

KIWANOGRAM

Program Notes

*Dave Wendricks introduced Bill DiCarlo,
Executive Director of the Alliant Energy Center.*

Sitting on 164 acres, the Alliant Energy Center is a multi-building complex featuring Veterans Memorial Coliseum, an exhibition hall, an arena, and an on-site hotel. Alliant Energy Corporation purchased the naming rights for the center in 2000, paying \$6.3 million to the county. Bill clarified this agreement was purely a marketing agreement, stating, "They don't tell us what shows to book and I don't tell them how to sell electricity." (Bill also noted that the center uses MG&E for their energy needs, not Alliant.)

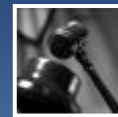
The center has a large economic impact on the community. For example, the center generates an estimate \$87 million of revenue for the community for various services (e.g., hotels, meals). Bill noted that the center is owned by the county, but tax dollars are not

used for labor or maintenance.

The center features a variety of events – from children's shows (e.g., Walking With Dinosaurs, Sesame Street Live, Zor Shrine Circus) to sporting events (e.g., Wisconsin state ice hockey finals, rodeos) and trade shows – hosting approximately one million attendees annually. The center's largest event is the annual World Dairy Expo with 70,000 attendees annually. According to Bill, this event "uses more power than a KISS concert" for preparing cattle for show.

MAY 21, 2010

Contributing Kiwanians



Presiding
Dave Wendricks



Greeter
Bill Battista



Opening Word
Virgil Jurrens



Checkpoint
Bob and Chuck



Music
Boomer & Dr. Dave



Raffle
Mary to the Derby

Upcoming Programs

May 28, 2010

**John Watts Golf
Outing**

Greeter: Ron Schuler
Opening Word: Ed Reisch

June 4, 2010

Jim Draeger
Fill 'er Up: The Glory Days
of Wisconsin Gas Stations

Greeter: Jim Marschall
Opening Word: Fred Ross

June 11, 2010

Paul Terranova
Lussier Center Update

Greeter: Marv Beatty
Opening Word: ?

June 18, 2010

Boris Frank
Madison Police
Department's K-9 Unit

Greeter: Joe Dresser
Opening Word: ?

PRESIDENT'S ANNOUNCEMENTS

Our May 28th club meeting is at Camp Wawbeek in the Wisconsin Dells. Note that you do not need to participate in the John Watts Golf Outing to attend the meeting. If you need a ride, contact **Dave**.

On June 11th, our club meeting will be held at the Lussier Center, 55 South Gammon Road, near Jefferson Middle School.

Dave announced that former member, Jack Kammer passed away this week. Read his obituary here: <http://madison.com/obit/142153>.

Dave presented Edgewood High School Key Club president, Rachel Landgraff, with our annual donation to her club. Rachel reported that her club recently completed its Kiss-a-Senior-Goodbye program, where students and staff could send Hershey Kisses to graduating seniors.

Member Announcements

ASA Updates

Bonnie Hansen announced that our Adaptive Sports Association (ASA) program was featured in an article in the Wisconsin State Journal thanks to **Bobette Heller**. Read the article here: http://host.madison.com/wsj/news/local/doug_moe/article_27633a5a-0865-5442-8aa8-5a5bd62fdd2e.html.

Chuck Stumpf reported that one of the ASA skiers, Adam Groener, is competing in a marathon this summer as a fundraiser for ASA. All proceeds go to our club for future ASA scholarships. For more information or to donate, contact **Chuck**.

Soap Box Derby

Steven Mueller announced that a handful of volunteers are needed on Friday, June 25th to prepare Rosa Road for the annual Soap Box Derby. Contact **Steven** or **Dave LeDuc** if you are available. In addition, contact **Steven** or **Dave** if you have suggestion for possible donors to sponsor the derby.

Monroe Candy Available

Art Peterson has one tin of Monroe candy available for \$15 a tin. Proceeds go to the club Foundation.

Eplegaarden Woodcutting

Carol Spencer announced that workers are needed to tie bundles of wood on Saturday, June 19th. Contact **Carol** if you want to join the crew.

Clothing Donations Needed

Master Sergeant Michael Jones, brother-in-law to member **Katie Rusch**, is currently stationed at Bagram AFB in Afghanistan. His unit has adopted local Afghani families and is seeking donations of men's clothing (specifically baseball caps, t-shirts, pants, shoes, winter jackets, sunglasses). If you have new or gently used items to donate, contact **Katie**.

Marv Schaefer, Kiwanian for 30 years, Legion of Honor

Four Seasons Theatre

Ed Reisch reported that the Four Seasons Theatre production of Stephen Sondheim's "Side by Side" is excellent and well worth the \$15 ticket. Tickets are available at the door of the Bartell Theater. For more information about the production, see <http://fourseasonstheatre.com/sidebyside/>.

MAY 2010

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 West Key Club Meeting 12:00PM West High School	4 Edgewood Circle K Meeting 7:00PM	5 Club Board Meeting 7:30AM Vitense Golfland	6	7 Meeting 12:00PM Covenant Presbyterian Church	8
9 <i>Mother's Day</i>	10 West Key Club Meeting 12:00PM West High School	11	12	13	14 Meeting 12:00PM Covenant Presbyterian Church	15 Governor Visit 8:30AM Mount Zion Church
16	17 West Key Club Meeting 12:00PM West High School	18 Foundation Board Meeting 7:00PM Kiesling	19	20	21 Meeting 12:00PM Covenant Presbyterian Church	22
23	24 West Key Club Meeting 12:00PM West High School	25	26	27	28 John Watts Golf Outing Lake Wisconsin Country Club	29
30	31 <i>Memorial Day</i>					

For previous editions of the Kiwanogram and a list of upcoming programs and events, go to:

www.madisonwestkiwanis.com

2009-2010 Board of Officers

President	Dave Wendricks
1 st Vice President	Al Wearing
2 nd Vice President	Katie Rusch
Secretary	Gerry Maruska
Treasurer	Robert DeBroux
Past President	Ron Schuler
2007-2010 Directors	Arlin Brannstrom, Bill Battista
2008-2011 Directors	Bonnie Hansen, Jerry Wallander
2009-2012 Directors	Bruce Dewey, Jim Marschall