



Fairest

OF THE FAIRS

WISCONSIN ASSOCIATION OF FAIRS

PROGRAM HANDBOOK

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TIMELINE SUGGESTIONS FOR LOCAL PROGRAM

**The timeline will vary for each program depending on when your fair is held.*

The Wisconsin Association of Fairs recognizes 75 county, district and state fairs as fair members. These member fairs are eligible to send one representative to participate in the state Fairest of the Fairs competition. If the fair is a member of the WAF and in good standing, they are able to have a program.

Please keep in mind that a lot of planning that goes into making a Fairest of the Fairs program successful. If your program has only one or two applicants the first year, don't be discouraged. It takes time to begin or restart a program, and to develop the reputation and recognition of both the program and position.

Before the Contest

The fair board would be required to:

1. Create a program.
2. Develop a fairest committee. A fairest committee will make coordinating the details of the contest flow much more smoothly.
3. Create a budget.
4. Finalize logistics. Select a date and location of the contest.
 - a. In order for the contestant to have the most fair experience, it is suggested that the contest be hosted prior to, or at the beginning of, the fair so they have experienced their home fair as a fairest before competing at the state level, and possibly serving as Wisconsin Fairest of the Fairs.
 - i. Some fairs have interviews in March, with the selection prior to the fair.
 - ii. Some fairs make use of a breakfast on the farm event.
 - iii. Some fairs have the entire selection and announcement done during the fair.
 - iv. Some fairs select their Fairest on the last day of the fair.
 - b. A contest can be as simple or as elaborate as your fair budget will allow. Some fairs have their contests held at the fair, a banquet hall, a school gymnasium or a fair office.
 - c. The winner may be announced a variety of ways:
 - i. During a pre-fair reception
 - ii. At the fair in an official ceremony
 - iii. At a banquet with a dinner
 - iv. Via the media through a press release or announcement
5. Advertise the position. It is important to plan ahead based on the mediums you are using as some need longer lead times as most publications are pre-printed or developed in advance (sometimes one month or more prior) to distribution. Try advertising with the following:

- a. Radio
 - b. Newspaper
 - c. UW Extension Office
 - d. 4-H Newsletter
 - e. School Guidance Offices
 - f. Fair Website
 - g. FFA Chapters
 - h. Fair Facebook page
 - i. Send letters to past fair exhibitors
6. Sponsorship. The more sponsors who support the program, the less expense the program will be to your fair or fair board. Resources to consider include:
- a. Florists
 - b. Jewelers
 - c. Banks
 - d. Service Clubs
 - e. Car Dealerships
 - f. Gas Stations
 - g. Beauty Salons
 - h. Photographers
 - i. Retail Stores
 - j. Businesses that are already involved with the fair.
7. Judges. Select a panel of judges who are familiar with the fair industry. It is preferred that the judges do not know the contestants, however this may not always be possible, as most judges are selected before the candidates. Encourage the judges to be as unbiased as possible. Judges should be asked to keep their judging status confidential until the day of judging. The following areas are good options to find judge candidates:
- a. Human Resources
 - b. Marketing
 - c. Public Relations
 - d. Media
 - e. Any other with fair knowledge
 - f. Business Owners, i.e., Farmers, Bankers, Cooperatives
 - g. Near-by County Coordinators
 - h. Past State Fairest
8. Communication. Communicate with the applicants and judges and keep them up-to-date on contest information. Inform them of the contest details (dates, times, location, etc) and the expectations of the selection process.
9. Recognition. Collect gifts and donations from sponsors.

During the Contest

1. Judging may last a few hours or an entire day. Based on the length of the contest and the number of contestants, consider incorporating the following agenda details into your program, either with the contestants or the audience, or both.
 - a. Welcome
 - b. Introduce the judges and contestants
 - c. Judge the contestants
 - i. Each contestant should have an individual interviews with the panel of judges.
 - ii. A group interview can be held with all contestants and judges.
 - iii. Try to have contestants speak in front of a group (reception, dinner, at fair, etc.) as part of the contest.
 - d. Refreshments
 - e. Orientation about the local program
 - f. Fair Board members address the contestants
 - g. Recognize sponsors and dignitaries
 - h. Invite the State Fairest for an appearance, if schedule permits
 - i. Discuss the selection process
 - j. Discuss the state program
 - k. Announce the winner

After the Contest

1. Contact Media (i.e. refer to press release sample)
2. Update Facebook page, website and/or social media
3. Write Thank Yous to sponsors, judges, etc.
4. Schedule contestant orientation for job

Reference Fairest of the Fairs State Timeline for more information about state program timelines and guidelines.

SAMPLE QUESTIONS FOR LOCAL FAIREST OF THE FAIR COMPETITIONS

1. What would you personally gain from becoming Fairest of the Fair?
2. Tell us about an experience in your life that helped you gain self-confidence.
3. What would you say to someone who laughed at you for your goal of becoming the Fairest of the Fair?
4. What influenced you most to run for Fairest of the Fair and why?
5. Name a person you admire who is not in your immediate family. Why do you admire that person?
6. Which of your abilities or talents have you worked especially hard to develop and how will you use these abilities or talents in the future?
7. What activity do you do that allows you to be creative? Describe how that activity affects your life.
8. What roles in community leadership would you like to have after you have completed your education and settled in a community?
9. How do you stay organized?
10. Describe an experience in your life that opened new doors of opportunity for you.
11. How would you describe your fair to someone who has never been to your fair?
12. If you were asked to give a speech that encouraged business people to support your fair, what topics would you cover?
13. What improvements can you suggest for your fair?
14. Majority of youth do not belong to a youth / 4-H club. What can be done so that more youth become involved in the fair?
15. How would you explain the various youth opportunities at your fair to someone who is not familiar with the fair?
16. Someone tells you that the fair is just for farm people. How would you respond?
17. How would you encourage urban business involvement in your fair?
18. What could be done to encourage more young individuals to compete for the Fairest of the Fair title?

WISCONSIN ASSOCIATION OF FAIRS

MEMBER FAIRS WITH FAIREST PROGRAMS

BARRON COUNTY FAIR
BROWN COUNTY FAIR
CALUMET COUNTY FAIR
CENTRAL WI STATE FAIR
CLARK COUNTY FAIR
COLUMBIA COUNTY FAIR
CRAWFORD COUNTY FAIR
DANE COUNTY FAIR
DODGE COUNTY FAIR
DUNN COUNTY FAIR
ELROY FAIR
FLORENCE COUNTY FAIR
FOND DU LAC COUNTY FAIR
GRANT COUNTY FAIR
GREEN COUNTY FAIR
GREEN LAKE COUNTY FAIR
IOWA COUNTY FAIR
JEFFERSON COUNTY FAIR
JUNEAU COUNTY FAIR
KENOSHA COUNTY FAIR
KEWAUNEE COUNTY FAIR
LACROSSE INTERSTATE FAIR
LAFAYETTE COUNTY FAIR
LANGLADE COUNTY FAIR
LODI AG FAIR
MANITOWOC COUNTY FAIR
MARQUETTE COUNTY FAIR
NORTHERN WI STATE FAIR
OCONTO COUNTY FAIR
OZAUKEE COUNTY FAIR
POLK COUNTY FAIR
RACINE COUNTY FAIR
ROCK COUNTY FAIR
SAUK COUNTY FAIR
SHAWANO COUNTY FAIR
SHEBOYGAN COUNTY FAIR
ST. CROIX COUNTY FAIR
TREMPEALEAU COUNTY FAIR
VERNON COUNTY FAIR
WALWORTH COUNTY FAIR
WASHBURN COUNTY FAIR
WAUKESHA COUNTY FAIR
WAUPACA COUNTY FAIR
WINNEBAGO COUNTY FAIR
WISCONSIN VALLEY FAIR



WISCONSIN FAIREST OF THE FAIRS JOB DESCRIPTION



Reference Key:

WAF = Wisconsin Association of Fairs

WI FOTF = Wisconsin Fairest of the Fairs

WSF = Wisconsin State Fair

The purpose of the WI FOTF Program is to promote the exceptional variety of opportunities – educational, agricultural, social, cultural and commercial – available at Wisconsin's county, district and state fairs. It is a position of responsibility to all the people of Wisconsin.

