



SYTTENDE MAI 2024



King & Queen
Joe & Erin Conant

VELKOMMEN TIL STOUGHTON

MAY 17-19, 2024

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SYTTENDE MAI
Festival
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The rosemåling on the cover was painted by Patty Toflsand, specifically for this brochure. Rosemåling is the beautiful and unique art form from Norway, literally meaning rose or flower painting.



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SYTTENDE MAI ROYALTY

Since 1969, Stoughton's Syttende Mai festival has elected a 'Festival King and Queen' who serve as event ambassadors. These "royal" ambassadors can be nominated by anyone in the community. Nominations are based on community service and commitment to sharing their pride for the city's Norwegian heritage with Stoughton residents and visitors. You'll see our royal ambassadors at all major festival events wearing their bunads, traditional Norwegian costumes.

2024 KING AND QUEEN Joe and Erin Conant

In 2006, Joe and Erin decided to take the opportunity to open their own auto repair shop, Conant Automotive. At that time, they had sons, Joey, and Jack, who was a newborn. Since then, daughters Libby, Lainey, and Eve were born & the business has grown as well.

Joe and Erin were very fortunate to have community support right from the start. "We knew without a doubt that we would need to support the community that was supporting us, in whatever ways we could; and are very happy to do so." Volunteering, sponsoring clubs, students, athletes, and organizations of the community has been very important to the couple. Watching all of these children in the community grow, the hope is that they come back to raise their families here and continue to make Stoughton proud.

Volunteering in the classroom, sports and activities keeps both very busy. Joe has been a member of the Stoughton Fair Board, the Bryant Foundation, Stoughton Chamber of Commerce, Coffee Break Festival, and Skills USA, just to name a few. Erin has been a member of the Stoughton FFA Alumni board, Coffee Break Festival and also volunteers with Southern WI Canine Therapy Dog Association, with their family's golden retriever, Coco.

In 2017, Joe was the Stoughton Chamber President, and had the honor of escorting Marty and Jean Lamers during their reign as King and Queen. This opportunity gave the couple a whole new appreciation for the Syttende Mai Celebration. The Syttende Mai committee, the Stoughton Chamber, as well as all of the city employees, community volunteers, and businesses and churches all put so much effort into making this festival an enormous success. "We are a family that prides itself on tradition and family values, and we are very happy to see that the Syttende Mai traditions are passed down from generation to generation. This community is really a treasure".

"We are very honored to be chosen as the 2024 Syttende Mai King and Queen" – Joe and Erin Conant.



2024 SYTTENDE MAI PRINCE AND PRINCESS

Jackson Couckuyt
Olivia Frey

Olivia "Livie" is the daughter of Joe and Sara (Juve) Frey. She is a 3rd grader at Sandhill Elementary School. Livie studies ballet and hip-hop at Stoughton Center for the Arts. In her free time, Livie enjoys drawing, painting, and playing with her sister, friends, and Great Dane Nova.

Jackson Couckuyt is 9 years old and a 3rd grade student at Fox Prairie Elementary School. The son of Nathan "Bean" Couckuyt and Brandy Larson-Couckuyt. Jackson has an identical twin brother, Benjamin, and an older brother Zachery. Jackson's mother owns Stoughton Floral, where you can find him hanging out several days a week after school. He loves karate at Kicks Unlimited and plays soccer for SAYSA. Jackson also enjoys riding his bike, swimming, traveling, and video games. Jackson is honored to be the 2024 Syttende Mai Prince!



**VOLUNTEERS:
THANK YOU
THANK YOU
THANK YOU**

you're the best!

**Volunteer for the 2025
Festival today:**

SyttendeMai@StoughtonWI.com

Wisconsin State

Rosemåling Association

Preserving and keeping alive the
Norwegian art of rosemåling

Check out our annual events:

- Wisconsin State Rosemåling Exhibition and Sale during Stoughton's Syttende Mai Festival
(location: United Methodist Church)
- Syttende Mai weekend hosts the exhibit, art sales from local painters, and live Rosemåling demonstrations!
- Holiday Bazaar - last Saturday in October
(location: Stoughton Area Senior Center)
 - Featuring Ornaments

Find us on Facebook and at
www.WisconsinRosemaling.org

Background Rosemåling by Andrea Herkert, VGM

PAST SYTTENDE MAI ROYALTY

The Stoughton Chamber of Commerce is honored to present this list of all Syttende Mai Kings and Queens who have served the community of Stoughton since 1969. We continue to be grateful for their service and dedication.

2023	Dan and Cindy McGlynn	1995	Don and Carol Wahlin
2022	Roger and Donna Strandlie	1994	Norman and Helen Gerber
2021	Randy and Donna Olson	1993	George and Agnes Green
2020	Randy and Donna Olson	1992	Oscar and Pearl Elvekrog
2019	Jerry and Karen Lapidakis	1991	Eugene and Bea Kalland
2018	Bob and Jodi Coon	1990	Tom and Philayne Chose
2017	Marty and Jean Lamers	1989	Ralph and Wilma Baumbach
2016	Marv and Bert Klitzke	1988	Fred and Ruth Rushlow
2015	Dan and Jodi Hanson	1987	Al and Shirley Nygaard
2014	Sonny and Linda Swangstu	1986	Myron and Dorothy Wilcox
2013	John and Darlene Arneson	1985	Art and Irene Sveum
2012	Mike and Brenda Sherry	1984	Don and Doris Helmke
2011	Dick and Barb Entwistle	1983	Palmer and Ellen Jacobsen
2010	Dave and Barb Kalland	1982	David and Ann Nelson
2009	Rodger Roloff and Jo Laffey-Roloff	1981	Doug and Ardys Pfundheller
2008	Steve and Kris Christenson	1980	Oscar and Beverly Forton
2007	Kent and Judy Schroeder	1979	David and Janice Smedal
2006	Bob and Becky Greiber	1978	Doug and Shirley Stokstad
2005	Jerry and Judy Gryttenholm	1977	Dale and Yvonne Holzhuter
2004	Orin and Dorothy Hermundstad	1976	Ron and Barbara Furseth
2003	Jon and Connie Blackman	1975	Truman and Harmona Felland
2002	Olaf and Kathy Brekke	1974	Bob and Marion Gilbert
2001	Chet and Helen Johnson	1973	Jim and Kathy Anderson
2000	David and Carol Skavlen	1972	John and Sonia Holtan
1999	Vern and Bev Pieper	1971	Norris and Carol Fosdal
1998	Roger and Judie Nitzsche	1970	Warren and Ingrid Fessenden
1997	Rich and Susan Albright	1969	Odvar and Esther Haug
1996	Doc and Dee Schammel		



FESTIVAL ADMISSION BOOSTER BUTTON

Get your all-access pass to the Syttende Mai festival with the \$5 Booster Button. Purchase Buttons at the blue information booths on all three days and at events that require the Button for admission. The Booster Button is required for entry to many Syttende Mai events and is good for all three days. Visitors ages 5 and under do not need a Booster Button for admission.

