

**49th SGAS Symposium in
Milwaukee, Wisconsin
April 24-26, 2025**

Information Brochure

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Conference and excursion venues

UWM School of Continuing Education (UWM-SCE) Downtown Conference Center

Plankinton Building above The Avenue, 7th floor

161 W. Wisconsin Ave, Milwaukee

WiFi: UWMVisitor, Password: panthers25

Pabst Mansion

Optional Tour 1 on Friday, April 25, 5:30 – 7:00 p.m.

2000 W Wisconsin Ave, Milwaukee

How to get there from the conference site:

- 30 Bus (Downtown) from Wisconsin Ave & Plankinton Ave to Wisconsin & N22 (6 stops, 10-minute bus ride)
 - There's a bus every 15 minutes.
- Lyft / Uber
- 30-minute walk on Wisconsin Avenue



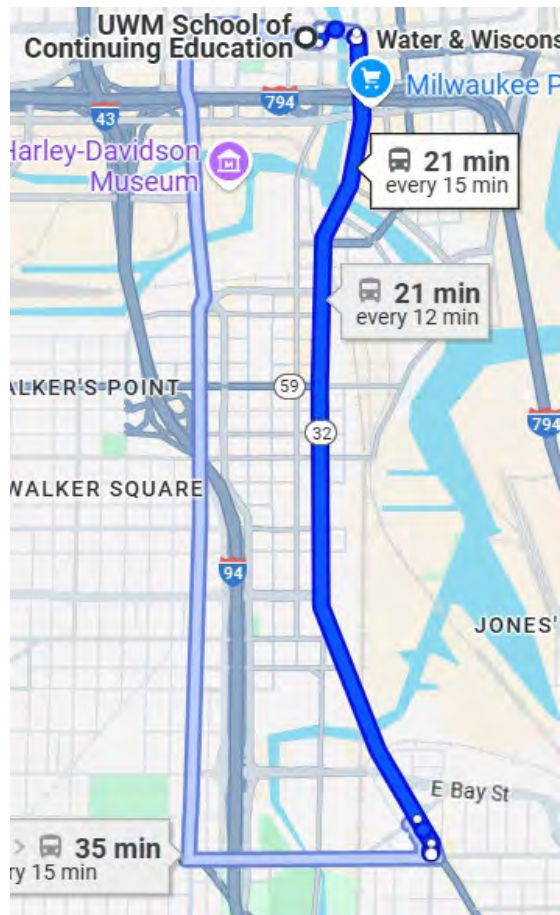
The Bindery

Optional Tour 2 on Saturday, April 26, 2:00 – 4:00 p.m.

