

THE OFFICIAL PUBLICATION OF PRIDEFEST

WISCONSIN'S  
Lesbigaytrans Pride Celebration

COURAGE TO BUILD BRIDGES

FEST 1999

**P** *PRIDE*

August  
6th, 7th & 8th

MILWAUKEE, WISCONSIN

**PrideFest**



®

HENRY W. MAIER FESTIVAL PARK

# General Information

Publishers: 1999 PrideFest Council and Havlicek & Associates. Writer: Jamakaya. Cover/Official Logo Design: Barb Peterson, Wild Child Design. 1998 Festival Photos: Douglas Krimmer. ©1999 PrideFest Council and Havlicek & Associates; all rights reserved. No portion of this publication can be reproduced in any manner without the expressed consent of the publishers. Publication of the name or photograph of any person, business or organization in articles or advertising is not to be construed as an indication of the sexual orientation of such person, business or organization. The 1999 PrideFest Council and Havlicek & Associates disclaim any responsibility for claims made by advertisers. The views expressed by contributors are not necessarily those of the 1999 PrideFest Council and/or Havlicek & Associates

## DATES/TIMES OF PRIDEFEST '99

*(All times subject to change if weather conditions or other unforeseen circumstances develop)*

### Friday, August 6, 1999 (Market Place not open on Friday)

Miller Oasis open.....	5:00pm
Opening Ceremony - Miller Stage .....	7:00pm
Festival closes.....	Midnight

### Saturday, August 7, 1999

Gates open .....	12:00 Noon
Fireworks Saturday night.....	10:15pm
<i>(Raindate: Sunday, August 8, 1999, 10:15pm)</i>	
Festival closes.....	Midnight

### Sunday, August 8, 1999

Interfaith service.....	11:15am
General admission opens.....	12:00am
Parade step-off.....	1:00pm
Festival closes.....	11:00pm

## ADMISSION PRICES

- \$6 at the gate
- \$15 three-day pass
- Three-day passes will be for sale at the gate Friday night.
- Children 12 and under free when accompanied by an adult.

## FREE ADMISSION

- Get in Free all day, every day with your Pride Card.
- Saturday and Sunday, Noon to 2:00pm when you wear your PrideFest button.
- Friday, 5:00pm to 9:00pm, and Saturday, Noon to 2:00pm when you bring four or more non-perishable food items for local pantries.
- Sunday, 2:00pm to 4:00pm with your Milwaukee Journal Sentinel Press Card.

## FESTIVAL SITE

1999 will see PrideFest at the Henry W. Maier Festival Park (Summerfest grounds), along Milwaukee's lake-front for the fourth consecutive year.

## DIRECTIONS

Once in Milwaukee, take I-43 or I-94 to the I-794 spur. Exit right at Plankinton Avenue (Exit 1D) or exit left at Jackson Street (Exit 1E) or exit left at Lincoln Memorial Drive (Exit 1F). Follow the green and white signs with the red smiley faces to the Henry W. Maier Festival Park. Watch highway signs for construction detours.

## PARKING

Ample parking is available both in privately operated lots for a fee, or along city streets (meter parking). Disabled parking is available in Lot G for a fee. Vehicles must display handicap plates or permit. Vendors with booth spaces will receive directions to specific gates for loading/unloading.

## HOTEL AVAILABILITY & VISITORS INFORMATION

Call the Greater Milwaukee Convention & Visitors Bureau at 1-800-554-1448.

## THE CLARION HOTEL CONFERENCE CENTER

The Clarion Hotel Conference Center at 5311 S. Howell Avenue in Milwaukee is the official hotel of PrideFest this year. The Clarion is offering a special rate of \$99 plus tax for up to four people in a room when you mention PrideFest. To make reservations, call the Clarion at (414) 481-2400 or Clarion's national toll-free reservation hotline at (800) 252-7466. At this time, PrideFest plans to run a shuttle between the hotel and PrideFest grounds several times a day. Please inquire in the lobby about arrival and departure times.

*(continued on next page)*



## WELCOME

As we travel this path called Life, it is often easier to detour or turn-back from the many obstacles that keep us from the most direct route than it is to find a way to move beyond the obstacles. It is, after all, more natural to take the path of least resistance, even if it means taking us far out of our way, and delaying us from our final destination. Fortunately, there are Bridge-builders among us, the people who find the means to over-come these obstacles.

Bridge-building takes planning, skills, patience and perseverance. And, yes, bridge-building takes a certain amount of courage for even when the Bridge-builders are dangling from loose boards temporarily laid across unshored beams, they are not frightened by the jagged rocks below. Rather, they keep looking to the far side of the expanse knowing that the biggest obstacle is not so much the actual building of the bridge, as it was deciding to build one at all.

It has been three decades since the Stonewall riots and members of our community have been building bridges ever since. Some of these bridges join the various groups that comprise our diverse community. Other bridges span further to those people who look at us from the far side of the valley, not sure if they should also start building from their end, or let our bridge cover the entire distance. And some of our Bridge-builders are planning even longer bridges for they can see the other side in their dreams while many of us remain focused on the jagged rocks. This year at PrideFest, we honor our Bridge-builders.

Many of us are fortunate to have followed in the footsteps of Bridge-builders. And if each of us could find the courage to lay but just a single plank after leaving this festival, the bridges will be built that much faster. Keep in mind, the goal is not the bridge, but the final path for those who follow us.

Welcome to PrideFest '99 where we celebrate "Courage to Build Bridges."

## WHEELCHAIR ACCESSIBILITY GUIDE

In compliance with the 1990 Americans with Disabilities Act, the property management of Henry W. Maier Festival Park is striving to make the festival grounds barrier-free and wheelchair accessible. Persons with physical challenges will find the following accommodations at PrideFest:

**PARKING:** Accessible parking spaces are located through Summerfest parking lots. Lots can be found along Harbor Drive and Chicago Avenue. Vehicles must have disabled plates or a permit to park in these lots. All parking is on a first-come, first-served basis. Fees vary.

**DROP OFFS:** During the festival, drop offs can be made at the Mid-Gate area, located at the intersection of Harbor Drive and Chicago Avenue. Wheelchairs and strollers can be taken through the wide gates located on the far right-hand side.

**WHEELCHAIRS & STROLLER RENTAL:** PrideFest is sponsoring the wheelchair and strollers this year, making them available to users **FREE OF CHARGE**. Wheelchairs and strollers are available at the Milwaukee Journal Sentinel Information Booth directly across from the Mid-gate. Users will be required to provide a valid picture ID or driver's license and leave a \$20 deposit for each wheelchair and/or stroller checked out. There are a limited number of wheelchairs and strollers available therefore they are provided on a first-come, first-served basis.

**FIRST AID:** During the festival, the First Aid station will be staffed by volunteers from the American Red Cross. The First Aid Station can be found on the west side of the grounds, behind the Harley Davidson stage.

**DRINKING FOUNTAINS:** Drinking fountains are located outside each restroom area and are accessible to wheelchair users. Drinking fountains can also be found near the Children's Play Area.

