



64th Wisconsin Square & Round Dance Convention August 11, 12, 13, 2023

Marriott Madison West Hotel & Convention Center
1313 John Q Hammons Dr. Middleton, WI 53562
www.wisquardanceconvention.org



GENERAL CHAIRMAN

Tom & Kathy Nickel
4301 Hilltop Circle
Middleton, WI 53562
(608)-843-6942
tenickel@chorus.net

SECRETARY

Penny Liverseed
707 S Center Street
Beaver Dam, WI 53916
(605)-786-4548
pennicdime@gmail.com

REGISTRATION

David Lust & Sharon Schmidt
W9469 Nicholas Drive
Beaver Dam, WI 53916
(608)-630-7543
sharon.schmidt58@yahoo.com

TREASURER

Ray Steinich & Georgine Sumnicht
328 E. Mill Street
Beaver Dam, WI 53916
(608)-332-4865
raysteinich@gmail.com

ASST. GENERAL CHAIRMAN

Dave & Betsy Schulz
S1793 Stevens Court
Wisconsin Dells, WI 53965
(608)-393-3351 (B) (608)-963-7602
schulzdb6@yahoo.com

EDUCATION

Mike & Michelle Seurer
360 8th Street
Fond du Lac, WI 54935
(920)-517-1771
mmseurer@att.net

PROGRAMMING

Sharon Albright & Bob Tjensvold
9162 Katie Circle
Minocqua, WI 54548
(715)-892-7576
sla13bjt@outlook.com

ROUND DANCE

Wayne Irwin
224 Cory Avenue, Apt. H
Dousman, WI 53118
(262)-951-0357
irwin731@aol.com

YOUTH

Stephanie Esser &
Wendy/Kaitlyn Knutson
5346 Westport Road #12
Madison, WI 53704
(608)-576-0624 stephesser@tds.net

MEDICAL SERVICES

Flash Gordon (262)-544-0405
flash_rescue31@hotmail.com

CHAIRMEN:

VICE CHAIRMEN/SECRETARY:

TREASURER:

PUBLICITY:

EXECUTIVE SECRETARY:

Dear Association, Business, Organization, Group or Individual,

We are Mary and Dan Albrecht, the Souvenir Booklet Chairmen for the 64th Wisconsin Square and Round Dance Convention at the Marriott Madison West Convention Center in Middleton. A copy of the Souvenir Booklet is included in each registration packet. This booklet provides information about the Convention and information about the surrounding area that would be useful during the Convention as well as in the future.

You can use the Souvenir Booklet to share news and information about your Business, Organization, Group, Special Events or Promotions. Our Convention has attendance of more than 500 people who will see your advertisement. In the past, many Businesses and Organizations have purchased an ad to publicize the time, place and date of their special events or to welcome the Square Dancers to the Convention and the area. One idea would be to submit a full page ad in the Souvenir Booklet for your business or event and a smaller coupon/discount size ad that the dancers could use during their Convention stay. In addition to being in the book, your ad will be included on the Convention webpage for advertisers and remain there for the duration of the Convention.

Smaller size ads are also available. Please see the Ad Contract for more sizes and price information as well as camera copy formats. This year, due to the rise of printing cost, we have had to increase the cost of all ads.

If you would like to be included in the Souvenir Booklet, please submit your camera ready ad, (if providing electronic ad copy, email the file to me and note it on your contract), the completed contract with a check made payable to the **64th Wisconsin Square & Round Dance Convention** and send it to:

Mary and Dan Albrecht
522 N. Sherman Avenue
Madison WI 53704

608-249-7535
maryalbrecht@icloud.com

(Please remember to put in the Subject line:
64th WI Square Dance Souvenir Booklet)

Deadline: May 15, 2023

2023 WISCONSIN CONVENTION BOARD OF DIRECTORS

Scott & Brenda Deal, 312 E. Oak Street, Juneau, WI 53039	920-248-2379	wisquarecon@gmail.com
Mike & Michelle Seurer, 360 8 th St., Fond du Lac, WI 54935	920-517-1771	mmseurer@att.net
Wayne & Lucy Mattson, 2405 Royal Court, Waukesha, WI 53188	262-894-4621	walmatt03@att.net
Sharon Albright & Bob Tjensvold, 9162 Katie Circle, Minocqua, WI 54548	715-892-7576	sla13bjt@outlook.com
Karen & Ellery Gulbrand, 2591 Lavender Lane, Green Bay, WI 54313	920-434-0669	kgulbrand@att.net

PUBLICITY/WEBMASTER

Tracy Nickel
415 E. 7th Street
Merrill, WI 54452
(715)-551-0242
tnickel@icloud.com

HOUSING & CAMPING

Dave & Debi Odekirk
305 Stone Street
Watertown, WI 53098
(920)-988-2971
blubrry@gmail.com

ASST. GENERAL CHAIRMAN

Scott & Brenda Deal
312 E. Oak Street
Juneau, WI 53039
(920)-248-2379
wisquarecon@gmail.com

FASHION SHOW

Penny Liverseed & Rachel Rose
707 S Center Street
Beaver Dam, WI 53916
(605)-786-4548
pennicdime@gmail.com

