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GREAT CITY

A publication of the Alliant Energy Center

EVENT UPDATE NEWSLETTER

September 2007

A Quilter's Crossing

Crazy about quilting? Enjoy the ultimate quilting experience at **Quilt Expo** in **Exhibition Hall** on **September 13-15**. Opening at 9am and running until 6pm everyday will allow quilting fanatics, novices and those just curious about the world of quilting to participate in one or more of 36 interactive workshops, 144 one-hour lectures and two special presentations: Sewing With Nancy Celebrates 25 Years on Television and Confessions of a Mad Quilter. Among the other attractions, enjoy the 10-category juried and judged Quilt Contest Exhibit, national vendors, shopping opportunities at the Quilt Expo Vendor Mall and national celebrity presenters including Nancy Zieman from *Sewing with Nancy* on Wisconsin Public Television. This expo is the perfect destination to learn, laugh and draw inspiration from quilting masters, sharing their knowledge and expertise. Get more information by calling (877) 496-8060 or visit www.wiquiltexpo.com.



Outdoor Music Festivals

Southern Comfort is bringing the **SoCo Music Experience** to **Willow Island** on **September 8**. Top national and local music artists including Flaming Lips, Coldwar Kids, Cowboy Mouth, Sick Puppies and Goat Motor perform for your entertainment with gates opening at 2pm. This rockin' event is free, but you must be 21 years of age or older to attend. Get more information by visiting www.southerncomfort.com/scmx.

On **September 16**, the 3rd annual **Viva Mexico 2007 Festival** celebrates Mexican independence from Spain on **Willow Island** starting at 11am. As an event promoting Mexican family heritage, it features live entertainment, traditional Mexican dance, food, music, apparel, exhibits and cultural demonstrations. Performers include Terrazas Musical, Mensajero de Tierra Caliente, Los Ausentes de Durango and much more! For more information, visit lamovidaradio.com.

Equine Futurity Festivals

Arabian Futurity Festival, co-sponsored by Mid-America Arabian Breeders & Wisconsin Desert Horse Association makes its way to the **Arena** on **September 8-9**. A great selection of futurity classes including halter and performance span this two day event as well as regional qualifying classes in both open and amateur divisions. The Progressive Aisle Party and Stallion Service Auctions make this event satisfying and exciting. Visit www.wdha.net for more information.

On **September 19-23**, the 32nd Annual **WI Futurity Horse Festival** brings Saddlebred excitement to **Veterans Memorial Coliseum** and the **Arena**. This year, the festival will not only be a 2007 Triple Point Show for the USEF Horse of the Year Program but also the site of the North Central American Saddlebred Regional Championships. If that's not enough, the \$80,000 Limited Breeder's Stake, \$10,000 Three Year Old Park Class and \$2,500 Five-Gaited Open offer great cash prizes. www.wisconsinsaddlebred.com/festival

September Selections In Exhibition Hall

The Promotional Product Association of Wisconsin holds its annual **New Product Showcase** in **Exhibition Hall** on **September 10** from 9am-1pm. A large variety of items with the potential for placing a logo or marketing message on will be on exhibit such as cutlery, coffee mugs, pens, electronics, team wear/corporate apparel and much more! Attendance is by invitation only through a Wisconsin Distributor or Supplier member. Visit www.ppaw.org for more information.

Exhibition Hall hosts the **Habitat for Humanity of Dane County 20th Anniversary Benefit Dinner** on **September 27**. Proceeds from this fundraising event will support the annual fund which increases construction, selects qualified families and provides family training and education programs. A cocktail reception, dinner and program featuring an exciting speaker and highlight video round out the evening. Tickets are \$75. Contact Peggy Halloran at (608) 255-1549 ext.106 or at phalloran@habitatdane.org for more information.

Looking to find the perfect career? Visit **Exhibition Hall** on **September 25** from 9:30am to 5:30pm for the **Capital Newspapers Career Fair**. Over 50 local companies with available positions will be in attendance. No matter what stage your job hunt is in, career advisors can help with everything from resume writing to dressing for an interview. Contact Tess Thrumman at (608) 252-6360 or at tthrumman@capitalnewspapers.com for more information.



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NEEDLE ARTS

The process of creating something with your own two hands remains one of the most rewarding pastimes. Needle arts including knitting, crocheting, and quilting are some ways in which one can take simple materials and produce amazing creations. A look back in time shows us how these crafts developed into what they are today.

Knitting consists of loops called stitches pulled through each other using thread or yarn. Multiple stitches are active, with a minimum of two knitting needles. The active stitches are held on a needle until another loop can be passed through them with a second needle.

Crocheting consists of pulling loops of yarn through other loops using yarn or thread and a crochet hook. Crochet differs from knitting in that only one loop is active at one time, and a crochet hook is used instead of knitting needles.

Quilting is a sewing method that uses a needle and thread to join two or more layers of material together to make a quilt. Quilting is done on bed spreads, art quilt wall hangings, clothing, and a variety of textile products.

11th Century: First knitted socks in Egypt

14th Century: First reference to knitting in Europe

15th Century: Earliest quilting reference

16th Century: First reference to purl stitch (Knitting)

1527: First Knitting guild started in Paris

17th Century: Earliest reference to crochet

1840s: Industrial Revolution—fabrics, textiles and fibers broadly available and affordable—needle arts become widespread

1940s–1960s: Resurgence in interest of needle arts

1980s: Decline in popularity of needle arts

21st Century: Revival in needle art popularity—sparked by improved quality of materials

2002–2004: 150% increase in number of US women knitters age 25–35



Today, needle arts are enjoying a revival in popularity and have become social activities. Groups are constantly growing and with technology many people can now join online communities and create blogs where they can share tips, techniques, patterns and more. The creative force behind needle art is exactly what drives events like the **Quilt Expo** taking place in **Exhibition Hall** on **September 13–15** so make sure to attend this exciting expo!

Endless Possibilities

Ever since its debut in the summer of 2003, Willow Island on the Alliant Energy Center Campus has been providing 29 acres of natural green space and ponds for a variety of outdoor events. Not only can this location boast about its beautiful landscape but it also offers functional elements in its nearby parking, newly paved roadways for easy access, experienced staffing, and great location on the main thoroughfare into downtown Madison.

The versatility of Willow Island fits perfectly with the rest of The Center's multipurpose buildings. Since its opening, Willow Island has hosted outdoor music events, consumer events, festivals, corporate picnics, auctions and more. The combination of its functionality and the Alliant Energy Center's commitment to customer satisfaction shines through with annual events held on the venue. Mounds Dog Fest, the Worlds Largest Bratfest and Susan G. Komen Race for the Cure are just some of the yearly events that enjoy everything Willow Island has to offer.



With summer coming to a close and autumn knocking on our door, two great music events are utilizing the great outdoors on Willow Island to entertain attendees. The **SoCo Music Experience** on **September 8** and **Viva Mexico 2007 Festival** on **September 16** will take pleasure in the scenic backdrop and green space which allows attendees to enjoy each event to the fullest.

This sizeable space has made a large impact on the Alliant Energy Center Campus by extending the possibilities for a wide variety of outdoor events to make The Center its next destination. The potential once envisioned for Willow Island has become a reality as annual and new events continue to realize the endless possibilities that the space has to offer. With such a rich beginning, the future holds nothing but promise for Willow Island.

Information on Willow Island and other Alliant Energy Center events is available at (608) 267-3976 or by visiting www.alliantenergycenter.com.