Innovative Weather has hot new client - Summerfest

By Sarah Vickery, College of Letters & Science

Summerfest is the Midwest’s largest music festival, bringing together hundreds of performers on 11 stages over two weeks at the end of June and beginning of July. Thousands pour into the Summerfest grounds just off of Lake Michigan near Milwaukee’s downtown. This year, while they watched the bands, Innovative Weather was watching the skies.

Innovative Weather operates under the umbrella of UWM’s Atmospheric Sciences program. Staffed by undergrad and graduate students, the organization provides customized forecasts for clients like We Energies and the Milwaukee Brewers. This summer, they added a new client – Milwaukee World Festival, Inc., the company that puts on Summerfest. Innovative Weather was hired by Rick Snow, the Director of Facility and Event Operations for Milwaukee World Festival.

“Rick Snow mentioned to me that he saw an article in the Journal Sentinel (about Innovative Weather). He saw it when it ran in December. He just held onto it,” said Innovative Weather Center Director Mike Westendorf. “The festival season runs June through September. He thought, when it gets a little bit closer, he’d like to try us out.”

“We did have a competitive bidding (process). Innovative came out on top particularly because of the local aspect,” Snow said. “They’re very energetic. They’re into weather. Being an outdoor festival venue, we need people who are into weather.”

That includes people like Timm Uhlmann and Austin Harris, graduate students in the Atmospheric Science program who work for Innovative Weather.

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Language has opened doors that Mary Sherman only dreamed about.

Sherman, a French and Global Studies double major who graduated from UWM in May, begins a teaching stint in France in October. She was hired by the French government to instruct primary and elementary school students in English through a program called TAPIF – Teaching Assistant Program in France. Her posting will be near Chartres; her placement will be for one year.

But it’s what she wants to do after that that makes her remarkable.

“Eventually, I would love to work within human rights and specifically to combat child trafficking and sexual exploitation,” she said. “When I studied abroad in Italy, I saw a lot of it there. Walking around, you can see shady deals going on on the street. It’s not obvious, but you can still see it.”

At home in the United States, Sherman volunteered for local organizations that address human trafficking, like Exploit No More, which aims to aid children sold for sexual exploitation.

Sherman credits several classes at UWM with piquing her interest in human rights. One class, called Perspectives in Humanitarianism, discussed the challenges facing aid workers around the world while another, called Rethinking Global Security, allowed Sherman the opportunity to write a capstone paper about how human trafficking impacts human security around the world.

She continued learning about the challenges facing at-risk populations while on an internship working with women’s and children’s rights in Lomé, the capital city of Togo in western Africa. Once again, Sherman’s major in French proved essential.

“I love that (French is) global,” Sherman said. “I eventually want to work in human rights and probably more specifically in West Africa, where they speak French.”

Over the next year, Sherman will gain more experience with her chosen second language while learning more about French culture and customs. After her year of teaching is over, though, Sherman knows she wants to stay overseas. She is considering graduate school in England or Denmark to further her education in global security.

To help people and find a satisfying career, Sherman said, get involved.

“Get started early. Look at volunteering experience early and job opportunities. If you find the track or career field you want to get into, get into it right away,” she advised. “You never know what experiences will open doors for you, so be open to whatever comes your away.”
A future is unfolding in India’s call centers.

That’s according to UWM Associate Professor of Sociology A. Aneesh whose newest book, *Neutral Accent: How Language, Labor, and Life Become Global*, was published in May. The book explores Aneesh’s observations from his time working in an Indian call center and comes to an interesting conclusion: If you want to figure out where global society is headed, watch the people on the phones across the world.

“Call centers become sort of emblematic of what everyone’s life will be,” Aneesh said. “Many features of call centers are actually features of modern life, in some ways.”

Aneesh has always been interested in international labor; his first book, *Virtual Migration: The Programming of Globalization*, explored the migration of foreign software developers into the United States. *Neutral Accent* picks up where the previous book left off. Aneesh spent a year researching call centers and even worked in one for four months during 2004-05, when he was in India on a MacArthur Grant. He laughs when he says he had to leave his doctoral degree off of his résumé at the risk of appearing overqualified when he applied for positions.

During his work, he found that many aspects of call center culture are being replicated around the world.

Take, for example, the hours. Call center workers cater mainly to western countries – Australia, Great Britain, and the United States, all of which are hours ahead or behind India’s time zone. Workers start their work days around the time day-laborers head home and get off in the wee hours of the morning.

