



greatCENTER
GREAT CITY

A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

August 2005

Success Through Partnership

How does a major North American equipment manufacturer create an exciting unique convention that entices almost 1,000 independent dealers to convene for the first time ever? The answer... mix the expected with the unexpected! The expected: Great product show, fabulous food, fun, networking and entertainment. The unexpected: "Madison Experience," Willow Island, and the flexibility of the Exhibition Hall at the Alliant Energy Center.

When you start with Madison, a vibrant capital city with natural beauty as the backdrop for an event, add in an outdoor welcome reception on Willow Island, and provide first class exhibit space with customized components designed to enhance the entire experience, you create Success Through Partnerships.

The Kuhn Knight Convention features the launching of new products, motivational insights by company officials, and interactive discussions on building strong partnerships. The convention also weaves many other activities into the overall agenda with opportunities to visit Wisconsin's State Capitol, an architectural wonder and a must see in Downtown Madison. Other points of interest include the Nations #1 Farmers Market, many State Street with artisans and musicians, the \$200 million dollar Overture Arts Center, and miles of beautiful lakeshores and parks.

When you add it all together Kuhn Knight has captured a winning combination. Find the right ingredients for your convention in Madison, WI at the Alliant Energy Center. www.alliantenergycenter.com.



Teen Talent And Monster Metal Band Camp Will Rock

A triple-talent and Teen pop beauty queen, Hilary Duff, performs at the Veterans Memorial Coliseum August 21 at 7:00 pm. This Pop Princess and Teen star is selling out arena-size venues around the country by bringing the tweens out in droves and she has become the world's favorite girl-next-door. Duff concert fans will enjoy the Coliseum's excellent seating and parking. For tickets to Hilary Duff call (608) 267-3995.

Who plays intensely and rattles listeners teeth? WJJO's Band Camp music festival Sunday August 14 on Willow Island at the Alliant Energy Center features some of the best aggressive rockers. The multiple band line-up includes: Chevelle, Nonpoint, Taproot, Life of Agony, and Dope. WJJO program director Randy Hawke says he "prefers working on Willow Island because of its great access to downtown Madison and park like setting." Tickets are available at the Coliseum Ticket office, all Ticketmaster outlets, www.ticketmaster.com or charge by phone at 608-255-4646.

Galloping Horses—Morgans, Arabians, And Saddlebreds

This year's Great Lakes III Arabian and Half/Arabian horse auction August 5-6 marks the third annual sales event at the Alliant Energy Center. Arabian horse enthusiasts from coast to coast come to buy and sell these beautiful animals. Last year's auction was very successful with 110 different buyers from 25 states and Mexico.

www.addisequineauctions.com

The WISHS Horse Show is a multi-breed horse show. This National Show Horse District 4 Championship, has divisions in English Pleasure, Three and Five gaited, Country Pleasure, Western, Hunter, Driving classes and Halter classes. Performances are in the Arena Building August 12-14. According to Diane Bergeman, show manager, "The Alliant Energy Center offers exhibitors a friendly environment. They appreciate the easy access to their horse trailers, and with the help of the Alliant Energy Center, we provide the best possible show for our exhibitors. They look forward to returning every year." For more information call Diane at (262) 495-4379.

Riders, drivers, trainers and owners join together for the Madison Morgan Classic Charity Horse Show August 18th through the 20th. More than 100 classes will highlight the beauty and versatility of America's first horse breed. The show offers morning and evening performances with no admission fee. Proceeds from this charity horse show will benefit the Three Gaits therapeutic-riding program located in Oregon WI. Call (608) 835-9589 for more information.



Pot Of Gold

American Pottery 1900-1920 is the theme of the 10th annual Pottery Show and Sale on Saturday August 27 in Exhibition Hall. Visitors will see great American Arts and Crafts pottery, as well as other decorative elements (cloth, copper, lighting, wood) on display. For more information, visit www.wisconsinpottery.org or call 608-249-6898.

Asset Builders of America, Inc. presents the 5th Annual Madison Money Conference on Saturday, August 20 in Exhibition Hall. Dr. Adolph Brown, III is the General Session speaker. There will be over 25 breakout sessions, on topics such as credit reports, setting up spending plans, identifying needs vs. wants, home ownership, college and retirement savings tips. To register or to learn more information, please contact Richard Entenmann of Asset Builders at (608) 663-6332 or www.assetbuilders.org.

August

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Kuhn Knight — July 31 <u>Success Through Partnership</u> Boat Wars Boat Sale Mid America Paso Fino Horse Show	Kuhn Knight — 1 <u>Success Through Partnership</u> Boat Wars Boat Sale	Kuhn Knight — 2 <u>Success Through Partnership</u>	Kuhn Knight — 3 <u>Success Through Partnership</u> CDBG Meeting	Kuhn Knight — 4 <u>Success Through Partnership</u> The Alliance	Kuhn Knight — 5 <u>Success Through Partnership</u> Addis Equine Auction MS Bike Tour Registration	6 Addis Equine Auction Dedicated Paintball Tournament
MS Bike Tour Finish Line 7 Dedicated Paintball Tournament	8	9	10	WISHS Horse Show 11	WISHS Horse Show 12	WISHS Horse Show 13
WISHS Horse Show 14 WJJO Band Camp Concert featuring Chevelle, Taproot, 30 Seconds to Mars	Kwik Trip Seminars 15	Kwik Trip Seminars 16	17	Madison Morgan Classic Horse Show 18	Madison Morgan Classic Horse Show 19	Madison Morgan Classic Horse Show 20 Madison Personal Finance Conference Land's End Picnic
Hilary Duff Concert 7:00 P.M. 21	22	Outdoor Reps Association Trade Show 23 GMCVB Board Mtg.	Outdoor Reps Association Trade Show 24 Kwik Trip Seminars	Outdoor Reps Association Trade Show 25 Kwik Trip Seminars	26	WI Pottery Show & Sale 27
Latino Health Fair 28	29	30	31	Sept. 1	Alice Cooper with Cheap Trick Concert 7:30 P.M. Sept. 2	Sept. 3

Exhibition Hall • Veterans Memorial Coliseum • Willow Island • Arena



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Alliant Energy Center • 1919 Alliant Energy Center Way • Madison, WI 53713
 Contact: Shirley Kaltenberg 608-267-1549 OR Ted Ballweg 608-267-3991
www.alliantenergycenter.com

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