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GREAT CITY



A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

July 2007

Friends, Felting And Fairs

On **July 14**, **Exhibition Hall** hosts the **Monona Grove Education Foundation** as they celebrate the first-ever all-class reunion, honoring the 50th anniversary of Monona Grove High School. Welcoming all alums, faculty, staff and friends of Monona Grove dating back to 1957, this event offers an insight into "50 Years of Excellence." Attendees can enjoy good food, friends and fun as the event includes social time, dinner and live music from Monona Grove's own Axel Grease. For more information, visit www.mononagrove.com.

The **Dane County Fair** returns to the **Alliant Energy Center Campus** and **Exhibition Hall** on **July 18–22**. This family-friendly event offers great opportunities for parents and children to enjoy the exciting attractions of the fair, especially at the Parent/Child Play Day with educational activities and games. Featured events this year include Hybrid Fest, which boasts the largest collection of over 200 hybrid cars in the Midwest, and the Farm Babe Boogie Tractor Parade with tractors of all colors and sizes.

Fair-goers can also count on daily youth project judging, carnival specials and free grounds entertainment that includes the Flying Wallendas, funny man Mark Sparks, Greg Young Carving, hypnotist Terry Davolt, the Kiddie Barn, a Jolly Giant Stilt Walker, Kids Zone, Sea Lion Splash, T.Texas Terry, Wacky Wheeler, Zac Sparks and Rock-It the Robot. Commercial and marketplace exhibitors will also be supplying fair favorites and other delicacies from shaved ice and corn dogs to falafel and cheesecake. If you just can't wait Sneak-A-Peek at the fair is on Tuesday, July 17 starting a 5pm. Check out all the events at this year's fair at www.danecountyfair.com.



On **July 25–29**, **Exhibition Hall** hosts the **Midwest Felting Symposium**.

Felting is an ancient craft that has recently enjoyed a rebirth in popularity that involves turning fiber from sheep wool into beautiful art pieces. The process includes meshing wool fibers into a durable fabric that can be formed into a flat or 3-D form. International, national and local instructors provide an array of knowledge and expertise to help fine tune the skills of beginner to advanced artists. Patrons can enjoy classes, felting demos, display galleries and vendors with all the essentials for felting success. Proud creators can also delight in show and tell sessions to share and admire these beautiful creations. Visit www.midwestfeltingsymposium.com to learn more.

Boats And A Throwdown

Manufacturers gather at the **Alliant Energy Center** for **Boat Wars** on **July 25–29** to present the absolute best boat deals to Madison area buyers. Experts will be available to answer questions and give advice that will leave you with a dream boat that fits your needs. Consumers can browse new boats, demos, repos and used boats that include ski, pontoon and deck boats as well as cabin cruisers. Visit, www.duchowsboatcenter.com for more information.



Madtown Throwdown 12 returns to **Exhibition Hall** with the excitement of ultimate fighting on **July 28**. As the fastest growing sport around, it incorporates a style of fighting known as mixed martial arts that combines boxing and grappling.

This battle features top notch fighters from the Ultimate Fighting Championships which air regularly on Spike TV as well as fighters from Bodog Fight, a mixed martial arts tournament airing on Ion TV. For more information, visit www.madtowntrowdown.com.



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Going “Green” And Staying Clean

The Alliant Energy Center has been certified “green” by Travel Green Wisconsin, a unique program sponsored by the Wisconsin Department of Tourism. This program recognizes tourism-related businesses reducing their environmental impact through operational and other improvements. As the first of its kind, Travel Green Wisconsin strives to continue what Wisconsin pioneers such as John Muir, Aldo Leopold, John Nolen and Gaylord Nelson initiated in terms of environmentalism and conservation of natural resources.

Located in an area that has always held an esteemed reputation as a “green” destination, the Alliant Energy Center maintains this standard through its use of green space on Willow Island and environmentally-friendly purchasing practices. As a venue which attracts over 1 million visitors each year, the Alliant Energy Center has committed itself to help build sustainable tourism in Wisconsin. Through a recent partnering with Johnson Controls, energy-saving measures implemented in Exhibition Hall including energy-efficient lighting and upgrades to reduce gas emissions have helped lift the Alliant Energy Center above and beyond the requirements for certification. Requiring a minimum of 30 points on a checklist outlining sustainable practices, the Alliant Energy Center exceeded expectations, scoring 70 points in recognition of the notable measures taken by the facility to uphold sustainability.



The importance of recognizing eco-tourism as a relevant concern is growing in Wisconsin and throughout the nation. Tourism Secretary Kelli A. Trumble recognizes the impact of this certification and states, “With the Alliant Energy Center’s certification, we will be reaching hundreds of thousands of visitors each year with a message of commitment to eco-friendly business practices in Wisconsin.” The Travel Green Certification illustrates another way the Alliant Energy Center has strived to support eco-tourism in Wisconsin.

For more information about Travel Green Wisconsin, including a list of current members, visit www.travelgreenwisconsin.com.

Recognized For Excellence

Choice Hotels International Owners Council for 2007 has named the Clarion Suites Madison-Central Hotel “Inn of the Year.” Recognition is based on an assessment of quality and guest satisfaction scores to determine the best hotel that exemplifies the definition of hospitality. This award highlights what General Manager Gail Niesl believes to be their greatest strength, a “dedication to guest satisfaction.” The Clarion Suites Madison-Central Hotel illustrates superb quality at an affordable price that makes each and every stay memorable.

Traveling doesn’t need to feel foreign and uncomfortable and the Clarion Suites Madison-Central Hotel strives to make travelers feel at ease by providing an array of amenities by friendly, professional staff. Patrons can enjoy a full hot breakfast while reading the daily paper or surf the web utilizing free high-speed internet access available in every room or through wireless access in the lobby and first floor. Free local calls, a 24-hour fitness center, and indoor pool and hot tub are all available for added convenience. Many other accommodations are available such as laundry facilities and safe deposit boxes. For business or leisure, the Clarion Suites Madison-Central Hotel provides convenience, amenities and customer service making it a perfect choice for guests.

The Clarion Suites holds the same accommodating customer perspective as the Alliant Energy Center. Connected directly to Exhibition Hall on the Alliant Energy Center campus, the Alliant Energy Center and Clarion Suites continue to add to guests convenience as the close proximity combines lodging and event locations, creating an efficient visit to the Madison area.

A full listing of amenities and services, as well as more information on how to make the Clarion Suites Madison-Central Hotel your next lodging destination is available by visiting www.choicehotels.com.