That trend is being echoed worldwide, Aneesh says, as night and shift work becomes increasingly prevalent.

“There are so many workers working at night. Not just nurses … or obviously emergency workers, or healthcare workers. But with a 24-hour economy … (there is) some startling evidence that this is becoming the majority norm in the west,” Aneesh said.

Tellingly, prescriptions and over-the-counter drugs for sleep disorders have registered a dramatic rise in the last decade.

Or took a look at the title of the book – neutral accents. English is a second language for many call center workers. They are trained to neutralize their accented speech so that emphasis is placed on syllables in a cadence English speakers are familiar with, and so that workers can recognize common slang and idioms like “dude” and “geek.” Even the workers’ identities are neutralized; Sanjeet might go by the name Tim while he’s working because a familiar-sounding name plays better over the phone.

Now that communication and commerce are global, Aneesh predicts that more and more, speech and identity will need to be neutralized so that people the world over can understand each other.

“We don’t know how what we are going to say will be (interpreted) by the other person in the end. … Communication is an improbable event,” Aneesh said. “In the case of cross-continental, over-the-phone conversation, where there’s no body language and no cultural norms in place, how can you communicate?”

Beyond the very human adaptations playing out in call centers, there are digital changes as well.

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Given his interest in entrepreneurship and startup businesses, you might expect Kyle Forsberg to have been a natural fit in UWM’s Lubar School of Business – but he readily admits he would have been bored. Instead, Forsberg found himself flourishing in Letters & Science’s Global Studies program.

“(It) was interesting because it wasn’t one specific topic. It covered globalization, technology. I studied social media; I studied business. I studied marketing,” Forsberg said. “I found the interdisciplinary approach to it a lot more useful.”

Forsberg graduated from UWM in 2014, but it was his global studies education and his activities in school that helped shape his current career. In June of 2013, as part of his major requirements, he traveled to Argentina for an internship with Startup Buenos Aires, an organization aimed at incubating and helping budding businessmen and women form their own startups. Forsberg was hooked.

“The core of a startup is … some kind of activity that may or may not generate revenue, but that leads to a sustainable business model that can support itself,” he explained. “What fascinated me was the prospect of going to Argentina and meeting some of these people who were making these changes and getting to see, first-hand, these products develop.”

Forsberg ran social media accounts for Startup Buenos Aires and was able to watch new ventures being founded. He was consistently amazed by the business ideas. One company was founded that aggregated sources of online media into a Netflix-like package for its customers. Another created software that allowed even computer-illiterate users to create video animations.

When he returned to the U.S., Forsberg dove right into the local business community by working for Startup Milwaukee, a company in the same vein as Startup Buenos Aires. By then, Forsberg had his own startup idea – and it won him third place and $2,000 in the La Macchia New Venture Business Plan Competition at UWM. He and two friends submitted a business plan for their company, named MajorWeb, which sold a software called Mesmer. It acts as a user-friendly interface that works in conjunction with the PAWS system, an online system that helps students track their classes, GPA, schedules and more at UWM.

Then they decided to take it further by entering a contest through the UW-Extension, called the Idea Advance Seed Fund. If they won, they received $25,000 to further develop their business. In order to win, they had to prove their idea could work by finding a suitable market for it.

“We had to conduct countless interviews with potential customers. … It was cold-calls. It was early-morning meetings while administrators got their coffee. It was drives to Madison to meet with the registrar’s office,” Forsberg said. “We were calling schools all over Wisconsin and northern Illinois. Eventually, we did complete the round and earned $25,000 to put toward our business.”

He credits UWM with providing resources and opportunities for budding entrepreneurs.
Speaking of cool jobs, Journalism, Advertising and Media Studies major Carolyn Birch has an amazing one. She manages the in-game entertainment at Miller Park, including the famous racing sausages. [https://youtu.be/thj5awpelgc](https://youtu.be/thj5awpelgc)

You may have heard Journalism, Advertising and Media Studies major Makenzie Boettcher’s dulcet tones on the radio - she works at 88.9 Radio Milwaukee. [https://youtu.be/hIi2l1Q7aC4](https://youtu.be/hIi2l1Q7aC4)

“I think that one thing that UWM in particular did … was put resources (for student entrepreneurs) in front of them where they can’t miss it: bringing speakers in, bringing programs to the school like the Student Startup Challenge and the New Venture Business Plan Competition,” Forsberg said. “The fact that you have this collaboration … you have students working with students or students working with faculty and even administration working directly with students to make your ideas come true.”

