



**Blue Sapphire Anniversary**  
**65th Wisconsin Square and Round Dance Convention**  
**August 8, 9 & 10, 2025**  
**Oshkosh Convention Center**  
**2 North Main Street, Oshkosh, WI 54901**  
[www.wisquairedanceconvention.org](http://www.wisquairedanceconvention.org)

**Co-GENERAL CHAIRMAN**

Ellery & Karen Gulbrand  
920-819-0364 (K)  
920-819-3564 (E)

[kgulbrand@att.net](mailto:kgulbrand@att.net)

and

Mike & Michelle Seurer  
920-517-1771

[mmseurer@att.net](mailto:mmseurer@att.net)

**SECRETARY**

Ron Mueller

920-889-5550

[rjmuellet@att.net](mailto:rjmuellet@att.net)

**TREASURER**

Tony Pickar

715-575-887

[tonypickar@frontier.com](mailto:tonypickar@frontier.com)

**REGISTRATION**

Steve & Cheryl Thomas

262-930-8064

[cherylthomas3407@yahoo.com](mailto:cherylthomas3407@yahoo.com)

**ASSISTANT GENERAL CHAIRMAN/**

**PROGRAMMING**

Mike & Michelle Seurer

920-517-1771

[mmseurer@att.net](mailto:mmseurer@att.net)

**PROGRAM/SQUARES**

Bob & Cinda Asp

815-262-9080 (C)

815-624-4330 (H)

[sgbobasp@aol.com](mailto:sgbobasp@aol.com)

**PROGRAM/ROUNDS**

Peggy Weisensel Chavey

608-201-3529

[beloit.dancers@gmail.com](mailto:beloit.dancers@gmail.com)

**PUBLICITY**

Mike Short

920-458-6331

[msjshort@yahoo.com](mailto:msjshort@yahoo.com)

**EDUCATION/MEDICAL SERVICES**

Flash & Mary Ann Gordon

262-544-0405

[Flash\\_rescue31@hotmail.com](mailto:Flash_rescue31@hotmail.com)

**YOUTH**

Dominic Gruetzmacher

254-885-8731

[dominicg@gmail.com](mailto:dominicg@gmail.com)

**WEBMASTER**

Tracy Hollatz

715-551-0242

[tnickel224@gmail.com](mailto:tnickel224@gmail.com)

Dear Club Contact,

We are Harriet & Ken Roberts, the Souvenir Booklet Chairmen for the 65<sup>th</sup> Wisconsin Square and Round Dance Convention at the Oshkosh Convention Center in Oshkosh, WI in 2025. A copy of the Souvenir Booklet is included in each registration packet which provides information about the convention and information that might be useful in the future.

You can use the Souvenir Booklet to share your club's news and events. In the past, some clubs have purchased full page ads to publicize their special events, upcoming dances, Callers, Cuers, time, place and dates your club dances. One example for an easy ad would be to submit an 8 1/2" x 11" flyer of your special event that can be reduced to a full-page ad size for the Souvenir Booklet. Smaller size ads are also available. See the Ad Contract for more size 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 file to me and note it on your contract), the completed contract with a check made payable to the **65<sup>th</sup> Wisconsin Square & Round Dance Convention** and send it to:

Harriet & Ken Roberts  
N3868 Mosquito Hill Rd.  
New London WI 54961

920-472-9297

Email: [ewesforme@yahoo.com](mailto:ewesforme@yahoo.com)

(Please remember to put in the Subject line:  
65<sup>th</sup> WI Square Dance Souvenir Booklet)

**Deadline: June 1, 2025**

**ASSISTANT GENERAL CHAIRMAN/**

**FACILITIES**

Ellery & Karen Gulbrand

920-819-0364 (K)

920-819-3564 (E)

[kgulbrand@att.net](mailto:kgulbrand@att.net)

**HOUSING & CAMPING CHAIRMAN**

Ellery & Karen Gulbrand

920-819-0364 (K)

920-819-3564 (E)

[kgulbrand@att.net](mailto:kgulbrand@att.net)

and

Mike & Michelle Seurer

920-517-1771

[mmseurer@att.net](mailto:mmseurer@att.net)

**RETAIL SALES**

Marilyn Kittle

608-416-0953

[marilvnmkittle2@gmail.com](mailto:marilvnmkittle2@gmail.com)

and

Stephanie Esser

608-576-0624

[stephesser@tds.net](mailto:stephesser@tds.net)

