

greatCENTER  
GREAT CITY

A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

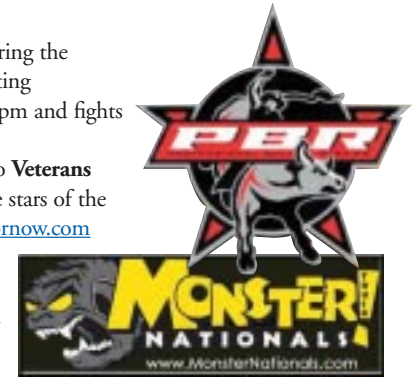
January 2007

## Heart Racing Excitement!

**January 12, FCC Madtown Throwdown 10** muscled its way into **Exhibition Hall**. Madtown Throwdown will bring the Midwest's premier freestyle combat challenge back to the ring for a night of action-packed excitement. Ultimate Fighting Championship stars will revisit Madison to sign autographs as part of the "Return of the Titans". Doors open at 6:30pm and fights begin at 7:30pm. [www.madtowntrowdown.com](http://www.madtowntrowdown.com)

Get ready to witness the most exciting rides of your life as **Professional Bull Riders—Battle of the Bulls** comes to **Veterans Memorial Coliseum January 12–13**. The Coliseum will be transformed into a rodeo ring as both current and future stars of the bull riding circuit battle for prize money and qualification to the world finals. Shows are at 8pm both nights. [www.pbrnow.com](http://www.pbrnow.com)

Hang onto your seats as the **Monster Truck and Thrill Show** roars back to the **Veterans Memorial Coliseum on January 26–28**. This year's bigger and badder lineup of Raminator, Little Ms. Dangerous, Ramunition, Tail Gator, War Wagon and Bad Habit will electrify audiences of all ages. Stunts and extreme performances by The Big Air FMX Insanity Team, "American Thunder" Jet Powered Jeep, and Cra-Z-Boy will have hearts racing. Shows are at 8pm Friday and Saturday, and 1pm on Sunday. [www.monsternationals.com](http://www.monsternationals.com)



## Shop And Swap 'Til You Drop



**January 13-14**, wedding bells will ring in **Exhibition Hall** as the **Wedding Planner & Guide Bridal Show** comes to Madison. Hundreds of vendors, representing florists, caterers, vacation planners, jewelers, dress designers and much more will be on-site to give brides-to-be all the resources they need to plan the perfect wedding. A special drawing will give one future bride the chance to win \$5,000 toward the wedding of her dreams. [www.wedplan.com](http://www.wedplan.com)

The **16<sup>th</sup> Annual Cronometro Bicycle Swapmeet on January 13** and the **Midwest Motorcycle Swapmeet on January 14** will give motorcycle and bicycle fans the chance to "swap 'til they drop" and meet other enthusiasts in **Exhibition Hall**. For more information on the Cronometro Bicycle Swapmeet, visit [www.brazendropouts.org](http://www.brazendropouts.org).

**Madison Auto Show** zooms into **Exhibition Hall January 19–21**. Hundreds of cars from over 30 manufacturers will be on display on the showroom floor. This year's show will feature a special visit from the "Green Team", who will explain the benefits of hybrid cars, and a drawing for a new car to benefit Hospice Care, Inc. [www.madisonautoshow.com](http://www.madisonautoshow.com)

Cold weather have you yearning for spring? The **6<sup>th</sup> Annual Madison Boat Show on January 26–28** in **Exhibition Hall** provides the perfect cure for cabin fever. With a blaze of boats, equipment and information, the Boat Show provides an excellent chance to examine, compare and purchase boats and equipment before the boating season begins. Over 275 boats of all kinds and sizes will be on display. [www.macevents.com](http://www.macevents.com)

**January 27–28**, the **Madison Antique Show and Sale** will bring trinkets and treasures to **Exhibition Hall**. This year's show will be even bigger and better than last year, with over 25 of the state's top antique dealers selling vases, pottery, furniture, glassware and much more. [www.antique-attractions.com](http://www.antique-attractions.com)



## Crafts, Crops, College And Cash Management Meetings

**Market Square Midwest** opens up shop in **Exhibition Hall January 7–9**. Representing more than 250 companies, this industry-only event offers an exceptional collection of handcrafted and mass-produced products reflective of the warmth and charm of the Midwest. Furniture, accessories, traditional crafts, home accents and gifts will all be available. [www.marketsquashows.com](http://www.marketsquashows.com)

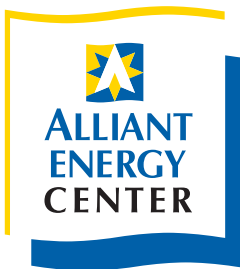
The **Landmark Services Cooperative Annual Meeting** will come to **Exhibition Hall January 10**. Landmark Services is a cooperative specializing in the feed, agronomy, energy and grain businesses. This meeting will feature a lecture on estate management, election of directors, presentation of scholarships and a social event for the attendees. [www.landmark.coop](http://www.landmark.coop)