**STAGE AREA SEATING:** Stage areas throughout the festival grounds are supplied with accessible picnic table seating where marked. A designated viewing area for wheelchair users is available at the Miller Oasis.

**TELEPHONES:** Wheelchair accessible public telephones are located outside each restroom area. To accommodate the hearing impaired, many of the phones have amplified handsets. In addition to this service, a Telecommunication Device for the Deaf (TDD) is available behind the Harley-Davidson stage near the First Aid Station.

Milwaukee World Festivals Inc. welcomes comments and ideas on accessibility issues. You can reach them by calling (414) 273-2680 or online at [www.summerfest.com](http://www.summerfest.com).

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## PRIDEFEST'S ECONOMIC IMPACT ON LOCAL COMMUNITY

PrideFest's attendance is no where near that of Summerfest, the 10 day festival at Henry W. Maier Festival Park that attracts hundreds of thousands of people each year. And compared to some of the well-established ethnic festivals, PrideFest is still considered "small" in numbers of people. Even so, PrideFest visitors definitely leave a fingerprint on the local economy to the tune of 1.3 million dollars.

INFO SERVE/Information & Research Service Inc. conducted interviews of PrideFest visitors last year. The surveys were conducted on a solid statistical basis, using randomly-selected attendees throughout the festival grounds during each day of the festival. Consequently, the results of each sample can credibly be projected to portray all festival attendees as if all 14,744 attendees were surveyed.

Based on the surveys, it was determined that all festival attendees spent \$629,000 on the festival grounds alone. This figure includes admission, parking, food, beverages, souvenirs and other purchases.

Of those visitors, 36 percent lived outside of the Milwaukee Metro Area, however, spending by those out-of-towners accounted for \$320,000 or 51 percent of the total spending on the grounds. In addition to money spent on the grounds, expenditures outside the

gates by out-of-towners are also relevant since that money would not be spent in the area's economy if not for PrideFest. Out-of-town visitors spent another \$260,000 outside the gates, most of it for lodging accommodations, food and beverages, and shopping. The total amount spent by out-of-town visitors came to \$580,000.

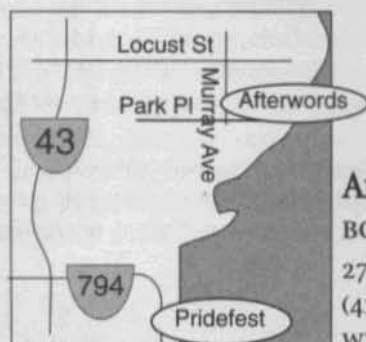
This "new" spending of \$580,000 is the direct impact on the local economy. In addition, there is an indirect impact resulting as this spending works its way through the local economy. The indirect impact was determined to be \$754,000, bringing the total local economic impact of PrideFest's out-of-town visitors to \$1,334,000.

So, if you are bringing out-of-town guests to PrideFest this year, be sure they have a good time at the festival and then take them around town to enjoy some of our local restaurants, clubs and businesses. And when they are ready to pay for their purchases, tell the cashier, "PrideFest sent us."

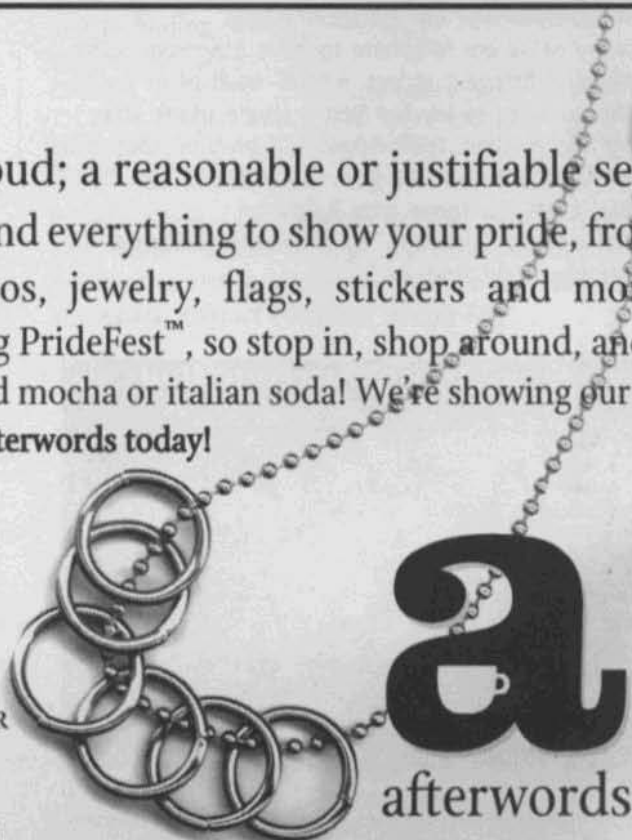
# Pride:

The quality or state of being proud; a reasonable or justifiable self-respect. **Afterwords** is the place to find everything to show your pride, from books and t-shirts, to music, videos, jewelry, flags, stickers and more!

We're having a **huge book sale** during PrideFest™, so stop in, shop around, and relax at our espresso bar with a cool iced mocha or italian soda! We're showing our pride colors, and you can too, stop into **Afterwords** today!



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## PRIDEFEST FLAGS TAKE TO THE STREETS

PrideFest currently has 29 rainbow flags flying along Wisconsin Avenue and Water Street, with an additional three flags flying outside the LGBT Community Center on South Second Street. When the United Festivals hang their flags this summer, six more rainbow flags will be flown alongside those of different countries now that PrideFest is a member of the United Festivals organization.

The flags generate a lot of inquiries from outside Milwaukee, especially from Pride groups in other cities who ask how PrideFest is able to get flags flying along Milwaukee's city streets. Even members of Milwaukee's LGBT community wonder who hangs and pays for the flags.

Because the downtown flags take such a beating from rain, wind and sun, they have to be replaced annually. Funds raised through this year's Proud Crowd campaign have been designated to pay for this year's flags. By the time all contractor's fees, permits, hardware, poles and flags are purchased, each flag on the downtown streets costs \$144.

The Rainbow Flag was created in 1978 by Gilbert Baker, a member of the LGBT community in San Francisco. Since then the popularity of the flag has grown and it is now recognized as the rallying banner

of the LGBT community. The color of the stripes, according to the creator, represent different aspects of the world and people. Red is for Life; Orange is for Healing; Yellow is for Sun; Green is for Nature; Blue is for Art and Violet is for Harmony.

PrideFest organizers are asking members and friends of the Lesbian-Gay-Bisexual-Transgender community to fly their Rainbow Flags during the weekend of the festival, August 6-8, so that the spirit of the festival can be seen in Milwaukee neighborhoods. Proud Crowd donors who make contributions at the Diamond level (\$125) receive a 3 foot by 5 foot flag from PrideFest. This includes the option of having your flag flown along the parade route or on the festival grounds before receiving it along with a certificate of authenticity. Flags are also available from local LGBT gift shops and bookstores and come in a variety of sizes.

