



A publication of the Alliant Energy Center

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June 2009

HOT ROD CRUISIN'

Rev your engines! The **HOT ROD Power Tour 2009** begins right here in Madison at the **Alliant Energy Center** on **June 6**. Cruising its way through seven cities in a week-long trek from Madison to Bristol, Tenn., this year marks the 15th annual tour. Expected to draw in over 4,000 cars of various makes and models, the show features hot rods, street rods, custom cars, sport compacts and more. Visitors can eye up all the cars, browse vendor booths and partake in Power Tour festivities. Find out more about the Hot Rod Power Tour 2009 at www.hotrod.com.

The 52nd annual **WBCCI Airstream International Rally 2009** is held **June 25–July 4** at the **Alliant Energy Center**. The rally includes caravans of hundreds of RV's that will set up a silver city on the Alliant Energy Center campus for a nearly two-week rally and convention of WBCCI. Members will enjoy seminars, entertainment, Madison-area sight seeing and much more. The international rally was last held in Wisconsin 50 years ago, but has grown significantly since 1959. This year's theme is "Be the best you can be." More information on the 2009 International Rally can be found at www.wbcci.org.



SADDLE UP!

Join equine lovers to celebrate horses at the **Parelli 2009 Celebration USA Tour June 5–7** in **Veterans Memorial Coliseum**. The 3-day event includes educational seminars taught by Pat and Linda Parelli on horse care and training. The program emphasizes creating a lasting relationship between trainer and horse to achieve optimal results. More than learning about horses and training, the celebration also includes musical entertainment, guest presenters and more. Special "Savvy Spotlight" events each day showcase ordinary people who have developed strong relationships with their horses through the Parelli method. Learn about the 3-day extravaganza at www.parelli.com.

The **2009 Prairie State Classic Horse Show** is held **June 5–7** in the **Arena**. Featuring Morgan and Saddlebred horses, the show includes nearly 100 classes for horses and riders of all ages. In addition to seeing real horses, children have the opportunity to compete in the Stick Horse Competition, which includes decorating and later riding on their stick horse creations. A full list of classes and competition times can be found at www.midstatesmorgan.org.

COMPETITION, CONVENTIONS AND CRAFTS

Fancy footwork can be found in **Exhibition Hall June 6** as the 6th annual **Madison Feis** takes place. The feis features rhythmic Irish dancing complete with intricate traditional dress styles. Dancers and dance schools from around the Midwest are showcased in this event. Participants can also compete in music, either vocal or acoustic instruments. Performances begin at 8:30am. Visit www.madisonfeis.org for more information.

Exhibition Hall fills with students, alumni, parents and advisors for the **2009 WI FFA State Convention June 8–11**. Packed with educational events, leadership training, skills competitions and more, the convention relates agriculture to today's society. Musical performances will also be held throughout the convention, as the WI FFA is known for its talented band and choir. Find out more about the state convention at www.wisconsinffa.org.

Market Square Midwest returns to **Exhibition Hall June 14–15** to display unique craft products. A show for business owners and buyers, Market Square offers hand-crafted and mass-produced products that can be sold later at retail shops. The **Buyers Cash & Carry** on **June 15** allows purchasers to make immediate transactions and take their wares with them the same day. Market Square is open to the trade only. Buyers must be affiliated with a retail business that resells products displayed at the market. More information is available at www.marketsquashows.com.





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CELEBRATE!

Saturday, June 20 marks a day of fun for employees as **Rural Mutual Insurance celebrates its 75th anniversary** with a luncheon in **Exhibition Hall**. With a theme of “Under the Big Top,” the gathering features games for the kids and a chance for adults to socialize. The company has invited employees of the past and present to enjoy an afternoon of reuniting with co-workers and feasting on a lunch catered by Centerplate. Expecting around 700 people, Rural Mutual Insurance wants to celebrate their anniversary in a big way. The festivities go on from 11am–4pm with lunch being served from noon–2pm. To learn more about hosting a banquet or luncheon in Exhibition Hall, visit our website at www.alliantenergycenter.com or call Sales Manager Shirley Kaltenberg at (608) 267-1549.



WILLOW ISLAND PROVIDES FUN IN THE SUN

Willow Island is *the* place to be this summer. The venue has a wide range of festivals, fund-raisers, concerts and more to fill your schedule with fun outdoor activities.

Visitors will enjoy events like The World’s Largest Brat Fest, Madison Marathon, Susan G. Komen Race for the Cure, WJJO Band Camp and the Viva Mexico Festival, to name a few. One of the best features of Willow Island is that the event schedule changes from year to year, so guests can enjoy a wide variety of activities in one convenient location. We encourage you to check out some of the great events going on at Willow Island this summer:

- May 22–25: World’s Largest Brat Fest
- May 24: Madison Marathon Start & Finish Lines
- May 30: Susan G. Komen Race for the Cure
- June 25–July 4: Airstream International Rally
- July 23–25: 20th Annual Red Power Round-Up
- Aug 9: WJJO Band Camp
- Aug 15–16: Capitol Pride Festival
- Sept 1: ASANA Kick-Off
- Sept 13: Viva Mexico Festival
- Oct 10: MADSS Buddy Walk

Established in 2003, Willow Island is the newest venue at the Alliant Energy Center. The outdoor space allows for new and different types of events for the people of Madison and surrounding areas. That’s why Willow Island’s popularity is growing amongst both event planners and guests.

Located along John Nolen Drive, Willow Island sits at the gateway to downtown Madison. The venue includes 29 acres of natural green space, two ponds, paved roadways and electrical hookups. And with thousands of people driving past each day, Willow Island is the perfect place to host an outdoor event.

Willow Island takes the term “go green” to a new level. Where else in Madison can you find nearly 30 acres of trees, grass, ponds and those memorable Weeping Willows? In addition to natural beauty, Willow Island also serves practical purposes to the city of Madison: the two ponds serve as sites to collect run-off and protect area lakes.

Those who have passed by recently would notice machinery hard at work on Willow Island. The outdoor venue is undergoing repairs to accommodate heavy foot traffic by its thousands of visitors each year. The repairs are scheduled for completion before the first Willow Island event of the year, the World’s Largest Brat Fest.

To find out more about Willow Island and its events, additional information is available on our website at www.alliantenergycenter.com. There you can view more photos, get event details and much more. We hope to see you on Willow Island this summer!