To become the WI FOTF, you must compete at your local county/district Fairest Program, of a fair that is a member of the WAF, and be selected as the local Fairest. Then you are eligible to compete at the four-day WI FOTF Contest held annually in January. To be a contestant you need to meet the following requirements:

- Be at least 18 years of age as of January 1st of the year of the WI FOTF Contest.
- Have a valid WI driver's license with an insurable driving record by January 1st of the year of the WI FOTF Contest.
- Be a Wisconsin resident for at least one year prior to competing at the WI FOTF Contest
- Be a Wisconsin resident during WI FOTF reign.
- Not have been convicted of a felony.

As WI FOTF you are a traveling representative of the WAF and the WSF.

The term is for one year, beginning at the finals banquet of the WAF Annual Convention in January through the following year's convention. You must be available throughout the year for appearances, meetings, interviews, etc. – sometimes on very short notice. While you may not be working seven days a week, you must be available for evening and weekend functions. The majority of your duties will occur May 1 through October 1, 2019.

Many skills are required to be a successful WI FOFT, but the rewards reaped and lessons learned along the way are well worth the effort. You must be poised, mature, outgoing, articulate, sensitive to all types of people, and be able to withstand long hours of work while maintaining a positive and enthusiastic attitude. You must also have excellent writing, public speaking, computer and telephone skills. You must be able to adapt to any situation, as well as be dependable and professional in the performance of each of your duties.

You will promote the fair industry and the WSF as you travel independently during the summer months by attending county and district fairs, parades and other special events throughout Wisconsin. You will work with the WAF and the WSF to schedule appearances and arrange media

interviews throughout Wisconsin. You will visit more than forty fairs during the fair season traveling to each end of the state. You will be the official host of WSF during the eleven-day event. As official host you will greet fairgoers, Emcee and participate in events/contests, and perform media interviews, etc.

At the WAF Annual Convention at the end of your term, you will open the general and business sessions, and make a brief report at the business meeting. At the WI FOTF Contest you will serve as Emcee at Meet the Contestants and Preliminaries, assist the WAF FOTF Committee, interact with contestants and WAF convention attendees, and prepare a short speech to give at the WAF Final Banquet and Awards.

Much greater than the financial compensation you will receive for the duties is the honor of being the WI FOTF and the life experience you will gain. The position will be as challenging and rewarding as you make it. In addition, by the end of your term, you will have developed higher self-confidence, listening skills, time management techniques, writing and speaking abilities and a greater regard for the people and places of Wisconsin.

As WI FOTF you will receive the following:

- Crown & Sash
- \$1,500 WAF Scholarship
- \$500 wardrobe
- Use of computer and cell phone to use during your term.
- GPS
- Employment from the WSF as a limited term employee from Memorial Day to Labor Day covering a 40 hour work week.
- Expenses outside of Memorial Day to Labor Day, travel and lodging are covered by the WAF
- A vehicle, gas and insurance expenses for summer travel are provided.
- You receive mileage reimbursement when using your personal vehicle.
- Lodging during the summer. If you do not live within an easy commuting distance to WSF they will coordinate lodging for you. WAF will assist in lodging during your travels.

For more information:

Wisconsin Association of Fairs

5320 County Road F

Merrill, WI 54452

www.wifairs.com

715-536-0246

info@wifairs.com

STATE PROGRAM TIMELINE

As a Wisconsin Fairest of the Fairs contestant, here is a timeline of the materials you will receive in relation to the state competition throughout the year.

ELIGIBILITY: Contestant must be a Wisconsin resident, at least 18 years of age by January 1 of the year of the state contest, and hold a valid driver's license. A contestant is eligible to compete at only one state contest, *and* must be the county's or fair's current Fairest of the Fair *or* compete within one year of surrendering the term.

ADVERTISE THE PROGRAM: Newspapers, radio, TV, high schools, premium book, 4-H clubs and leaders, FFA programs, youth organizations, county newsletters, word of mouth and personal telephone calls are great tools to help spread the word.

CONTEST MATERIALS: All materials for applying for the position, as well attending the convention will be available at the WAF website, www.wifairs.com, under the Fairest of the Fairs Program tab. E-mails will be sent notifying the fair that updates have been posted, but a fair/contestant can always go directly to the website for the most up to date information.

BEFORE THE CONTEST

JUNE

The Official Entry Form link will be e-mailed to the fair secretary for each fair that has a Fairest of the Fair program. It is the fair secretary's responsibility to pass the information onto the local fairest coordinator and/or the contestant. The link will include the following information:

- Entry Form
- Judge's Affidavit
- Rules
- Information about Fairest Reunion Day
- Convention Details, including dates, photo requirements, auction item, convention fee, and other miscellaneous items.

JULY

RSVPs are due for Fairest Reunion Day at Wisconsin State Fair at the beginning of the month. A fair's current fairest (that will be competing at the upcoming convention) and the fairest that competed at last year's convention are invited to attend, along with one chaperone. Admission passes and one parking pass will be provided.

AUGUST

Fairest of the Fairs Reunion Day will be held the Monday of the Wisconsin State Fair.

OCTOBER

Official Entry Forms are due to the WAF office and must be postmarked no later than October 1. A completed form includes:

- Completed Entry Form
- Signed Rules
- Judge's Affidavit
- Payment of \$200
- Photo – 5x7 color vertical shot without crown or sash

NOVEMBER

Fairest contestants will receive an e-mail notifying them of the website link with all of the convention details, including:

- Room Assignment
- Interview Order
- Auction Description Deadline
- Convention Schedule & Directions
- Convention Attire

In addition, each contestant will be contacted by a Wisconsin Fairest of the Fairs Committee Member to confirm receipt of the information and go through any lingering questions or concerns about the upcoming competition. Any dietary restrictions or health concerns should be relayed to the committee member at that time.

DECEMBER

Information deadlines and auction description are due (see information enclosed in November website link).

DURING THE CONTEST

JANUARY

The annual WAF convention takes place Sunday through Wednesday (exact dates available on the WAF website). Please refer to the November website link for details.

Each contestant should bring his or her auction item to convention. Committee Members available will be available to help transport items to the auction location.

Updated schedules will be given to all of the contestants at convention.

The chosen Wisconsin Fairest of the Fairs will be asked to attend the Thursday morning orientation.

PRIZES AWARDED AT CONVENTION

All contestants currently receive a county sash and gift bag filled with donated statewide products.

- Tim Heffernan Congeniality: Receives a \$200 cash award and gift
- Top Ten Finalists: Receive a \$100 cash award
- Top Five Finalists: Receive a cash award and flowers.
 - 5th Place - \$150 cash award
 - 4th Place - \$200 cash award
 - 3rd Place - \$250 cash award
 - 2nd Place - \$300 cash award
- Winner: Receives \$1,500 cash award, flowers, sash, crown and other gifts that are donated to the program.