Forsberg and his partners were successful; they netted contracts with the Milwaukee School of Engineering, at UWM, and local colleges. Mesmer was in the process of being implemented in UWM’s Peck School of the Arts and the College of Engineering when bad news came from Madison – Wisconsin Gov. Scott Walker’s state budget for 2015-2017 cut $250 million in funding from the UW-System. UWM had to reprioritize spending, including away from Forsberg’s product.

“That was tough for us and that was certainly a setback – which happens. Ninety percent of startups fail. I wouldn’t necessarily say that we failed. Obviously, we could go to other states,” Forsberg said. “At the same time, me and my two cofounders, we all graduated. … As they say, life happens. That’s why it’s kind of on the side-burner right now, but it’s not something we entirely want to give up.”

Until that happens, Forsberg is happily utilizing his global studies education and his Spanish language skills with his current employer, FunJet Vacations. The travel agency is owned by La Macchia Enterprises – the same La Macchias who sponsored the Business Plan Competition that gave rise to Forsberg’s startup.

“I met the family because they sponsored that competition,” he said. “(At my job) I get to use my Spanish. I get to use my experience in South America to work with people in other countries and work with suppliers in Mexico, in Punta Cana, all over the place. It’s a great company to work for. They really support entrepreneurship in the community.”

He encourages current students, and anyone else really, to get involved if they have a great idea for a product or business. Famous entrepreneurs like Bill Gates and Elon Musk started out as regular people too, Forsberg says. The idea doesn’t even have to be that big – Forsberg’s favorite startup was created by a 14-year-old boy who makes and sells handmade bowties.

“Come up with a great idea. Come up with something that you’re going to be passionate enough about that you’re going to want to wake up and do it in the morning,” Forsberg advised. “A big part of it is the hustle. But your customers will see that you’re passionate about it and what you’re offering is intrinsically valuable, and that’s half the battle of getting a customer on your side.”

Global Studies major tackles startups

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Emeritus professor translates Oedipus Rex trilogy

By Kathy Quirk, University Relations

David Mulroy, Professor Emeritus of Classics at UWM, recently completed translating “Oedipus at Colonus,” the third in Sophocles’ trilogy of Greek tragedies. The trilogy focuses on the king of Thebes and his unhappy family, and includes “Oedipus Rex,” and “Antigone.”

“Oedipus at Colonus,” published earlier this year as part of University of Wisconsin Press’s Wisconsin Studies in Classics, has received critical praise for its combination of scrupulous scholarship and a fresh poetic style. Mulroy, who taught classics at UWM for nearly 40 years, has published six books of translations of Greek and Latin poetry as well as “The War Against Grammar,” a popular history and defense of grammar.

He is currently translating another trilogy of classic Greek plays – Aeschylus’ “Oresteia,” which includes “Agamemnon,” “The Libation Bearers,” and “The Eumenides.” He talks about his translation of Sophocles’ trilogy from Greek to English and the value of the classics in modern society.

Why did you translate these plays, which have been translated before?

I find the other translations very hard to read. The original tragedies were combinations of speeches and songs. Most translators use free verse for all the parts of the tragedies. The result is that readers don’t know which passages were spoken by the actors and which were sung by them and/or the chorus.

I translate the spoken portions of the plays in strict iambic pentameters and the musical passages into short rhyming stanzas. That makes the texts much more accessible to modern readers, just like they were for the original audiences. Reviewers tend to be hypercritical of rhyming poetry, but in my experience actual readers like it, so I’m sticking to my guns in that area.

'Shakespeare never worried about copyright'

Students remain fascinated with Greek and Roman myths, and the entertainment industry knows it, says Andrew Porter, Classics coordinator and assistant professor in UWM’s Classics Program.

Hollywood and television have contributed with movies such as “O Brother, Where Art Thou,” “300,” “Rome,” “Clash of the Titans,” “Alexander” and numerous other movies and series set in ancient times or based on classical history or myths.

“Filmmakers and writers find Greek and Latin mythology a rich resource for stories. Shakespeare borrowed many of the plots of his plays from Greek and Roman plays,” Porter says. “He didn’t have to worry about copyright.”

Students who have taken courses recently in the Classics Program include a judge, a teacher, a New Testament scholar, a pre-med student, an engineer and an aspiring filmmaker.

