

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

1. **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:**
 1. Contestant Contact Information
 2. 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>.**
 1. Appearance Check List
 2. Auction Item Description Form
 3. Chula Vista Directions & Map of Resort *(with door numbers we reference)*
 4. Convention Registration/Banquet Ticket Orders
 5. Medical Form
 - ◆ **Found at www.wifairs.com under the Resources tab, YouTube:**
 1. What to Expect at WI FOTF Contest You-Tube Video Link
2. **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.

3. **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 simple 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