

# When you think of Milwaukee, do you think of this?



## There's more to Milwaukee than Laverne and Shirley!

Recently ranked #14 in Fortune Magazine's "Best Cities in Which To Live and Work", Milwaukee is a city full of amenities with a small town feel. Milwaukee welcomes the **1997 ASEE Annual Conference and Exposition** with exciting festivals, enchanting Lake Michigan, genuine, midwestern hospitality and an international flair.

At the conference, June 15-18, you'll have the chance to stroll along the Third Street Pier and jump on the riverboat rides at the Society-Wide Picnic, complete with German cuisine and an authentic Oompah band! Take a tour of Harley-Davidson or hob-nob with Tommy Thompson, Wisconsin's governor, at the exposition's Focus on Exhibits reception.

In addition, you can tap your feet to the Mississippi Mudcats at the Awards Banquet, attend the Plenary Session with internationally-renowned speaker Carol Bartz, CEO of Autodesk, Inc., and take advantage of the restaurants and shops in Milwaukee's ethnically diverse neighborhoods in your free time.

These are just a few of the things the ASEE Conference promises! Milwaukee is affordable, scenic, festive, safe and exciting-- "*a great place on a great lake*". Come alone or bring the whole family! Plan now to attend June 15-18, 1997! More information will be mailed with the March issue of *ASEE PRISM* or visit ASEE's website [www.asee.org](http://www.asee.org) for info today!

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1997 ASEE Annual Conference and Exposition, June 15-18, 1997  
Milwaukee, Wisconsin