2024 BOOSTER BUTTON

The 2024 Booster Button was designed Clove Rewey. Being one of the tallest points in Stoughton, I knew that I wanted to include our town's clock tower within my design. My design includes an abstract version of one of the town's most iconic places. Growing up in Stoughton, the clock tower holds a special place in my heart, as it was the backdrop for childhood trips to the library and Fosdal's. The red and blue of the clock tower also fit perfectly for Syttende Mai, as it matches the colors of the Norwegian and American flag, both of which are proudly displayed on the lampposts during the festival. The background includes a print that could be found on a Norwegian sweater, which is another reminder of my time growing up in Stoughton. Finally, surrounding the clock is a trail connecting Wisconsin to Norway, as a representation of our city's history with the Scandinavian country. The clock also shows a specific time, 5:17, which is the numerical date of Syttende Mai. I had so much joy in creating this design, and I can't wait to see this button displayed on all those who attend this truly wonderful festival.



The Edvard Grieg Chorus takes its name from the famous Norwegian composer, and many of his compositions are included in their repertoire. The Chorus was founded on January 26, 1925 as the Grieg Mannskor (Grieg Men's Chorus). Although it has since gone through several name changes, its purpose has remained the same as that of the founding group of Norwegian immigrants: to preserve and share the choral music and traditions they brought with them from Norway. While singing Norwegian songs has been the primary focus of the Chorus, sacred and secular songs are also included in its program, which varies depending on the time of year.

2024 SYTTENDE MAI FESTIVAL

COMMEMORATIVE COIN

Every year the Syttende Mai cultural committee issues a collectible, commemorative coin as a keepsake. They're a remembrance of the festival, and they honor both Stoughton's and Norway's heritage, and was designed by the festival's cultural committee. One side illustrates what makes Stoughton special while the other side represents Norway's land and culture. The two sides come together to embrace Stoughton's Norwegian heritage and its long Syttende Mai festival tradition.



Fish Camp on Lake Kegonsa

Fish Camp, established in 1934, was located on the McFarland side of Lake Kegonsa. The camp was set up to control the increasing population of carp inhabiting the lake.

Carp were introduced and stocked, in Wisconsin waters, as early as the 1880's, by early European settlers. The immigrants were accustomed to fishing and eating this common fish and encouraged its introduction as a source of food for the expanding American population.

From 1881 to 1896, the State Fish Commission stocked approximately 100,000 carp, in 67 Wisconsin counties. In Dane county, the fish thrived in the slow, shallow and weedy lakes. Within a few years of their introduction, the carp population was rising rapidly, at the expense of native sport fish like musky, walleye, bass and northern pike. By 1900, anglers demanded the State take action. The State soon issued permits and contracts for the purpose of reducing the invasive carp population.

In 1934, the WCD (Wisconsin Conservation Department) hired seining net crews and established rough-fish camps, at various sites throughout the State. Fish Camp, on Lake Kegonsa, was one of several carp removal facilities.

Large carp populations provided constant work for Fish Camp crews. While the camp supervisor arranged carp sales to local businesses and commercial markets, the foreman and crewmembers seined fish. Lakes Kegonsa and Waubesa were the main carp removal sites, in Dane County.

Carp were harvested by seining and then herded into holding pens. Seine nets were stretched out thousands of feet long and 10-50 feet deep. Softball-sized floats of cork (later styrofoam) spaced every couple of feet suspended the heavy nets in water. Live carp were kept in holding pens and fed corn until they were shipped in tank trucks and railroad cars to stock ponds, in other states. They were then sold, when market conditions were favorable. The carp were packed in ice and sent by rail to fresh fish markets in Chicago, Memphis, St. Louis, Philadelphia and New York. It was listed on many restaurant menus, where it was served baked or fried. Small carp (under three pounds) became animal feed at fish hatcheries and fur farms or were plowed into farm fields, as fertilizer.

Over 9,000 tons of rough fish were harvested, at the Lake Kegonsa Fish Camp, during its years of operation. Carp represented the biggest haul, but other rough (non-sport) fish were also caught including: freshwater drum (or sheephead), white sucker, big mouth buffalo, long-nose gar and bowfin.

The DNR discontinued Yahara Lakes seining in 1969 because of declining carp markets and increasing operational costs. The main Fish Camp building and historical marker are located on the original site, at Fish Camp County Park.

North Atlantic Cod

The national fish of Norway is Cod (*Gadus morhua*). The Norwegian word for Cod is torsk, which comes from the Old Norse word meaning “dried fish”. It is a popular saltwater gamefish that can be easily recognized by the white lateral lines running across each side of the length of its body. The color of the cod usually depends on its habitat and can range from light yellowish-green to red and olive. A large area of its body is covered with uneven spots including the head, tail and fins, except for the belly that is often light colored. North Atlantic cod can live for up to 25 years and typically grow between 39 to 66 inches in length.



Cod was fished for thousands of years by northern European fishermen who followed it across the North Atlantic Ocean to North America. It was vital to the people living along the coast of Norway not just as a food source, but also for trading goods. In the past, North Atlantic cod was one of the most heavily fished species. Overfishing, especially in the Northwest Atlantic, resulted in a significant drop in cod populations. Regulations, active management and quotas have been put in place to rebuild the numbers.

Cod is a very popular fish on the dinner table. Its meat has a mild taste, white color, and can be combined with many different spices and side dishes. Cod fish can be grilled, roasted, boiled, or eaten raw in sushi. It is also extremely healthy as it is one of the leanest proteins you can eat. Cod is rich in protein, Vitamins A, D, and B12, selenium, antioxidants and Omega-3.

There are several types of cod living in the waters of the North Atlantic.

Northeast Arctic Cod, called Skrei, lives north in the Barents Sea, and is highly desired and sustainably managed. It swims long distances down the Norwegian coast to spawn every winter and is therefore very lean and muscular. Fresh and dried Skrei is one of Norway's most important export products. Coastal cod is more stationary and spends its entire life in the shallow waters along the coast. There is also farmed cod along the coast of Norway.

Norwegians love their cod and developed many cod dishes. One of the most famous is lutefisk, which is dried cod cured in lye. It is then rehydrated until it becomes gelatinous. Sounds awful, doesn't it? It is still a staple of many church luncheons in Stoughton today.

Cod is well known for being an essential part of Wisconsin Friday night fish fries and we can thank our Norwegian heritage for this wonderful addition to our weekends!

Commemorative coins are \$12 and available for purchase at the Stoughton Chamber of Commerce and select retailers throughout the city until May 21, 2024.

Past booster buttons (\$5.00) and coins (\$12.00) are always available at the Chamber of Commerce, pending inventory.

A special thank you to **PrizePromos** for the set-up on the coin.



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FRIDAY EVENTS

MAY 17, 2024 • 9 am – 9 PM

* Red denotes Festival Booster Button required.

9 am – 4 pm Rosemåling Exhibit and Sale – NEW LOCATION

United Methodist Church • 525 Lincoln Ave *Basement Entrance

9 am – 4 pm Quilt Show and Hardanger Embroidery Exhibit

Chorus Public House • 154 W. Main Street

10 am – 8 pm Food Stands

Throughout Festival Grounds. See Festival Map in the middle of this brochure.