2019 Wisconsin Fairest of the Fairs Contest Rules

Reference Key: WAF (Wisconsin Association of Fairs); WI FOTF (Wisconsin Fairest of the Fairs)

**Please read and initial each contest rule.
All rules must be initialed in order to compete.**

	I have received and read the WI FOTF Job Description.
	I am representing only one Wisconsin county/district fair and understand that only state-aided fairs that are members in good standing with WAF are eligible to send a contestant.
	My primary residence is in the county where the fair resides. The <i>only</i> exception: A contestant's primary residence may be in an adjoining county if the majority of fair and/or school activities are in the county where the fair resides.
	I understand, the contest is open to individuals who have been a resident of the State of Wisconsin for at least one year prior to entry.
	I understand I must maintain a WI residence during my reign as WI FOTF.
	I will be available for statewide travel seven days a week May 1 to October 1. I understand there may be short notice for requested appearances and media interviews.
	I understand that I may compete in only one WI FOTF Contest and must be the fair's current Fairest of the Fair <i>or</i> compete within one year of surrendering my local term. If I am unable to participate in the state contest, the Fair may substitute the first runner-up from its contest without penalty.
	I am at least 18 years of age as of January 1, 2019.
	I have/will have a valid Wisconsin driver's license with an insurable driving record as of January 1, 2019.
	I have not been convicted of a felony.
	I understand that the name I list on the WI FOTF Entry Form in the "Preferred Convention Name" field is the name that will be used throughout my entire term as WI FOTF.
	I have provided a valid e-mail on the WI FOTF Entry Form and it is my responsibility to check it. Contest information will be sent via e-mail.

	I understand the time, manner and method of judging will be decided by the WAF FOTF Committee.
	I understand the decision of the judges is final.
	I understand that I am required to bring an auction item to the WI FOTF Contest and the proceeds will go to WAF to offset program expenses.
	I understand while competing at the WI FOTF Contest, once registered, I am not allowed to leave the convention facility until the conclusion of the banquet without permission from the WAF Fairest Chair, Executive Secretary and President.
	I will not consume alcoholic beverages or illegal drugs while competing in the WI FOTF Contest.
	I will not allow anyone other than those assigned by WAF to share my hotel room for the WI FOTF Contest.
	I will not be allowed to visit county/district fair or convention hospitality rooms until the conclusion of the banquet.
	I will complete a medical consent form in order to compete in the WI FOTF Contest. (Form will be provided with the contest information.)
	I will cover all of my tattoos while in crown and sash as WI FOTF.
	If for any reason cannot fulfill the duties of this position for the entire term (one year), I will forfeit all cash prizes, scholarship monies and any other prizes that have been awarded with the position. All of these awards will be returned to the WAF office within 30 days of termination of this position.

I, (name) _____ the
(name of fair) _____ Fairest of the Fair,
understand the above rules and will follow them as a 2019 WI FOTF contestant. If I
become the 2019 WI FOTF, I will abide by these rules. If I do not abide by these rules,
the first runner-up will become eligible to become 2019 WI FOTF.

Signature: _____ Date: _____

Due October 1, 2018
Wisconsin Association of Fairs, 5320 County Road F, Merrill, WI 54452

WISCONSIN FAIREST OF THE FAIRS JUDGING GUIDELINES

Judges will receive a copy of the letter and rubric below to help guide them through the Fairest of the Fairs judging process.

Wisconsin Fairest of the Fairs Judge:

Thank you for accepting the task of being a judge for the Fairest of the Fairs contest. Please read the Fairest of the Fairs Job Description thoroughly to familiarize yourself with the requirements of the position.

You will have an opportunity to observe the contestants in a number of situations as well as to speak with each one. There will be a contestant individual interview with the panel of judges and a contestant group interview with the panel of judges. The number of contestants in the group interview will be determined by the judges.

Please evaluate each contestant according to the guidelines below. There is an individual score sheet for each contestant and a suggested point system to assist you.

* * * * *

Involvement & Activities – 5 points

- Is (or was) the contestant well-rounded in school activities?
- Is the contestant involved in the community?
- Is the contestant involved in their fair?
- Are the contestant's outside interests appropriate for the Fairest position?

Personality, Poise & Attitude – 20 points

- Is the contestant outgoing, but not overbearing? (Not shy!)
- Does the contestant carry themselves in a positive manner?
- Is the contestant groomed in good taste; modern but not trendy?
- Overall Impression.

Maturity & Professionalism – 10 points

- Is the contestant mature and experienced, without being too sophisticated?
- Is the contestant enthusiastic and capable of originating ideas?
- Can the contestant adapt to a situation and make the best of it?

Speaking Ability – 15 points

- Is the contestant articulate and generally knowledgeable?
- Is the contestant's voice and manner of speech pleasant?
- Can the contestant think quickly and speak intelligently?

Group Etiquette – 10 points

Does the contestant participate with the group and not dominate the conversation?
How do they interact at breakfast and lunch? Are they social and a conversation starter?

Meet the Contestants & Preliminaries – 40 points total

General – 15 points

Do they remain engaged throughout the entire event?
Is attention drawn to them even when they are not in the spotlight? (Is the attention they draw charismatic or distracting?)
Does the contestant appear to be enjoying the event?

Meet the Contestants – 10 points

Overall First Impression
Does the announcement welcome fair goers?

Radio Commercial – 5 points

Is the commercial energetic and get your attention?
Does the commercial advertise their fair?

Impromptu Question – 10 points

Can the contestant collect their thoughts and answer appropriately?

2019 Wisconsin Fairest of the Fairs Contestant Entry Form

DUE OCTOBER 1, 2018

Official Entry Form is available online at www.wifairs.com as a fillable PDF and is limited to the space provided. The completed entry form may be submitted via e-mail or printed on white paper, no staples, along with signed copy of the contest rules, non-returnable 5x7 vertical head and shoulder photo, (without crown and sash), judges affidavit and \$200 entry fee to the Wisconsin Association of Fairs, 5320 County Road F, Merrill, WI 54452.

Fair Represented:

Contestant Legal Name:

Preferred Convention Name: (i.e. Abigail, Abbi)

Address:

City:

State:

Zip:

Primary Phone:

Facebook Profile: facebook.com/

Email: (contest information will be sent to this email)

Driver's License #:

Shirt Size:

Age as of Convention Contest:

Date of Birth:

Parent Name(s):

Address:

City:

State:

Zip:

Local Newspaper:

Address:

City:

State:

Zip:

Education:

High School:

Year:

College:

Year:

Major/Degree:

Current Employment & Work Responsibilities:

Goals & Ambitions:

Community Activities:

County/District Fair Participation NOT as the Fairest of the Fair:

Responsibilities and Activites as Fairest of the Fair:

School Clubs/Organizations Participation & Leadership Roles:

Honors & Awards:

Signature: _____

Date: _____

Wisconsin Association of Fairs 2019 Judges Affidavit

Reference Key: WAF (Wisconsin Association of Fairs); WI FOTF (Wisconsin Fairest of the Fairs)

**All rules must be initialed by a Fair Representative in order for
your contestant to compete in the WI FOTF Contest.
Please read and initial each contest rule.**

Name of Fair: _____

	Our fair is a WAF member in good standing.
	Our fair held a Fairest of the Fair Contest and selected a Fairest in accordance with the rules set forth by the WAF FOTF Committee and intends to compete at the 2019 WI FOTF Contest to be held during their annual convention, January 6-9, 2019 at the Chula Vista Resort in WI Dells.
	Our fair confirms that our contestant is the current Fairest of the Fair <i>or</i> is competing for the WI FOTF title within one year of surrendering his/her local FOTF term.
	Our fair confirms that our contestant has not competed at the WI FOTF Contest in the past.
	Our fair confirms our contestant is at least 18 years of age as of January 1, 2019.
	Our fair understands the time, manner and method of judging will be decided by the WAF FOTF Committee.
	Our fair understands the decision of the judges is final.
	Our fair understands that while participating in the WI FOTF Contest, contestants will not be allowed to visit county/district fair or convention hospitality rooms until the conclusion of the banquet.
	Our fair understands that if our contestant is selected at the WI FOTF, he/she will be unable to attend our local fair if it competes with the dates of the WI State Fair. If not during WI State Fair, he/she will only be able to dedicate one day to visit his/her home fair.
	Our fair agrees if we use social media we will only air our contestant, not the entire event.
	Our fair understands that if our contestant is unable to compete at the WI FOTF Contest, he/she must notify WAF prior to November 1, 2018 to receive a refund.

