

## Information for CCL Volunteers at the 2021 World Dairy Expo

Thank you all for volunteering to help CCL at one of our outreach events! This is an exciting undertaking, and we hope you enjoy your experience as World Dairy Expo participants and enjoy seeing other exhibitors.

### Our Objectives

- Engage Expo attendees in pleasant conversations about climate change. Listen.
- Describe climate legislation pending in the U.S. Congress including the Energy Innovation and Carbon Dividend Act of 2021 (HR 2307) and the Growing Climate Solutions Act of 2021 (S 1251).
- Invite them to write a brief climate message to their Members of Congress via our Constituent Comment form.
- If they are recognized community and/or business leaders, invite them to publicly endorse HR 2307.
- Introduce them to Citizens' Climate Lobby. Invite them to join a meeting, the National Introductory Call, and/or Climate Advocate Training. Ask if they would like to join a chapter where they live.
- Take care to avoid soliciting outside of our designated exhibit area.

### Our Audience

In the last Expo in 2019, 43 percent of attendees were dairy farmers. World Dairy Expo serves as a forum for dairy producers, companies, organizations, and other dairy enthusiasts to come together to compete, and to exchange ideas, knowledge, technology, and commerce. See website: [worlddairyexpo.com](http://worlddairyexpo.com)

This year, the Expo is expecting reduced attendance due to the pandemic, and virtually no international visitors.

### Basic Information:

<b>Location:</b> Alliant Energy Center 1919 Alliant Energy Way Madison, Wisconsin	<b>Show Dates:</b> Tuesday Sept 28 through Saturday Oct 2 <b>Show Hours:</b> Tuesday thru Friday 9:00 AM to 5:00 PM Saturday 9:00 AM to 4:00 PM
<b>Day of Event Tickets:</b> (Cash recommended)	<b>Parking Fee:</b> (Cash recommended)
One Day \$12 at the door	Five Day \$35 at the door
Ages 11 and under are FREE	
<b>CCL Volunteers:</b> you will receive a free admission pass.	<b>CCL Volunteers:</b> Please plan to pay for your parking.

**Coronavirus Policies at World Dairy Expo:** There are frequent updates. See [worlddairyexpo.com/pages/COVID-19.php](http://worlddairyexpo.com/pages/COVID-19.php)  
At this point, the main thing is to be prepared to wear a face mask. However, this link provides lots of additional details.

### Getting There

You may be able to coordinate with other CCL volunteers to see if you can ride share and save on the \$8/day parking fee. The volunteer schedule will include contact information for each volunteer. If you are a good citizen, the Alliant Energy Center prefers that exhibitors park in the large lot behind the Coliseum.

### Your Arrival and Entry

The Alliant Energy Center is served by four entryways: the Main Gate from Rimrock Road on the Southeast; the Nolen Gate from John Nolen Drive on the East; the Olin Gate from Olin Avenue on the North; and the Rusk Gate from Rusk Avenue on the South.

**When you arrive at the EAST or WEST entrance to the Coliseum building, please contact Bruce Beck** (at 608-977-0453 or [bdbeck@charter.net](mailto:bdbeck@charter.net)). **Tell him where you are. He will meet you at the entrance** with your CCL name tag and your admission pass, then guide you to the CCL exhibit booth, and help orient you to the exhibit layout, as needed.

### Booth Location

Our Booth Number is 84TT on the Main Concourse Level in the Coliseum. Please see maps below.

## Clothing, Water and Food

Wear comfortable shoes as you will be standing most of the time. Please be visible as a member of Citizens' Climate Lobby by wearing a CCL t-shirt or CCL pin or CCL name tag. CCL pins will be available at the exhibit booth. To request a brand-new t-shirt (\$15), please send a message to Bruce Beck. Include size information (XL, L, M, S). Consider bringing a reusable water mug/bottle. There are concession areas to purchase food and drinks within the Coliseum. You probably need to stay in designated areas to consume your concession purchases.

## Our Exhibit

We have a 8' x 3' exhibit space with a 6' skirted table and 2 chairs. Electricity will be available for devices. A horizontal CCL banner will be up across the back of the booth. We will have two 7' vertical retractable banners available, but we only have space to display one at a time. Our 7' banner about the Growing Climate Solutions Act may draw more interest than our 7' vertical infographic banner about the Energy Innovation and Carbon Dividend Act (EICDA). We will have a half dozen climate-related table posters available but will only be able to display one or two at a time. An Information Binder will be in the booth as a resource for volunteers to look up topics such as Tabling 101, climate legislation pending in Congress, the Citizen's Climate Lobby, the volunteer shift schedule, information about the World Dairy Expo venue, and more.

