

MY YEAR IN REVIEW

Kelsey Henderson

58th Wisconsin Fairest of the Fairs

Over the last year, I've enjoyed learning about and sharing the past, present, and future pieces of the Fair Story. Here's a glimpse into my own Fair Story!

MY PAST



My deep roots in the agricultural community have shaped my passion for fairs. I attended my first fair at just 3 months old, I've never missed a Wisconsin State Fair, was a junior exhibitor at the State Fair for 8 years, was a fourth-generation livestock showman at the Racine County Fair, grew up on my family's farm, and have loved finding my own path in the ag industry!

MY PRESENT...BEING FAIREST!



EVENTS

80+ Total Events
61 Fairs
15+ Other Events
3 Workshops
10+ Interviews and Blogs
11 Days at Wisconsin State Fair

SOCIAL MEDIA

350+ Social Media Posts
80+ Social Media Interviews
Increased Facebook Followers by **33%**
Increased Instagram Followers by **25%**

I had a blast sharing the amazing story of fairs on social media! It was so cool to dive into the past, present, and future aspects of the industry. I'm really proud of the work I did to take the Wisconsin Fairest of the Fairs social media to the next level with new campaigns and awesome interviews.



@wifairestofthefairs



Wisconsin Fairest of the Fairs



My motto for the year was, **“You're only Fairest once!”** I embraced every opportunity, from the silly (like driving a donkey through an obstacle course) to the difficult (like rock wall climbing in a dress) to the competitive (like cheese curd and Cream Puff eating contests) to the special (like showing the Wisconsin State Fair to the U.S. UN Ambassador and Milwaukee County Executive). Each fair and event brought unique memories, and it was truly the **best year!**

PROFESSIONAL DEVELOPMENT

5 Wisconsin State Fair “Intern for a Days”
10+ Professional Development Topics

MILES TRAVELED

18, 700+ Miles



MY PORTFOLIO

Scan this QR code to see my Wisconsin Fairest of the Fairs digital portfolio!



MY FUTURE

My year as Wisconsin Fairest of the Fairs was an incredible experience that has shaped my future. I'm eager to start my career at John Deere in their Marketing and Customer Support Development Program. I'm also looking forward to staying involved in the Wisconsin Fair Industry and giving back to the community that has given me so much.

It was a true honor to serve as an ambassador and advocate for the Wisconsin Fair Industry. Serving as the Wisconsin Fairest of the Fairs was a once in a lifetime experience and furthered my love and passion for the fair industry. I'll forever hold the memories, places, and people from my experiences near and dear in my heart and I thank each and every one of you for being part of that journey!

Kelsey Henderson