Wisconsin Association of Fairs 2019 Judges Affidavit

Name of Fair: _____

Name of Contestant: _____

Contestant Phone Number: _____

Contestant E-Mail: _____

Name of Judges & Contact Information: (Phone, Address or E-mail)

Two signatures are required for the official application. One signature from the local Chairperson of the FOTF Program and one from an officer of your Fair Board. By initialing and signing the form, you agree that the above statements are true and the contact information provided is correct.

Please Print Name of Chairperson of the Fairest of the Fairs Program

Signature Chairperson of the Fairest of the Fairs Program

Date

Please Print Name of Fair Board Officer

Signature Fair Board Officer

Date

Due October 1, 2018 to WAF, 5320 County Road F, Merrill, WI 54452

Wisconsin Fairest of the Fairs 2019 Contest Guidelines and Deadlines As of November 1, 2018

Reference Key:

WAF = Wisconsin Association of Fairs

WI FOTF = Wisconsin Fairest of the Fairs

WSF = Wisconsin State Fair

Contest Deadline Reminders:

November 8	Confirm Facebook Group Invite <i>(See #16)</i>
November 15	Banquet Registrations for Family at Early-Bird Rate <i>(See #18)</i>
December 1	Dietary Restrictions Due <i>(See #4)</i>
December 1	Early Arrival Reservations <i>(See #6)</i>
December 27	Auction Description Form Completed and E-mailed <i>(See #14)</i>
January 6, 2019	Arrival At Hotel <i>(See #11)</i> , Completed Medical Form <i>(See #7)</i> , Auction Item <i>(See #14)</i> , Scrapbook <i>(See #8)</i>
January 6-9, 2019	WI FOTF Contest & WAF Convention, Chula Vista Resort, WI Dells

- Contest Materials:** Reference materials needed for the upcoming contest can either be found on our website, www.wifairs.com, or they have been e-mailed directly to you as the contestant. See reference below:
 - ◆ **E-Mailed to Contestants:**
 - Contestant Contact Information
 - Contest Schedule – will be emailed by December 3
 - ◆ **Found at www.wifairs.com under the Fairest of the Fairs tab, Convention Details & Forms or by using the following link:**
<https://www.wifairs.com/p/about/2019-Convention-Guidelines>.
 - Appearance Check List
 - Auction Item Description Form
 - Chula Vista Directions & Map of Resort *(with door numbers we reference)*
 - Convention Registration/Banquet Ticket Orders
 - Medical Form
 - ◆ **Found at www.wifairs.com under the Resources tab, YouTube:**
 - What to Expect at WI FOTF Contest You-Tube Video Link
- Contestant's Contact Information:** Attached is a contact sheet with all of the contestants, their order number, room number, e-mail and cell phone information. This information is being shared with all of this year's contestants and the WAF Fairest committee. If you have any corrections to the contact information provided, please let Jayme Buttke, WAF Office, know immediately at info@wifairs.com or 715-536-0246. This information is not posted on our website, but rather attached in the e-mail. The order of the contestants was selected randomly by the committee at our fall meeting.
- Contestant Registration:** As part of the official application, all candidates provided a

\$200 registration fee. This fee covers your registration, hotel room Sunday night through Wednesday night, meals, banquet, commemorative polo shirt and official photo of the 2019 contestants.

4. **Meals and Food:** Your meals Sunday lunch through Thursday breakfast and daily snacks are included in your pre-paid entry fee. All meals, except Thursday breakfast will be with other contestants and/or judges. Upon your arrival on Sunday, we will serve pizza for lunch. [If you have specific dietary restrictions or allergies to any foods, please e-mail WAF at \[info@wifairs.com\]\(mailto:info@wifairs.com\) by December 1, so appropriate meal choice arrangements can be made.](#)
5. **Hotel Lodging:** All of the contestants will be staying in the South Tower of the Chula Vista. Rooms will be shared two contestants per room with one bathroom and two beds. The room comes with a small refrigerator and microwave. You are welcome to bring food, but just know you are not in your room a lot during the contest. Reservations have already been made for all of the contestants. A sheet containing the names of the contestants and room assignments is enclosed. Your room fee is covered by the WAF, but if any additional expenses are incurred i.e. phone calls, movies, etc., it is your responsibility to pay for these at checkout. **Do not** check into your room upon arrival, as they will not be ready. The committee will store your luggage and secure the keys for your room. Your family or friends may stay at Chula Vista, but at their own expense and not in your room. Please have them reference the WAF Convention when making their hotel reservations. Reservations must be made by December 15 in order to receive the convention room rate of \$89 for a standard room.
6. **Early Arrival:** For those contestants that have more than a four-hour drive to the Chula Vista Resort, WAF will provide lodging on Saturday night if requested by December 1. Contact Jayme Buttke, WAF Office, at info@wifairs.com, if that additional night is needed.
7. **Medical Form:** Please visit the website to print a copy of the medical form which must be completed by all of the contestants prior to registration. This will be shared with the WI FOTF Committee members only. [Bring your completed copy along to the WI FOTF Registration.](#) Make sure to provide a phone number of a person attending the convention who can be contacted in case of an emergency. If you do not have someone attending from your fair, please let the committee know at registration.
8. **Scrapbook:** Bring a scrapbook to share with the other contestants about what you did as your local fairest. Scrapbooks will be on display for our convention attendees as well, so they can get ideas on how to expand their FOTF programs. Scrapbooks are not judged, but rather a way to share ideas, so any format you prefer (digital/traditional) is acceptable. Bring your scrapbook along on Sunday to WI FOTF Orientation.
9. **Apparel:** When competing for the WI FOTF position clothing should be appropriate for a job interview or business atmosphere. Apparel chosen is at the discretion of the individual, but it is taken into consideration with the judging process.

- ◆ **Business Casual:** nice pants (not jeans), nice shirt and comfortable shoes.
 - ◆ **Business Professional:** Suits with skirts (female), suits with pants (male) are required. Pants suits are not allowed for female contestants. We ask that the individuals keep the length of the skirts professional. Please be mindful of this throughout the contest, as you will often be on stage above audience members.
 - ◆ **Logo Polo:** As part of your entry fee, each contestant will receive a commemorative short-sleeve polo shirt on Sunday. This shirt will be MAROON in color and worn on Wednesday. The temperature at the Chula Vista Resort fluctuates throughout the day, so it is recommended you dress in layers.
 - ◆ **What To Wear Each Day:**
 1. Sunday: Black pants and a white top. Arrive at the hotel already dressed if possible as you will only have a bathroom available to change prior to orientation.
 2. Sunday Evening: Swimsuit. Bring along your swimsuit, as you will have time to use the water park as a group. Judges and committee members will not be participating in this activity.
 3. Monday: Business Professional. You are welcome to bring along flat dress shoes to change into for the auction.
 4. Monday Evening: Casual. You are welcome to change into casual clothing such as jeans and a sweatshirt for Q & A with Fairest Chair and current WI FOTF. Remember you will still be in the public eye. Only name tags for dinner, no sashes.
 5. Tuesday: Business Professional.
 6. Wednesday During the Day: Black dress pants, logo polo (provided) and comfortable shoes.
 7. Wednesday Banquet: Business Professional.
 8. Thursday: Business Casual. For the 2019 WI FOTF breakfast committee meeting.
 - ◆ **Clothing Tips:** Reference the clothing appearance check list link found under section #1. All contestants are expected to dress professionally and maintain a clean and polished appearance throughout the convention. Be economical when planning your outfits – pairing skirts/dresses with a new blouse, blazer and accessories can help contestants avoid purchasing several new items. It is also a good idea to look over what you intend to wear and add one extra business outfit. In addition to your business attire, be sure to bring enough panty hose/stockings.
10. **Contest Schedule:** A complete schedule for the WI FOTF Contestants will be e-mailed by December 3. We have four days full of activities with breakfast beginning as early as 7:00 a.m. and your day concluding at approximately 10:00 p.m. We are a contest happening within the WAF Convention, therefore the majority of the events on your schedule are not open to the convention attendees. Meet the Contestants, Carnival Night, Preliminaries and the Banquet are the only times you will see the rest of the convention attendees. A complete WAF convention schedule is available at www.wifairs.com under the convention section.