10:30 am Den (ikke så dårlige) Norske Viseklubben - The (not too bad) Norwegian Folk Singing Group

Stoughton Senior Center • 248 W Main Street

11 am – 6 pm Norwegian Heritage Center - Livsreise

277 W. Main Street

1 pm – 5 pm Stoughton Historical Museum

324 S. Page Street · Exhibit: Rosemåling Past & Present!

4 pm – 9:00 pm Syttende Mai Entertainment Tent

Entrance • S. Division near W. Jefferson Street

4 pm - 6 pm Chamber Bucks Matching Bucks!

One Community Bank Plaza • Forrest and Main Streets

5 pm – 7 pm Taste of Stoughton Happy Hour

Syttende Mai Festival Tent • S. Division and Main Streets

5 pm – 8 pm The Ramble

Syttende Mai Entertainment Tent • S. Division near W. Jefferson Street

6 pm – 6:30 pm Opening Ceremony

Syttende Mai Festival Tent • S. Division and Main Streets

6:30 pm Canoe Race Start

Yahara River • Next to 2714 Yahara Road

6:30 pm Stoughton City Band

Division Street Park • N. Division and Forton Streets

7 pm Canoe Race Portage

Division Street Park • N. Division and Forton Streets

7 pm and 8:30 pm Stoughton Village Players Performance

Stoughton Village Players Theater • 255 E. Main Street



Scan here
for up-to-
date event
listings

SATURDAY EVENTS

MAY 18, 2024 • 6 am – 9 pm

* Red denotes Festival Booster Button required.

7 am 20-Mile Run Start

Mandt Park • 400 Mandt Parkway, Stoughton

7 am 17-Mile Walk Start

Mandt Park • 400 Mandt Parkway, Stoughton

7:15 am 10-Mile Run Start

Mandt Park • 400 Mandt Parkway, Stoughton

7:15 am Lil' 2-Mile Community Run (Finish at Mandt Park 8 am)

Yahara Trail Entrance, 1599 Progress Way, Stoughton

9 am – 6 pm Norwegian Dancer Parents Luncheon

Stoughton High School • 600 Lincoln Ave

9 am – 10 pm Food Stands

Various Locations: See pages

9 am – 4 pm Rosemåling Exhibit and Sale *NEW LOCATION

United Methodist Church • 525 Lincoln Ave *Basement Entrance

9 am – 5 pm Quilt Show and Hardanger Embroidery Exhibit

Chorus Public House • 154 W. Main Street

9 am – 4:30 pm Stoughton Opera House Tours

381 E. Main Street (except during performances)

9 am – 4 pm Scandinavian Skills Demonstration

Stoughton Public Library • 304 S Fourth Street

9 am - 11 am Rosemåling Demonstrations

Stoughton Public Library • 304 S Fourth Street

9 am - 4 pm Flat Plane Carving

Stoughton Public Library • 304 S Fourth Street

9 am - 4 pm Krokbragd/Rosepath Weaving

Stoughton Public Library • 304 S Fourth Street

9 am - 4 pm Sami Bracelet Making

Stoughton Public Library • 304 S Fourth Street

9 am - 4 pm Spinning & Fiber Preparation

Stoughton Public Library • 304 S Fourth Street



Scan here
for up-to-
date event
listings

SATURDAY (CONT.)

9 am - 5 pm Oseberg Wagon Replica

Chorus Public House • 154 W. Main Street

9:30 am – 5 pm Norwegian Heritage Center – Livsreise

277 W. Main Street

9:30 am - 10:30 am Nordic Fiddles

Stoughton Opera House • 381 E. Main Street

9:30 – 6 pm Shuttle Bus Service

Parking at Stoughton High School • 600 Lincoln Ave

10 am – 1:30 pm Stamp Cancellation

Downtown Post Office, 246 East Main St

10 am – 9 pm Syttende Mai Entertainment Tent

Entrance • S. Division near W. Jefferson Street. Music, Activities, Beer and Seltzer

10 am – 4 pm Syttende Mai Bake Sale and Sit-Down Meals

Sons of Norway Lodge • 317 S. Page Street

10 am – 6 pm Arts & Crafts Fair *NEW LOCATION

High School Field House • 500 Lincoln Dr (Door #1 and #24)

10 am – 3 pm Viking Games Strongman Competition

Syttende Mai Entertainment Tent

10 am – 5 pm Stoughton Historical Museum

324 S. Page Street • Exhibit: Rosemåling Past & Present!

11 am The Pied Piper, presented by Stoughton Center for the Arts Drama Students

First Lutheran Church, 310 E Washington St

11 am - 2 pm FabLab at Stoughton High School Open House

600 Lincoln Ave Door #1

11:30 am – 12:30 pm Edvard Grieg Chorus

Stoughton Opera House • 381 E. Main Street

12:30 - 1:15 pm Enjoy the Music of Inna Larsen - Hardanger Fiddle

Hello Art Hatcher • 134 E Main St

2 pm Norwegian Dancers Street Performance

Syttende Mai Festival Tent • S. Division and W. Washington Streets

2 pm - 2:30 pm Scandinavian Old Time Dance Music Ensemble

Stoughton Opera House • 381 E. Main Street

2 pm – 5 pm* The Old Tin Can String Band

Syttende Mai Entertainment Tent *Following Viking Games

2:30 pm Bunad Style Show

First Lutheran Church • 310 E. Washington Street

2:30 pm, 4 pm, 7 pm Stoughton Village Players Performance

Stoughton Village Players Theater • 255 E. Main Street

3:45 pm Norwegian Dancers Performance *NEW LOCATION

High School Gymnasium (Door #1 and #24) • 600 Lincoln Ave

**4:30 pm The Pied Piper, presented by Stoughton Center for the Arts
Drama Students**

First Lutheran Church, 310 E Washington St

5 pm - 8 pm Rusty Hearts

Syttende Mai Festival Tent • S. Division and Main Streets

5:30 pm Norwegian Dancers and Alumni *NEW LOCATION

High School Gymnasium (Door #1 and #24) • 600 Lincoln Ave

6 pm Norwegian Bingo • food served at 5pm

Sons of Norway Lodge • 317 S. Page Street

*"Attend this fun, beautiful celebration.
You'll come back again and again."*

*"The entire town goes all out for the
celebration and it is all that I had hoped it
would be and more."*

2023 - 24 STOUGHTON HIGH SCHOOL NORWEGIAN DANCERS



SUNDAY EVENTS

MAY 19, 2024 • 9 am – 5 pm

* Red denotes Festival Booster Button required.

7:30 am – 11:30 am Sunday Breakfast – American Legion Post 59

803 N. Page Street

9 am – Noon Rosemåling Exhibit & Sale *NEW LOCATION

United Methodist Church • 525 Lincoln Ave *Basement Entrance

9 am – Noon Quilt Show and Hardanger Embroidery Exhibit

Chorus Public House • 154 W. Main Street

9 am – 5 pm Food Stands

Various Locations: See pages 22-23

10 am – 12 pm Norwegian Heritage Center - Livsreise

277 W. Main Street

10:30 am Norwegian Church Service feat. Edvard Grieg Chorus

Christ Lutheran Church, 700 County Hwy. B

10:30 – 5pm Shuttle Bus Service

Parking at Stoughton High School • 600 Lincoln Ave

11 am – 1 pm Stoughton Historical Museum

324 S. Page Street • Exhibit: Rosemåling Past & Present!

11 am – 2 pm Syttende Mai Bake Sale and Sit-Down Meals (*as supplies last!)