To assist PrideFest with the rainbow flags and to join the Proud Crowd campaign, contact PrideFest at (414) 272-3378 or e-mail [pridemilw@aol.com](mailto:pridemilw@aol.com).



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October 2001

Milwaukee's LGBT  
Community gets to  
steppin'



# PLAN the day

## PRIDEFEST ENTERTAINMENT LINE UP

*PrideFest reserves the right to make changes in line-up. For the most current information, please be sure to pick up a program at the front gates upon entering the festival.*

**FRIDAY AUGUST 6**

### MILLER STAGE

*Sponsored by Miller Brewing Company*

5:00-6:00	Jillian Clark
6:00-7:00	Singsational
7:00-7:30	Opening Ceremonies
7:30-8:30	Rufus
8:30-11:45	Possum Queen

### DANCE TENT

*Music Sponsored by La Cage*

7:45	Dance Tent Opens
8:00-10:00	SWING PARTY with the John Schneider Orchestra
10:00-11:45	DJ with house music

### YOUTH ACTIVITIES

*Friday - Wisconsin Light Beer Garden*

8:00	Singled Out
9:00	Say What Karaoke
10:00	Blame Game
11:00	Say What Karaoke

## JOHN SCHNEIDER'S SWING PARTY OPENS DANCE TENT

The Dance Tent at PrideFest, one of its liveliest features, has been expanded every year to accommodate the crowds who come to boogie and those who come to watch the crowds boogie to great dance music.

The John Schneider Orchestra will get things off to a great start on Friday night, August 6 at 7:00pm when they preside over a Swing Party with an eclectic mix of music guaranteed to get you on your feet. With John will be Rip Tenor on sax, Dave Maleckar on bass, Dean Lea on keyboards, Clare Morkin sharing vocals and possibly Mrs. Fun's Kim Zick on drums.

## Entertainment

"I'm so delighted to be playing on opening night," Schneider said. "You know, I keep hearing that there are a lot of swing kids out there, but I haven't seen a lot of them. It will be great fun if people come out and really get into it."

Milwaukeean Schneider is a PrideFest veteran, having performed at many festivals and managed stages for six years. "I'm always proud to be there," he said. PrideFest has a special place in his heart, too, because he met his partner of nine years at the Milwaukee Pride Festival in 1990.

Throughout the weekend, the Dance Tent will feature a mix of DJ's spinning hot music and performers strutting their stuff. Saturday includes shows by Neely O'Hara and Friends from Green Bay and the Fox Valley and the LaCage Showcase. Make sure you get an updated program as you enter the PrideFest grounds that weekend.

# THINGS TO See Do



Photos by Doug Krimmer from PrideFest '98



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# PLAN the day

## PRIDEFEST ENTERTAINMENT LINE UP

Miller, Harley Davidson, Rainbow Café Stages and Dance Tent

PrideFest reserves the right to make changes in line-up. For the most current information, please be sure to pick up a program at the front gates upon entering the festival.

### SATURDAY AUGUST 7TH

#### MILLER STAGE

Sponsored by Miller Brewing Company

12:30-2:00	TBA
2:00-3:30	Random Maxx
3:30-5:00	Mia Montenegro
5:00-6:30	Stardust
6:30-8:00	Pulsation Band
8:00-9:00	Men Out Loud-NATIONAL ACT Sponsored by AIDS Resource Center of Wisconsin
9:00-10:00	Kathy Sledge NATIONAL ACT
10:15	FireWorks (entertainment to resume immediately after)
10:30-11:45	Rufus

#### HARLEY DAVIDSON STAGE

Sponsored by Pepsi

Featuring Live Bands All Day Long

12:00-1:30	TBA
1:30-3:00	Zoink
3:00-4:30	Nuna
4:30-6:00	Fundshort
6:00-7:30	Fweep
7:30-9:00	Les Lokey NATIONAL ACT Sponsored by Dish
9:00-10:30	Sometimes Y
10:15	FireWorks (entertainment to resume immediately after)
10:30-11:45	The Pride

#### RAINBOW CAFÉ STAGE

12:00-1:00	Darren Pittman
1:00-2:00	Deborah Robinson
2:00-4:00	Krystalmoon
4:00-5:00	Ruby Slipper Review
5:00-6:00	Sarah Jane Whitney and Friends
6:00-8:00	Lu Shanti & Steve Polifka
8:00-9:00	Ronnie Nyles

#### DANCE TENT

Music Sponsored by La Cage

12:00-2:00	Mr. & Miss Mystique
2:00-3:00	Pageant Productions
3:00-4:00	America Girls
4:00-5:00	Neely O'Hara and
5:00-6:00	LaCage Showcase
6:00-11:45	OPEN DANCE with DJ and house music

#### BEER GARDEN

Sponsored by Wisconsin Light

12:00-2:00	Country western line dancing
2:00-5:00	Wisconsin Light Directions 2000
5:00-8:00	UMOS
8:00-10:00	Variety of Music

## FIREWORKS!

*Lighting Up the Sky with Pride*

All eyes will look to the skies and the air will be punctuated with long "ooooohs" and "ahhhhs" for the spectacular PrideFest fireworks display planned for Saturday night, August 7th at approximately 10:15pm after the main stage show. Rockets will be launched from the island in Lake Michigan just east of the festival grounds, so the best viewing spot will be at the lakefront. The rain date is Sunday night.

The tradition of festival fireworks started in 1995, and PrideFest was the first pride festival in the country to have them. Since then, following Wisconsin's lead, two more festivals have initiated their own fireworks displays.

The Miller Brewing Company will underwrite the costs of this year's display, which should last about 15 or 20 minutes. Wisconsin's own Bartolotta Fireworks Co., one of the nation's foremost fireworks and pyrotechnics producers, will create the fireworks, design the show, and light the fuses. This is the same company that produces the astonishing July 3rd fireworks display on Milwaukee's lakefront.

Over the years some aspects of the fireworks show have remained the same, but some have been refined. It takes months to plan a fireworks display, starting with the explosives themselves.

Because Bartolotta's makes its own fireworks, it designs each show to fit the customer. In PrideFest's case, this includes bright rainbow colors and continuing attempts to create pink triangles. Bartolotta's also strives to meet the standing request for plenty of loud explosions. Ultimately, the show builds to a climax that will thrill the eyes and ears of spectators.

Enjoy! And feel free to "oooooh" and "ahhhhh" to your heart's content!

THINGS TO  
**See Do**

## "THE PRIDE" PERFORMS LATE-NIGHT SATURDAY

"The Pride," a Milwaukee based band whose blend of rock and alternative stylings has attracted club-goers to The Rave, Shank Hall and the venerable Up and Under on Brady Street, will be playing an after-fireworks gig at PrideFest on Saturday evening, August 7 at 10:30pm.

The Pride consists of three brothers — Stephen Haynes plays bass, Quentin Haynes handles lead guitar and keyboards, Vincent performs lead vocals — and a close family friend, Darryl Douglas, who plays drums. The group just released its third CD, "1st Seal." Its earlier CDs are "Circle of Strife" and "Skeleton Coast."

