



Fairest of the Fair & Fairest Attendant

Handbook

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Abbreviations

- FOTF - Fairest of the Fair
- FA - Fairest Attendant
- NWSF - Northern Wisconsin State Fair
- WAF - Wisconsin Association of Fairs
- WI FOTF - Wisconsin Fairest of the Fair

Purpose of Fairest Court

The Fairest of the Fair will serve as the Northern Wisconsin State Fair ambassador to promote and support youth activities, agriculturally based programs, and community events while focusing on professional development. The Fairest Attendant will serve as a secondary representative for the Northern Wisconsin State Fair, to promote and support youth activities, agriculturally based programs, and community events while focusing on professional development.

Requirements

Many skills are required to be a successful NWSF Fairest/Fairest Attendant, but the rewards and lessons learned along the way are well worth the effort. Contestants should be poised, mature, outgoing, articulate, sensitive to all types of people, and be able to withstand long hours of work while keeping a positive and enthusiastic attitude. Contestants should also have excellent writing, public speaking, computer, and telephone skills. Contestants should be able to adapt to a variety of situations, as well as be dependable and professional in the performance of your duties.

As the NWSF Fairest/Fairest Attendant you will be required to work with the FOTF Committee to schedule appearances and arrange media interviews. The FOTF/FA should meet and keep a good working relationship with the NWSF Executive Director, NWSF Marketing Manager and other Fair office staff during their reign. This position can 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 you have met and visited.

As the NWSF FOTF, you will receive the following:

- A crown and sash upon coronation
- A \$1,000 continuing educational scholarship
- A NWSF polo shirt with the NWSF logo on the left crest
- Registration and hotel accommodations at the WAF Convention (Chula Vista Resorts)

As the NWSF FA, you will receive the following:

- A crown and sash upon coronation
- A \$500 continuing educational scholarship
- A NWSF polo shirt with the NWSF logo on the left crest

Fairest Term

The Fairest and Fairest Attendant serves for an entire year (*term starting on January 1st and ending on the final day of state convention*).

Compensation

The NWSF Fairest will be awarded a \$1,000.00 Educational Scholarship for continuing education. The NWSF Fairest Attendant will be awarded a \$500.00 Educational Scholarship for continuing education. To receive this scholarship, you must complete a semester of continuing education and present your transcript of course enrollment and proof of enrollment for the following semester. Upon documentation submission to the Fair office, a check will be issued to you and the school you are attending. This continuing educational scholarship may be postponed for 2 years with approval by the Northern Wisconsin State Fair Association, Inc.

Job Description of Fairest of the Fair

As the Northern Wisconsin State Fair Fairest of the Fair, you will:

- Work in coordination with Fairest Attendant
- Attend monthly Fairest Committee meetings
- Post to Fairest Social Media accounts weekly
- Attend Fairest Committee professional development training
- Attend and speak at five community events (not including the NWSF) throughout the year
 - Reach out ahead of time to event coordinators to let them know you'd like to attend and/or register for the event
 - Prepare introductions and small speeches if it is warranted at the event
 - Network with attendees
- Work with the marketing team at the NWSF before and during the Fair
 - Attend all 5 days of the Northern Wisconsin State Fair
 - Invite royalty and be host/hostess at the Cookies and Crown event
- Attend the State Fairest of Fairs reunion at the Wisconsin State Fair in August
- Participate in the Pure Water Days and Christmas Parade
- Compete in the WAF State Fairest of Fairs Competition in January
 - Before competing, an application and auction basket representing the Chippewa Valley must be created
- Dress professionally as well as act professionally and respectfully in all interactions
- Grow professionally through a series of new challenges adaptive circumstances
- Be supported by the Fairest Committee in multiple ways

Job Description of Fairest Attendant

As the Northern Wisconsin State Fair Fairest Attendant, you will:

- Work in coordination with Fairest
- Attend monthly Fairest Committee meetings
- Post to Fairest Social Media accounts weekly
- Attend and speak at three events (not including the NWSF) throughout the year
 - Reach out ahead of time to event coordinators to let them know you'd like to attend and/or register for the event
- Work with the marketing team at the NWSF before and during the Fair
 - Attend all 5 days of the Northern Wisconsin State Fair
 - Invite royalty and be host/hostess at the Cookies and Crown event
- Participate in the Pure Water Days and Christmas Parade
- Dress professionally as well as act professionally and respectfully in all interactions
- Grow professionally through a series of new challenges adaptive circumstances
- Be supported by the Fairest Committee in multiple ways

