entertainment, dining, sports venues, and shopping in Southeastern Wisconsin. This exciting hotel is across from the Bradley Center and Milwaukee Theatre. Adjacent, via skywalk, is Frontier Airlines Center. Explore the spectacular shores of Lake Michigan by day and experience the bustling nightlife of Downtown Milwaukee.

**OVER \$19 MILLION IN RENOVATIONS AWAITS YOU ON YOUR NEXT STAY!**



[VISITMILWAUKEE.ORG/MEETING-PLANNERS](http://VISITMILWAUKEE.ORG/MEETING-PLANNERS)

# MEET IN MILWAUKEE



MARCUS  
HOTELS & RESORTS

## MILWAUKEE'S NEW 1,257 ROOM HOTEL

You never have to look anywhere else but Milwaukee Marcus Hotels & Resorts for your next meeting. With more than 65,000 square feet of function space, over 1,200 guest rooms and a variety of amazing restaurants, we are our very own convention center. Our spaces range from historic and luxurious to contemporary and chic. Let us be the hosts of your next meeting.

*The Pfister*

- AAA Four Diamond Rating
- 307 elegantly appointed guest rooms
- More than 25,000 square feet of meeting space
- Private Suite Full Service Day Spa



INTERCONTINENTAL  
MILWAUKEE

- More than 13,000 square feet of meeting space
- Full-service event planning
- 221 modern design rooms and suites
- Contemporary fine dining, casual dining and nightclub



Hilton  
Milwaukee

- AAA Four Diamond Rating
- More than 30,000 square feet of meeting space
- 730 Guest Rooms and Suites
- Three Restaurants ranging from fine to casual dining

MARCUSMEETINGS.COM | 414.390.4646