

Wisconsin Fairest of the Fairs 2020 Contest Guidelines and Deadlines Update 1 of 4



Reference Key:

WAF = Wisconsin Association of Fairs

WI FOTF = Wisconsin Fairest of the Fairs

WSF = Wisconsin State Fair

Each contestant will receive an email as of the dates listed below, it is your responsibility to contact the WAF office at info@wifairs.com or 715-536-0246 if you do not receive them.

- Update 1 of 4: Emailed October 15
- Update 2 of 4: Emailed November 11
- Update 3 of 4: Emailed December 9
- Update 4 of 4: Emailed December 20

Contest Deadline Reminders:

November 15	Banquet Registrations for Family at Early-Bird Rate
November 15	Early Hotel Arrival Reservations
December 1	Food Allergies Due
December 26	Auction Description Form Completed and E-mailed
January 5, 2020	Arrival At Hotel, Completed Medical Form, Auction Item
January 5-8, 2020	WI FOTF Contest & WAF Convention, Chula Vista Resort, WI Dells

1. **Contest Materials:** Reference materials needed for the upcoming contest can be found on our website, www.wifairs.com, or they have been e-mailed directly to the contestant. See reference below.

◆ **E-Mailed to Contestants:**

1. Contestant Contact Information
2. Contest Schedule – will be emailed November 11

◆ **Found at www.wifairs.com under the Fairest of the Fairs tab, Convention Details & Forms:**

1. Appearance Check List
2. Auction Item Description Form
3. Chula Vista Directions & Map of Resort
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:** Enclosed 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, meals, banquet, commemorative polo shirt and official photo of the 2020 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 food allergies, please e-mail WAF at info@wifairs.com by December 1, so appropriate meal choice arrangements can be made.](mailto:info@wifairs.com)
5. **Hotel Lodging:** All of the contestants will be staying in the South Tower of 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 their 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 your 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 Hotel 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 an additional night is needed.
7. **Scrapbook:** Please 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. Please bring your scrapbook along on Sunday to WI FOTF Orientation.
8. **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 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. Remember, when you are on stage you are elevated above the crowd, you will be walking, sitting and standing on multiple stages.

- ◆ Logo Polo: As part of your entry fee, each contestant will receive a commemorative red short-sleeve polo shirt on Sunday. This shirt will be 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: Business casual. 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: Bring along your swim suit 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.
 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. Please remember you will still be in the public eye. No sashes will be worn to dinner.
 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.

- ◆ Clothing Tips: Please 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 and pants 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 pack extra options, just in case. In addition to your business attire, be sure to bring enough panty hose/stockings.

Shoes: You can wear your shoe of choice throughout convention, heels or flats. If you wear heels, you are encouraged to bring along flat dress shoes for the auction, as we are on our feet for a longer period of time.

Watch: You are encouraged to wear a watch through convention, as you will have limited access to your cell phones and we adhere to a very precise schedule.

9. **Contest Schedule**: A complete schedule for the WI FOTF Contestants will be e-mailed by November 15. 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 separate contest 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. There may be limited time at these events to socialize with coordinators, fair boards, parents, etc. A complete WAF convention schedule is available at www.wifairs.com under the convention section.

10. 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 judging takes place while events are happening within the FOTF meeting room. Activities, speakers, programs, etc. do not stop while judging 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. All individual interviews will have the same maximum interview time.
2. Group Interview: Groups are determined by the judges and will consist of 5 to 7 contestants.

11. Public Speaking to Prepare For: Although most aspects of the contest are closed to the public, there are numerous times that you will be asked to address the WAF convention attendees. Convention attendees can attend the events listed below. You need to prepare for these events prior to your arrival at convention.

- ◆ 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 and then the rest of your introduction. This will be timed.
 2. Act/Event Introduction: Each contestant will give a self-introduction and give an impromptu fair event announcement. Contestants will pick at random, from a stack of cards, 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 present a 30 second Radio Advertisement and answer an impromptu question.
 1. 30 second Radio Advertisement – Each contestant will be given 30 seconds to promote their fair. Reading is allowed as you will be behind a curtain since people cannot see you when on the radio. 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 promotion, each contestant will pick a card at random and be asked an impromptu question.

- ◆ Finals (Wednesday evening) You will be invited and called to the stage as a group, where you will have the opportunity to introduce yourself, which will be followed by dinner. After dinner the top 10 is announced there is seating to the side of the stage for the contestants. A top five is selected followed by the announcement of the new WI Fairest of the Fairs. All of the contestants will be on stage when the winner is selected.
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.
 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 are in not in the room.

12. 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 please 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 two weeks before the contest. Please provide as much detail about your item as possible because bidders cannot always see all of the items during the auction. We have provided samples you can use as a guide. Committee members from the WI FOTF and WAF Auction Committees 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.

You will have time prior to the auction to organize your auction item(s) 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 your interaction 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

[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.

◆ Perishable Auction Items

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

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

◆ Auction Item Description

[You are required to submit a description of your auction item by December 26.](#) You will need to visit our website, www.wifairs.com, and select the "Auction Item Description Form" under the Fairest of the Fairs tab. 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. Please provide as much detail about your item as possible.

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:

DOOR COUNTY – This pair of decorative baskets contains items from throughout Door County. Enjoy a two-night resort stay at Stone Harbor Resort (valid until 12/31/2020), 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 2: *(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 9/9/19. 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.

Sample 3:

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 bit, you'll be hooked and cooking them all of the time.

- 13. 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. Please note, the contestants are not part of the general WAF Convention and have a different schedule.

- 14. Banquet Tickets for Contestant Family:** If you have family members that would like to attend the banquet on Wednesday, January 8, 2020, 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 please use the following link:
<https://www.wifairs.com/p/convention/registration>.

- 15.** 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. Please communicate with your fair secretary in case they will cover the cost for your guests to attend.

- 16. Communication With Family/Fair Board:** As your family/fair board is attending the convention, please know 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.

- 17. 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.
<https://www.wifairs.com/p/about/what-to-expect-at-convention-video>

Lastly, we are asking that the **contestant that is selected for the 2020 WI FOTF be available on Thursday, January 9, 2020 in the morning from 8:30 to 10:00 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 2020 WI FOTF Contest. Please contact us if you have any questions.

WI Fairest of the Fairs Committee:

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Kristi Chuckel, WSF ~ 414-750-1415

Beth Pomije, WSF ~ 414-232-3012

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