**January 16–18**, the **WI Crop Producers Convention and Tradeshow** spreads out at the **Alliant Energy Center**. The full conference facility will be put to use with hundreds of business presentations and exhibits. Broad attendance from the agronomic inputs industry is expected for this huge event. [www.wicrops.com](http://www.wicrops.com)

**Herzing College Graduation** commences in **Exhibition Hall January 19**. Graduates of Herzing's Madison branch will proudly walk across a custom-built stage to accept their diplomas as family and friends look on. Herzing awards Bachelors and Associates of Science degrees in such areas as network technology, electronics, programming and business administration. [www.herzing.edu](http://www.herzing.edu)

**Smith & Gesteland's Attorney Tax Seminar** will educate in **Exhibition Hall January 24**. Certified Public Accountants and business consultants will lecture on the topic of family law. [www.sgcpa.com](http://www.sgcpa.com)

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## Great Hybrid Cars for "Going Green"

Thinking about "going green"? Due to their high fuel economy and affordable prices, hybrid vehicles are quickly gaining popularity across the country. When taking the leap to "go green", it is helpful to know which cars made the experts' top picks. The following hybrid vehicles received great reviews in 2006:

### Best Hybrid Car:

#### Toyota Prius

(MSRP est. \$21,725)



The Toyota Prius remains the undisputed best among hybrid cars, say reviews, with an electric motor assisted by a gasoline engine. At city-driving speeds, the electric motor operates alone, and the gas engine kicks in at higher speeds. The EPA mileage estimates mileage for the Prius at 60 mpg/city, 51 mpg/highway, though owners report that they can get nearly 50 mpg in real-world mixed driving. Reviews say the Toyota Prius hybrid car has a roomier interior than the competing Honda Civic Hybrid, and it gets better real-world gas mileage. The hatch-back-only Prius has a distinctive look that many reviews say makes it stand out from the economy-car pack.

### Best Hybrid Car: Sedan

#### Honda Civic Hybrid

(MSRP est. \$22,150 to \$23,650)



The Honda Civic Hybrid is all new for 2007, and reviews say it has improved compared to last year's model. The Civic Hybrid looks pretty much like any other four-door Honda Civic and doesn't trumpet its hybrid status. Although the Civic generally trails the Toyota Prius in reviews, it gets good marks for highway handling at higher speeds. But fuel economy can't match that of the Prius. In practical tests, the Civic gets about 26 mpg in city driving. It does better on the highway (about 45 mpg), but that's still short of the Toyota Prius.

### Best value: Hybrid SUV

#### Ford Escape Hybrid

(MSRP est. \$26,900 to \$28,525)



Ford was the first to the table with a hybrid SUV. The Ford Escape Hybrid was such a success that the similar Mercury Mariner was introduced a year early. These made-in-the USA hybrid vehicles are small SUVs with real-world gas mileage of about 28 mpg in mixed driving. The Ford Escape Hybrid is noted for maneuverability, cargo room and visibility. It has plenty of conveniences, including available AWD, anti-lock brakes and a 110-volt outlet on the control panel. Although competitors from Lexus and Toyota are now available, the Escape Hybrid is still considered the best deal, with the lowest price and highest gas mileage.

### Best Hybrid Car: Pure Fuel Economy

#### Honda Insight Hybrid

(MSRP est. \$19,330 to \$21,530)



The Honda Insight does not win as many awards as newer hybrid cars, but it continues to turn in the highest fuel-economy numbers. Its unique aerodynamic bodywork and light weight contribute to impressive EPA estimates of 57 to 60 mpg/city, and 56 to 66 mpg/highway, depending on the transmission choice. Reviews say that the two-seat Honda Insight makes a good commuter car or second car, but it isn't as powerful or comfortable as the Toyota Prius or Honda Civic hybrid cars. While Honda no longer produces the Insight, it is still available as a Honda Certified Used vehicle.

—Source: [Consumersearch.com](http://Consumersearch.com)

Have more questions about hybrid cars? On **January 19–21**, the "Green Team", a group of hybrid experts, will be coming to the **Madison Auto Show** to answer questions about "going green". The **Madison Auto Show** will feature over 300 cars, many of them hybrids, and will give you the chance to conduct your own vehicle reviews. In addition to showcasing the latest auto trends, this year's show continues its tradition of raising money for HospiceCare, Inc. with a raffle for a new car. Show hours are Friday from 3pm–8pm, Saturday from 10am–7pm, and Sunday from 10am–4pm. Tickets are \$7, and children 12 and under are admitted free. For more information, visit [www.madisonautoshow.com](http://www.madisonautoshow.com).