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GREAT CITY

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EVENT UPDATE NEWSLETTER

October 2005

## The Dairy Industry Convenes In Madison

2005 will mark the 39<sup>th</sup> year **World Dairy Expo** has taken place at the **Alliant Energy Center**. The show, scheduled for **October 4-8**, celebrates “**the Art of Dairy**”. It’s the international meeting place for the dairy industry and offers the most elite combination of dairy cattle, exhibits, attendees, and volunteers. The Expo has a strong reputation within the industry as the show with the latest in dairy innovations, equipment and research. Throughout the event meet herd owners, watch seven breed shows, five cattle auctions and the Parade of Champions. Other areas of interest include free educational seminars on dairy management and other industry issues. These seminars offer technical expertise to help stay knowledgeable, competitive and profitable. Dairy men can explore a variety of farms from around the world and never leave the grounds by participating in the Virtual Farm Tours. The exclusive International Lounge attracts attendees from 80 countries. Multiple interpreters are provided to support international buying and selling. Tom McKittrick, General Manager of World Dairy Expo Inc., says “It’s the perfect place for the 675-plus exhibitors to showcase the latest dairy equipment and cutting-edge technology. For more information, contact World Dairy Expo at 608-224-6455 or go online at [www.worlddairyexpo.com](http://www.worlddairyexpo.com).”



## Bruce, Dolly And Trent In Concert

Madison music fans are in for an amazing treat from masters of different musical styles. **Bruce Springsteen** hit the music industry with the release of his first album in 1973. “The Boss’s” most famous release, “Born in the U.S.A.” came out in 1984. This pop style arena rock album sold 20 million copies and was followed by a massive two year long world wide tour. After 30 years he is still going strong, and now he brings his solo tour to **Veterans Memorial Coliseum on Saturday, October 15**.

**Dolly Parton** performs at the **Coliseum on Saturday, October 29**. Parton’s Vintage Tour focuses on rock songs from the 60’s and 70’s with a couple of exceptions. A recent Associated Press article included this Dolly Parton quote, “The people that really have followed me and that really do look closer and look underneath the big hair and big boobs and big mouth—the artificial look—they really know I’m a serious person about my work and am serious about my songwriting more than anything.”

Fans of industrial hard rock gather in the **Coliseum on Thursday, October 13**, for a **Nine Inch Nails** concert. Trent Reznor, Nine Inch nails exclusive genius leader combines his talents as a singer/producer/multi-instrumentalist creating the most popular industrial rock group ever. NIN won a Grammy for Best Heavy Metal performance. Tickets for all three of these shows are available at the Coliseum Ticket Office, all Ticketmaster outlets, Ticketmaster.com or charge by phone at (608) 255-4646.



## Premier Gourmet Experience

Wisconsin’s premier culinary experience is the **Madison Food & Wine Show, October 28, 29 and 30<sup>th</sup> in Exhibition Hall**. Attendees enjoy learning secrets from experts, purchasing holiday gifts, and tasting some of Madison’s finest cuisine. Shop over 100 local, national and international vendors proudly offering their best. While attending the 2005 show pick up a gift bag filled with valuable coupons and special gifts. The official wine sponsor, Wollersheim Winery will provide attendees with an elegantly etched wineglass as a keepsake. The event is topped off with several rounds of Madison’s finest chefs competing for the title of “Culinary Conqueror” in the Dueling Chefs Competition. Four celebrity food judges and one audience member will judge on taste, presentation and creativity. The two chefs who make it all the way through the preliminary heats with the highest overall score will go on to compete for the title of “Culinary Conqueror.” Come and see Exhibition Hall transformed into a weekend celebration featuring samples of fine wines and gourmet food, culinary products, food and cooking seminars and wine seminars. Madison’s Food and Wine Show will run Friday 4:30-9:00pm, Saturday, noon-6pm and Sunday 11am-4pm. Tickets are \$30 in advance and \$35 at the door. Weekend passes are available. For more information and tickets visit [www.madisonfoodandwineshow.com](http://www.madisonfoodandwineshow.com).

