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A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

October 2007

World Class Events

The **World Clydesdale Show** comes to the U.S. and the **Alliant Energy Center** on **October 12–14** for the first time since 1893. Competing for the title of ‘World’s Best,’ this will be the greatest showcase of the Clydesdale breed ever. The World Famous Budweiser Clydesdales complete with 8-horse hitch, Dalmatians, and turn-of-the-century Studebaker beer wagon will be on display for the entire show as well as daily exhibitions featuring difficult and exciting maneuvers. Visitors are invited to tour through the stables, watch preparations, speak with handlers, participate in seminars, browse exhibits and get up close and personal with this magnificent breed. Admission to the show is \$9 per day or \$25 for a season pass. For up to the minute information, please visit www.worldclydesdaleshow.com.



The spotlight will shine on the **Alliant Energy Center October 2–6** when **World Dairy Expo**— “Bright Lights, Big Show” takes center stage. It’s a brilliant place to exchange ideas, a dazzling display of dairy cattle and the brightest showcase of dairy technology, products and services geared to today’s dairy producer. World Dairy Expo is the premiere international meeting place for the dairy industry. The expo is open daily from 9am to 5pm featuring free seminars, national judging and skills competitions, Virtual Farm Tours, six breed sales, Kingsmill Farm II International Futurity and the Parade of Champions. Also, a trade show with a full spectrum of dairy-focused technology, products and services from over 650 companies around the world occupies Exhibition Hall. Be part of this world-class event for \$7 per day or \$21 for a season pass. For more information, please visit www.worlddairyexpo.com.



Coliseum—Concerts/Assemblies

On **October 19–20**, **Veterans Memorial Coliseum** hosts **Acquire The Fire**. This Christian assembly includes drama, pyrotechnics, powerful worship, uplifting messages and music from Unhindered. Former Newsboys band member Phil Joel also attends this event as a featured guest speaker. For more information, visit www.acquirethefire.com.

Country artists **Sara Evans** and **Josh Turner** perform in **Veterans Memorial Coliseum** on **October 21** at 7pm. A platinum-selling recording artist, Sara Evans has enjoyed multiple No. 1 hits with “Born to Fly,” “Suds in the Bucket,” and “A Real Fine Place to Start” and recently released her newest single “As If.” Visit www.ticketmaster.com for tickets.

Gourmets—Ghouls—Greatness

Delight your taste buds at the **Madison Food & Wine Show** on **October 19–21** in **Exhibition Hall**. At Madison’s premier gourmet tasting event, over 100 of the finest beverages await your indulgence. Watch the Dueling Chef Competition, culinary demonstrations and the Best Bartender Challenge. Admission includes a complimentary wine glass, special sampling plate, market bag of goodies and food and wine from over 125 vendors. Purchase a one-day pass for \$35 or weekend pass for \$60. For information and tickets, please visit www.madisonfoodandwineshow.com.



Everything Halloween has to offer is at **Sweet Street Halloween** held in **Exhibition Hall** on **October 20** from 9am to 5pm. As a safe alternative to traditional trick-or-treating this family-friendly event is great for children of all ages with activities such as inflatable games, carnival games, Pumpkin Bowling, Haunted Village, Kiddie Coral Maze and of course trick-or-treating where thousands of pieces of candy will be handed out. Visit www.pmishows.com for more information.

“**Be Great**” **Expo** comes to **Exhibition Hall** on **October 28**. This event is dedicated to help men and women get information about businesses, organizations or individuals who offer services and products that help people feel and look great. A demonstration stage, makeover competition, seminars and exhibitors contribute to this event presented by Mirabeau: A Workshop and Retreat. The expo runs from 10am–5pm and admission is \$6. Please call (608) 556-3461 for more information.

Convention Central

Big-rigs travel to **Exhibition Hall** on **October 24–25** for **WI Truck Expo**. The Truck Expo is presented by Wisconsin Motor Carriers Association and provides Allied Division members with an opportunity to display the latest technology in equipment and services to trucking company officials. Show times are 3pm–9pm on Wednesday and 12pm–6pm on Thursday with \$10 admission. Call (608) 833-8200 for more information.