11. Arrival at Hotel: **New for 2019**, registration will take place in the **Conference Center Lobby (door #10) on Sunday, January 6, at the Chula Vista Resort between 10:30 and 11:15 a.m. with the WI FOTF Committee.** Please note the registration process can take between 15 and 30 minutes. We will have WAF Board and WI FOTF Committee members available to assist you with your items.

- ◆ Things to Bring Along to the WI FOTF Registration Desk in the Conference Center Lobby (door #10 at Chula Vista, *See #1*).
 1. Completed Medical Form
 2. Auction Item
 3. Luggage
 4. Scrapbook (*Please note: you will NOT need to have your scrapbook out at the registration desk upon your arrival, but will need to be able to quickly grab it out of your luggage prior to entering the Sierra Vista room. When you drop off your luggage, you will bring your scrapbook with you to the Sierra Vista.*)
- ◆ Registration Process:
 1. Registration
 - a. Arrive at door #10 and register with the WI FOTF Committee with your completed Medical Form.
 - i. If you drove your car, please unload your items to the designated areas (Auction or Luggage) provided at registration, and then go park your car and then proceed to step 2.
 - ii. If you were dropped off, please unload your items to the designated areas (Auction or Luggage) provided at registration and proceed to step 2.
 2. Auction Items
 - a. Wait for a WI FOTF Committee Member or WAF Board Member to assist you in moving your auction item to the Riverview Room. They will have carts to assist with the items.
 - b. For those with perishable items, reference the Auction portion (*See #14*), as you will be asked to separate and store just those specific items in the cooler.
 - c. Proceed to step 3.
 3. Move Luggage to Holding Room
 - a. Wait for a WI FOTF Committee Member or WAF Board Member to escort you and your luggage to the Aztec Room.
 - b. Proceed to step 4.
 4. Luggage Storage
 - a. You will leave all luggage and jackets in the Aztec Room until the hotel rooms are available later in the day.
 - b. Grab your scrapbook.
 - c. Proceed to step 5.
 5. Meet and Greet with Isabella Haen, 2018 WI FOTF
 - a. Go to the Sierra Vista and meet Isabella.
 - b. Put your scrapbook on the display tables.
 - c. Get your name tag and sash to begin the WI FOTF Contest.

12. **Interviews:** Each contestant is assigned a number, which reflects the order they will appear on stage, in interviews, etc. The order of the contestants is selected randomly by the WI FOTF Committee at their annual fall meeting. All of the interviews take place while events are happening within the FOTF meeting room. Activities, speakers, programs, etc. do not stop while interviewing is taking place.

1. Individual Interview: Each contestant will have an individual interview with a panel of three judges. The length of the interview will be determined by the judges and the WI FOTF Committee.
2. Group Interview: Groups are determined by the judges and will consist of 5 to 7 contestants. Each contestant will be part of a group interview with a panel of three judges. The length of the interview will be determined by the judges and the WI FOTF Committee.

13. **Convention Appearances & Public Speaking:** During the WAF Convention, there are numerous times you will be asked to address the convention attendees; however, all other aspects of the competition are closed to the public. Convention attendees can attend the following events:

- ◆ Meet the contestants (Sunday afternoon) Each contestant will give a self-introduction and introduce an act/event.
 1. Memorized 30-second Self-introduction: Include who you are, where you're from, what you're doing now and your plans for the future. Since all of you are competing for "WI FOTF" it is not necessary to include FOTF in your introductions, you could simply state your name, fair/county and then the rest of your introduction. This will be timed.
 2. Act/Event Introduction: Each contestant will give an impromptu fair event announcement. Contestants will choose a card at random that will state an event that takes place at fairs. Each contestant will be asked to introduce the act or event as if it is taking place at their fair.
- ◆ Auction (Monday evening) You will introduce yourself and your auction item. Our convention attendees will be bidding on your item.
 1. Auction Item Announcement – Each contestant will have 60 seconds to promote their auction item. The amount your auction item sells for has no impact on the judging of the WI FOTF Contest.
- ◆ Preliminaries (Tuesday afternoon) You will be on the stage as a group. You will present at 30 second radio advertisement and answer an impromptu question.
 1. 30 second Radio Advertisement: Each contestant will be given 30 seconds to promote their 2018 or 2019 local fair. Since people cannot see you when you are on the radio, you will be behind a curtain so reading is allowed. No singing is allowed. This is timed. A paid radio advertisement creates awareness (branding campaign) of the client for listeners OR entices listeners to do something (buy something, attend an event, etc.) online or in-person (action campaign)

Tips from the Brownfield Ag News Creative Department:

- Win the heart and the mind will follow.
 - People do things with emotion and justify with logic (ever had buyer's remorse?). Facts tell, stories sell.
 - Don't let a joke get in the way of selling whatever it is you're wanting people to buy.
 - Do not try to sound like a radio commercial - Be unique, you're trying to break through the clutter!
 - People are bombarded with 1000's of advertisements a day, find the differentiating idea that sets them apart from their competitors.
 - Start with the goal in mind.
 - Stay away from clichés!
2. Impromptu Question: Following your radio advertisement, each contestant will return to stage and will be asked an impromptu question about the fair industry or their FOTF role.
- ◆ Finals (Wednesday evening) You will be invited and called to the stage as a group, where you will have the opportunity to introduce yourself to the audience, which will be followed by dinner. You will then be excused for dinner. While the WAF banquet is held in the ballrooms, the WI FOTF contestants are excused to have dinner in the Upper Dells Ballroom. After dinner you will again be invited and called to the stage as a group, and the top 10 is announced. A top five is selected followed by the announcement of the new WI FOTF. All of the contestants will be on stage when the winner is selected. You will be dismissed and directed accordingly throughout the finals.
1. Memorized 30-second Self-introduction: Include who you are, where you're from, what you're doing now and your plans for the future. Since all of you are competing for "WI FOTF" it is not necessary to include FOTF in your introductions, you could simply state your name, fair and then the rest of your introduction. This will be timed.
 2. Top 10 Question: Each contestant will be asked the same question with a different talking point.
 3. Final 5 Question: Each contestant will be asked the same question while the other Final Contestants who have yet to answer the question are in not in the room.

14. Auction:

Each contestant is required to bring an item to be donated to Monday evening's auction. Proceeds go back to defray costs of the WI FOTF Contest. Any additional proceeds from the auction will go toward the WAF general fund. WAF is a 501c3 corporation.

Your auction item can be anything from a basket of goodies from your area to Packer tickets, weekend getaways, homemade pies, a quilt, golf, etc. Your item is as unique as each fair is. You are allowed to have perishable items as part of your auction item, but avoid bringing frozen raw meat items.

Start looking for items early, as you are required to provide a written description between 25 and 100 words prior to the contest. Provide as much detail about your item as possible. Bidders cannot always see all of the items during the auction, so we provide the written descriptions in an auction booklet for those attending. We have provided samples you can use as a guide.

There are no specific requirements for auction items. There is no limit to the number of items included or size of items, but please keep in mind that items need to be transported. Committee members from the WAF FOTF and Auction Committee will be the only people allowed to help carry items during the auction. You must be able to carry some portion of your item while it is being sold. After you have finished your auction item announcement, you will walk through the crowd with part of your item.

You will have time prior to the auction to organize your auction item and will have an 18” deep by 4’ wide space to display your auction item. A table will be provided but if your item is too large to display on the table, we will remove the table. Please note your auction item needs to fit in a standard elevator. You are expected to interact with the convention attendees, and you will be observed by the judges. Since the auction does take a few hours, contestants are encouraged to wear flat shoes during this part of the contest.