Sons of Norway Lodge • 317 S. Page Street

Noon - 3pm Handicapped Accessible Parade Viewing

Livsreise Parking Lot, next to 277 W. Main St

1:30 pm Norwegian Parade

Starts at S. Fourth St. Westbound on Main St

3 pm – 5 pm Stoughton Historical Museum

324 S. Page Street • Exhibit: Rosemåling Past & Present!

3:45 pm Norwegian Dancer Final Performance *NEW LOCATION

High School Gymnasium (Door #1 and #24) • 600 Lincoln Ave



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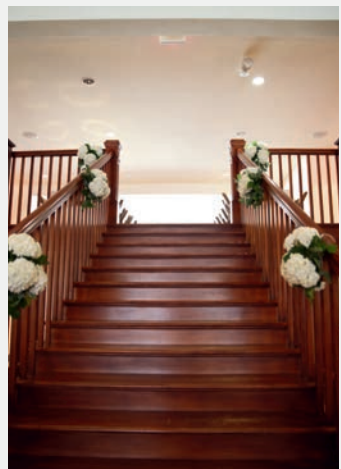


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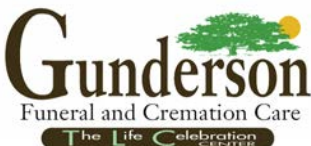
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Stoughton Opera House
Stoughton Public Library
Stoughton United Methodist Church
PrizePromos

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July 3 - July 7

Grandstand Events:

July 3rd. Truck and Tractor Pulls

(BTPA, SCWTP, and PI Motorsports)

July 4th. MUSIC, Shotgun Jane and Bree Morgan

July 5th. CC Bucking Bulls Rodeo

July 6th. Antique Tractor Pulls (CATP)

July 7th. Battle of the Barbarian's



2023 Meat Animal Sale
scholarship recipient



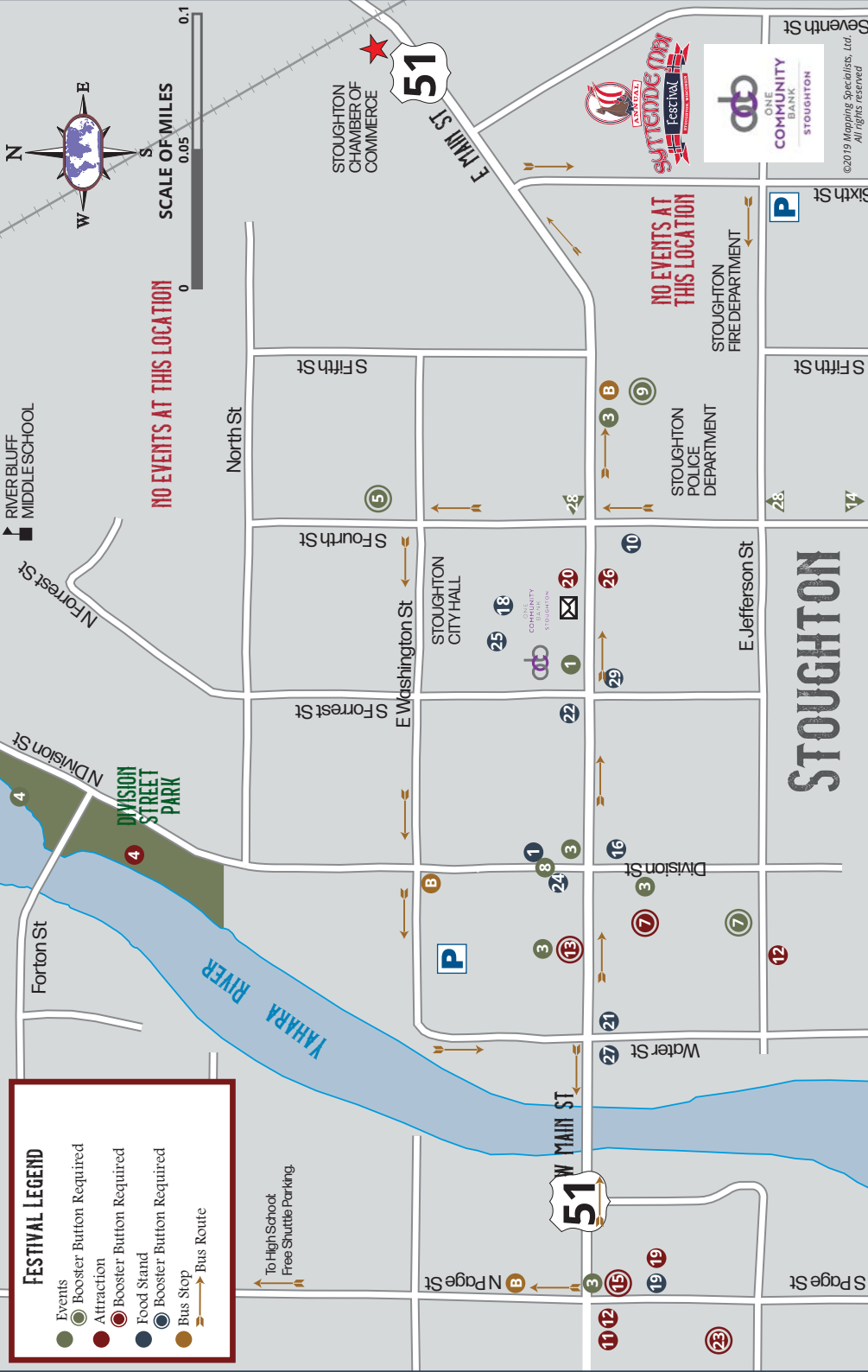
CC Bucking Bulls Rodeo

View our full schedule of events
at www.stoughtonfair.com

FESTIVAL LEGEND

- Events
- Booster Button Required
- Attraction
- Booster Button Required
- Food Stand
- Booster Button Required
- Bus Stop
- Bus Route

To High School
Free Shuttle Parking.



#	Group	#	Group
1	One Community Bank Plaza	MC	Rosemaling Exhibit and Sale - United Methodist Church
HS	Arts and Crafts Fair - Stoughton High School	18	RMN Donuts supporting Hillcrest Student Mission Group
3	Booster Button Stands	10	Scandinavian Skills Demonstrations
4	Canoe Race portage	19	Sons of Norway-Mandt Lodge
5	Bunad Style Show; Pied Piper of Hamelin	20	Stamp Cancellation
HS	SHS Norwegian Dancers - Stoughton High School	4	Stoughton City Band
7	Syttende Mai Entertainment & Beer Tent	21	Stoughton High School Soccer & Kona Ice
8	Syttende Mai Festival Tent	22	Stoughton FFA Alumni Food Stand
9	Edvard Grieg Chorus	8, HS	Stoughton High School Norwegian Dancers
10	Friends of the Stoughton Library Pie Sale	23	Stoughton Historical Museum
11	Handicapped Accessible Parade Viewing (Sun Only)	24	Stoughton Lions Club
12	Handicapped Accessible Parking (Sat & Sun)	25	Stoughton Rotary Club
13	Hardanger Embroidery	10	Stoughton Public Library and Pie Sale
14	Mandt Park	26	Stoughton Village Players
8	King Oscar Sponsor Tent	27	Stoughton Youth Hockey serving Ben's Pretzels
15	Livsreise, Norwegian Heritage Center	28	Syttende Mai Parade, Westbound on Main Street
16	Norwegian Dancer Parents Food Cart	14	Syttende Mai Classic, Starting & Ending at Mandt Park
HS	Norwegian Dancer Parents Luncheon	7	Viking Games, USS Strongman Comp.
1	One Community Bank and NAGCNL Sponsor Tables		
8	Opening Ceremonies and Sponsor Tents		
13	Quilt Show		

Festival Hours: Friday 9am-9pm / Saturday 9am-9pm / Sunday 9am-5pm

AMENITIES

ATM LOCATIONS

One Community Bank clients receive surcharge-free service at these locations.