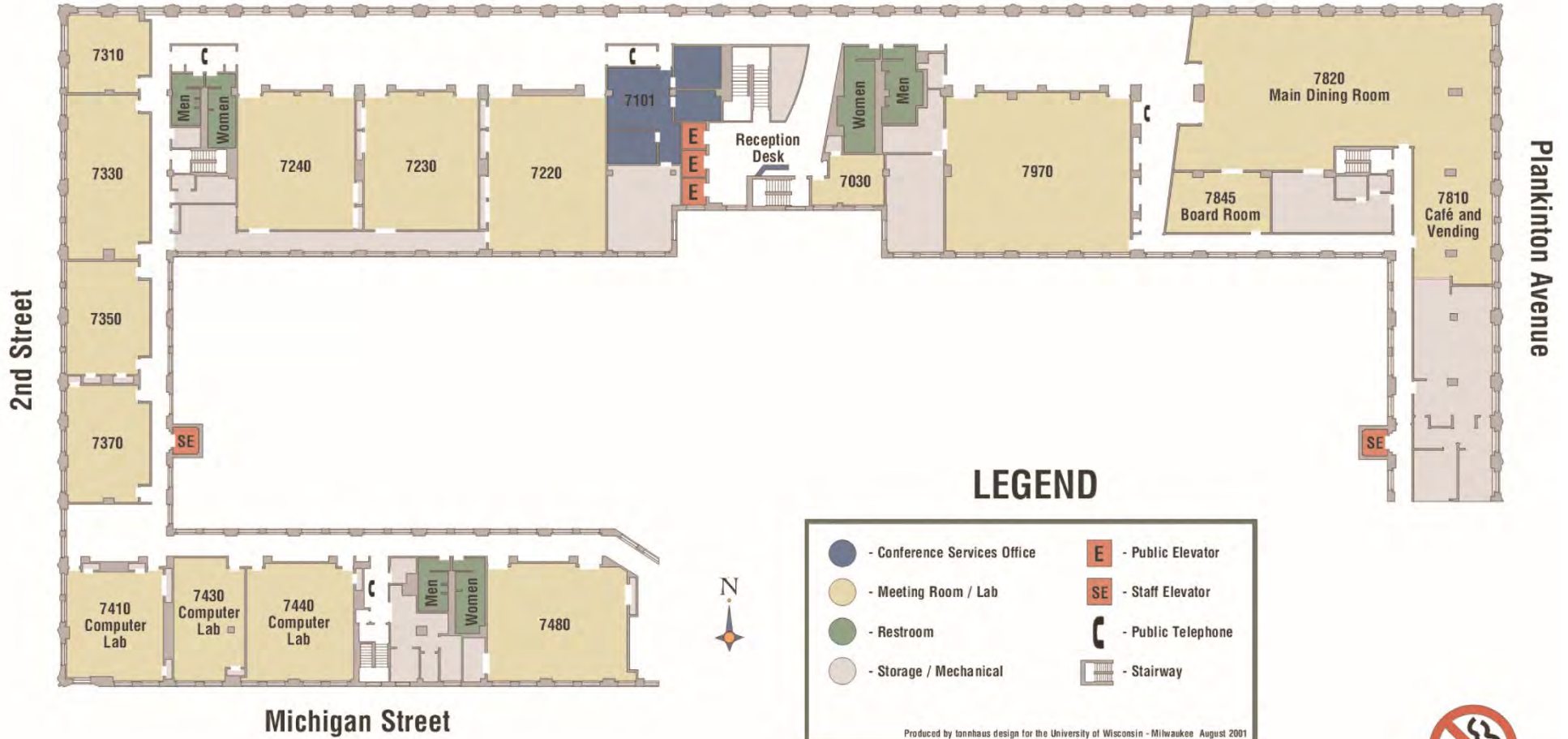
347 E Ward St, Milwaukee

How to get there from the conference site:









- Green line Bus (Airport) from Water & Wisconsin to Howell & Lincoln (9 stops, 13-minute bus ride)
 - There's a bus every 15 minutes.
- Lyft / Uber