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Call center studies

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“I started realizing that at the other end too, personalities have already been changed without our knowledge. It’s not the agent who’s dialing the number; it’s a software program called a dialer that dials the number based on specific profiles that are culled from customer relations databases. … It picked up that you’re a certain age, certain demographic, living in a certain area, and you might have certain needs,” Aneesh said. “In the previous book I came up with the idea of ‘algocracy,’ which is the rule of the algorithm. … It’s a governance through algorithms. The algorithms decide who to call. For that to happen, a certain digital system identity has to be built up in contrast to a social identity. I realized that most of us have system identities. We don’t think that way, but that may have even more effect on our life chances than our social identity.”

In essence, our digital presence, through our tax forms, credit history, medical reports and more, and the algorithms that make use of those markers, will become increasingly important – our face-to-face interactions and social networks, while still important to us, will have slightly less functional value. It’s another way that call centers hint at a changing future, Aneesh says. The idea of Neutral Accent hints at another form of future communication where, instead of neutralizing the thick accent of a call center agent, communication will be mediated through program avatar interfaces. We can already see hints of this phenomenon in everyday, routine communication with computer-based systems - think banks, airlines, and smart phones.

It’s hard to make any sort of judgment call about these changes. Biologically and sociologically, Aneesh notes, phenomenon like night work and neutral identities represent a negative, but economically, they’re valuable assets. It’s just another hallmark of an increasingly global society; there’s no one vantage point from which you can completely condemn anything. That will only grow as the world becomes at once more connected and differentiated.

“The impact was that globalization (has become) known to people in a very personal way,” Aneesh said. “When you call your bank, the phone might be ringing across the planet.”

Aneesh’s book is available at http://amzn.to/1dnyQCe.
Dr. Michael McCrea ('91, MS Psychology; '94, PhD Psychology) is leading a team at the Medical College of Wisconsin researching sports impact concussions. The team was named one of six recipients of a $500,000 grant from GE and the National Football League to continue work improving treatment for brain injuries. [http://bit.ly/1fsbfNo](http://bit.ly/1fsbfNo)

Carson Snow ('01, BA History) was awarded a Judge’s Spotlight Award for the 2015 ENnie awards for his book “Dragons in the Stacks: A Teen Librarian’s Guide to Tabletop Roleplaying.” [http://bit.ly/1g28va9](http://bit.ly/1g28va9)

Steve Jagler ('84, BA Journalism) was named business editor of the Milwaukee Journal Sentinel. [http://bit.ly/1KoGKD0](http://bit.ly/1KoGKD0)

Jon T. Lange ('84, BA Psychology) was appointed the newest chief executive officer of the YMCA at Pabst Farms in Hartland, Wisc. [http://bit.ly/1LHWl1W](http://bit.ly/1LHWl1W)

Cynthia Vernon ('80, MS Biology) was named Chief Operating Officer of the Monterey Bay Aquarium in California. [http://bit.ly/1LVa6sh](http://bit.ly/1LVa6sh)

Michelle Grabner ('87, MA Art History) put on her first solo exhibition at the Indianapolis Museum of Art, which runs through Nov. 15. [http://bit.ly/1Ij9BET](http://bit.ly/1Ij9BET)

Jacqueline Agesa ('96, PhD Economics) was named associate dean of the Lewis College of Business at Marshall University. [http://bit.ly/1HY8Xxj](http://bit.ly/1HY8Xxj)

James Peranteau ('15, BA International and Global Studies) received one of just four Pi Sigma Alpha graduate scholarships from the Political Science Honors Society. Peranteau will attend Georgetown’s School of Foreign Service in the fall.

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**L&S is hiring!**

Letters & Science is looking for a Department Manager of Geosciences and Biological Sciences. Our ideal candidate has two years of supervisory experience and budgetary responsibility, a four-year degree in business or human relations, and experience in training.

Want to join us? Check out the job description linked below for more information.

[https://jobs.uwm.edu/postings/23897](https://jobs.uwm.edu/postings/23897)

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**Where did your degree take you?**

We'd love to know! We will be starting a new In Focus series answering that question for all majors - but we need your help!

Do you have an interesting job or hobby that uses your bachelor’s degree? Tell us about it and you could be featured in an upcoming newsletter.

Email let-sci@uwm.edu with your name and a brief description of your work. If you're chosen to be featured, we'll email you to set up an interview.
Forecasting for festivals

“I have been to several music festivals myself. I’m a big music lover. So many times, you can tie in your interests with the weather, your primary interest. It’s all the more gratifying. You feel like you’re much more connected,” Harris said. “Having been to music festivals before, you know what it’s like. You know what (concert goers’) interests are. You know what the concerns are. That can make it easier for you to forecast sometimes, when you know what you should be looking for.”