- **Entertainment Tent** • Kegonsa Lot; S. Division St.
- **One Community Bank** • 207 S. Forrest St. (drive-through)
- **Stoughton High School** • 600 Lincoln Ave

Additional ATMs may be found:

- Kwik Trip West • 517 W. Main Street
- Mershon's Cidery • 124 W Main St.
- Viking Brew Pub • 211 E. Main St.



PORTABLE TOILET LOCATIONS

- 320 North Street • Near the School Administration Building
- W. Washington and S. Division Streets • Near the Festival Tent
- W. Main and S. Monroe Streets
- W. Main and S. Page Streets
- W. Main and Gjertson Streets
- S. Fourth and 400 Mandt Parkway • Mandt Park
- S. Fourth and E. Main Streets • Near the Stoughton Public Library
- S. Division and W. Jefferson Streets • Near the Entertainment Tent
- S. Fourth and Isham Streets • Near the open lot
- S. Division and Forton Streets • Division Street Park
- 248 W. Main Street • Senior Center Parking Lot

PARKING AND SHUTTLES

- **Stoughton High School 600 Lincoln Ave**
 - Saturday: Shuttle service between 9:30 am and 6 pm
 - Sunday: Shuttle service between 10:30 am and 6 pm
 - Shuttle spots:
 - Stoughton High School: (600 Lincoln Ave): Arts & Crafts Fair & Stoughton HS Norwegian Dancers
 - United Methodist Church: Rosemåling Show (525 Lincoln Ave)
 - Stoughton Opera House (381 E Main St)
 - Washington/Division St (100 West Washington)
 - Senior Center (248 W Main St)
- **Handicapped Accessible Parking:**
 - Livsreise parking lot North-facing spots Jackson Street between Water and Division Streets

2024 Festive Feast

American Legion Post 59 Sunday Breakfast

803 N Page St

Sunday only: 7:30 am - 11:30 am

Ernie's Kettle Korn supporting Three Gaits Therapeutic

Main and Water Street

Hours: open during Festival hours

Kettle Korn: original, cheese, cheese & caramel, confetti, caramel

Friends of the Stoughton Library · Pie Sale

Stoughton Public Library Carnegie Room · 304 S. Fourth Street

Hours: Saturday 9 am - 4pm

Pies (plain or à la mode), breads, cupcakes, coffee, milk, soda, water

Norwegian Dancer Parents

Main and S. Division Streets

Hours: Friday 5pm - 8pm | Saturday 10am - 7pm | Sunday 11am - 3pm

Norwegian meatballs, brats, Varmer Pølse (hot dogs served Norwegian style, wrapped in lefse), cotton candy, sno cones, Norwegian & American baked goods, Gatorade, & water.

High School

Hours: Saturday 9 am - 6pm | Sunday 2pm through final Dancer performance (bake sale only)

Uff-Da Special (Norwegian meatballs, lefse, Norwegian treat, & herring). Also available: Varmer Pølse (hot dogs served Norwegian style, wrapped in lefse), Norwegian waffles w/ strawberries & whipped cream, soda, coffee, & water. Norwegian napkin treats & American/Norwegian home-baked goods.

RMN Donuts supporting Hillcrest Student Mission Trip 2023

One Community Bank Plaza

Hours: Friday 10 am - 8pm | Saturday 10 am - 6pm | Sunday 10 am - 4pm

Mini Donuts, variety of hot & cold beverages

Rotary Club of Stoughton

One Community Bank Plaza

Hours: Friday 3pm - 8pm | Saturday 10am - 8pm | Sunday 11am - 2pm

Roasted Corn, beverages

Sons of Norway-Mandt Lodge Sit-Down Meals

317 S. Page Street · inside lodge

Hours: Saturday 10am - 4pm | Sunday 11am - 2pm

Ala carte luncheon buffet including Norwegian and American items. We'll have varmer pølse (wieners in lefse), potatoes, barbeque, meatballs, herring, baked goods, lefse, rømmegrøt, søt suppe (fruit soup), riskrem (rice pudding), cucumber salad, warm red cabbage, and beverages! Complete list of menu items available until we run out! Reservations are not needed for the inside meals. All items are priced individually. We are handicapped accessible with a lift located on the south side of the building. Carry-out containers will be available for the parade on Sunday, if you want to take food home, or eat downtown in the Entertainment Tent (just over the bridge in the back of the lodge)!

Sons of Norway-Mandt Lodge Outside Bake Sale

317 S. Page Street · south side of lodge

Hours: Friday 2pm – 7pm | Saturday 10am - 5pm | Sunday 11am – 2pm* (as supplies last)

Norwegian and American baked goods, packages of lefse and donuts, rømmegrot, and beverages.

Stoughton High School Soccer & Kona Ice

Water Street

Hours: Friday 3:30pm - 8pm | Saturday 11am - 7pm | Sunday 11am - 4pm

Pizza Pit, pickle on a stick, and Kona Ice

Stoughton FFA Alumni

Forrest and E. Main Street

Hours: Friday 9am - 10pm | Saturday 8am - 9pm | Sunday 9am – after parade

Famous deep-fried cheese curds, fresh cream puffs, water.

Stoughton Lions Club

S. Division and W. Main Streets

Hours: Friday 10am - 8pm | Saturday 9am - 8pm | Sunday 9am – 3pm

Brats, hamburgers/cheeseburgers, Lena's Loins pork loin sandwiches, hot dogs, cheese curds, pickles on a stick, soda, water. Accepting cash and credit cards.

Stoughton Youth Hockey serving Ben's Pretzels

Water Street

Hours: Friday 11am - 8pm | Saturday 9am - 8pm | Sunday 9am - 5pm

Viking Brew Pub Outside Food Stand supporting Stoughton American Legion

Forrest Street

Hours: Friday 11am - 8pm | Saturday 9am - 8pm | Sunday 9am - 5pm

Outdoor Special: walking tacos, brats, meatball sliders.

*No open and carry beverages allowed throughout festival grounds. Alcoholic beverages must stay within licensed established boundaries.



**all food stands and hours subject to change based on supply*

ATHLETICS

FRIDAY

CANOE RACE AND PORTAGE · 48th ANNUAL

Race Start: 2717 Yahara Road off Williams Drive

Friday · 6:30pm-7:30pm

- * You can catch the Viking paddlers at these locations: Bridge over the Yahara River (*County Hwy B near County N), Forton Street Bridge (Forton and N. Division Streets), W. Main St. Bridge (W. Main and S. Water Streets), Pedestrian Bridge (W. Jefferson to Main Page Ct.), Finish Line near Mandt Park on Riverside Drive.