The Pride's style has been described as "funky metal" but is very eclectic, with group members not wanting to be confined to any small corner of the

music world. On first appearance, they are often assumed

☆ Entertainment ☆

to be rappers or R&B musicians, but Stephen Haynes says that Pride members grew up in households that didn't try to segregate the airwaves: "Music has no color, no matter how hard we try to make it a creed. It becomes a rainbow, and we either learn to marvel at its beauty, or despise its creativity." The group likes to confound people's expectations and, ultimately, show them a good time.

Come celebrate your pride with The Pride on Saturday night.

## ZOINKS

Zoinks is a five-member cover band out of the East Troy/Elkhorn area of Wisconsin. The male and female members play 80's and 90's rock, including covers of Matchbox 20, Alanis Morissette, Everclear, the Bodeans, Lisa Loeb, and Semisonic. Zoinks also plays original tunes. Check them out on the Harley Stage, Saturday, August 7 at 1:30pm.

**Zoinks**

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# PLAN the day

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## YOUTH ACTIVITIES

*Saturday at the Variety Stage*

- 5:00 Say What Karaoke
- 6:00 Yellow Jacket Fashion Show
- 7:00 Love Line

## STONEWALL STAGE LINE-UP

*Sponsored by IN Step*

- 2:00 MPS Gay and Lesbian Advisory Community Video  
"It's Elementary," an award winning documentary.
- 3:00 MPS G/L Advisory Comm.  
"In a Perfect World" Panel discussion on school issues.
- 4:00 Out Reach Inc.  
Opportunities of Employment in the Government
- 5:00 Wisconsin Research Center  
Fighting the Religious Right

## SOUVENIRS

Attention PrideFest shoppers: Official PrideFest logo merchandise can be purchased at the souvenir stand located on the northeast side of the Miller Oasis. Whether you are shopping for yourself or a friend, you will find a great selection to choose from. Shirts will come in a variety of styles and colors. This year, volunteers from Bi Definition will be happy to assist you with your purchases.

Souvenir cups will also be available at the PrideFest Merchandise Booth, as well as other locations throughout the grounds, for \$2.00. When used on the festival grounds, visitors get three additional ounces of beer or soda at the same cost of the disposable cups.

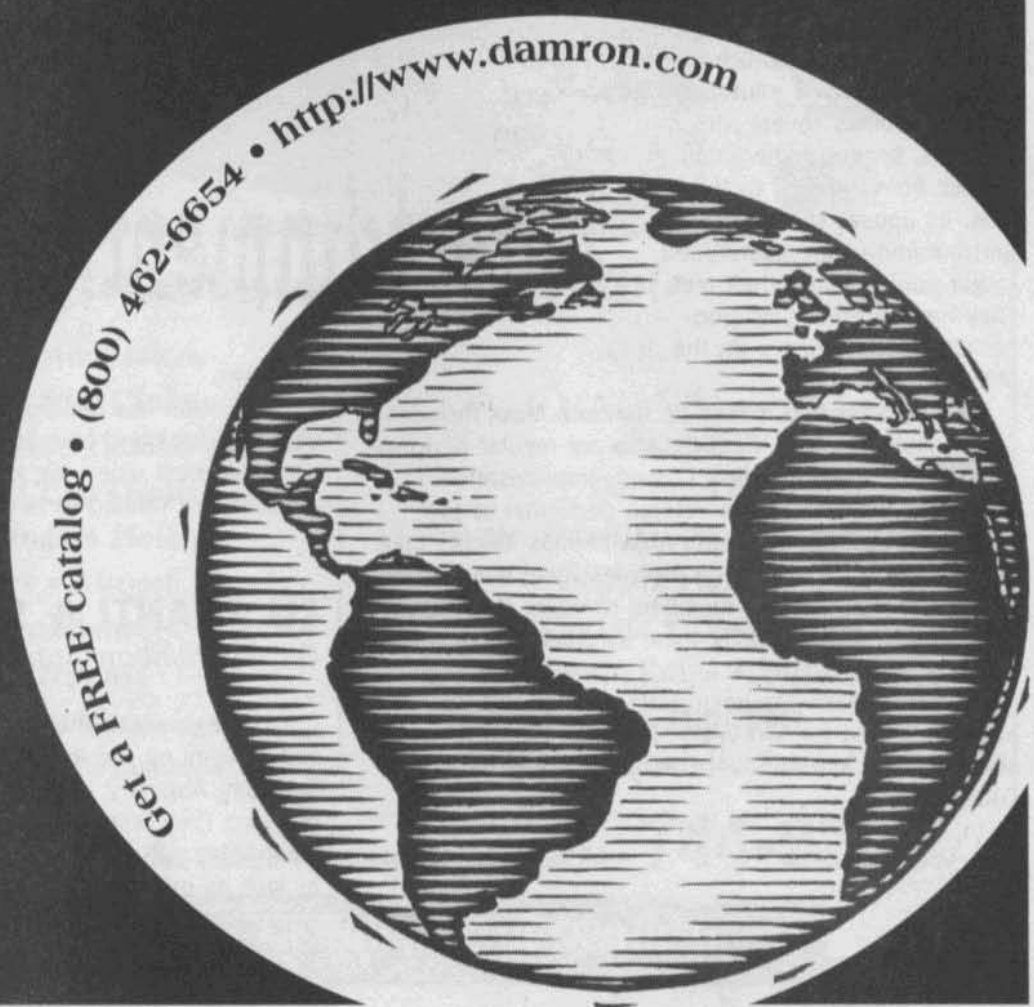
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# PLAN the day

## PRIDEFEST ENTERTAINMENT LINE UP

*The Miller, Harley Davidson, Rainbow Café Stages and Dance Tent*

*PrideFest reserves the right to make changes in line-up. For the most current information, please be sure to pick up a program at the front gates upon entering the festival.*

## SUNDAY AUGUST 8

### MILLER STAGE

*Sponsored by Miller Brewing Company*

- |            |  |
|------------|--|
| 12:00-1:30 | TBA  |
| 1:30-3:00  | Singsational   |
| 3:00-4:30  | Men Out Loud NATIONAL ACT Sponsored by AIDS Resource Center of Wisconsin |
| 4:30-6:00  | Petra Luna   |
| 6:00-7:00  | Mass Wedding   |
| 7:00-8:30  | Rufus  |
| 8:30-10:45 | Pride Review-Hosted by Lillie White                                      |

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# PLAN the day

## HARLEY DAVIDSON STAGE

*Sponsored by Pepsi*

- 12:30-2:00 Eden
- 2:00-3:00 Shoreline Dancers & Friends
- 3:00-3:30 Awards Presentation for Lifetime Achievement, Stonewall, Community Service Awards
- 3:30-4:30 TBA
- 4:30-6:00 Glitch
- 6:00-7:30 StarDust
- 7:30-9:00 Mia MonteNegro
- 9:00-10:45 Pulsation Band

