

greatCENTER  
GREAT CITY

A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

February 2007

## Jump And Shout

Get ready to rumble **February 2** when **WWE** presents “**Road to Wrestlemania**” in **Veterans Memorial Coliseum**. Action-packed professional wrestling will exhilarate audiences as John Cena and Umaga battle for the WWE Championship in the night’s feature match. [www.wwe.com](http://www.wwe.com)

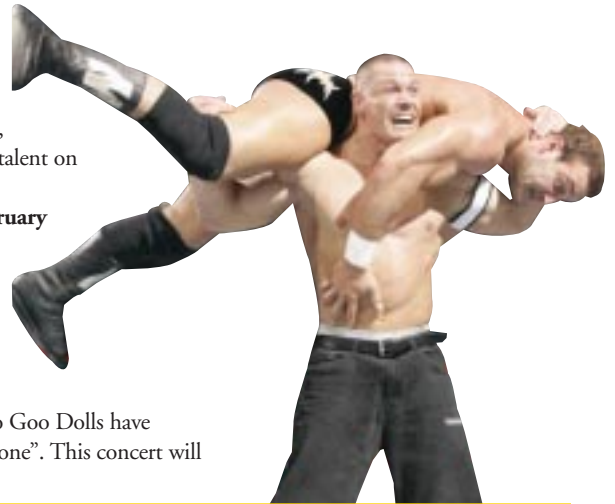
**February 13**, the “**World Famous**” **Lipizzaner Stallions** prance into the **Veterans Memorial Coliseum**. All new music, beautiful choreography and breathtaking routines will amaze audiences. [www.lipizzaner.com](http://www.lipizzaner.com)

**John Mayer** strums his way into the hearts of his audience **February 14** in the **Veterans Memorial Coliseum**. This Grammy-winning singer is famous for the hit songs “No Such Thing”, “Daughters” and “Waiting on the World to Change”. Fans will love his soulful style and amazing talent on the guitar. [www.johnmayer.com](http://www.johnmayer.com)

It’s time for family fun as the **Zor Shrine Circus** pulls into **Veterans Memorial Coliseum February 16–18**. The Coliseum will be transformed into a big top as performers thrill children and adults alike. This year’s lineup includes Menacing Motorcycle Madness, a troupe that executes hair-raising maneuvers as they race around a steel globe at incredible speeds. [www.shrinecircusinfo.com](http://www.shrinecircusinfo.com).

Cheers abound in the **Veterans Memorial Coliseum February 24–25** with the **Badger Cheerleading and Dance Championship**. This nationals-caliber event will attract over 2000 competitors from throughout the Midwest. [www.spiritathletics.com/badger\\_dance\\_2007.htm](http://www.spiritathletics.com/badger_dance_2007.htm)

**February 27**, the **Goo Goo Dolls** will bring their popular music to **Exhibition Hall**. The Goo Goo Dolls have become a platinum-selling, chart-topping act behind the radio hits “Name”, “Iris” and “Here is Gone”. This concert will have fans singing all night long. [www.googoodolls.com](http://www.googoodolls.com)



## Outdoor Fun—Indoors

**Exhibition Hall** will be in full bloom **February 3–4** with **Orchid Quest 2007**. This mid-winter orchid show and sale offers an escape to a beautifully colored floral paradise. Orchid Quest is one of the largest orchid displays in the Midwest, with educational programs, orchid judging, vendors and more. [www.orchidguild.org](http://www.orchidguild.org)

The **Madison Golf Show** swings into **Exhibition Hall February 16–18**. The Greater Madison Golf Show offers the opportunity to explore the latest in golf accessories and improve your game for 2007. Everyone will be able to try out new clubs and receive lessons from the pros. [www.greatermadisongolfshow.com](http://www.greatermadisongolfshow.com)



It’s all aboard for excitement **February 17–18** as the 40<sup>th</sup> annual **Mad City Model Railroad Show and Sale** rolls into **Exhibition Hall**. Everything from classic toy trains and model train merchandise to historical exhibits and model train layouts will be on display. <http://www.scwd-nmra.org/febshow.php>

Get ready to reel in the fun as **Madison Fishing Expo** comes to **Exhibition Hall February 23–25**. The Madison Fishing Expo features a diverse lineup of fishing tackle, equipment and boats from the industries’ leading manufacturers and dealers. [www.madfishexpo.com](http://www.madfishexpo.com)



## Meetings Mean Variety

**February 1**, the **Microsoft Across America Launch Tour** comes to **Exhibition Hall**. This event will give local business representatives and IT professionals a first look at Microsoft’s new releases. Through educational seminars and breakout sessions, attendees will gain professional insight into Microsoft Windows Vista, the 2007 Microsoft Office System, and Microsoft Exchange Server 2007. [www.acrossamericalaunch.com](http://www.acrossamericalaunch.com)

