



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

Dear Vendor/Business,

We are Harriet & Ken Roberts, the Souvenir Booklet Chairmen for the 65th 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.

Our Souvenir Booklet is a terrific 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.

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 **65th 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

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

Deadline: June 1, 2025

CONVENTION EXECUTIVE BOARD of DIRECTORS:

PRESIDENT: Mike & Michelle Seurer, 360 8th St., Fond du Lac, WI 54935 920-517-1771 mmseurer@att.net
VP/SECRETARY: Wayne & Lucy Mattson, 2405 Royal Ct., Waukesha, WI 53188 262-894-4621 walmatt03@att.net
TREASURER: Sharon Albright & Bob Tjensvold, 9126 Katie Circle, Minocqua, WI 54548 715-892-7576 sla13bjt@outlook.com
PUBLICITY: Tom & Kathy Nickel, 4301 Hilltop Circle, Middleton, WI 53562 608-831-0341 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

Co-GENERAL CHAIRMAN

Ellery & Karen Gulbrand
920-819-0364 (K)
920-819-3564 (E)
kgulbrand@att.net

and
Mike & Michelle Seurer
920-517-1771
mmseurer@att.net

SECRETARY

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

TREASURER

Tony Pickar
715-575-887
tonypickar@frontier.com

REGISTRATION

Steve & Cheryl Thomas
262-930-8064
cherylthomas3407@yahoo.com

ASSISTANT GENERAL CHAIRMAN/

PROGRAMMING
Mike & Michelle Seurer
920-517-1771
mmseurer@att.net

PROGRAM/SQUARES

Bob & Cinda Asp
815-262-9080 (C)
815-624-4330 (H)
sgbobasp@aol.com

PROGRAM/ROUNDS

Peggy Weisensel Chavey
608-201-3529
beloit.dancers@gmail.com

PUBLICITY

Mike Short
920-458-6331
msjshort@yahoo.com

EDUCATION/MEDICAL SERVICES

Flash & Mary Ann Gordon
262-544-0405
Flash_rescue31@hotmail.com

YOUTH

Dominic Gruetzmacher
254-885-8731
dominicg@gmail.com

WEBMASTER

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

**ASSISTANT GENERAL CHAIRMAN/
FACILITIES**

Ellery & Karen Gulbrand
920-819-0364 (K)
920-819-3564 (E)
kgulbrand@att.net

HOUSING & CAMPING CHAIRMAN

Ellery & Karen Gulbrand
920-819-0364 (K)
920-819-3564 (E)
kgulbrand@att.net

and
Mike & Michelle Seurer
920-517-1771
mmseurer@att.net

RETAIL SALES

Marilyn Kittle
608-416-0953
marilvnmkittle2@gmail.com

and

Stephanie Esser
608-576-0624
stephesser@tds.net

SERVICES

Eldon & Virginia Boehm
608-244-3694
nk9uarrl@sbglobal.net

FASHION SHOW

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

SHOWCASE OF IDEAS

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

SPECIAL EVENTS

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

SOUVENIR BOOKLET

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

COMPUTER SERVICES

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

Keep Square Dancing Alive in 2025!
65th Wisconsin Square & Round Dance Convention
August 8-10, 2025 – Oshkosh Convention Center
2 N. Main Street, Oshkosh, Wisconsin 54901
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:
65th 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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65th 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

Put in the Subject line: 65th 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.

<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>_____</p> <p>Phone: _____</p> <p>Website: _____</p> <p>E-mail Address: _____</p> <p>Make checks payable to 65th 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>
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<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:</p> <p>Harriet & Ken Roberts N3868 Mosquito Hill Rd, New London, WI 54961 For Information call 920-472-9297</p>
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65th 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:

**65th 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: 65th 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