## Fall Conferences Focus On The Future

On **October 11, 2005**, **Exhibition Hall** will host “**Macular Degeneration: Progress in Sight V**”, a free education event open to the public. This all-day seminar, sponsored by UW Department of Ophthalmology & Visual Sciences and the Wisconsin Council of the Blind, will provide information on recent advances in macular degeneration prevention, treatment, and ideas on coping with personal feelings about vision loss. Exhibitors will display the latest in video magnifiers, computer aids and other resources, and speakers will present information about macular degeneration. To register for the event, or for more information, call the Progress in Sight line at 1-800-783-5213.

The **2005 Future Lifestyles Show** is coming to **Exhibition Hall on Wednesday, October 12**. The event will focus on resources, services, and products that are available and of interest to the 50-plus generation. Attendees can enjoy many activities focusing on health, education, and fun. Workshops are offered throughout the day, from financial planning to eye care and free health screenings with flu shots. For more information call (608) 274-5200, or visit [www.ograpublishing.com/seniorshows.htm](http://www.ograpublishing.com/seniorshows.htm).



# October

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Market Square Cash & Carry WI Saddlebred Futurity Horse Show <b>Sept 25</b>	4-H Officer & Leader Training <b>Sept 26</b>	<b>Sept 27</b>	First Business Bank Medical College of WI Massey Employee Benefit Seminar <b>Sept 28</b>	Kwik Trip Training Seminar <b>Sept 29</b>	Kwik Trip Training Seminar <b>Sept 30</b>	<b>1</b>
<b>2</b>	<b>3</b>	World Dairy Expo 9:00 a.m.–5:00 p.m. <b>4</b>	World Dairy Expo 9:00 a.m.–5:00 p.m. <b>5</b>	World Dairy Expo 9:00 a.m.–5:00 p.m. <b>6</b>	World Dairy Expo 9:00 a.m.–5:00 p.m. <b>7</b>	World Dairy Expo 9:00 a.m.–5:00 p.m. <b>8</b>
<b>9</b>	<b>10</b>	Macular Degeneration: Progress in Sight V Bureau of Education & Research <b>11</b>	Future Lifestyles Show <b>12</b>	Nine Inch Nails Concert 7:30 p.m. Celerity Staffing Solutions Meeting WI DOT Mgrs Mtg Car Wars Used Car Sale <b>13</b>	<b>14</b>	FCC Madtown Throwdown Bruce Springsteen Concert 8:00 p.m. Car Wars Used Car Sale <b>15</b>
<b>16</b>	Epic Systems Staff Meeting Great Activities Seminar <b>17</b>	DPI—State Superintendents Conference Oasys Meeting <b>18</b>	DPI—State Superintendents Conference <b>19</b>	Dane Co Highway Rodeo <b>20</b>	WI Assn of School Boards Conference <b>21</b>	<b>22</b>
4-H Awards Program Allison Krauss Concert 8:00 p.m. <b>23</b>	Spectrum Brands North America Sales Meeting <b>24</b>	Spectrum Brands North America Sales Meeting ACEC of WI First Weber Group <b>25</b>	Spectrum Brands North America Sales Meeting <b>26</b>	Spectrum Brands North America Sales Meeting Parts Unlimited Alpinestars <b>27</b>	Madison Food & Wine Show <b>28</b>	Madison Food & Wine Show Dolly Parton Concert 7:30 p.m. <b>29</b>
Madison Food & Wine Show <b>30</b>	<b>31</b>	Bureau of Risk Management <b>Nov 1</b>	Bureau of Risk Management <b>Nov 2</b>	Bureau of Risk Management Dragon Tales Live Missing Music Mystery <b>Nov 3</b>	Sysco Foods Sales Mtg. Dragon Tales Live Missing Music Mystery <b>Nov 4</b>	Breast Cancer Recovery Foundation Dragon Tales Live Missing Music Mystery <b>Nov 5</b>



Exhibition Hall • Veterans Memorial Coliseum • Willow Island • Arena



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