SATURDAY

VIKING GAMES · 10th ANNUAL STRONGMAN COMPETITION

Syttende Mai Entertainment Tent - South Parking Lot*

Saturday · 10am-3pm

Viking Games Strongman Competition is a United States Strongman qualifying event. Enjoy a cold beverage from the beer stand while viewing a variety of sanctioned events.

*Booster Button Required



20-MILE RUN • 52nd ANNUAL

Race Start: Mandt Park • 400 Mandt Parkway, Stoughton

Saturday • 7:00 am Start at Mandt Park.

The Syttende Mai Classic 20-Mile Run is one of Wisconsin's longest running races. The top male and female finishers are awarded a hand-painted wood trunk in the Norwegian rosemåling style. The race starts and ends at Mandt Park while following the vibrant downtown and energetic neighborhoods throughout Stoughton. Scan the QR code for the race route!



20-Mile

17-MILE WALK • 38th ANNUAL

Race Start: Mandt Park • 400 Mandt Parkway, Stoughton

Saturday 7 am Start

* The Syttende Mai Classic 17-Mile is a loop course that starts and ends at Mandt Park, following the vibrant downtown, serene residential neighborhoods, and beautiful scenery through the Yahara River Trail. The Walkers will start directly following the 20-mile run.



17-Mile

10-MILE RUN • 15th ANNUAL

Race Start: Mandt Park • 400 Mandt Parkway, Stoughton

Saturday 7:15 am start

* The loop course starts and ends at Mandt Park, following the vibrant downtown, serene residential neighborhoods, and beautiful scenery through the Yahara River Trail.



10-Mile

Lil' Syttende Mai Community Run • 30th Annual

Race Start: Yahara River Trail entrance in Stoughton Business Park

Saturday 7:15am Start

* The new route starts in the Business Park and follows the Yahara River trail to North St, ending in Mandt Park. This 2-mile run/walk is open to all ages. The race is not timed.



Lil' Run

NEIGHBORHOOD PEP RALLY

Saturday 7:45am Start

The Syttende Mai Classic returns through our city and area neighborhoods. Our town has a lot of spirit and we are inviting you to show it across the race route with a Classic Pep Rally. Our Syttende Mai Classic Peparrazi will be out and about snapping pictures of the Classic Pep Rallies around town. Shown your Syttende Mai Classic Spirit to be featured on the Syttende Mai Facebook and Instagram Pages.

Use the hashtag #classicsyttendemai for your own photos and videos. Those may be featured this year or in future Syttende Mai Classic Campaigns.

All activities are privately organized and not under the responsibility or liability of the Stoughton Chamber of Commerce.



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ALPHABETICAL EVENT LISTING

Arts and Crafts Fair

NEW LOCATION · High School Field House (entrance at Door #1 and Door #24)

Over 65 artist booths, all featuring hand-made items from rosemåling, woodcarving, pottery, jewelry, weaving, and more. This event has both indoor and outdoor vendors.

Saturday • 10 am - 6 pm. NO Sunday

Bunad Style Show • 50th Annual

First Lutheran Church, 310 E. Washington St.

Saturday • 2:30 pm *

50th Annual Style Show! Come enjoy the beautiful Norwegian Costumes (bunads) and learn about these national, traditional costumes representing the different districts of Norway. In addition, we will tell the personal story of each wearer's costume.

Canoe Race And Portage • 48th Annual

Race Start: 2717 Yahara Road off Williams Drive

You can catch the Viking paddlers at these locations: Bridge over the Yahara River (*County Hwy B near County N), Forton Street Bridge (Forton and N. Division Streets), W. Main St. Bridge (W. Main and S. Water Streets), Pedestrian Bridge (W. Jefferson to Main Page Ct.), Finish Line near Mandt Park on Riverside Drive.

Friday • 6:30 pm - 7:30 pm

Chamber Bucks Matching Bucks!

One Community Bank Plaza

Visit the One Community Bank tent and buy your Chamber Bucks! Thanks to our sponsors One Community Bank, Conant Automotive, Norwegian American Genealogical Center & Naeseth Library, and Viking Day Camp, buy \$20 and you will get \$40. Perfect for shopping during the festival! *One offer per family, limit to first 100 customers. Not valid on booster button sales.

Friday • 4 pm – 6pm*

Den (ikke så dårlige) Norske Viseklubben - The (not too bad) Norwegian Folk Singing Group

Stoughton Area Senior Center

This group of 3 men and 3 women will sing well-known Norwegian folk songs in Norwegian. There will be handouts so you can sing along! You can enjoy fiddle, guitar, flute and other instruments. Open to all ages.

Friday • 10:30 AM

Edvard Grieg Chorus

Stoughton Opera House, 381 E. Main Street • Saturday • 11:30 am *

Christ Lutheran Church, 700 County Road B • Sunday • 10:30am

For over 90 years the Edvard Grieg Chorus has performed Norwegian, spiritual and secular songs. The Chorus performs at the Syttende Mai Festival every year.



Scan here
for up-to-
date event
listings

FabLab Open House

600 Lincoln Ave, Door #1 • 11am - 2pm

FabLab Stoughton is the birthplace of inspiration, insight, and creativity for the dreamers in all of us. Come see for yourself!

FabLab Stoughton / Stoughton High School is a shuttle bus stop. Stoughton High School is the location of the shuttle bus park and ride for Syttende Mai 2024.

Handicapped Accessible Parade Viewing

Livsreise Parking Lot, next to 277 W. Main Street

Sunday • Noon - 3:30 pm

Handicapped Accessible Dedicated Parking

- Street parking on Jackson St between Water and Division will be reserved for handicapped accessible parking.

- North-facing lots in the Livsreise Parking Lot will be reserved for handicapped accessible parking.

Hardanger Embroidery Exhibit

Chorus Public House, 154 W. Main Street

The annual Hardanger Exhibit is a display of this intricate textile art from local embroiderers.

Friday • 9 am – 4 pm | Saturday • 9 am – 5 pm | Sunday • 9 am – Noon *

Krokbragd/Rosepath Weaving

Stoughton Public Library, 304 S. Fourth Street

Fiber artist Sarah Bukrey will demonstrate the Norwegian art of Rosepath and Krokbragd weaving. Krokbragd (pronounced croak- brod) is a Norwegian version of tapestry style, weft-faced weaving.

Saturday • 9 am - 4 pm *

Lil' Syttende Mai Community Run • 30th Annual

Race Start: Yahara River Trail entrance in Stoughton Business Park

The new route starts in the Business Park and follows the Yahara River trail to downtown, ending in Mandt Park. This 2-mile run/walk is open to all ages. The race is not timed.

Saturday 7:15 am Start

Nordic Fiddles

Stoughton Opera House, 381 E. Main Street

Celebrate your Norwegian heritage listening to folk tunes played on the Hardanger Fiddle, often called Norway's National Instrument. Nordic Fiddles is a group of talented local students, taught by Carlyce Skjervem, who enjoy playing this very special music from Norway.

Saturday • 9:30 am - 10:30 am*

Norwegian Flat Plane Carving

Stoughton Public Library, 304 S. Fourth Street

Scandinavian style of woodcarving is a style of figure carving where figures are carved in large flat planes primarily with a carving knife. Tool marks are left in the carving and very little rounding or sanding is done.