◆ Auction Item Arrival

1. [Auction item should arrive with the contestant on Sunday between 10:30 a.m. and 11:15 a.m.](#) We will have WAF Board and WI FOTF Committee members to help unload and transfer your item to the correct location for the auction. If your auction item will not be able to arrive on Sunday, please contact Jayme Buttke, WAF Office, so other arrangements can be made prior to the convention/contest.

◆ Perishable Auction Items

1. If you have perishable items, please keep them separate so the committee can refrigerate these items for you. Please use clear zip lock bags with your contestant # and name on each package that we need to store in the refrigerator. Avoid bringing frozen raw meat items.

◆ Auction Item Announcement

1. Each contestant will have 60 seconds to promote their auction item. The amount your auction item sells for has no impact on the judging of the WI FOTF Contest.

◆ Auction Item Description

1. [You are required to submit a description of your auction item by December 27.](#) You will need to visit our website, www.wifairs.com, and select the “Auction Item Description Form” under the Fairest of the Fairs tab or use the following link: <https://www.wifairs.com/p/about/2019-Convention-Guidelines>. Once you have completed the form, press submit and the information will be e-mailed directly to the WAF office. Your written description should be between 25 and 100 words. Provide as much detail about your item as possible.

2. Below are auction description samples to guide you. If you have questions in regard to writing your description, please contact a WI FOTF Committee Member or the WAF office. The more details you can provide for high ticket items the better.

Sample 1:

PRICE COUNTY – Are you a cookie baker? I am and I've included the recipe for my favorite Rollo cookies. Included is a cookbook, cookie sheets, spatulas, a whisk, measuring spoons, measuring bowls, and a dozen cookies to sample. Once you have a bite, you'll be hooked and cooking them all of the time.

Sample 2:

DOOR COUNTY – This pair of Longaberger baskets contains items from throughout Door County. Enjoy a two-night resort stay at Stone Harbor Resort (valid until 12/31/19), a ferry ride to Washington Island, two 18-holes of golf and numerous gift certificates for restaurants in the Sturgeon Bay area. You will also have a night to snuggle up at home with this quilt I made with my grandma. I have been sewing for twelve years and this is my greatest project.

Sample 3: *(one if you know the dates of your tickets and one if you do not)*

BROWN COUNTY – Catch up on your Packers players, because you have four tickets to next year's season opening home game on 9/9/18. Then relax and spend the night at the Washington House Inn and enjoy your favorite bottle of wine with dinner. Explore the basket of spa goodies including assorted soaps, shampoos, bath salts, facial masks, foot scrubs, three bottles of nail polish and manicure tools. Enjoy the game and then pamper yourself.

BROWN COUNTY – Catch up on your Packers players, because you have four tickets to Packer game at Lambeau Field. Game date to be determined by the ticket holder. Then relax and spend the night at the Washington House Inn and enjoy your favorite bottle of wine with dinner. Explore the basket of spa goodies including assorted soaps, shampoos, bath salts, facial masks, foot scrubs, three bottles of nail polish and manicure tools. Enjoy the game and then pamper yourself.

15. **Committee Contact:** You will be receiving a phone call or an e-mail from one of our WI FOTF Committee members by December 1 to follow up on the materials received and answer any questions you might have about the upcoming contest. They are here to help you, please ask any and all questions you have about the upcoming contest. All of the contact information for our committee members is listed below. In addition to the committee, you are welcome to visit with Isabella about the contest, but please note she will not be able to provide specific questions asked at contest. She will only refer to the program and the events that take place at contest.
16. **Facebook Group:** [By November 8, you will receive a friend request from Jessica Klumpp](#) to join a private FB group for all of the 2019 WI FOTF Contestants. Jessica serves on our WI FOTF Committee and has been asked to create and monitor the group. In addition, Jayme Buttke (WAF Office) will be part of the group. This private group is being created so all

contestants can communicate and ask questions about the upcoming contest with other contestants and the committee. No local program coordinators will be part of the group. We will keep this private group open through the 2019 WI State Fair, Fairest Reunion Day. It is our hope that all 42 of the contestants will join the group. Due to privacy settings, sometimes groups get blocked. If you have not received the invite by November 8, contact the WAF office. If for some reason you receive an e-mail invite that does not work or allow you to access the group, it may be due to the fact that your Facebook login uses a different e-mail address than the one we have on file. If it is a different e-mail address, you will need to send us your e-mail associated with your Facebook login for us to resend the request.

17. **Convention Registration For Contestant Family:** If you have family members that would like to attend the convention separate from the banquet, they may register online at www.wifairs.com under the WI FOTF tab using the register online link. This form is primary for the fairs to use, so please be sure they list the name of your fair when registering. **Early-bird reservations are due by November 15** at \$35 per person. Registration from November 16 to January 2 is \$50 and on-site is \$75. The contestants are not part of the general WAF Convention and have a different schedule. We are a contest happening within the WAF Convention, therefore the majority of the events on your schedule are not open to the convention attendees. Meet the Contestants, Carnival Night, Preliminaries and the Banquet are the only times you will see the rest of the convention attendees.
18. **Banquet Tickets for Contestant Family:** If you have family members that would like to attend the banquet on Wednesday, January 9, 2019, at 4:30 p.m. **Early-bird reservations are due by November 15** with a cost of \$35 per ticket. November 16 to January 2 the cost of a banquet ticket is \$50. To purchase banquet tickets use the following link: <https://www.wifairs.com/p/about/2019-Convention-Guidelines>. Then select the Convention Registration and Banquet form to complete your reservation. This form is primary for the fairs to use, so please be sure they list the name of your fair when registering. Banquet tickets are available on a first-come basis and we have sold out in the past. Banquet tickets are not mailed ahead of time, but rather picked up at our registration desk at the convention prior to the banquet. Communicate with your fair secretary in case they will cover the cost for your guests to attend.
19. **Communication With Family/Fair Board:** As your family/fair board is attending the convention, understand that there is very little time to socialize. They can attend Meet the Contestants, the Auction, Preliminaries and Banquet Finals. Cell phones are prohibited during the contest, so the only time you will be allowed to use them will be once you have returned to your room for the evening. We have a lot to accomplish in a very short time, so our restrictions exist to keep us on schedule.
20. **Thank You Notes:** There are many generous sponsors, and we ask all contestants to send each sponsor a thank you note. Bring along 30 thank you notes and when time allows you will be able to begin working on them.
21. **Cell Phone/Cameras:** Throughout the contest, the WI FOTF contestants will be asked to leave their cell phones in their rooms. The WI FOTF Committee will be taking photos

throughout the contest and will share a link online to view the photos following the contest.

22. **Group Photo:** A group photo of all contestants will be taken prior to the banquet. Each contestant will receive a complimentary colored photo.
23. **Crown and Sash:** Do not bring these with you. You will be furnished with a name badge and a sash at registration/orientation.
24. **5x7 Photo:** This photo was submitted with your official entry form. DO NOT REMOVE this from the display as this becomes the permanent property of WAF.
25. **What to Expect at WI FOTF Contest You-Tube Video Link:** The link is a pre-view highlighting the activities you will participate in as a contestant. This is a general overview and the schedule may vary from year to year.
<https://www.wifairs.com/p/about/What-To-Expect-at-Convention-Video>
26. **Emergency Contact During Contest:** If for any reason you have an emergency in route or during the contest please call Tonya Dvorak, WI FOTF Committee Chair, at **920-901-6089**.

It is your responsibility to be present and on time for all scheduled events including meals as outlined in the contest schedule. Allow for elevator waiting times. Punctuality is taken into consideration in the judging process. It is our hope that this contest will be a pleasant and rewarding experience and we thank you for being a contestant. If you have any questions, problems or need more information contact any member of the WI FOTF Committee listed below or a past Fairest from your county.

