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GREAT CITY



A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

May 2007

Music, Munchies And Marathons



Get ready to rock **May 9** as **Hinder** comes to the **Veterans Memorial Coliseum**. Hinder is quickly becoming a national favorite, with their first radio single “Lips of an Angel” rapidly ascending up the charts and currently playing on radios across the country. Opening act **Papa Roach** adds to the energy of the show, making this concert a rocker’s paradise.

www.hinderonline.com

A new style of popular music comes to the Alliant Energy Center **May 18** as **Alexis y Fido: los pitbulls** headline at **Exhibition Hall**. Straight from Puerto Rico, Alexis y Fido brings reggaeton music to the Midwest. Popular Hispanic artists Pablo Esko: *el invincible* and Baby Q will also perform at this high-energy, Latin-infused concert. www.alexisyfido.com

Let someone else do the grilling this Memorial Day weekend at the **World’s Largest Brat Fest May 25–28** on **Willow Island**. The Fest sells brats at great prices for a great cause, and in its 22-year history has sold 1,890,596 brats to raise over

\$501,000 for charity. Brat Fest has something for everyone, with the World’s Largest Touring Grill, a visit from the Weiner Mobile, celebrity cashiers, rides, kayaking and even vegetarian Boca brats! Brat Fest is open rain or shine each day from 11am–8pm. www.bratfest.com

May 27, the **Health and Fitness Expo** comes to **Exhibition Hall**. Visitors will enjoy free samples, demos and displays from a multitude of health and fitness experts. Mad City Marathon participants will be able to pick up race packets and learn about race courses at the Expo. On **May 28**, race participants will zip through Madison to complete the **Mad City Marathon** and enjoy the Finish Line Festival on **Willow Island**.



Professional Conferences And Seminars

May 1–2, the **UW Professional Development Non-Violent Communications Seminar** promotes peace in **Exhibition Hall**. The seminar offers two days of interactive training on the topic of nonviolent communication led by Dr. Marshall Rosenberg, an international peacemaker, mediator and founder of the Center for Nonviolent Communication. www.dcs.wisc.edu

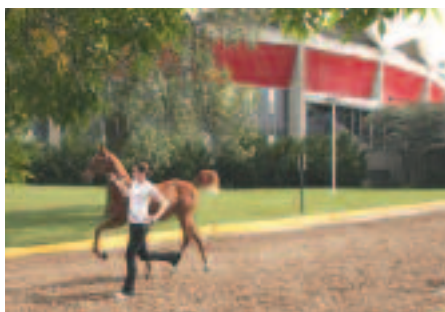
May 2, the **Conference for the Office Professional** gets down to business in **Exhibition Hall**. This conference, sponsored by the UW-Madison Office of Human Resource Development, offers insight for business professionals looking to move toward peak performance. There will be sessions on topics ranging from conflict management and maintaining a work and life balance to maximizing benefits and retirement planning. Chris Clarke-Epstein is the keynote speaker and will discuss *Shining Light On Change*. <http://ohrd.wisc.edu/conferences/opc-2007.htm>.

The **WI Employment Relations Commission** brings its **Labor Relations Conference** to **Exhibition Hall** on **May 3**. The day-long conference discusses current issues in labor relations and features breakout sessions and panel presentations by labor and management attorneys and practitioners, private practice arbitrators and WERC Commissioners and staff. <http://werc.wi.gov>.

May 6, the 6th annual **Dane County LINK- Connecting Families Conference** builds relationships in **Exhibition Hall**. This fun, free conference provides an opportunity for families of children with disabilities to connect with and learn from one another by sharing stories about recreation and travel. This year’s conference, “Out and About”, features a keynote speech by traveler Brandon Smith, panels on safe travel and family vacations, roundtable discussions and much more. www.linkdaneconomy.org

May 14–16, the **WI Association on Alcohol and Other Drug Abuse Spring Conference** offers hope in **Exhibition Hall**. This year’s theme is “Bridging the Gap Between Science and Service”. An impressive lineup of leaders from local and national organizations will educate treatment providers, counselors and consumers on the best practices for alcohol and drug abuse prevention, treatment and recovery. www.waaoda.org

Horse Show Favorites



The **WREA Spring Horse Show** rides into the **Arena May 17–20**. The WREA Spring Horse Show is one of the longest-running Saddlebred shows in Wisconsin and is returning to Madison for another year of beautiful horses, intense competition and major prizes. With a beautiful show ring, spacious stalls for horses and ample seating for spectators, the Arena is the perfect venue to watch the best Saddlebreds in the state. To learn more about the show, visit www.horseshowcalendar.com.