## RAINBOW CAFÉ STAGE

- 11:30-12:30 Interfaith Service
- 12:30-1:00 Fellowship
- 1:00-2:00 TBA
- 2:00-3:00 Deborah Robinson
- 3:00-4:00 Cream City Chours
- 4:00-5:00 Ruby Slipper Review
- 5:00 6:00 Darren Pittman
- 6:00-7:00 TBA
- 7:00-9:00 Sarah Jane Whitney & Friends

## DANCE TENT

*Music Sponsored by La Cage*

*All day until 10:45 P.M. Open Dance - DJ with house music*

## BEER GARDEN

*Sponsored by Wisconsin Light*

- 12:00-1:00 TBA
- 1:00-3:00 UMOS
- 3:00-5:00 Wisconsin Light Directions 2000
- 5:00-7:00 Shoreline Dancers (lessons on country line dancing)

## YOUTH ACTIVITIES

*Sunday at the Variety Stage*

- 3:00 Galaxy Youth Group
- 4:00 GOBTV
- 5:00 Star Search
- 6:00 The Tequila Jones Show, featuring audience member makeovers
- 7:00 Say What Karaoke

## STONEWALL STAGE LINE-UP

*Sponsored by IN Step*

- 5:00 Jeff Fillion, Social Work Student - Hetersexism, an Independent study

## KUDOS

*Angels at Work*



- Afterwords Book Store
- Badger Becker Printing
- Designing Men
- Chris Doerfler
- Grava Gallery
- Havlicek & Associates
- Bret Holstein-Webmaster
- Sloan Jrolf
- Douglas Krimmer
- Milwaukee World Festivals, Inc.
- Barb Peterson-Wild Child Design
- Yellow Jacket
- Za's



## PARADE

Wisconsin's Pride Parade will step-off at 1:00pm Sunday, August 8 and follow a route that leads right down Milwaukee's main street, Wisconsin Avenue. PrideFest's rainbow flags are already marking the parade route.

A new unit this year is the Milwaukee Police Band. Parade Coordinator Rick Finger has tried unsuccessfully for several years to get the band to perform during the PrideFest parade, and his very early application did the trick in 1999. The Milwaukee Police Band is often seen at a variety of city events, including Fourth of July celebrations and parades. It is comprised of volunteers from the police force.

PFLAG (Parents, Families, and Friends of Lesbians and Gays) will again serve as color guards. PFLAG members from around the state have been invited to participate. PFLAG, in co-sponsorship with PrideFest, will also have four billboards placed around the Milwaukee area in August to celebrate pride and to share their message that "someone you know and love is gay."

Award will be presented to the first place marching unit, first place decorated car, and first place float. Units are encouraged to incorporate this year's festival theme, "Courage to Build Bridges" into their decorating, and elaborate floats are encouraged.

All units will pass the judges' stand which will be located at Wisconsin Avenue and Cass Street. This year's judges are County Supervisor Elizabeth Coggs-Jones, County Supervisor Dorothy Dean, Alderman Paul Henningson and Alderman James Witkowiak.

Marching units, decorated cars, and floats can enter for \$35 until July 25. After July 25, the fee is \$50. Forms are available from the PrideFest office.

Individuals may join a marching group, join in at the end of the parade for free, or line the streets to wave and cheer. Where's the best place to see the parade? Right along Wisconsin Avenue where there is plenty of shaded seating.

Marchers and units will assemble outside the PrideFest grounds on North Harbor Drive. At step-off, they will head north to Michigan Avenue; west on Michigan to Cass Street; north on Cass to Wisconsin Avenue;

west on Wisconsin to Water Street; south on Water to Chicago Street and then east to the front gates of PrideFest. (Note: currently construction is being done along Chicago Street. The parade may take a one block detour if street is inaccessible on Parade Day.)

Participants' costumes and clothing must comply with state obscenity statutes and city public decency ordinances. No jock straps, G-strings, bras, panties or see-through clothing will be permitted. For example, anyone wearing chaps must have jeans or other suitable attire under the chaps. Decisions about the propriety of attire will be made by the parade coordinator. These laws also apply to the festival grounds.

Finger has been coordinating the parade for six years, and treasures the feeling of watching the parade step-off. Finger has recruited volunteers to serve on a committee and help organize the units before the parade. The 1998 parade was the largest to-date, and from the number of applications received so far, this year's parade will be just as exciting.

*Photos by Doug Krimmer from PrideFest '98.*

## THINGS TO See Do



## PRIDEFEST AWARDS

### *Service, Spirit, and Leadership*

Each year, PrideFest presents awards to individuals or organizations that have demonstrated leadership, community service, and notable achievements. This year's winners are the Milwaukee LGBT Community Center, Barbara Bremmer, Tony Rhodes and Jerry Johnson and Terry Boughner.

They will be invited to ride in Sunday's parade as honorary marshals, and will be presented with plaques at the Harley Davidson Stage after the parade, about 3:30pm on Sunday, August 8.

#### **COMMUNITY SERVICE AWARD:**

The donation of time and energy to organizations is priceless. The community service award is presented to individuals or organizations who have made exemplary contributions to the community and its members.

**The Milwaukee LGBT Community Center** - When Milwaukee's LGBT Community Center opened its doors at 170 South Second Street on November 6, 1998, it was the culmination of many years of dreaming, planning and hard work. There were many naysayers and hurdles along the way, but a determined group of volunteers focused doggedly on the goal and succeeded in achieving it.

Today, the Community Center is a hub of well-attended LGBT activities: book clubs, video nights, organizational meetings, youth events, workshops, potlucks, and more. According to Executive Director Neil Albrecht, the Center is well on its way toward fulfilling its four-tiered mission: serving as an incubator for LGBT organizations and organizing campaigns; developing leadership within the LGBT community; cultivating diversity within and between different racial, ethnic, gender and age groups; and sponsoring supportive and creative activities for LGBT youth.

"This is a very meaningful award and moment in time for all of the people who helped the community center concept become a reality," Neil commented. "The Center is an amazing success and a true home to the community. It is a place that tells the greater Milwaukee community, 'We are here, and we are strong!'"

"We are grateful to the pioneers — the individuals, organizations, volunteers and the donors — who made

the Center possible. It does take a whole village to raise a Center. We are also grateful to PrideFest for this award, but more importantly, for standing shoulder-to-shoulder with us and supporting a dream."

**Tony Rhodes** - Tony Rhodes first got involved with the Cream City Foundation in 1988 and over the next 11 years played a critical role guiding its growth and increasing its influence. The Cream City Foundation is Milwaukee's LGBT foundation, raising and then donating money to important LGBT organizations and projects. Since its establishment in 1983, CCF has donated about \$200,000 to LGBT groups in the Milwaukee area.

Tony served as President of CCF for five years until early this year when Mary Messerlie became CCF's first woman president. An African American, Tony is pleased that CCF will continue its commitment to diversity with Mary in charge. Another important accomplishment has been the growth of CCF's endowment fund, which now stands at \$189,000. Tony is credited as well with increasing the visibility of CCF within the LGBT community.