“They don’t like lightning, as you can imagine. People are outdoors, they’re at a festival. They don’t want lightning,” Uhlmann added. “They also want to know about rain in general, because nothing will clear out a crowd faster than a rainfall. And hail, of course, along the same lines.”

Wind can also affect the festival, especially vendors’ tents. Falling temperatures might mean a light crowd, and there’s always the lake effect to contend with.

This year’s festival was free of severe weather, though it did see some cooler temperatures, according to Harris and Uhlmann. Uhlmann in particular likes working with clients in Milwaukee; he enjoys knowing in real time whether or not he got the forecast right.

Westendorf likes working with Milwaukee clients because he values the community partnerships Innovative Weather has been building since its founding eight years ago. It’s especially gratifying when a well-known company like Milwaukee World Festival takes an interest.

“To get area Milwaukee (business) is great. That’s huge. It just solidifies we are Milwaukee or southeast Wisconsin,” Westendorf said. “It was a surprise to get the call out of the blue saying, we want to talk to you. It’s the kind of thing that, eight years in, you’ve been hoping happens for a long time. … Occasionally you have something like this that affirms that steady, constant, excellent work does get you noticed.”

Summerfest is over now, but there’s still plenty of work for Innovative Weather, said Snow. The Summerfest grounds play host to several other events, including most of the city’s ethnic festivals and even Petfest, celebrating the city’s four-legged friends. Innovative Weather will have to provide forecasts for all of those, and has already helped to guide Milwaukee World Festival through severe weather during Festa Italiana in mid-July. A massive thunderstorm rolled into town, but the young forecasters were on the job.

“It was forecasted to the letter. It was just perfect,” Snow said. “We’re still new in our relationship … (but) it’s working out very well for us.”
Marcee Doherty-Elst (’99, MA Sociology) was featured for her work with the theater company Theater RED in an “executive profile” in the Milwaukee Business Journal. [http://bit.ly/1g9yXmhn](http://bit.ly/1g9yXmhn)

Joel Berkowitz (Foreign Languages and Literature and Jewish Studies) and his research group, the Digital Yiddish Theatre Project, were awarded a UWM Research Growth Initiative (RGI) award that will fund a three-day workshop in Milwaukee in October, as well as the digitization of the unpublished seventh volume of Zalmen Zylbercweig’s Encyclopedia of the Yiddish Theatre, the most important reference work in the field.

Have you lied to your doctor? The Washington Post recently posed that question and drew on Celeste Campos-Castillo’s (Sociology) research to answer it in a recent article. [http://wapo.st/1IrDDfO](http://wapo.st/1IrDDfO)

Check out the cover of the July 15 issue of The Hispanic Outlook in Higher Education Magazine – that’s Havidan Rodriguez (’86, MA Sociology) gracing the cover for his leadership in higher education at the University of Texas – Pan American. [http://bit.ly/1Kps613](http://bit.ly/1Kps613)

Monica Drake Pierce (’05, BA Art History; ’13, MA Public History and Museum Studies) was featured in The Lake Wales News detailing her vision for the Lake Wales Depot Museum in her new role as director. [http://bit.ly/1K0Jd0e](http://bit.ly/1K0Jd0e)

Adam Wickersham (’05, BA Economics and International Relations) was featured in the Milwaukee Business Journal for his business RaceTorch LLC, which sells electronic devices meant to replace the starting gun at track meets to prevent hearing damage for spectators and competitors. The business won the 2014 Student Startup Challenge at UWM. [http://bit.ly/1DCrCwN](http://bit.ly/1DCrCwN)

Lane Hall (English) sat on a panel at Netroots Nation on July 16-19 titled “Lights, Camera, Protest,” where they, along with other activists involved in the Light Brigade Network, talked about tactical media and the role of art and spectacle in activism. They are a featured part of the Netroots Music Project 2015, which features eight panels focusing on the role of the arts in building progressive movements. [http://bit.ly/1emiAxf](http://bit.ly/1emiAxf)

Jessica McBride (Journalism, Advertising, and Media Studies) lent her perspective to Wisconsin Public Radio concerning the proposed – and ultimately defeated – changes to the state’s open record laws suggested by members of the Wisconsin legislature. [http://bit.ly/1TXgR1j](http://bit.ly/1TXgR1j)

A 2001 journal article entitled “Apologies to Dracula, Werewolf, Frankenstein: White Homeowners and Blockbusters in Postwar Chicago” written by Amanda Seligman (History) was cited in a brief submitted to the U.S. Supreme Court for a case involving the Fair Housing Act.