Saturday • 9 am - 4 pm

*** Booster Button Required**

Norwegian Church Service

Christ Lutheran Church • 700 County Road B

The Sunday celebration includes part of the traditional Norwegian liturgy. The Edvard Grieg Chorus will perform, and the service ends with the singing of one of Norway's patriotic songs "Ja, Vi Elsker Dette Landet," or "Yes, we love this land."

Sunday • 10:30 am

Norwegian Dancers

The Dancers kick start the festivities with a performance at the Capitol in Madison on Wednesday, May 17 at Noon. Then, the World Famous Stoughton High School Dancers perform four times over the weekend. Enjoy their outdoor street performance at the Festival Tent, (Division and Main Street) on Saturday at 2pm.

Performances

Saturday, 2pm (Festival Tent)

Saturday, 3:45pm* (High School Gymnasium)

Saturday, 5:30 pm* (High School Gymnasium: Dancer and Alumni Performance)

Sunday, 3:45 pm* (High School Gymnasium: Final Show of the Season)

Norwegian Heritage Center - Livsreise

277 W. Main Street

Livsreise uses modern technology to tell the story of Norwegian immigration to the United States.

Friday • 11 am – 6 pm | Saturday • 9:30 am – 5 pm | Sunday • 10 am – Noon *

Happy Syttende Mai

Stop in and experience state of the art exhibits; electronic cultural stations, interactive storybooks, map wall, genealogy lab, an auditorium with on-demand films and an exhibit called "Innovators and Inventors" featuring prominent Norwegian people, who have helped shape the world; such as Ole Evinrude, inventor of the outboard motor, John Tokheim, inventor of the gasoline pump and Earl Bakken, inventor of the first battery-operated Pacemaker.

Norwegian Heritage Center



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Norwegian Parade

Westbound Main Street

The area's largest parade moves west on Main St from Fourth St to Gjertson St. This is arguably the highlight of the festival!

Sunday • 1:30 pm

The Old Tin Can String Band

King Oscar Entertainment Tent

Foot Stomp 'n Acoustic Bluegrass, Irish and Ole Time music group from Madison Wisconsin returns to the Syttende Mai music stage for some afternoon entertainment.

Saturday • 2-5 pm* Following Viking Games

Opening Ceremonies

Festival Tent, Division Street and Washington Street.

Reading of the 2024 Syttende Mai Proclamation, Introduction of the 2024 Syttende Mai King & Queen and Prince & Princess, Singing of the Norwegian National anthem and more!

Friday • 6:00 pm

Opera House Tours

Stoughton Opera House, 381 E. Main St.

Saturday • 9 am - 5 pm (except during performances)

Oseberg Wagon Replica

Chorus Public House, 154 W. Main Street

Longtime art instructor and educator, Rodger Hansen presents on Don Rorvig's project for recreating the Oseberg Wagon, circa 800 AD. This richly carved fjord horse drawn wagon was used by Norse royalty when visiting neighboring realms. Such an ambitious undertaking will take us several years to complete.

Friday • 9 am - 4 pm, Saturday • 9 am - 5 pm, *

The Pied Piper of Hamelin, presented by Stoughton Center for the Arts Drama Students

First Lutheran Church, 310 E Washington St

This interactive production of The Pied Piper of Hamelin is appropriate for children of all ages. Run time: Approx 20 minutes

Saturday • 11 am , 4:30 pm

Quilt Show

Chorus Public House, 154 W. Main Street

Featuring local hand-made quilts. 2023 Featured Quilter is Alice Moen

Friday • 9 am - 4 pm, Saturday • 9 am - 5 pm, Sunday • 9 am - Noon *

The Ramble

King Oscar Entertainment Tent

Based in southern Wisconsin (and claiming Main St Music in Brooklyn, WI, as a home base), The Ramble formed in early 2022. The band plays traditional country music, with a strong gravitation towards 90's and 00's country music. Live sets take the audience on a ramble through the greats of country music, from classics to current stars to up-and-comers.

Friday • 5pm – 8pm

Rosemåling Exhibit And Sale

NEW LOCATION · United Methodist Church basement • 525 Lincoln Ave

Rosemåling is the term for the bright, flowing Norwegian folk art painting that decorates many Norwegian wooden objects. This event is presented by the Wisconsin State Rosemåling Association.

Friday • 9 am – 4 pm, Saturday • 9 am – 4 pm, Sunday • 9 am – Noon*

Rosemåling Demonstration

Stoughton Public Library, 304 S. Fourth Street

Nancy Odalen, Vesterheim Museum's newest Rosemåling Gold Medalist, will demonstrate the rosemåling folk art painting that originated in Norway.

Saturday • 9 am – 11am *

Rusty Hearts

King Oscar Entertainment Tent

Bring your dancing shoes for this old time, hard rockn', honky tonk and country music from the 6-piece band! We're sure you'll recognize a few familiar faces.

Saturday • 5-8 pm

Sami Bracelet Making

Stoughton Public Library, 304 S. Fourth Street

Jewelry artist Sandy Fleming will demonstrate Sami bracelet making. The Sami nomadic tribes in the north of Scandinavia have a rich and ancient native culture.

Saturday • 9 am - 4 pm *

Scandinavian Old Time Dance Music Ensemble

Stoughton Opera House, 381 E. Main Street

The Scandinavian-American Old Time Dance Music Ensemble, based out of Madison, Wisconsin, will perform traditional music from Scandinavian immigrants who settled in the Driftless region.

Saturday • 2 pm *

Scandinavian Skills Demonstrations

Stoughton Public Library, 304 S. Fourth St.

Meet today's artisans, crafters, and musicians who are preserving traditional Scandinavian art for the next generation. This event is designed to bring you up close with artists in a setting where you can ask questions and learn more about what they do. You'll see wood carving, krokbragd weaving, rosemåling, and more.

Saturday • 9 am - 4 pm

Shuttle Bus Service

Stoughton High School, 600 Lincoln Ave

Park your car at Stoughton High School and utilize the shuttle service with their multiple stops throughout festival grounds including the Rosemåling Exhibit and Arts and Crafts Fair.

Saturday • 9:30 - 6 pm, Sunday • 10:30am - 5 pm



Scan here
for up-to-
date event
listings

*** Booster Button Required**



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Sons Of Norway - Mandt Lodge: Norwegian Style Bingo

317 S. Page Street

Join us for an evening of bingo and fun with cash and fabulous free door prizes. Doors open and food will be offered after 5 PM and during the bingo break. We are handicapped accessible with a lift located on the south side of the building. All ages welcome but youth must be accompanied by an adult family member over the age of 18.

Saturday • 6 pm (Food served at 5 pm)

Spinning and Fiber Preparation

Stoughton Public Library, 304 S. Fourth St.

Fiber artist Sylvia Lawrence will demonstrate the art of spinning on a wheel as well as a drop spindle. She will walk you through the steps it takes to turn raw wool into yarn.

Saturday • 9 am - 4pm *

Stamp Cancellation

Downtown Post Office, 246 E. Main Street

Syttende Mai Stamp Cancellation will also be available for 30 days after the festival during regular business hours.

