

**GET  
YOUR  
KICKS  
IN**

**2026**

## Get Your Kicks in 2026

66th Wisconsin Square and Round Dance Convention

August 7, 8 & 9, 2026

Sheraton Hotel and Convention Center

375 South Mooreland Road, Brookfield, WI 53005

[www.wisquairedanceconvention.org](http://www.wisquairedanceconvention.org)

### GENERAL CHAIRMAN

Wayne & Elaine Irwin  
irwin731@aol.com  
262-951-0357 (W)  
262-951-0356 (E)

### SECRETARY

Pat Faherty  
faherty.0@sbcglobal.net  
262-337-0977

### TREASURER

Dennis Faherty  
dfaherty30@gmail.com  
414-699-4838

### REGISTRATION

Angelo & Kathie Rentas  
arentas@wi.rr.com  
262-332-0140

### EDUCATION

Sharon Albright & Bob Tjensvold  
sla13bjt@outlook.com  
715-892-7576

### MEDICAL SERVICES

Flash & Mary Ann Gordon  
flash\_rescue31@hotmail.com  
262-544-0405

### PROGRAM - SQUARES

Ron Mueller  
rjmueller@att.net  
920-889-5550

### PROGRAM - ROUNDS

Kathy Nickel  
tenickel@chorus.net  
608-831-0341

### PUBLICITY

Scott & Brenda Deal  
wisquarecon@gmail.com  
920-248-2371 (S)  
920-248-2179 (B)

### YOUTH

John & Ruth Harden  
johnharden@squaredance4life.com  
630-660-8241

### WEBMASTER

Tracy Hollatz  
tnickel224@gmail.com  
715-551-0242

Dear Association, Business, Organization, Group or Individual,

We are Mary and Dan Albrecht, the Souvenir Booklet Chairmen for the 66<sup>th</sup> Wisconsin Square and Round Dance Convention at the Sheraton Hotel & Convention Center in Brookfield Wisconsin. 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 **66<sup>th</sup> Wisconsin Square & Round Dance Convention** and send it to:

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

608-712-9174  
maryalbrecht@icloud.com  
(Please remember to put in the Subject line:  
66<sup>th</sup> WI Square Dance Souvenir Booklet)

**Deadline: May 15, 2026**

### ASSISTANT GENERAL CHAIRMAN/ FACILITIES

Wayne & Lucy Mattson  
walmatt03@att.net  
262-894-4621

### FASHION SHOW

Betty Riley  
betty.riley1947@gmail.com  
262-888-9978

### HOUSING & CAMPING CHAIRMAN

David & Debi Odekirk  
blubrerry@gmail.com  
920-988-2971

### RETAIL SALES

Ellery & Karen Gulbrand  
kgulbrand@att.net  
920-819-0364

### SERVICES

Eldon & Virginia Boehm  
nk9uarr1@sbcglobal.net  
608-244-3694

### SHOWCASE OF IDEAS

Jan Pitas  
halobugg@yahoo.com  
608-772-5740

### SPECIAL EVENTS

Wayne & Lucy Mattson  
walmatt03@att.net  
262-894-4621

### SOUVENIR BOOKLET

Dan & Mary Albrecht  
maryalbrecht@icloud.com  
608-712-9174

### COMPUTER SERVICES

Scott & Brenda Deal  
wisquarecon@gmail.com  
920-248-2371 (S)  
920-248-2179 (B)

### CONVENTION EXECUTIVE BOARD of DIRECTORS:

**PRESIDENT:** Wayne & Lucy Mattson, walmatt03@att.net, Phone: 262-894-4621  
**VP/SECRETARY:** Sharon Albright & Bob Tjensvold, sla13bjt@outlook.com, Phone: 715-892-7576  
**TREASURER:** Tom & Kathy Nickel, tenickel@chorus.net, Phone: 608-831-0341  
**PUBLICITY:** Ellery & Karen Gulbrand, kgulbrand@att.net, Phone: 920-819-0364 (K) 920-819-3564 (E)  
**EXECUTIVE SECRETARY:** Ellery & Karen Gulbrand, kgulbrand@att.net, Ph: 920-819-0364

# 66<sup>th</sup> Wisconsin Square & Round Dance Convention

August 7, 8, & 9, 2026

## Souvenir Booklet Ad Contract

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

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### 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, 2026**

### 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](mailto:maryalbrecht@icloud.com)

**Put in the Subject line: 66<sup>th</sup> WI Square Dance Souvenir Booklet.**

### NOTE: Watch for confirmation of receipt of your ad.

If you miss the deadline, please call 608-712-9174 to determine if you can still get your ad into the booklet. There will be some latitude for ads that need tweaking and/or corrections.

Please Print Clearly

Name: \_\_\_\_\_  
Business, Organization, caller, cuers, club, individual, group, sponsor, etc.

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Website: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Make checks payable to  
**66<sup>th</sup> WI Square & Round Dance Convention**

Please check appropriate line:

\_\_\_\_\_ Camera-Ready to Come

\_\_\_\_\_ Digital to Come

\_\_\_\_\_ Camera-Ready Enclosed

\_\_\_\_\_ Digital Sent

See additional Submission Instructions on the back side of this form.

### Please Check Ad Size, Color or B/W

\_\_\_ Full Page:  
    \_\_\_ \$95.00 Color      \_\_\_ \$65.00 B/W

\_\_\_ Half Page:  
    \_\_\_ \$65.00 Color      \_\_\_ \$45.00 B/W

\_\_\_ Quarter Page:  
    \_\_\_ \$50.00 Color      \_\_\_ \$35.00 B/W  
    \_\_\_ Vertical      or      \_\_\_ Horizontal

\_\_\_ Eighth Page:  
    \_\_\_ \$35 Color      \_\_\_ \$25 B/W

**AD COST**      \$ \_\_\_\_\_

\_\_\_ Premium for Center Spread & Covers

**Full Page Ads Only, Additional \$30.00 per page**

**Call For Availability**

**PREMIUM AD COST**      \$ \_\_\_\_\_

Mail check along with camera-ready copy or digital proof to:

Mary & Dan Albrecht  
522 N Sherman Ave, Madison, WI 53704

For Information call 608-712-9174

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**Souvenir Program Booklet -**

**Ad Sizes & Rates**

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**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:***

**66<sup>th</sup> 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**

**608-712-9174**

**maryalbrecht@icloud.com**

***Please Remember to put  
in Subject Line of  
emails: 66<sup>th</sup> 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, 2026**