May 24–27, the **Madison Classic Horse Show** saddles up at the **Veterans Memorial Coliseum**. Over 400 American Saddlebred horses and Hackney Ponies from across the Midwest will compete for National Finals qualification and cash prizes. With its high-stakes competition, beautiful horses, and a variety of horse-related vendors, this show is an annual favorite of equine enthusiasts everywhere. Admission to the show is \$5 for adults and children 17 and under are admitted free. www.horseshowcalendar.com.

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The Dalai Lama Comes To Madison



A world-renowned Buddhist leader comes to Madison as **His Holiness the 14th Dalai Lama** brings his **Experiential Teachings to Veterans Memorial Coliseum May 2-4**. The 14th Dalai Lama is the spiritual and temporal leader of the Tibetan people and the recipient of the 1989 Nobel Peace Prize. His teachings on ethics, kindness and compassion have had a world-wide influence.

The life of the Dalai Lama is just as interesting as the man himself. The following provides background information on the life and experiences of His Holiness:

- The 14th Dalai Lama was born on July 6, 1935, in a small village in northeastern Tibet. He was born to a peasant family and was recognized at the age of two as the Dalai Lama. In accordance with Tibetan tradition, he is recognized as the reincarnation of the 13th Dalai Lama and as an incarnation of the Buddha of Compassion.
- The Dalai Lama began his education at the age of 6 and completed a Doctorate in Buddhist Philosophy at the age of 25. In addition to Buddhist subjects, he studied English, Sciences, Geography and Mathematics.
- In 1950, at age 15, His Holiness assumed full political responsibility as head of state and government when Tibet was threatened by the might of China.
- Since 1967, His Holiness has initiated a series of journeys that have taken him to 42 nations. He has met with leaders from around the world, including Pope John Paul II and several US Presidents.
- The Dalai Lama has been the recipient of numerous awards for scholarly achievement and his work for peace. In 1989, he was awarded the Nobel Peace Prize for working toward the liberation of Tibet and opposing the use of violence during this struggle.

The Dalai Lama will share his teachings and empowerment on May 2 at 1:30pm, May 3 at 9:30am and 1:30pm, and May 4 at 9:30am. For more information on his teachings, visit www.deerparkcenter.org



Brat Facts

In 2004, Brat Fest set a “self-proclaimed” world record for the most brats consumed in a 4-day period. Here are some of the stats and interesting facts from that record-breaking year:



- Johnsonville Brats consumed in 4 days: 189,432
- Johnsonville Brats consumed in pounds: 37,886 lbs
- Brats consumed stacked end-to-end: 17.94 miles
- Brats consumed per minute: 98.7 BPM (Brats Per Minute)
- 5' Gas Grills: 16 Grills
- Grilling capacity: 9,000 BPH (Brats Per Hour)
- Money raised since 1983: \$501, 662
- Total brats sold since 1983: 1,890, 596
- Brats sold since 1983 in tons: 189 tons
- Largest elephant ever recorded: 7.25 tons
- Marriage proposals: 1 accepted

To help break the record, the Johnsonville Big Taste Grill, the world's largest touring grill, is coming to Willow Island. This fully-customized semi truck weighs 53,000 pounds and has a grilling capacity of 750 brats at a time, or 2,500 brats per hour. The Oscar Mayer Wiener Mobile will also be lending its support to its sausage cousins by making an appearance at Brat Fest. With its famous hot dog design and a capacity to hold 11,000 Wiener-whistles, the Wiener Mobile is sure to be a favorite of everyone at the fest.

Be a part of the attempt to break the 2004 record at this year's **Brat Fest** on **May 25-28** at **Willow Island**. This year's fest features fun, food, and entertainment for the whole family. Brat Fest will be open rain or shine from 11am to 8pm each day. For more information about Brat Fest, visit www.bratfest.com.