**February 13**, the **Promotional Products Association of Wisconsin** hosts the **New Products Showcase** in **Exhibition Hall**. PPAW is a regional trade association comprised of distributors and suppliers of promotional products marketing and merchandising. Members will enjoy viewing a vast array of displays of the latest in promotional products. [www.ppaw.org](http://www.ppaw.org)

The **UW Department of Engineering Building Codes Refresher Course** is in **Exhibition Hall February 19–21**. This professional development seminar will allow architects, engineers and others to become familiar with key components of the Wisconsin Commercial Building Code. [www.epd.engr.wisc.edu](http://www.epd.engr.wisc.edu)

**February 20–22**, the **Midwest Winter Sports Reps Trade Show** will set up in **Exhibition Hall**. Manufacturer’s representatives will showcase up-to-the-minute trends in outdoor sports gear to Midwestern retailers. [www.eora.org](http://www.eora.org)

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## Spring Gardening Tips From Garden Expo

Spring is quickly coming. While this can be an exciting time for gardeners, it can also be overwhelming to begin planning a summer garden. To ease some of this stress, here is a helpful list of ideas on how to prepare for planting during the spring.



- **Pruning:** For early blooming shrubs such as forsythia and viburnum, prune them as soon as blooms have passed. Early spring is also an ideal time to prune your roses.
- **Deadheading:** Remove spent flowers from their bulbs, but leave the rest of the plant as-is for the time being.
- **Weeding:** Pull weeds from your beds and borders before they have a chance to take hold and spread.
- **Tools:** Spring is a good time to prepare your tools for the oncoming gardening season and make any necessary repairs or new purchases. You will be happy you have done so when summer sets in.
- **New Plants:** Add new plants to your garden. Be sure, however, that all threat of frost has passed. Plant such things as trees, shrubs, hardy annuals and summer blooming bulbs to add variety to your garden.



- **Fertilize and Mulch:** Fertilize and mulch beds and borders. Spring is also a good time to fertilize fruit trees. If you applied heavy winter mulch for protection from the cold, you will need to clear it away.
- **Staking:** Stake plants that may be prone to wind damage during the unpredictable spring weather.
- **Lawn Care:** Start a new lawn from seed. For established lawns, you should start mowing in the spring, but don't initially cut the grass very short for the first few times. -Source: [Helpfulgardener.com](http://Helpfulgardener.com)

For even more gardening tips and expert advice, visit the **Wisconsin Public Television Garden Expo, Feb. 9–11 in Exhibition Hall**. The sights and fragrances of spring will fill the Garden Expo, which features more than 100 educational offerings and nearly 460 exhibitor booths. Shelley Ryan, master gardener and host of *The Wisconsin Gardener* television series, will be at the Expo to meet fans and give expert horticultural advice. The Garden Expo will be open from 4–9 p.m. Friday, 8 a.m.–6 p.m. Saturday and 10 a.m.–4 p.m. Sunday. For more information, check [www.wpt.org](http://www.wpt.org) or call (800) 422-9707.

## A Clarion Call: Best In Brand

The Clarion Suites Hotel, which adjoins to the Alliant Energy Center's Exhibition Hall, has developed a reputation for superior customer service and accommodations. This reputation recently earned the Clarion Suites a 2006 Platinum Hospitality Award from Choice Hotels International. In addition to this prestigious award, the hotel is among a select group of Platinum winners to receive a "Best of the Brand" recognition for their high scores in the area of guest satisfaction. Only five percent of properties in the Choice Hotels system were awarded this exclusive award and recognition, showcasing the Madison Clarion Suites Hotel as a hub for first-class customer service and satisfaction.

Alliant Energy Center event planners and attendees have often commented on the ability of the Clarion Suites and its staff to go above and beyond what is expected of them. For Canoeopia, the world's largest canoe and kayak event, the hotel allowed attendees to use its pool for canoe and kayaking seminars. "The Clarion Suites exceeded our expectations with the accommodations they provided for our event. We truly appreciated the excellent customer service we received," said Darren Bush of Rutabaga, the organization that coordinates Canoeopia.

To see this commitment to excellence for yourself, come visit the Clarion Suites Hotel at your next Alliant Energy Center event. The Clarion Suites is located on 2110 Rimrock Road, and is connected to Exhibition Hall by a climate-controlled walkway. For reservations, call the hotel directly at 608-284-9401 or visit [www.choicehotels.com](http://www.choicehotels.com).



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