Lastly, we are asking that the [contestant that is selected as the 2019 WI FOTF be available on Thursday, January 10, 2019 in the morning from 8:30 a.m. to 10:00 a.m. for a breakfast meeting](#). We will have a few members from our WI FOTF Committee meet with the new WI FOTF and discuss the expectations for the year and answer questions.

We are looking forward to an exciting 2019 WI FOTF Contest. Please contact us if you have any questions.

WI Fairest of the Fairs Committee:

Jayne Buttke, WAF ~ 608-338-6228 or info@wifairs.com

Tonya Dvorak, Chair ~ 920-901-6089 or tonya@theactionrealty.com

Jessica Klumpp ~ 906-396-2533

Jill Makovec ~ 608-848-2770

Nancy Newberg ~ 920-905-1816

Judy Peterson ~ 920-284-7152

Donna Pietz ~ 715-853-7416

Judy Sokolowski ~ 262-215-7455

Rusty Volk ~ 715-577-3725

Kristi Chuckel, WSF ~ 414-750-1415

Isabella Haen, WI FOTF ~ 414-852-3247

Professional Appearance Checklist for Women

This checklist should serve as a guideline (not a requirement) for competing at convention. Follow these basic reminders to help you dress as professionally as possible. Please refer to the Convention Guidelines Apparel section in the handouts for our convention apparel expectations.

Before you leave for work or a social engagement, use a full-length mirror to examine the details of your appearance and overall picture you present from head to toe. Make sure your appearance, attire, accessories and grooming are impeccable. This daily exercise will take just a few minutes, but the confidence of being well dressed will be worth it.

Basics

- Choose simple, carefree hair styles
- For colored hair, avoid roots showing
- Avoid extreme fashion styles and colors
- Pull your hair back if longer than shoulder length
- Always wear makeup – at least light eye makeup and lipstick, gloss or color
- Keep makeup subtle and blended
- Keep fingernails short to medium length
- Avoid too bright nail polish colors (fuchsia, orange, neon)
- Avoid chipped nails
- Avoid dark lingerie with light clothing
- Avoid high split in skirt
- Avoid slip showing below hemline or between split in skirt
- Avoid heavy fragrance
- Keep clothes clean and well-pressed (no rips, stains or discolorations)
- Replace missing buttons missing or mend falling hems
- Remove stitching on backs of new skirts and blazers to open vent
- Cover all visible tattoos with makeup or clothing

Jacket/Blazer

- Does not wrinkle across the back or under the collar
- Buttons easily
- Does not pull across the back

Blouse/Top

- Buttons remain closed with at least one inch of fabric 1" on side of the bust-line
- Longer than the hip bone
- Neckline 2" above the cleavage
- No revealing neckline front or back
- No tight tops or sweaters
- Cardigan style should be able to button or zip comfortably
- No see-through or bare midriff

Skirt/Dress

- Pleats should not pull open
- No crease or pull across break of leg
- Skirt should easily turn around your body
- Straight skirts should hang from buttocks in a straight line and not curve under
- Not shorter than around the knee
- Loose enough for two fingers to be inserted in waistband
- No high slit
- No visible lines underneath
- No slip showing below hemline or between slit

Pants

- Pleats remain closed
- Zippers and closings must lie flat
- Long enough to break in front
- Do not wrinkle across the front
- Fall straight from buttocks; panty line must not show
- Waistband loose enough to allow two fingers to be inserted
- Worn with jacket for a professional look
- No shorts, dark jeans or leggings

Shoes & Hose

- Select neutral shades or colors
- No sandals or "strappy" shoes
- Avoid too high or narrow heels
- Keep heels in good condition and shiny shoes polished
- Avoid shoes that make noise, no clogs or flip-flops
- Hose color does not bring attention to leg area, no colored hose (red, blue, etc.)
- Hose color is nude, same shade as shoes or lighter, never darker
- Avoid patterned or textured hose
- No hose runs, snags or bagginess

Jewelry

- Small to medium earrings, simple styles
- Avoid dangling or large hooped earrings and noisy jewelry or pieces that move
- Avoid too many pieces
- No tinted glasses

Professional Appearance Checklist for Men

This checklist is a guideline, not a requirement, for competing at convention. We thought some basic reminders would be helpful for all of our contestants to be as professional as possible. Please refer to the Convention Guidelines Apparel section in the handouts for our convention apparel expectations.

Before you leave for work or a social engagement, examine with your best friend – a full-length mirror – the details of your appearance and overall picture you present from head to toe. Make the necessary changes, add or remove accessories, and be sure your appearance and grooming are impeccable. This daily exercise will take just a few minutes, but the confidence of being well dressed will be worth it. If you can check all the points, you are ready to face the world!

Basics

- Short and clean hair; should not touch shirt collar
- Hair in nose and ears are trimmed
- Avoid excessive gels, lotions and heavy fragrance
- Avoid facial ornaments
- Clothes are clean and well-pressed
- There are no buttons missing or falling hems
- Nothing is torn, stained, or discolored

Dress Shirt

- No wrinkles in collar, cuffs or facing
- Collar loose enough for one finger to fit in neckline
- Collar of shirt stands one-fourth to one-half inches above collar of suit
- Sleeve extends one-eighth to one-fourth inches below the jacket
- No short sleeves with suit jackets

Business Casual Shirt

- No wrinkles in collar, cuffs or facing, well-pressed
- If buttoned, leave only first button opened
- Short sleeves at elbow
- Keep colors and patterns subtle

Jacket

- Does not wrinkle across the back
- Length must cover buttocks – measure from collar seam to floor and divide it in half for length
- Collar lies flat against the shirt
- Sleeve length at wrist bone
- Top-stitching is even, no loose threads
- Leather or metal buttons on sport coat only

Tie

- Ends at top of the belt line
- Width matched to lapel width
- Pattern small to medium
- No tie tack or clip
- Tie not is balanced with shirt collar
- Four-in-hand knot with most collars

Pants

- Just breaking in the front, well-pressed
- If uncuffed, tapered toward the back
- Fall straight from buttocks
- Fit above stomach
- Pockets remain flat, no bulging

Shoes

- Highly polished (if leather)
- Oxfords and suede must be cleaned
- Dark color: black, cordovan or brown
- Thin or medium soles
- Tie or slip-on and tassel loafers for suits and sport coats
- Penny loafers or loafers with low vamp for business casual only
- Avoid boots, sandals or clogs

Socks

- Always wear socks
- Color blends with pants and shoes
- Subtle patterns that resemble solid from a distance
- Argyles for business casual only
- Long enough to cover calf; no skin showing

Jewelry

- No bracelets, chains, fancy rings or earrings
- No heavy sport watches or calculators
- Simple and elegant are best choices
- Gold, silver or leather strap
- Silver-toned cuff links with silver watch; gold toned with gold watch
- Simple, classic leather belt design
- No large or ornate belt buckles
- Belt color matches shoes and in good condition

Resource: www.professionalimagedress.com

DO'S AND DON'TS WHILE IN YOUR CROWN & SASH

Always keep in mind that everything you do or say reflects on the Wisconsin Association of Fairs and its member fairs and organizations, including the Wisconsin State Fair. You should be polite, cooperative, helpful and pleasant at all times, even when you think you may be out of the public eye. The following is a list of suggestions for proper and professional behavior as you perform your duties as Wisconsin Fairest of the Fairs.