"I'm surprised and elated that I have been chosen for this award," Tony said. "I'm most proud that the foundation has been able to grow financially, to grow in diversity and to help individuals and groups in our community with funds derived from our own community and some corporate donors. Honestly, who will support us if we do not support ourselves?"

**STONEWALL AWARD:** This award goes to individuals or organizations who have demonstrated the spirit of the Stonewall Riots by fighting to bring about change for the benefit of others. Usually their fight begins as a personal crusade against an injustice, but often leads to a far-reaching impact for the good of the community.

**Barbara Bremmer** - Barbara Bremmer's journey to lesbian activism was long and circuitous. She first came out 40 years ago in her late teens but was pressured by family members and psychiatrists to forsake her true self and rush back into the closet. She got married, had kids. Years went by and she was divorced. At age 54 she happened to see an article in the newspaper about the Lesbian Alliance of Metro

*(Continued on page 58)*

THINGS TO  
See  Do

Milwaukee sponsoring a health seminar. She couldn't believe it. She was amazed there was a group that "out" in Milwaukee.

Barbara called LAMM, which referred her to Silver Space, a support group for older lesbians, and her unexpected life as a lesbian activist took off. She found in Silver Space a non-judgmental network of women with varied pasts but with woman-centered presents. She currently serves as facilitator of the Silver Space Steering Committee. At Silver Space, Barbara learned about Wisconsin Outdoor Women. She has led WOW's annual trip to Peninsula State Park for the past few years. Barbara also became active in SAGE, Senior Action in a Gay Environment, where she tried to foster more lesbian activities.

More recently, Barbara served on the Board of the Milwaukee LGBT Community Center, where she helped to organize the volunteer base which has played a critical role in the center's development. "If a place like that had been available to me in my early 20s," she said passionately, "my life would have been completely different. I would have had a place to go."

"I guess I've been involved in all these things because I want so much to make sure the support is there, because if we ain't family to each other," she said with emphasis, "I don't know who will be..."

# THINGS TO See Do

## LIFETIME ACHIEVEMENT

**AWARD:** Presented to an individual who has demonstrated ongoing leadership and commitment to the LGBT community. Individuals who have received this award in the past have been instrumental in changing the course of the community's history.

community's history.

**Jerry Johnson and Terry Boughner** - Widely and affectionately known as "Terry and Jerry" throughout Wisconsin's LGBT community, this couple has contributed mightily to the growth and development of Gay Wisconsin primarily through their creation of the Wisconsin Light newspaper.

Prior to starting The Light in late 1987, Jerry Johnson had been very active in the Cream City Business Association (Milwaukee's gay business group), including a stint as its president. Terry Boughner, a history professor in Pittsburgh, came to Milwaukee in the

*(Continued on page 62)*

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("Awards" continued from page 58)

1980's to be with Jerry, and a powerful alliance, both personal and political, was born.

The Wisconsin Light debuted as a monthly in late 1987 but soon became a biweekly publication. Terry and Jerry, editor and publisher respectively, nurtured the paper through its early years of financial peril. The newspaper recorded the major ideas and events of, and provided a strong editorial voice for, the state's LGBT community. Terry often spoke about gay history and politics at schools, organizations and to the media. For over ten years, they never missed a deadline. The Light continues to be published today, as a weekly, under new ownership.

"You are receiving this award in recognition of the untold thousands of hours of hard work you put into creating and publishing The Wisconsin Light," PrideFest Co-Director Christine Klein said. "For more than a decade, the Wisconsin Light gave the LGBT community a voice that was not only heard in Milwaukee, but throughout the U.S."

"Terry and I are very thrilled to be recognized in this way by the community," Jerry Johnson said. "It's a great honor and came as a total surprise. It's something that we will cherish forever."

## PRIDEFEST ADVANCE TICKET & BUTTON OUTLETS

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2710 North Murray  
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### Designing Men

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Ballgame .....273-7474

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DISH .....273-DISH

235 South 2nd Street

Fluid .....645-8330

819 South 2nd Street

Kathy's Nut Hut.....647-2673

1500 West Scott

M&M Club .....347-1962

124 North Water Street

Milwaukee Eagle.....273-6900

300 West Juneau Avenue

SWITCH .....220-4340

124 West National Avenue

This Is It.....278-9192

418 East Wells Street

Triangle .....383-9412

134 East National

Woody's.....672-0806

1579 South 2nd Street



## ORGANIZATIONS CAN MAKE MONEY

When organizations provide volunteers for PrideFest, they get paid for the work. With no up-front costs, it is a guaranteed fundraising event for any organization.

Organizations simply guarantee the number of volunteers required for particular assignments. A work roster is provided to the organization and it is their responsibility to fill in the roster for the day. Volunteers might staff a food stand, a beer pod, or a ticket booth for Friday, Saturday, or Sunday, or help with clean-up on Monday. Organizations can divide up shifts as it suits their members. One group earned as much as \$1,200 one year. All volunteers receive passes for free admission on the days they are assigned to work, along with a complimentary meal.

Assignments can be made to match the number of volunteers an organization can guarantee. Applications will be taken through July if there are openings.

"If they wait too long, they might lose out on some good money-making areas," warns PrideFest Volunteer Coordinator Susan Cook. "Some of the things are just a flat fee, like taking tickets. At the food booths they earn ten percent of the gross, and drink areas earn five percent."

PrideFest depends on organizations for this kind of support. "We really appreciate the organizations who lend us a hand," Cook says. "A lot of people think they don't want to work during the festival, but before you know it, they're having a good time. They're helping us out, they're earning money for their organizations, and they're volunteering with their friends, so it's really a great opportunity."

Organizations that reaped financial rewards for their work at 1998's PrideFest include: Sherman Park Rainbow Association, Lesbian Alliance of Metro Milwaukee, Brew City Bears, Gay Youth Milwaukee, Rainbow Heights Association, Hunger Task Force of Milwaukee, Saturday Softball League, Castaways MC, Argonauts of Green Bay, Galano Club, and the AIDS Resource Center of Wisconsin.

Applications are available from the PrideFest office. Call (414) 272-FEST.

Not including donations already made in 1999, PrideFest has donated a total of \$36,500 in the past four years. Donations include cash payouts to organizations who volunteer at the festival, scholarships, sponsorships and PrideFest merchandise for raffles, auctions and door prizes. Food donations to the Hunger Task Force totaled 1764 pounds collected at the front gates in 1998.

# Directory

**Action Wisconsin**, PO Box 342, Madison, WI, 53701; (608) 283-3251. Action Wisconsin is a grass roots, non-partisan, statewide organization dedicated to the protection and advancement of equal rights for Wisconsin's Lesbian, Gay, Bisexual, and Transgendered citizens and their families. Membership is open to all who support that goal.

**AfterWords Book Store & Espresso Bar**, 2710 North Murray, Milwaukee, WI, 53211; (414) 963-9089. Afterwords is Wisconsin's exclusive LGBT bookstore with an extensive selection of fiction and non-fiction titles, travel guides and AIDS-related literature. Afterwords also features a wide variety of gift items, cards, CDs and cassettes, videos, T-shirts and magazines. Visit our espresso bar featuring coffee drinks, cold beverages and fresh baked goods.