RETAIL SALES

Ellery & Karen Gulbrand
2591 Lavender Lane
Green Bay, WI 54313
920-434-0669
kgulbrand@att.net

SERVICES

Eldon & Virginia Boehm
4018 Portland Parkway
Madison, WI 53714
(608)-244-3694
nk9uarrl@sbcglobal.net

SHOWCASE OF IDEAS

Wayne & Lucy Mattson
2405 Royal Court
Waukesha, WI 53188
262-894-4621
walmatt03@att.net

SOUVENIR BOOKLET

Dan & Mary Albrecht
522 N. Sherman Avenue
Madison, WI 53704
(608)-249-7535
maryalbrecht@icloud.com

SPECIAL EVENTS

Charlie & Jan Bitter
230 Wyldewood Drive
Oshkosh, WI 54904
(920)-231-3453
mrcharlieb@att.net

**64th Wisconsin Square &
Round Dance Convention
August 11, 12, & 13, 2023**



Souvenir Booklet Ad Contract

Clubs, Associations, Organizations, Callers, Cuers, Groups, Individuals, Etc.

Prices listed are for camera-ready copy.

Ad sizes shown are actual (See back). Camera-ready means the ad is complete and ready to be scanned for placement into the booklet with no alterations in type or art needed. The printer has final discretion as to whether an ad is camera-ready or not. There will be up to a \$20 extra charge if the ad is not deemed camera-ready.

Upon receipt of your ad the booklet chairmen will contact you if the printer feels there might be a problem with your ad and inform you of the best remedies on how to fix it with no extra charge.

Deadline: Camera-ready or Digital May 15, 2023

Preferred Media

Set up ads to size by computer. Save ad file as a PDF, jpeg or png. Send as an attachment to the Souvenir Booklet Chairmen, Mary & Dan Albrecht, at our e-mail address: maryalbrecht@icloud.com.

Put in the Subject line: 64th WI Square Dance Souvenir Booklet.

NOTE: Watch for confirmation of receipt of your ad.

If you miss the deadline, please call 608-249-7535 to determine if you can still get your ad into the booklet. There will be some latitude for ads that need tweaking and/or corections.

<p>Please Print Clearly</p> <p>Name: _____ Business, Organization, caller, cuers, club, individual, group, sponsor, etc.</p> <p>Address: _____</p> <p>City, State, Zip: _____</p> <p>Phone: _____</p> <p>Website: _____</p> <p>E-mail Address: _____</p> <p>Make checks payable to 64th WI Square & Round Dance Convention</p> <p>Please check appropriate line:</p> <p><input type="checkbox"/> Camera-Ready to Come</p> <p><input type="checkbox"/> Digital to Come</p> <p><input type="checkbox"/> Camera-Ready Enclosed</p> <p><input type="checkbox"/> Digital Sent</p> <p>See additional Submission Instructions on the back side of this form.</p>	<p>Please Check Ad Size, Color or B/W</p> <p>___ Full Page: ___ \$95.00 Color ___ \$65.00 B/W</p> <p>___ Half Page: ___ \$65.00 Color ___ \$45.00 B/W</p> <p>___ Quarter Page: ___ \$50.00 Color ___ \$35.00 B/W ___ Vertical or ___ Horizontal</p> <p>___ Eighth Page: ___ \$35 Color ___ \$25 B/W</p> <p>AD COST \$ _____</p> <p>___ Premium for Center Spread & Covers</p> <p>Full Page Ads Only, Additional \$30.00 per page</p> <p>Call For Availability</p> <p>PREMIUM AD COST \$ _____</p> <p>Mail check along with camera-ready copy or digital proof to: Mary & Dan Albrecht 522 N. Sherman Ave., Madison WI 53704 For Information call 608-249-7535</p>
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64th Wisconsin Square & Round Dance Convention

August 11, 12, & 13, 2023

Souvenir Program Booklet -

Ad Sizes & Rates



Full Page Ad
4 1/2" wide x 7 1/2" high
Color \$95 or B/W \$65



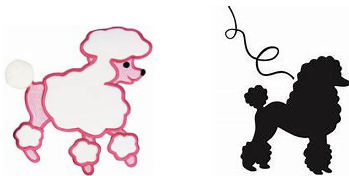
One Half Page Ad
4 1/2" wide x 3 3/4" high
Color \$65 or B/W \$45



One Quarter Page Horizontal Ad
4 1/2" wide x 1 7/8" high
Color \$50 or B/W \$35



One Quarter Page Vertical Ad
2 1/4" wide x 3 3/4" high
Color \$50 or B/W \$35



One Eighth Page Ad
2 1/4" wide x 1 7/8" high
Color \$35 or B/W \$25



Make check payable to:
64th WI Square & Round
Dance Convention

Complete contract form,
scan and e-mail with ad,
and/or mail with check to:

Mary & Dan Albrecht
522 N. Sherman Ave.
Madison WI 53704
608-249-7535
maryalbrecht@icloud.com

*Please Remember to put
in Subject Line of
emails: 64th WI Square
Dance Souvenir Booklet*

**Premium Full Page Ads for
Center Spread, Inside Covers,
and Outside Back Cover are
available for an additional \$30.**

**Available on a First Come &
Paid Basis.**

Call for availability!

Deadline for all Ads: May 15, 2023