1. Wear both your crown and sash for all official functions. When in doubt, bring your crown and sash with you and put them on when you get to your function. Never wear your crown without your sash, and vice versa.
2. Take off your crown and sash when the official function is over and you are “on your own time.” However, be sure that you are on your own time first.
3. Go to functions rested and prepared. Know your schedule and what’s expected of you at the function. Be sure to get directions, parking arrangements, etc. in advance.
4. Follow the schedule set up for you at official functions. If you absolutely must alter your schedule, be sure you have the clearance of the proper authority.
5. Be enthusiastic and proud of your job. Reach out to people. Do not wait for people to come to you.
6. Greet people with a smile and a firm handshake. It is proper to shake hands in any social or professional encounter to make a good and lasting impression.
7. Address individuals by name, showing proper respect (or familiarity if appropriate) and always maintain eye contact.
8. Wear suitable clothing appropriate for the function, whether it is a business suit, evening attire or casual pants. Be fashionable, but not trendy. Remember: NO bust, NO belly, NO butts and NO flip-flops!
9. Keep visits with friends and family to a minimum at official functions. Arrange to meet them later when you are on your own time.
10. Avoid inside jokes and derogatory comments, made even in jest – others may overhear and misinterpret your jokes.
11. Keep jewelry simple. Have jewelry accent your crown, not take away from it.
12. Wear your hair in a professional manner at all times. Your hair is an accent to you. We want to see your face, not your hair caught in your crown.
13. Wear sensible shoes for the function. Know where you will be standing or walking during the event.
14. Your Fairest of the Fairs cell phone should accompany you to all events and appearances. Feel free to use your camera from your phone, however, any other communication should be handled after the event and you are out of the public view.
15. There is an official Facebook page for the Wisconsin Fairest of the Fairs. As Fairest, you will be given access to update the page and photos. All Fairest photos, recaps and updates must be done on the official Wisconsin Fairest of the Fairs Facebook page only. Remember that all photos, recaps and updates are immediately visible to the public. Use good judgment!
16. This is a year to remember, so have a camera to take pictures to capture you and all your moments as Wisconsin Fairest of the Fairs. Remember your escorts, fair board members and fairest coordinators can take pictures for you.
17. Most importantly, wear a SMILE! The power of a smile is priceless.

WISCONSIN FAIREST OF THE FAIRS ESCORT GUIDELINES

Here are some helpful tips as you serve as an escort at the Wisconsin State Fair:

1. Wear comfortable shoes – you'll be putting on the miles keeping up with the Fairest.
2. Stay on time and help get Fairest to the next event on time by watching the time yourself. You will be provided a copy of the schedule of events for the day.
3. Take photographs! Keep the Fairest's camera with you and take many photos throughout the day. We want as many memories as possible for the Fairest's scrapbook.
4. Hold and carry the Fairest's bag throughout the day. The Fairest needs to keep his or her hands free to shake hands and greet people.
5. Keep postcards and a marker handy at all times. People love having a souvenir.
6. Make sure both of you drink enough water and wear enough sun screen. It is extremely important to stay hydrated and refreshed during the hot days at State Fair. If you need a break in the air conditioning, take one.
7. When the parade gets underway, WSF will provide the driver. You will have down time to simply watch the parade.
8. The Wisconsin State Fair covers your admission ticket and parking pass, but meals are on your own. The Fairest's meals are covered by the WAF.
9. Act as a shadow to the Fairest at all time. Remember, the Fairest is the one they've come to see; once you've gotten to the event, you are a fly on the wall.
10. Please no consumption of alcoholic beverages or smoking while escorting. It doesn't set a good example.
11. Have fun and many, many thanks for your time!

WHAT YOU NEED TO KNOW IF YOUR FAIREST BECOMES THE WISCONSIN FAIREST OF THE FAIRS

To the Fairest Coordinator of the newly selected Wisconsin Fairest of the Fairs:

Congratulations, your Fairest has just become the Wisconsin Fairest of the Fairs! Now that your Fairest holds this title, you are no longer in charge of her/him. The Wisconsin Association of Fairs and Wisconsin State Fair now take your Fairest as our responsibility, but don't worry – we'll take good care of her/him!

A lot of questions arise with this great honor, especially from the local programs regarding having the Wisconsin Fairest of the Fairs at local events. Included below are some guidelines that go into effect once one is crowned Wisconsin Fairest of the Fairs.

Fairest Coordinator

- The Wisconsin Fairest of the Fairs becomes an employee of the Wisconsin State Fair. His or her duties are overseen by the Wisconsin Association of Fairs and the Wisconsin State Fair.

Crown and Sash

- The Wisconsin Fairest of the Fairs crown and sash replaces the local crown and sash and is worn to all events.

Schedule

- All appearance requests and media interviews are coordinated and approved by the Wisconsin Association of Fairs and Wisconsin State Fair.

Local Events

- Your fair is allowed one event in which we cover the mileage for the Wisconsin Fairest of the Fairs to attend. Typically, a Fairest will make a visit to her/her home fair, however, if your fair falls during Wisconsin State Fair, we cannot guarantee that the Fairest will be available. Consider another event, such as the crowning of your fairest or a dairy breakfast. If you have other events you'd like the Fairest to attend, you will need to fill out a request form and cover the expenses.
- Remember all of the events your local fairest did in order to get the Wisconsin Fairest of the Fairs position. It's important to offer those same opportunities for your next local fairest and not let the Wisconsin Fairest of the Fairs overshadow those experiences.

We are looking forward to working with the new Wisconsin Fairest of the Fairs. If you have any questions about this new role, please feel free to contact the Wisconsin Association of Fairs office.

WI FAIREST OF THE FAIRS APPEARANCE REQUEST FORM

We are excited to have the Wisconsin Fairest of the Fairs visit your event. To prepare for Summer, we ask that all event appearance requests be submitted by May 15 for June-September events. If you are requesting an event appearance other than the June-September time frame, please complete the appearance request form at least one month in advance. The WI Fairest of the Fairs will connect with you at least 30 days prior to your event. If you could provide a secondary day option for the same event, that would be appreciated. Not all appearance requests can be made, but we will do our best.

If you have more than one event to request, i.e., one during the fair and one not during the fair, please submit a second appearance request form. This will help as she coordinates her schedule, giving the opportunity to attend an event if their fair falls during the WI State Fair.

PERSON SUBMITTING FORM

First Name

Last Name

Email Address

Sign up for email updates from Wisconsin

Association of Fairs

APPEARANCE CONTACT PERSON

First Name

Last Name

Title

Name of Fair/Business

Event Contact Cell Number

Contact Email Address

2018 Fair Dates

Website

PRIMARY APPEARANCE REQUEST DETAILS

Date of Requested Appearance

Event Name

(Fair, parade, dairy breakfast)

Event Details (please include fairest duties, need of prepared speech, audience, etc.)

Time of arrival for appearance

Anticipated length of appearance

Fairest Attire

select ▼

Please include additional attire comments here.

PHYSICAL ADDRESS FOR GPS PURPOSES FOR EVENT

GPS Address

GPS City

GPS State

SECONDARY DAY OPTION APPEARANCE REQUEST DETAILS

Date of Requested Appearance

Event Name

(Fair, parade, dairy breakfast)

Event Details

Event Details (please include fairest duties, need

Time of arrival for appearance

Anticipated length of appearance

Fairest Attire

Business Professional (Suit) ▼

Please include additional attire comments here.

PHYSICAL ADDRESS FOR GPS PURPOSES FOR EVENT

GPS Address

GPS City

GPS State

GPS Zip

WILL YOUR FAIR BE ABLE TO PROVIDE ANY OF THE FOLLOWING?

Breakfast, Lunch or Dinner

Refreshment Break

Lodging (Before or after event based on timeline)

GPS Zip

WILL YOUR FAIR BE ABLE TO PROVIDE ANY OF THE FOLLOWING?

Breakfast, Lunch or Dinner

Refreshment Break

Lodging (Before or after event based on timeline)

Once you submit a completed appearance request form, you will receive a confirmation e-mail that WAF has received your contact information. If you do not receive a confirmation e-mail please follow up with the WAF office at info@wifairs.com.

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Wisconsin Association of Fairs Fairest of the Fairs Committee

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Isabella Haen

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