**Alternative Business Association**, P. O. Box 511778, Milwaukee, WI, 53203-0301; (414) 299-9271. Business networking for LGBT and LGBT friendly business through the internet, meetings, symposiums, newsletters and social functions. Working to create a stronger business community.

**Ameritech**, P. O. Box 254, Milwaukee, WI, 53201-0254. We are a diverse group of Ameritech employees and retirees, both non-management and management, spread across the Ameritech business units.

**ARCW**, 820 North Plankinton, Milwaukee, WI, 53203; (414) 273-1991 or 800-359-9272. The AIDS Resource Center of Wisconsin (ARCW) is the AIDS service organization for 59 of Wisconsin's 72 counties. ARCW is one of the Midwest's largest and one of the nation's leading comprehensive AIDS service organiza-

*(Continued on next page)*

tions providing health and social services for people affected by HIV disease; aggressive AIDS prevention programs; advocacy for responsive public policy on AIDS; and clinically-based treatment research.

**Ballgame**, 196 South 2nd Street, Milwaukee, WI, 53204; (414) 273-7474. Cocktail, sports bar. The best special prices in town.

**Beverly Hills Limousine Service**, 4800 South Howell, Milwaukee, WI, 53207; (414) 358-1900. Limousine service, both private and corporate. Located near the airport on Howell Avenue.

**Boot Camp Saloon**, 209 East National Avenue, Milwaukee, WI, 53204; (414) 643-6900. Milwaukee's Leather Levi Bar. [www.execpc.com/~bootcamp](http://www.execpc.com/~bootcamp). Home of the Brew City Bears, Firebirds, Wisconsin Leather Men's Association.

**Brandon Marsh Entertainment**, 316 North Milwaukee, Suite 520, Milwaukee, WI, 53202; (414) 298-9598. Television program production and broadcast media by creating documen-

# Directory

tary, informational and entertainment programs such as True to Desire, Law Talk, Dance Gay America and In a Fishbowl!

**CA Klein Accounting Services**, 3471 South 38th Street, Milwaukee, WI, 53215-4012; (414) 384-1640. Specializing in personal and business taxes, accounting, bookkeeping and payroll consulting services. [CAKleinCon@aol.com](mailto:CAKleinCon@aol.com).

**Castaways, M.C.**, PO Box 1697, Milwaukee, WI, 53201-1697. The Castaways MC of Milwaukee is a leather/levi social club which meets on the last Sunday of the month, M&M Club, 4pm.

(Continued on page 75)



## Alternative Business Association

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**Chanticleer Guest House**, 4072 Cherry Road (Hwy HH), Sturgeon Bay, WI, 54235; (920) 746-0334. Centrally located on 30 private acres in picturesque Door County. All suites include: double whirlpool, fireplace, private bath, entertainment centers, balconies and breakfast delivered to your suite. Heated pool and hiking trails on premises.

**Cream City Foundation**, Box 204, Milwaukee, WI, 53201; (414) 265-0880. Foundation that supports Wisconsin's LGBT community by raising funds needed to enhance, support and form LGBT organizations and programs within the Wisconsin LGBT community.

**Cream City Squares**, 3228 North 88th Street, Milwaukee, WI, 53222; (414) 445-8080. Square dance club of healthy, active, fun-loving people. Club dances mainstream plus almost every Sunday. New lessons begin October 3, 1999.

**Cross Lutheran Church**, 1821 North 16th Street, Milwaukee, WI, 53205; (414) 344-1746. We are a reconciling in Christ Church. This

# Directory

means our family at Cross celebrates diversity and welcomes all to Jesus' table. Service is held every Sunday at 9:30am.

**Curve Magazine**, 1 Haight Street, Suite B, San Francisco, CA, 94012; (415) 863-6538. Curve Magazine, the nation's best-selling Lesbian magazine.

**Damron Company**, P. O. Box 422458, San Francisco, CA, 94142-2458; (800) 462-6654. For over 30 years the Damron Company has forged the way for Lesbian and Gay travelers. Please check out our Damron Address Book, Damron's Women's Traveller, Damron Road Atlas and Damron Accommodations. Visit us at <http://www.damron.com>.

*(Continued on page 76)*



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**Designing Men**, 1200 South First, Milwaukee, WI, 53204; (414) 389-1200. Wisconsin's largest LGBT gift, jewelry and t-shirt store. Many new items to choose from. Stop in and see our new line of clothing.

**DISH**, 235 South 2nd Street, Milwaukee, WI, 53204; (414) 273-DISH. Wisconsin's premiere Women's night spot (men welcome). Enjoy great dance music every weekend. Casually elegant and fun. Two floors, outdoor seating, parking.

**Downtown Auto Body**, 3425 North Holton Street, Milwaukee, WI, 53212; (414) 964-7170. Auto body repair and paint shop located on Milwaukee's eastside. Gay friendly, owned and operated.

**Dykeman Heating & Cooling**, 1023 East Brady Street, Milwaukee, WI, 53202; (414) 273-7500. Dykeman Family Heating - Celebrates Diversity.

**Financial Planning Services**, 2875 North 47th Street, Milwaukee, WI, 53210-1753; (414) 445-5552. Serving our community's investment, retirement and insurance needs. Let me help you review all your finances.

**Fluid**, 819 South 2nd Street, Milwaukee, WI, 53204; (414) 645-8330. Unique Gay/Lesbian Martini Bar with a friendly atmosphere and beautiful decor. Located 2 doors south of La Cage on South 2nd Street.

**Foiled Again Stained Glass Design**, W322 S1212 Boys School Road, Delafield, WI, 53018; (414) 278-1360. Handmade stained glass items that include jewelry boxes, candleholders, vases, suncatchers, window panels. We can make minor repairs to existing stained glass treasures.

**G/L Community Center & Trust Fund**, PO Box 1686, Milwaukee, WI, 53201; (414) 643-1652. Providing funding and grants to G/L social programs and organizations in Milwaukee. Your gift and commitment helps in our community development. See our advertisement.

# Directory

**Gallery H2O**, 221 North Water Street, Milwaukee, WI, 53202; (414) 271-8032. A showcase of contemporary art located in the Historic Third Ward. Exhibiting both local and internationally known artists of all disciplines including fiber arts, metal sculpture, painting, photography and printmaking.

**Glassy Wood Crafters**, W322 S1212 Boys School Road, Delafield, WI, 53018; (414) 968-5951. Handmade wooden crafts, original designs, handmade stained glass items including suncatchers, candleholders, nite lites, window panels.

**GLEAM**, 7721 West Fond du Lac Avenue, Milwaukee, WI, 53218. GLEAM is primarily targeted at Ameritech LGBT employees, but is open to all Ameritech employees and retirees, regardless of their sexual orientation.

**HIT (Holiday Invitational Tournament)**, P. O. Box 0899, Milwaukee, WI, 53201-0899; (414) 871-4172. Holiday Invitational Tournament (HIT) is the oldest gay bowling tournament in the country. Held annually over the Thanksgiving weekend. The 1999 dates are November 25-28, 1999.

