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A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

October 2006

World Dairy Expo is Dairy Central

The largest dairy tradeshow in the world turns the Alliant Energy Center into Dairy Central when the 40th World Dairy Expo takes place **October 3-7**. With 1,500 tradeshow booths, dozens of seminars, more than 2,000 dairy cattle, and over 65,000 attendees — World Dairy Expo is a major hub of the dairy industry. World-class dairy cattle representing the seven dairy breeds will compete throughout the week for top honors in the show ring. But there's more than just the best cow show on the globe! The week's schedule is full of judging contests, showmanship competitions, sales, banquets and virtual farm tours. Over 650 companies will showcase the latest in dairy innovations and will lay their tracks at this year's Expo. Show attendees will find the most up-to-date information in animal health, feed and feed additives, buildings/building supplies, animal genetics, livestock supplies and services, feed and manure handling equipment. It's all aboard with attendees from over 80 countries expected at this year's Expo. Admission to the show is \$7 per person per day or \$21 for a season pass. For more information call (608) 224-6455 or visit www.worlddairyexpo.com.



Weekend Wonders

GIT-R-DONE and see Larry the Cable Guy's Comedy Show **October 13 at 8pm** in **Veterans Memorial Coliseum**. From, his right to bare arms to his catch-phrase, Larry the Cable Guy country humor will take the Coliseum by storm and have you rolling with laughter. Tickets are available at the Coliseum Ticket office, all Ticketmaster outlets, Ticketmaster.com, or charge by phone at 608-255-4646. www.larrythecableguy.com

The Midwest's premier mixed martial arts event is in **Exhibition Hall** Saturday, **October 14**. **Madtown Throwdown 9** brings the freestyle combat challenge to the ring with power. You'll have a great view of the action whether you're on the floor or in the stadium-style seating. Doors open at 6:30pm and the action-packed competition begins at 7:30pm. Tickets are available at the door, by phone at 608-577-2006, or online at <http://madtownthrowdown.com>.

The **Body Network Health & Healing Expo** will set-up in **Exhibition Hall** **October 14**. This expo will show consumers non-traditional healing products and methodologies. Don't miss the opportunity to see the newest and most up-to-date products and services. Show runs 9am to 4pm. www.ebodynetwork.com

Come taste, sample, shop and indulge at this year's **Madison Food and Wine Show**. **Exhibition Hall** will transform into a gourmet experience **October 20-22**. Sample fine wine & beer, taste specialty food items, sample local restaurant fare, learn from the experts and watch area chefs duel. With more than 100 exhibitors you'll have a wonderful time experiencing something new. Come taste the fun Friday 5-9pm, Saturday Noon-7pm and Sunday Noon-4pm. www.madisonfoodandwineshow.com

Log homes and accessories are the major topics during the **Log & Timber Show & Seminar** **October 20-22** in **Exhibition Hall**. This three-day event has over 100 exhibitors and free workshops on building and finance. Show hours are Friday Noon-7pm, Saturday 10am-6pm and Sunday 10am-4pm. Purchase your tickets in advance for \$12.00 per adult, until September 1st, or register at the show for \$15. Tickets are valid for all three days of the show and children 18 and under are free. www.loghomeliving.com

A safe alternative to trick-or-treating is available at **Sweet Street Halloween Expo** on **October 21** in the **Veterans Memorial Coliseum**. Sweet Street is lined with 30 business-sponsored houses that have custom-designed stage scenery, a costumed character handing out treats, theatrical lighting and Halloween music/sounds. Youths can also participate in activities like a kiddie corral maze, Bounce House, Giant Slide, arts & crafts, pumpkin bowling, spooky mini-golf, a haunted house and much more! The street opens from 9am-5pm. Admission is \$2 for adults, \$3 for youth 2-12 and free for those 1 and under. www.pmiwi.com/shows/sweetstreet_madison.php