Wisconsin Avenue



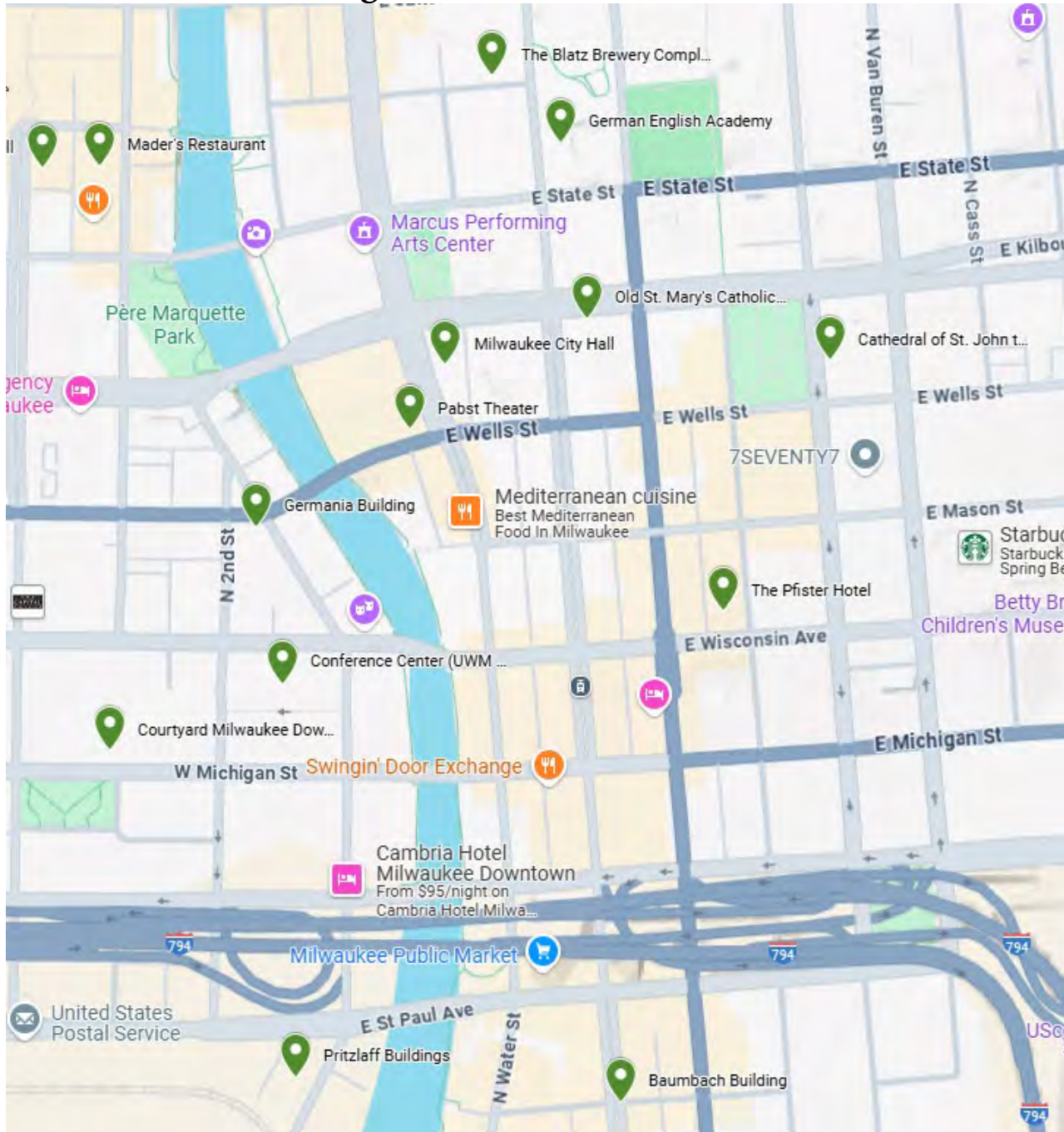
LEGEND

	- Conference Services Office		- Public Elevator
	- Meeting Room / Lab		- Staff Elevator
	- Restroom		- Public Telephone
	- Storage / Mechanical		- Stairway

Produced by tonnhaus design for the University of Wisconsin - Milwaukee August 2001