**Illinois Gay Rodeo Association**, P. O. Box 14878, Chicago, IL, 60614; (773) 529-4962. The Illinois Gay Rodeo Association (ILGRA) is a non-profit organization of women and men dedicated to raising funds for community-related charities through functions preceding and including an annual amateur rodeo.

**IN Step**, 1661 North Water Street, Suite 411, Milwaukee, WI, 53202; (414) 278-7840. Wisconsin's LesBiGay community newspaper. Serving the community with professionalism and integrity since 1984. Featuring news,

*(Continued on page 77)*



# Directory

interviews, group notes, The Classics, The Calendar, The Guide and much more!

**Instinct Magazine**, 4235 Arch Drive, #301, Studio City, CA, 91604; (888) 454-6784. Official sponsor of PrideFest '99. Visit our booth for great subscription offers with FREE gifts. [www.instinctmag.com](http://www.instinctmag.com).

**La Cage**, 801-807 South 2nd Street, Milwaukee, WI 53204; (414) 383-8330. Co-sponsor of the Dance Tent.

**M&M Club**, 124 North Water Street, Milwaukee, WI, 53202; (414) 347-1962. Restaurant/cocktail lounge. Serving lunch, dinner and Sunday brunch. Piano bar, Karaoke, patio.

**MCOW/CAIR**, 2071 North Summit Avenue, Milwaukee, WI, 53202; (414) 456-7700; 800-644-1615. The Center for AIDS Intervention Research (CAIR) is located at the Medical College of Wisconsin. CAIR researchers devote full effort to developing new strategies for HIV/AIDS prevention and to improving the care of those living with HIV.

**Miller Brewing Company, Inc.**, 3939 West Highland Boulevard, Milwaukee, WI 53208. Proud Sponsor of PrideFest '99.

**Milwaukee Eagle**, 300 West Juneau Avenue, Milwaukee, WI, 53203; (414) 273-6900. Milwaukee's no cover Levi/Leather Dance Bar. Featuring DJ Friday & Saturday; The Shaft Bar open Fri & Sat, 10pm-Close; Game room with pool, darts and pinball.

**Milwaukee LGBT Community Center**, P. O. Box 93278, Milwaukee, WI, 53203-0278; (414) 483-4710. The mission of the Milwaukee LGBT Community Center is to improve the quality of life for Lesbian, Gay, Bisexual and Transgender

people in the Metro Milwaukee area.

**New Harvest Foundation**, Box 1786, Madison, WI, 53701; (608) 256-4202. New Harvest helps raise funds and makes grants to help support Lesbian, Gay and bisexual organizations in southern Wisconsin. We're located in Madison.

**Outpost Natural Foods**, 100 East Capitol Drive, Milwaukee, WI, 53212. Outpost Natural Foods Cooperative offers consumer ownership of a community resource for whole foods, products, services and information which promote healthful living. We're a full service natural food market open 7-days-a-week.

**PrimeCo Personal Communications**, 700 West Virginia Street, Suite 300, Milwaukee, WI, 53204; 800-PRIMECO. PrimeCo offers the latest technology in digital wireless phones and services. Official Cellular Service for PrideFest '99.

**Quest**, PO Box 1961, Green Bay, WI, 54301; 800-578-3785. Bi-weekly guide to what's going on throughout the state of Wisconsin. Free classifieds.

**Sherman Park Rainbow Association**, 2425 North 47th Street, Milwaukee, WI, 53210-2902; (414) 777-3986. LGBT neighborhood association having fun and getting involved in our neighborhood.

**Shoreline**, P. O. Box 510283, Milwaukee, WI, 53203-0051; (414) 962-9822. Shoreline-Milwaukee is the midwest's premiere Gay & Lesbian performance dance group. Since 1992, Shoreline has planned charitable and social events providing the community a safe country & western environment. They welcome spectators, general members and future performing members to join them at La Cage every Friday night, 8:00-11pm.

**SSBL**, P. O. Box 510615, Milwaukee, WI, 53203-0111; (414) 454-9204. Producers of Milwaukee's oldest Gay sporting event - The Milwaukee Classic is held annually over

(Continued on page 78)



Memorial Day Weekend. Join us during the summer on Saturdays at Wick Field for league games. Call or write if interested in joining the league.

**St. Camillus AIDS Ministry**, 10101 West Wisconsin Avenue, Wauwatosa, WI, 53226; (414) 259-4664. The mission of St. Camillus HIV/AIDS Ministry is to mitigate the suffering and enhance the quality of life of those affected by HIV disease. This is accomplished by providing practical, emotional and spiritual support for persons with HIV disease and their loved ones, regardless of religious belief, age, race, gender, sexual orientation or disability.

**Survival Revival Resale - ARCW**, 246 East Chicago Street, Milwaukee, WI, 53204; (414) 291-2856. Survival/Revival Resale, Milwaukee's best resale shop, is located in Milwaukee's Historic Third Ward. The shop features furniture, clothing, tapes and CDs, small kitchen appliances, dining and cookware and many unique, one-of-a-kind items. All donations to the shop and sale proceeds benefit the AIDS Resource Center of Wisconsin.

**SWITCH**, 124 West National Avenue, Milwaukee, WI, 53204; (414) 220-4340. Milwaukee's newest & "coolest" LGBT club. Make the SWITCH. "Your place" to enjoy an outdoor patio bar, cocktail lounge, weekend DJ and daily specials . . . all within a friendly atmosphere. Check us out!

**This Is It**, 418 East Wells Street, Milwaukee, WI, 53202; (414) 278-9192. Milwaukee's premier cocktail lounge! Great drinks, great music, great people, great fun. Open daily at 3:00pm.

**Triangle**, 134 East National, Milwaukee, WI, 53204; (414) 383-9412. Video monitors play show tunes, comedy and music video. Patio open summers.

**2-Burn**, 11702 West North Avenue, Wauwatosa, WI, 53226; (414) 607-7000. Specializing in the sales of ventless fireplaces, oil candles and incense and incense holders. Now selling

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**Westridge Labs/ID Lube**, 16842 Mullikan Avenue, Irvine, CA, 92606; (949) 975-8522. I-D Sensual Lubricants, Juicy Lube (flavored lubricants) and Millenium (silicone based lubricant).

**WI Light**, 225 South 2nd Street, Milwaukee, WI, 53204; (414) 226-0075. Wisconsin's only LGBT weekly. Distributed around the state and in cities throughout the US. Great advertising opportunities. Visit our website: [www.wilight.com](http://www.wilight.com).

**Wisconsin Electric/A Wisconsin Energy Company**, P. O. Box 2046, Milwaukee, WI, 53201-2046. Investor owned utility serving southeastern Wisconsin.

**Woody's**, 1579 South 2nd Street, Milwaukee, WI, 53204; (414) 672-0806. Great place to play pool, shoot darts and have a fun time.

*A final '98 PrideFest image from Doug Krimmer.*