October 28-29, **Chris Cox Horsemanship Seminars** ride into the **Veterans Memorial Coliseum**. The "Chris Cox Horsemanship" shows airs on RFD-TV, but these seminars offer a hands-on chance to work and practice. Spurred by the belief that training means establishing a relationship with your horse, Chris uses demonstrations and clinics to bring these practical methods around the world. www.chris-cox.com



Convening for Conventions, Conferences and CarQuest

October 19 the YWCA Madison hosts the **Racial Justice Conference** in **Exhibition Hall**. This conference will feature internationally recognized speaker Dr. Taylor Cox, who will speak on managing and valuing diversity. A full day program on "Creating a Multicultural Organization: A Model for Organization Change" will include four breakout sessions. Designed to benefit and help create a multicultural environment, this conference has a full house. www.ywca.org

Also, **October 19** **CarQuest Parts, Tool & Equipment Show** will have anything and everything in **Exhibition Hall**. This show runs from 4-8pm and will feature a guest appearance by Green Bay Packer Donny Andersen, from Superbowls I and II. There will be fantastic discounts - Mark your calendars!

Wisconsin Education Association Council (WEAC) will hold the annual **WEAC Convention** in **Exhibition Hall** **October 25-27**. The convention attracts teachers and educational support staff members from all over the state. This year's keynote speaker is famed education advocate and author Jonathan Kozol. In addition, there will be over 100 workshops and seminars, the latest in educational services, projects, materials and technology. Log onto www.weac.org to find out more.



October 2006

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Sept 24 Art Glass & Bead Retreat <hr/> WI Saddlebred Futurity Horse Show	Sept 25 4-H Officer & Leader Training	Sept 26 Dane County Provider Fair <hr/> Capital Newspaper Career Fair	Sept 27 Third Day Concert 7pm <hr/> Dept of Public Health NPHPS Meeting	Sept 28 Dept of Public Health NPHPS Meeting	Sept 29	Sept 30
1	2	3 World Dairy Expo 9am-5pm	4 World Dairy Expo 9am-5pm	5 World Dairy Expo 9am-5pm	6 World Dairy Expo 9am-5pm	7 World Dairy Expo 9am-5pm
8	9 Madison Community Foundation	10 Spectrum Brands North American Sales Meeting <hr/> Dane County Hwy Rodeo	11 Spectrum Brands North American Sales Meeting	12 Surviving the Pandemic Workshop	13 WI DOA Meeting <hr/> Larry the Cable Guy Comedy Show 8pm	14 Health & Healing Expo <hr/> Madtown Throwdown
15	16 Epic Staff Meeting	17 DPI Superintendents Conference <hr/> First Weber Group	18 DPI Superintendents Conference <hr/> Second Harvest Planning Meeting	19 CarQuest Parts, Tools & Equipment Show <hr/> YWCA Racial Justice Conference <hr/> Dental Health Associates of Madison	20 Log & Timber Show & Seminar <hr/> Madison Food & Wine Show <hr/> WI Association of School Boards	21 Log & Timber Show & Seminar <hr/> Madison Food & Wine Show <hr/> Sweet Street Halloween Expo
22 Log & Timber Show & Seminar <hr/> Madison Food & Wine Show <hr/> 4-H Awards Banquet	23	24	25 WEAC Teachers Convention	26 WEAC Teachers Convention	27 WEAC Teachers Convention	28 Chris Cox Horsemanship Seminars
29	30	31 Boy Scouts of America Banquet <hr/> WI Department of Employment Relations <hr/> Building Controls Training — Level 1	Nov 1 Future Lifestyles Show <hr/> WI Department of Employment Relations	Nov 2 ACEC Meeting <hr/> Interfaith Hospitality Network <hr/> WI Department of Employment Relations	Nov 3	Nov 4 Breast Cancer Recovery Foundation <hr/> Great Lakes Cheer Championship

Exhibition Hall • Veterans Memorial Coliseum • Willow Island • Arena



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