The 13th Annual **Future Lifestyles Show** comes to **Exhibition Hall** on **October 31**. This year’s fall event features health screenings, including flu shots and cholesterol checks, educational seminars, over \$6,000 in prize drawings, entertainment, passport assistance and much more! Admission to this event is free and includes parking. Contact Candy Tracy at (608) 274-5200 ext. 203 or email patogara@ogarapub.com for more information.

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Draft Horse Facts—Gentle Giants

The World Clydesdale Show on October 12–14 highlights the Clydesdale breed which is part of a larger grouping of animals known as draft horses. These animals are overwhelming in size but have a distinct docile mannerism that makes them truly unique animals. Here are some facts about three different breeds of draft horses:



Breed type: *Belgian*

- *Origins:* West-Brabantian region of Belgium
- *Size:* Average will weigh 1 ton (2,000 pounds)
- *Largest Belgian:* Brooklyn Supreme, born 1928, weighed 3,200 lbs., stood 19.2 hands high (6 ft, 4 in)
- *Factoid:* Team of two Belgians pulled 17,000 pounds 7 feet 2 inches



Breed type: *Clydesdale*

- *Origins:* Clydesdale, Scotland
- *Population:* Most numerous in US, 600 foals born yearly
- *Largest Clydesdale:* King LeGear weighed 2,950 pounds and stood 20 1/2 hands high (6 ft, 8 in)
- *Characteristic:* Long hair called feather on lower legs which falls over hooves, generally white
- *Claim to fame:* Mascot of Anheuser-Busch's Budweiser brand
- *Factoid:* Mare must produce 55 pounds of milk per day to support foal



Breed Type: *Percheron*

- *Origins:* Le Perche, France
- *Coloring:* Generally black or gray
- *Size:* Up to 2,600 pounds
- *Largest Percheron:* Dr Le Gear, born 1902, weighed 3,020 lbs., stood 23 hands high (7 ft, 6 in)
- *Factoid:* Used as battle mounts in Middle Ages

To view Clydesdales, a type of draft horse, visit the **World Clydesdale Show** on **October 12–14** at the **Alliant Energy Center**.

Wine Selection Tips

Choosing wine can feel like an overwhelming decision with so many different varieties and types. When looking to purchase wine for any occasion, there are a few simple tips that can make the experience of selecting wine a whole lot easier.

Good information to know: Domestic wine will first name the grape and then the location where it's from. Imported wines list the place and then the grape. Red wine is made from dark skinned grapes while white wine uses light skinned grapes or removes the skin of dark grapes.

Basics rules for selection:

- 1) **Trust your own taste.** No one knows your preferences better than you so don't think that someone else's favorite will score the same points with you. Remember, your own palette will never tell you a lie.
- 2) **Don't choose wine that will overpower your food.** Instead, choose flavors in a wine that will complement the food. Generally speaking, red wine is most often paired with red meats and heartier dishes because they hold the same rich overtones. Likewise, white wines are normally paired with lighter meats and seafood because they both have subtle tastes.
- 3) **Shop around for different styles of wine.** Although you might have a favorite, it never hurts to expand your wine horizon.
- 4) **Look for a good value.** Although quality normally comes with a heftier price tag, many quality wines are available for reasonable prices. Experts generally say: Go out of your way to look for the best buys to get the most mileage out of your wine dollar.
- 5) **Keep your cork wet.** Store bottles on their sides if you plan to keep them more than a couple of months. Moisture from the wine makes the cork expand and keeps a tighter seal and prevents air from leaking in which can ruin your wine. Remember, a wet cork is a happy cork.

With a few basic tips you'll be well on your way to selecting wines for any occasion. Don't miss your chance to use these tips and gain more valuable information at the **Madison Food & Wine Show** on **October 19–21** in **Exhibition Hall**.