Promoting the Program

As the FOTF.FA you are encouraged to reach out to the Local Universities & Technical Colleges, local and surrounding High Schools, 4-H Clubs, FFA programs, Boy/Girl Scouts, or other youth organizations to promote the NWSF and the FOTF Program. When doing so, create talking points to topics you are familiar with, so you are prepared. Speak to your Committee Chairperson or Fair Executive Director for help with talking points and to schedule appearances. As a NWSF FOTF you will gain confidence by speaking at events and not just attending events. Address the event whenever possible as it will provide dividends when you compete at the WAF FOTF Competition in January.

Cell Phones and Cameras

NWSF Fairest/Fairest Attendant are asked to keep their cell phones with them, however, you should not have it out during events or community engagements unless it is being used for marketing/promotional purposes. The NWSF Fairest/Fairest Attendant are welcome to use their camera from their phone, however, any other communication should be handled after the event when they are out of the public view.

Social Media

Social Media is huge marketing component to the NWSF Fairest/Fairest Attendant roles. NWSF Fairest/Fairest Attendant are in the public eye and everything visible on your personal social media accounts will be reflected on the Fair Association as a whole. Personal social media will be screened before the Gala up to six months and posts may asked to be removed.

The NWSF Fairest/Fairest Attendant are expected to maintain political neutrality, avoid negativity and present themselves in a modest and professional manner on all personal and professional social media accounts, such as Facebook, Twitter, VSCO, Instragram, BeReal, Snapchat, TikTok. As part of this role professional development. Any posts made after coronation that are deemed to not representative of the NWSF and the Fairest of the Fair program values could be terms of dismissal.

Attire

Apparel chosen is at the discretion of the individual but must follow all NWSF FOTF/FA guidelines. Dress professionally and keep a clean and polished appearance throughout your reign. Pairing skirts/dress pants with a blouse, blazer and accessories can help you avoid buying several new items. It is recommended that you look over what you intend to wear and bring one extra business outfit to every outing in case of emergencies. Unless exceptions are made, the Fairest crown and sash must always be worn together.

- Business Casual: Nice pants (no denim), nice shirt, and comfortable shoes.
- Business Professional: Suit with a skirt or dress pants are required. Shirts should be button up professional with a suit jacket.
- Logo Polo: You will be provided a NWSF polo shirt with the NWSF logo. This shirt should be worn with a pair of dress pants or a skirt.

Under no circumstances will ripped jeans, cold shoulders, low necklines, yoga pants, stained or wrinkled clothing be acceptable. Wear comfortable shoes for walking and/or standing for extended periods of time. Open toed shoes are not recommended during the fair week. Skirts and dresses must be knee length or longer. Keep makeup subtle and blended. Cover all visible tattoos with makeup or clothing. Use small to medium simple style earrings. Avoid facial piercings.

Consumption

Illegal consumption of alcoholic beverages or the use of recreational drugs is not allowed during your reign as the NWSF FOTF/FA. If you are found to be consuming alcohol or recreational drugs during your reign, it will be brought before the FOTF Committee and the NWSF Board of Directors and you may be asked to step down immediately. Scholarship and other benefits to the title will be relinquished at this time.

Committee Meetings

NWSF Fairest/FA will be expected to attend regular Fairest Committee meetings. If travel restraints exist due to school, call-in via phone or video for inclusion with Fairest Committee meetings is acceptable. These meetings will be scheduled with the FOTF Committee Chair or Co-Chair in advance. You will be notified at least one week prior to the meeting date unless there is a need for a special meeting. FOTF meetings should consist of the FOTF and the FOTF Committee members only.

All meetings must have a member of the executive committee present. If none of the executive committee is able to attend the meeting, it must be rescheduled with the Committee. Meetings are scheduled once each month unless there is a need for additional meetings. Meeting agendas must be provided to NWSF Executive Director for review and to address any NWSF Board concerns. Meeting agendas and minutes will be saved as digital documentation at NWSF Office for inclusion at the NWSF Board meetings when requested.

Obligations

The NWSF FOTF/FA will represent the NWSF and Chippewa County at surrounding community festivals. Scheduling these events with the FOTF Committee and the Fair office in advance is critical to address liability as the NWSF representative. NWSF FOTF/FA should assist with keeping the NWSF FOTF Facebook page up to date by posting pictures of the events, festivals, or other community involvement activities they are participating in. All posts must remain FOTF Program appropriate and coordinated with NWSF Marketing coordinator. A Fairest Committee member or designee will chaperone NWSF FOTF/FA at events.

