



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.wisquardanceconvention.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@squardance4life.com
630-660-8241

WEBMASTER

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

Dear Vendor/Business,

We are Mary and Dan Albrecht, the Souvenir Booklet Chairmen for the 66th Wisconsin Square and Round Dance Convention at the Sheraton Hotel & Convention Center in Brookfield, WI in 2026. A copy of the Souvenir Booklet is included in each registration packet which provides information about the convention and also information that might be useful in the future.

Our Souvenir Booklet is a great way to share news and information about your business, special events or promotions, give discounts and coupons. The Convention has attendance of more than 500 people. In the past, many Businesses and Vendors have purchased full page ads to publicize the time, places and date of their special events and/or to welcome the Square Dancers to the Convention. Vendors at the Convention receive a free 1/8 page ad with the option to upgrade to a larger ad for the cost difference. For example, you could purchase a full page color ad and use your free ad for a coupon or discount on your merchandise to be given to our dancers to use during the Convention.

All Business and Vendor ads will also appear on our Convention website. Smaller size ads are also available. 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 **66th 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:
66th 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

**66th Wisconsin Square &
Round Dance Convention**

August 7, 8, & 9, 2026

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, 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

Put in the Subject line: 66th 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
66th 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

66th Wisconsin Square & Round Dance Convention

August 7, 8, & 9, 2026

Souvenir Program Booklet -

Ad Sizes & Rates

**GET
YOUR
KICKS
IN**

2026

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:
66th 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: 66th 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