Rina Ghose (Geography) was invited to lead mentoring sessions in the 2015 Geography Faculty Development Alliance workshop, sponsored by National Science Foundation and the Association of American Geographers, at the University of Connecticut on June 21-27. The workshop was attended by tenure track faculty members across the nation. Ghose led or co-lead sessions on strategies for successful writing and publication, preparing for tenure and promotion, time management, teaching upper-division/graduate level courses, balancing personal and professional life, female professors in the classroom, and assessment and grading strategies in teaching activities. Ghose was also invited to present a plenary talk on “Promoting Diversity and Inclusion” to departmental chairs, attending “leadership development” workshop, from institutes in the USA and Canada.

Sara Benesh (Political Science) lent her expertise in a Milwaukee Journal Sentinel article covering Rebecca Bradley, who was recently appointed to the District 1 Court of Appeals. [http://bit.ly/1CZvYTN](http://bit.ly/1CZvYTN)
How long did it take you to translate all three plays?

They take approximately a year apiece. Once they’re done they take another year to prepare for publication, with proofreading, designing the cover and all of that stuff.

What made you decide on this trilogy?

“Oedipus Rex” and “Antigone” are the best Greek tragedies in terms of entertainment, if nothing else, and they’re the most frequently used in classrooms. “Oedipus at Colonus” is less popular, and probably not as great as a drama. But it finishes off the story, and is deeply significant historically. It was Sophocles’ last play and was written during a time of political turmoil that he had lot to say about.

How do you think these plays speak to modern readers, and to students?

The issues that fascinate the students are different with each play. With Oedipus there are the psychological issues – self-knowledge and willful ignorance. In the case of “Antigone,” it’s altogether different. You have a fascinating character Antigone, the heroine, who is a very ambiguous character. You have to admire her idealism and courage, but they only result in her own suicide and that of her fiancé and his mother.

And in “Oedipus at Colonus,” you have a hero facing old age and mortality. This raises the whole question of the meaning of life and the redemptive power of love in the face of suffering and tragedy. Each one of the plays is quite distinct.

What attracted you to the field of classics in the first place?

I think my mother, who died when I was relatively young. She had been a very enthusiastic student of the humanities at the University of Wisconsin-Madison, but she had to drop out of school because of the Depression. She left some books around the house. After she had passed away, I came across some of this material and was really fascinated, particularly by Plato’s “Dialogues.” I happened to go to a Catholic school where I learned Latin and when I went on to college, I had a choice between Ancient Greek and advanced mathematics, so that was the final nudge.

What is the value of the classics today?

Well, definitely Latin and Greek languages courses are great for the development of analytical skills. In “The War Against Grammar,” I argued that the inability to analyze the meanings of complex statements is a widespread problem in our schools and society at large. It’s hard to think of disciplines that improve that ability more than Latin and Greek.

The texts themselves are great literature and they have the value of all great literature in stirring thoughts and reflection. They win over students.

“Like most universities, every year Classics courses are very popular, although we don’t have an incredible number of majors as such,” says Porter.

The program averages some 1,600 students in its Greek, Latin or Classical Civilization courses each year. Porter’s online course, Classical Mythology, is “full every time I teach it,” he said.

In fact, after Classics lagged for a while in the 1970s, they made a comeback. Latin teachers at the high school level are in high demand and Latin enrollments at UWM have risen in the past three years.

Students who sign up for the languages, history and literature classes have an interest in the past – and often in their own future. Greek and Latin, for example, make an excellent foundation for both medicine and law, according to Porter, and studies show that students with a background in Classics do better than average on Graduate Record Exams.

“It’s fair to say that people who take Greek or Latin are far better prepared for law or medicine, and these courses can have an impact on the overall college experience. Students learn how to read, how to write and how to think analytically,” Porter says.
Pluto Rocks!

NASA's New Horizons just passed by Pluto in mid-July and has sent back fascinating images to help us learn about the outer frozen worlds of our solar system. Explore the history of Pluto, the discovery of other Kuiper belt objects, and find out what New Horizons can teach us about the former ninth planet.

Date: July 29-31
Time: 7-8 p.m.
Where: Manfred Olson Planetarium, 1900 E. Kenwood Blvd.
Admission is $3. For more information, visit http://bit.ly/1uNTnBD.