German American sights in downtown Milwaukee

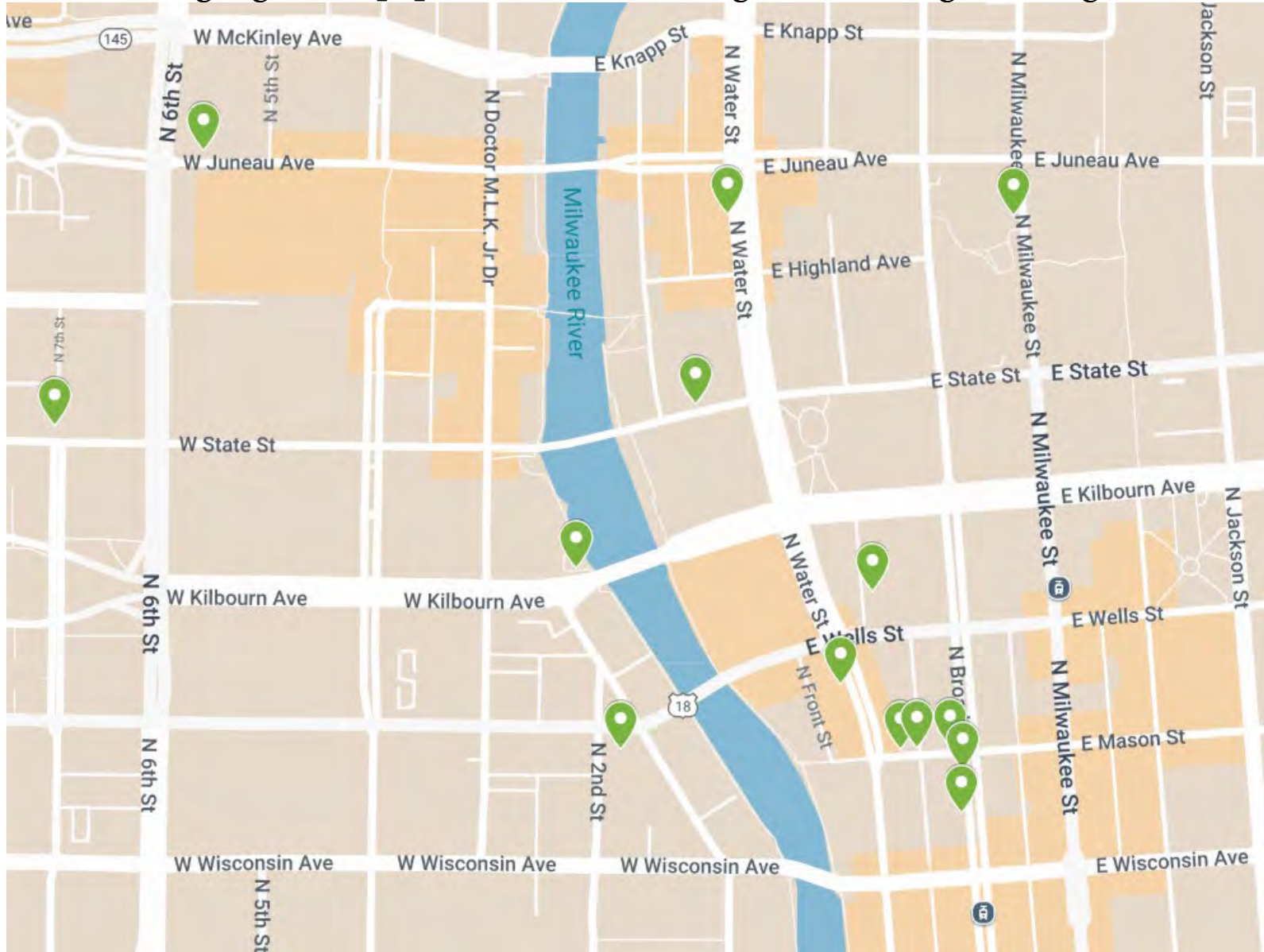


<p>Milwaukee Turner Hall</p>	<p>Designed by architect Henry Koch, Milwaukee Turner Hall for the Turnverein, the building was completed in 1882. Today, the Turners are a social justice organization. The building is home to a gym, a restaurant, and a ballroom. Milwaukee Turner Hall was added to the National Register of Historic Places in 1977. Read more: https://emke.uwm.edu/entry/milwaukee-turners/.</p>
<p>Usinger's Famous Sausage</p>	<p>Historic sausage deli store started by Fred Usinger, an apprentice sausage maker from Wehen (Hessen) in Germany who immigrated to Milwaukee in the late 1870s. Usinger's is still family-owned and there are German murals inside the sausage shop. Read more: https://www.usinger.com/.</p>
<p>Mader's Restaurant</p>	<p>Mader's was founded in 1902 by Charles Mader. He came to the States in 1901 via Ellis Island from Germersheim. The restaurant is still family-owned and serving traditional German dishes. Read more: https://madersrestaurant.com/.</p>
<p>Germania Building</p>	<p>The Germania was built in 1896 to house the Brumder publishing company. Designed for George Brumder by German architects Liebert and Schnetzky, the building was known nationwide as "the world's largest German newspaper building." George Brumder (1839–1910) was running a successful family-owned business. Brumder Publishing was the largest publisher of German papers and books in America. The structure features four Prussian helmets ("Pickelhauben") on the roof. Among many other papers, the <i>Milwaukee Germania</i> was printed here from 1873 to 1924. In 1918, the Germania building was renamed to Brumder Building due to anti-German sentiments during WWI. Since 1981, it has been known as the Germania Building again. There used to be a Germania statue above the entrance which was also removed in 1918 (and it's a Milwaukee mystery what happened to the statue). The building is now home to apartments. The Germania was added to the National Register of Historic Places in 1983. Read more: https://emke.uwm.edu/entry/german-language-media/.</p>
<p>Pabst Theater</p>	<p>When the Neues Deutsches Stadttheater burnt down, brewer Frederick Pabst replaced it with the new Pabst Theater. Designed by architect Otto Strack, it was completed in 1895. The Pabst Theater was added to the National Register of Historic Places in 1972. Read more: https://emke.uwm.edu/entry/pabst-theater.</p>