**SERVICES**

Eldon & Virginia Boehm

608-244-3694

[nk9uarrl@sbglobal.net](mailto:nk9uarrl@sbglobal.net)

**FASHION SHOW**

Sharon Albright & Bob Tjensvold

715-892-7576

[sla13bjt@outlook.com](mailto:sla13bjt@outlook.com)

**SHOWCASE OF IDEAS**

Wayne & Lucy Mattson

262-894-4621

[walmatt03@att.net](mailto:walmatt03@att.net)

**SPECIAL EVENTS**

Wayne & Lucy Mattson

262-894-4621

[walmatt03@att.net](mailto:walmatt03@att.net)

**SOUVENIR BOOKLET**

Ken & Harriet Roberts

N3868 Mosquito Hill Rd.

New London, WI 54961

920-472-9297

[ewesforme@yahoo.com](mailto:ewesforme@yahoo.com)

**COMPUTER SERVICES**

Scott & Brenda Deal

920-248-2371 (S)

920-248-2179 (B)

[wisquarecon@gmail.com](mailto:wisquarecon@gmail.com)

**CONVENTION EXECUTIVE BOARD of DIRECTORS:**

**PRESIDENT:** Mike & Michelle Seurer, 360 8th St., Fond du Lac, WI 54935 920-517-1771 [mmseurer@att.net](mailto:mmseurer@att.net)

**VP/SECRETARY:** Wayne & Lucy Mattson, 2405 Royal Ct., Waukesha, WI 53188 262-894-4621 [walmatt03@att.net](mailto:walmatt03@att.net)

**TREASURER:** Sharon Albright & Bob Tjensvold, 9126 Katie Circle, Minocqua, WI 54548 715-892-7576 [sla13bjt@outlook.com](mailto:sla13bjt@outlook.com)

**PUBLICITY:** Tom & Kathy Nickel, 4301 Hilltop Circle, Middleton, WI 53562 608-831-0341 [tenickel@chorus.net](mailto:tenickel@chorus.net)

**EXECUTIVE SECRETARY:** Ellery & Karen Gulbrand, 2591 Lavender Lane, Green Bay, WI 54313 920-819-0364 (K) 920-819-3564 (E) [kgulbrand@att.net](mailto:kgulbrand@att.net)

**Keep Square Dancing Alive in 2025!**  
**65<sup>th</sup> Wisconsin Square & Round Dance Convention**  
August 8-10, 2025 – Oshkosh Convention Center  
2 N. Main Street, Oshkosh, Wisconsin 54901  
[www.wisquaredanceconvention.org](http://www.wisquaredanceconvention.org)

**Club, Association or Group “Best Wishes” From**

Your club, association or group can help sponsor the 65th Wisconsin Square & Round Dance Convention and send “Best Wishes” to all who attend. Simply complete this form and return with your check to:

**Harriet & Ken Roberts, Souvenir Booklet Chairmen**  
**N3868 Mosquito Hill Rd, New London, WI 54961**

**Deadline June 1, 2025.**

Include \$1.00 per name (\$2.00 per couple). We will include the name of your Club, Association or Group at no additional charge. Please make check payable to:  
**65<sup>th</sup> Wisconsin Square & Round Dance Convention**

Name: \_\_\_\_\_ Amount enclosed: \$ \_\_\_\_\_  
Club, Association, or Group

Contact Name: \_\_\_\_\_

Contact Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: (\_\_\_\_\_) \_\_\_\_\_ E-mail (optional): \_\_\_\_\_

Please type or print clearly. Use other side if needed.

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|          | 36 _____ |

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

August 8, 9, & 10, 2025

## 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 June 1, 2025**

### 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, Harriet & Ken Roberts, at our e-mail address: [ewesforme@yahoo.com](mailto:ewesforme@yahoo.com)

**Put in the Subject line: 65<sup>th</sup> WI Square Dance Souvenir Booklet.**

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

If you miss the deadline, please call 920-472-9297 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  
**65<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:

Harriet & Ken Roberts  
N3868 Mosquito Hill Rd, New London, WI 54961  
For Information call 920-472-9297

**65<sup>th</sup> Wisconsin Square & Round Dance Convention**

**August 8, 9, & 10, 2025**

**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:***

**65<sup>th</sup> WI Square & Round  
Dance Convention**

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

**Harriet & Ken Roberts  
N3868 Mosquito Hill Rd  
New London, WI 54961  
920-472-9297  
ewesforme@yahoo.com**

***Please Remember to put  
in Subject Line of  
emails: 65<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: June 1, 2025**