

COMPANY REP

Could there be any happier sign of
the partnership between government and business
than re-naming the Dane County Coliseum
the Alliant Energy Center?

Alliant, having the quality of being allied,
suggests good powers, the Allies of World War Two,
it sounds like re-liant, it has connotations of reliable, safe.
Everyone in town goes sooner or later
to this huge building to enjoy the spectacles.
Why not, in exchange for a quarter-million
to be paid to the county, insert the name of our company
into the small talk and everyday lives of the community?

And the county doesn't have to do a thing
except replace a few highway signs, making
them into ads that everyone will read, embedding
the name of Alliant Energy deep in their minds.

Notice too that with this re-naming
of a civic institution for corporate promotion
we also reverse the trend some think alarming
of government handouts to business. We are
pioneering welfare handouts to government!
If this catches on instead of paying taxes
the American people will pay just a little more
for goods and services, and corporations
will handle funding the government!
Of course this requires inserting corporate
executives into the highest levels of government,
but that's been done already!

The future is bright! There are many other buildings
waiting to be re-named. We've been working with
other companies by means of an umbrella organization,
the Council for the American Way. Look at a few
of the possibilities, locally, state-wide, and nationally:

The Calvin Klein County Courthouse
The Cadillac Convention Center
The Magnavox Municipal Building
The Hewlett Packard Public Library
The Sony State Capitol
The Panasonic Public Museum
The Westinghouse White House
The Lincoln-Mercury Memorial
The Whirlpool Washington Monument
The Cisco Systems Statue of Liberty

Oh the list goes on and on! Thanks so much for your attention.