<p>Milwaukee City Hall</p>	<p>Henry C. Koch (1841–1910) was an architect who designed several buildings in Milwaukee, such as City Hall, Turner Hall and the Pfister Hotel. A native of Hanover, Koch's design for Milwaukee's city hall was inspired by the plans for the Rathaus in Hamburg. When it was completed in 1895, it was one of the tallest buildings in the United States. Milwaukee City Hall was added to the National Register of Historic Places in 1973.</p> <p>Read more: https://emke.uwm.edu/entry/city-hall/.</p>
<p>Old St. Mary's Catholic Church</p>	<p>This popular Roman Catholic Church is the oldest still-standing church in Milwaukee, founded in 1846 by the Bavarian St. Anna Frauenverein, a group of German-speaking women. The building was designed by German architect Victor Schulte in the nineteenth-century Zopfstil and built using Cream City brick. A spire was added to the church in 1866, church bells (from Munich) were hung in 1868, and the church's elaborate interior décor was completed in 1878. The church retained its German character into the twentieth century with services held in the German language. Old St Marys' Catholic Church was added to the National Register of Historic Places in 1973.</p> <p>EMKE entry: https://emke.uwm.edu/entry/old-st-mary-church/.</p>
<p>German English Academy</p>	<p>Peter Engelmann (1873–1874) was a teacher who had studied at Heidelberg University and moved to Milwaukee after the failed Revolutions of 1848/49. With the Schulverein group of 25 fellow Forty-Eighters and Freethinkers, he founded the German-English Academy in 1851. In 1865, 423 German students attended the school, taught by 16 teachers. The new and much larger 1891 construction was planned by architects Charles D. Crane and Carl C. Barkhausen. Barkhausen had attended school at the German-English Academy (old building) himself. Next to the school building is the North American Turners Building, added in 1892. The German-English Academy was added to the National Register of Historic Places in 1977.</p> <p>Read more: https://emke.uwm.edu/entry/university-school-of-milwaukee/.</p>

<p>Blatz Brewery Complex</p>	<p>Success stories of the “American Dream” in Milwaukee are especially tied to the “beer barons”: Best/Pabst, Miller, Schlitz, and Blatz. Valentin Blatz (1826–1894) immigrated to Milwaukee from Miltenberg in Bavaria in 1848. In 1851 Valentin Blatz bought Johann Braun's City Brewery and named it Blatz Brewing Company. After Johann Braun's death, Valentin Blatz married Johann Braun's widow Louise Braun in 1852. The buildings, featuring typical Milwaukee “cream city” brick, were constructed in 1891, 1904 and 1906, and planned by architect (Herman) Paul Schnetzky. Pabst Brewing Company bought Blatz in 1959. Today, the old Blatz brewery complex is home to apartments and offices. The Blatz brewery complex was added to the National Register of Historic Places in 1984.</p> <p>Read more: https://emke.uwm.edu/entry/blatz-brewing-company.</p>
<p>Cathedral of St. John the Evangelist</p>	<p>The building was designed by German architect Victor Schulte in the nineteenth-century Zopfstil and built using Cream City brick. The cornerstone was laid in 1847, and the cathedral was completed in 1852. The Cathedral was added to the National Register of Historic Places in 1974.</p> <p>Read more: https://emke.uwm.edu/entry/cathedral-of-st-john-the-evangelist/.</p>
<p>Pfister Hotel</p>	<p>Tanning magnate Guido Pfister immigrated to Milwaukee in the 1840s. The Pfister hotel was opened in 1893. Architect Henry Koch's Romanesque Revival design incorporated innovative construction and an in-house electrical power plant, which made it America's first hotel with individual thermostats in each guestroom. The Pfister Hotel was added to the National Register of Historic Places in 1986.</p> <p>Read more: https://emke.uwm.edu/entry/pfister-vogel-leather-company/.</p>
<p>Baumbach Building</p>	<p>The Baumbach Building was built in 1900 and designed by German architect Eugene R. Liebert for the prominent German von Baumbach family. The building was first used as a clothes factory and later a warehouse. The Baumbach Building was added to the National Register of Historic Places in 1983.</p>
<p>Pritzlaff Buildings</p>	<p>Hardware mogul John Pritzlaff immigrated to Milwaukee from Prussia in 1841 at the age of 19. The John Pritzlaff Hardware Company buildings, built from 1875 to 1919, are remnants of what was the largest hardware store in Milwaukee. Today, one of the buildings is home to the Pritzlaff Lofts. The Pritzlaff buildings were added to the National Register of Historic Places in 2013.</p>