Saturday • 10 am – 1:30pm

Stoughton City Band Concert

Division Street Park, Forton Street and N. Division Street

The Stoughton City Band is a group of music-lovers of all ages! They will perform a variety of music styles as people gather for the canoe portage.

Friday • 6:30pm

Stoughton Historical Museum

324 S. Page Street

Exhibit: Rosemåling Past & Present!

Friday • 1 pm - 5 pm, Saturday • 10 am - 5 pm, Sunday • 11 am - 1 pm & 3 pm - 5 pm

Stoughton Village Players Presents: Broadcast Snooze or Norskies Like To Watch (Nordmenn Liker Å Se)

Stoughton Village Players Theater, 255 E. Main Street

Tickets \$16, online at stoughtonvillageplayers.org, or at the door if available.

Thursday • 7 pm & 8:30 pm, Friday • 7 pm & 8:30 pm, Saturday • 2:30 pm, 4 pm and 7 pm

Syttende Mai Classic 20-Mile Run • 52nd Annual

Race Start: Mandt Park • 400 Mandt Parkway, Stoughton

The Syttende Mai Classic 20-Mile Run is one of Wisconsin's longest running races. The top male and female finishers are awarded a hand-painted wood trunk in the Norwegian rosemåling style. The race starts and ends at Mandt Park while following the vibrant downtown and energetic neighborhoods throughout Stoughton

Saturday • 7:00 am Start



Scan here
for up-to-
date event
listings

*** Booster Button Required**

Syttende Mai Classic 17-Mile Walk · 38th Annual

Race Start: Mandt Park • 400 Mandt Parkway, Stoughton

The Syttende Mai Classic 17-Mile is a loop course that starts and ends at Mandt Park, following the vibrant downtown, serene residential neighborhoods, and beautiful scenery through the Yahara River Trail.

Saturday • 7 am start (after the 20-mile run)

Syttende Mai Classic 10-Mile Run · 15th Annual

Race Start: Mandt Park • 400 Mandt Parkway, Stoughton

The loop course starts and ends at Mandt Park, following the vibrant downtown, serene residential neighborhoods, and beautiful scenery through the Yahara River Trail.

Saturday • 7:15am Start

Syttende Mai Entertainment Tent

S Division St near W Jefferson St

Friday, May 19 • 4pm - 9 pm *

Music The Ramble • 5 - 8 pm

Taste of Stoughton Happy Hour 5 - 7 pm

Saturday, May 20 • 10 am – 9 pm *

Music by The Old Tin Can String Band 2 -5pm *following Viking Games

Music by Rusty Hearts • 5 pm - 8 pm

Taste of Stoughton Happy Hour!

Syttende Mai Entertainment Tent • South Parking Lot

Bring your friends and enjoy the live music in the Syttende Mai Entertainment Tent. Drink specials sponsored by Taste of Stoughton

Friday • 5 - 7pm

Viking Games • 10th Annual Strongman Competition

Syttende Mai Entertainment Tent • South Parking Lot

Viking Games Strongman Competition is a United States Strongman qualifying event. Enjoy a cold beverage from the beer stand while viewing a variety of sanctioned events.

Saturday • 10 am - 3 pm *

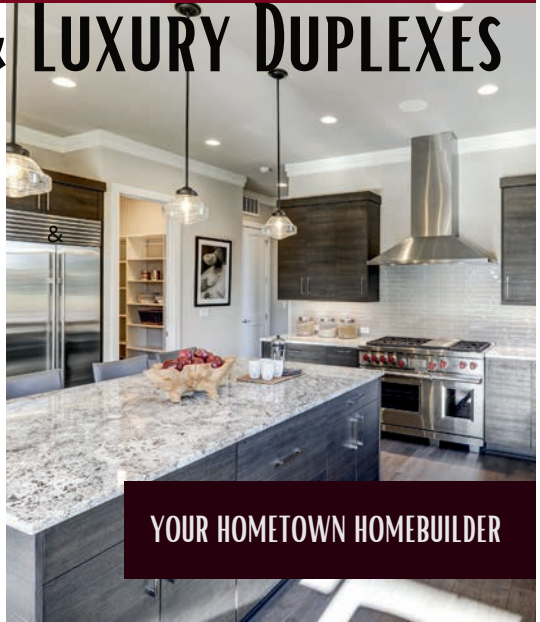
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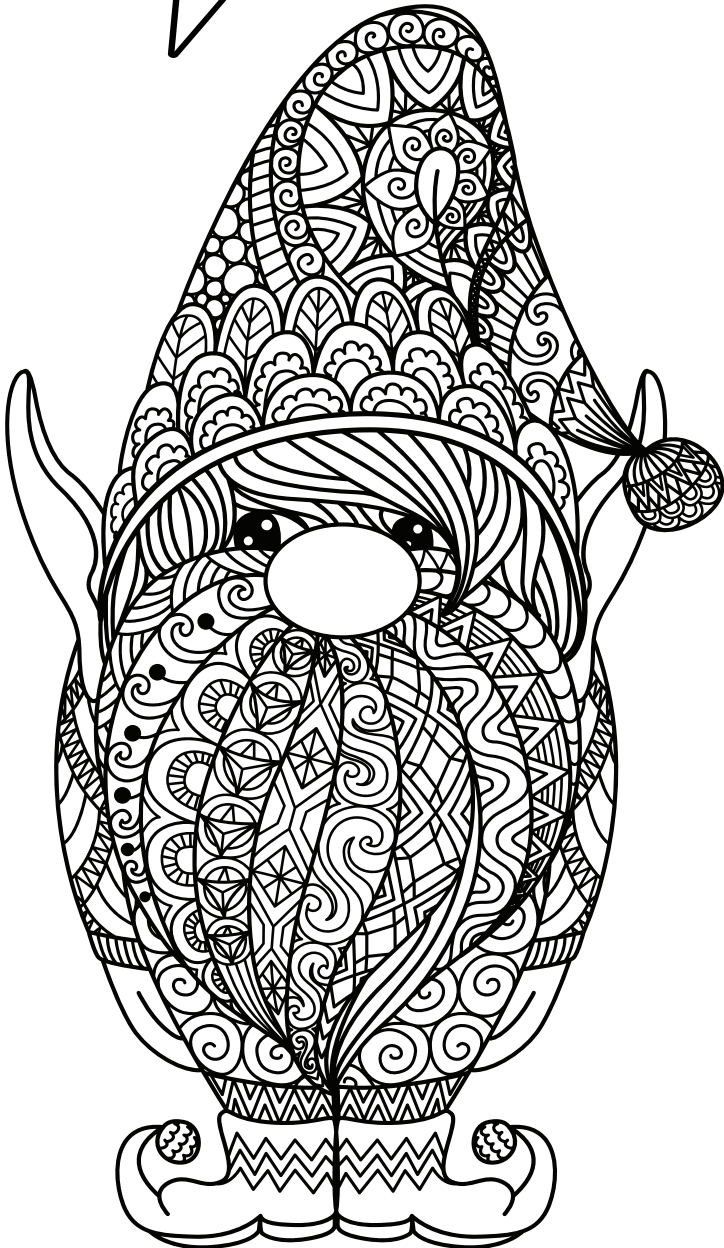
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