## Handouts

We have two primary quarter-page flyers. One describes the Energy Innovation & Carbon Dividend Act, while the other provides information on how to connect with Citizens' Climate Lobby. We will have a third quarter-page flyer about calling members of congress about the reconciliation bill, if that is still relevant.

## Constituent Comment Forms

One of our key objectives is to gather constituent comment forms completed by visitors to our booth. These are brief climate messages visitors address to their members of Congress. CCL is all about talking to Congress and we ask people to help us with this effort.

## Cell Phones

We encourage volunteers to be prepared to use phones/devices to look up information for visitors to our booth.

- You can help people find a **CCL chapter** near their hometown by pulling up this link ([citizensclimatelobby.org/chapters/](http://citizensclimatelobby.org/chapters/)) on your/their phone.
- Help a community or business leader submit an **Endorsement of HR 2307** by pulling up this link ([energyinnovationact.org/endorse/](http://energyinnovationact.org/endorse/)) on your/their phone.
- Electricity will be available for devices.
- Note: If your cell phone service is unreliable in the Coliseum building, you may be able to access free wi-fi by connecting to the "AEC-Public" network. If you open a browser, a login page will come up to allow you to select free wi-fi service, or a more expensive service.
- The World Dairy Expo has a mobile event app, available in the App Store and Google Play by searching "World Dairy Expo". In addition to displaying the WDE schedule of events, the WDE app may also help you capture contact information from visitors willing to share it with us.



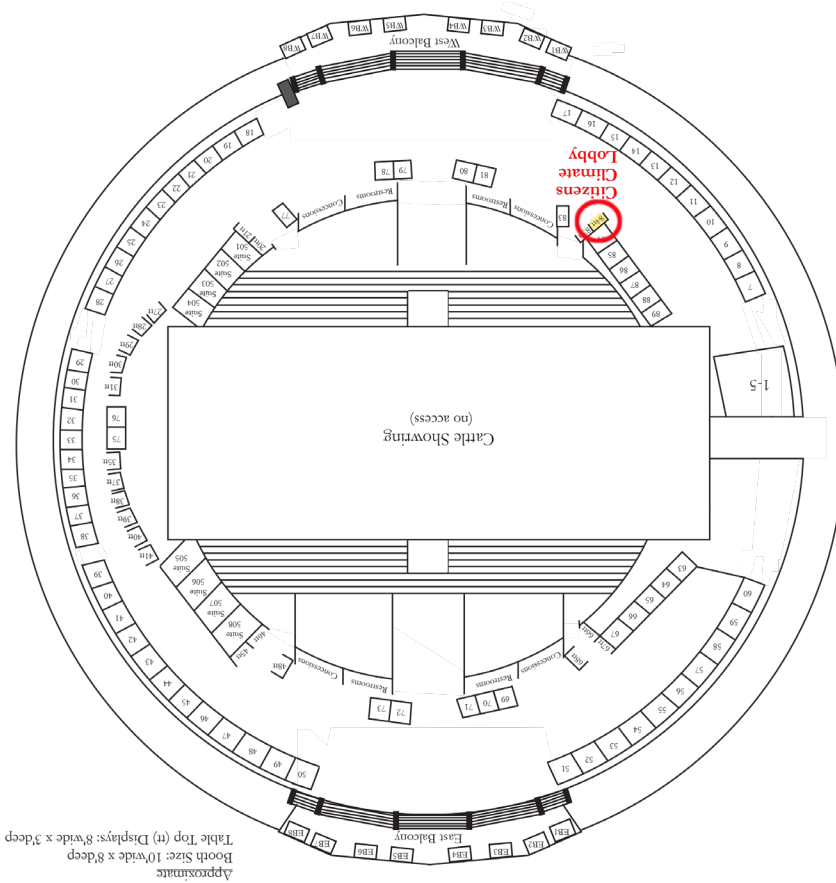
## Expectations

Please adhere to the exhibit booth schedule you selected. Your participation is important. If you encounter a problem, please contact Bruce Beck at 608-977-0453 or [bdbeck@charter.net](mailto:bdbeck@charter.net).

Please take time to browse our pop up website, [LivableWorldOutreach.org](http://LivableWorldOutreach.org), where you can find information about climate issues in dairy and agricultural operations, the Growing Climate Solutions Act, the Energy Innovation & Carbon Dividend Act, and "**Tabling 101**" describing the CCL approach to grass roots outreach.

## Have Fun!

We appreciate your help and look forward to seeing everyone at the show!! Thank you for volunteering for the World Dairy Expo. We hope you have a good time.



Approximate Booth Size: 10' wide x 8' deep  
Table Top (H) Displays: 8' wide x 3' deep