German-language newspaper offices (most original buildings no longer exist) ¹



¹ Based on research of Randi Ramsden (Max Kade Institute for German-American Studies, University of Wisconsin – Madison).

<i>Seebote</i> (1906)	96 Mason Street
<i>Der Herold</i>	Herold Building, 431-435 Broadway St Image: https://oldmilwaukee.net/blog/?p=1887 .
Brisbane Hall, <i>Vorwärts</i>, Milwaukee Social-Democratic Publishing Company (1912)	530 Chestnut Str., Brisbane Hall, Sixth and Chestnut Street Image: https://wisconsinhistory.org/Records/Image/IM86894 .
<i>Germania, Milwaukee America</i> (after 1896)	135 W Wells St
Brumder Building (pre-1896), <i>Germania</i>	286-288 W Water St Image: https://www.wisconsinhistory.org/Records/Image/IM138451 .
<i>Freidenker, Amerikanische Turnzeitung</i>	468 E Water Street
<i>Abend Post, Milwaukeeer Freie Presse, Nordwestliche Post, Banner und Volksfreund</i> (1897)	84 Mason Street, Market Square Image: https://urbanmilwaukee.com/2014/11/19/yesterdays-milwaukee-market-square-late-1860s/ .
<i>Vorwärts</i> (Milwaukee Social-Democratic Publishing Company) (1899)	614 State Street
<i>Columbia</i> (1899)	413-415 E Water Street
<i>Germania Reporter</i> (1899)	618 E Water Street
<i>Columbia, Seebote, Sonntagsbote</i> (1921)	35 Martin Street
<i>National Reformer</i> (1899)	482 Market Street
<i>Excelsior</i> (1899)	89 Mason Street
<i>Excelsior, Landmann</i> (1921)	600 Milwaukee St

Cafés and restaurants close to the conference site and hotel

There are two locations close by that feature many different food vendors:

- **3rd Street Market Hall**
275 W Wisconsin Ave Suite 100, Milwaukee
- **Milwaukee Public Market**
400 N Water St, Milwaukee

The closest coffee shop is:

- **Canary Coffee**
720 N Doctor M.L.K. Jr Dr, Milwaukee

There are a number of bars and restaurants a few blocks down N Doctor M.L.K. Jr Dr (which was formerly Third Street), including:

- **Mader's German Restaurant**
1041 N Doctor M.L.K. Jr Dr, Milwaukee
- **Milwaukee Brat House**
1013 N Doctor M.L.K. Jr Dr, Milwaukee

Several restaurant options, some at a higher price point, are located about a fifteen-minute walk away on N Broadway, just south of St. Paul Ave. We recommend:

- **Onesto Italian**
221 N Broadway, Milwaukee

Tip: The Milwaukee Film Festival (April 24 – May 8) starts this Thursday. More information: <https://mkefilm.org>.