As the official host, NWSF Fairest/Fairest Attendant will greet fairgoers, take part in events/contests, and perform media interviews. The FOTF will attend the WAF Annual Convention and take part in the WI FOTF program in January at the WAF Convention. If the FOTF cannot fulfill his/her obligations, the first runner-up will assume the duties of the NWSF FOTF. During the NWSF FOTF Selection Gala, the FOTF will prepare and give a farewell speech at the end of the term.

Page 5 Rules Acknowledgement

To the Fairest of the Fair Applicant:

You have the honor of running for Northern Wisconsin State Fair (NWSF) Fairest of the Fair. This is a wonderful opportunity for you. It will be both challenging and rewarding. By the end of your term, you will have developed better self-confidence, listening skills, time management techniques, writing and speaking ability, and a greater regard for the people and places in Chippewa County.

When you are appearing as Fairest of the Fair, you are representing NWSF and Chippewa County. Anything you say or do reflect on the Association and the annual Fair. You should be polite, cooperative, and friendly at all times. You will be given information about the NWSF and you must be knowledgeable about the events that will be occurring during the fair.

We ask that you:

- Be enthusiastic and know basic information about the fair
- Follow the time schedule and the instructions of the coordinators
- Go to events well rested and prepared to meet your public
- Cover any tattoos you may have
- Wear your crown and sash for all official approved appearances
- Wear suitable clothing, fitting to the occasion and simple in design
- No low-cut tops or high skirts or high dresses
- Remove crown and sash during free time or after hours
- Give your undivided attention while speaking with anyone
- Keep an accurate and complete list of all the appearances you make as Fairest of the Fair. You will need to comprise a scrapbook for the state competition in January.
- Keep NWSF Office and Fairest of the Fair Committee Chairperson informed of your actions and activities.
- Work with NWSF Marketing department for all medias.

What not to do:

- Smoke, or chew gum while making an official appearance
- Drink alcoholic beverages before or while making an appearance
- Spend too much time visiting with friends or family during appearances
- Phone use (cell phone) must be kept to a minimum

While every effort will be made to absorb the cost of attending events and the State Fair Convention, the Fairest of the Fair will be responsible for some costs. For special projects NWSF may provide added financial support.

Additional appearances that are not listed should be cleared through the NWSF Office and Fairest Coordinator.

I have read and I am aware of the rules and regulations established by the NWSF and agree to abide by them. By signing below, I understand the job description, what would be expected of me in this role and agree to follow everything laid out in this handbook.

Signature

Date

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Rules Acknowledgement

To the Fairest Attendant Applicant:

You have the honor of running for the Northern Wisconsin State Fair (NWSF) Fairest Attendant. This is a wonderful opportunity for you. It will be both challenging and rewarding. By the end of your term, you will have developed better self-confidence, listening skills, time management techniques, writing and speaking ability, and a greater regard for the people and places in Chippewa County.

When you are appearing as Fairest Attendant, you are representing NWSF and Chippewa County. Anything you say or do reflect on the Association and the annual Fair. You should be polite, cooperative, and friendly at all times. You will be given information about the NWSF and you must be knowledgeable about the events that will be occurring during the fair.

We ask that you:

- Be enthusiastic and know basic information about the fair
- Follow the time schedule and the instructions of the coordinators
- Go to events well rested and prepared to meet your public
- Cover any tattoos you may have
- Wear your sash for all official approved appearances
- Wear suitable clothing, fitting to the occasion and simple in design
- No low-cut tops or high skirts or high dresses
- Remove sash during free time or after hours
- Give your undivided attention while speaking with anyone
- Keep NWSF Office and Fairest of the Fair Committee Chairperson informed of your actions and activities.
- Work with NWSF Marketing department for all medias.

What not to do:

- Smoke, or chew gum while making an official appearance
- Drink alcoholic beverages before or while making an appearance
- Spend too much time visiting with friends of family during appearances
- Phone use (cell phone) must be kept to a minimum

While every effort will be made to absorb the cost of attending events and the State Fair Convention, the Fairest Attendant will be responsible for some costs. For special projects NWSF may provide added financial support.

I have read and I am aware of the rules and regulations established by the NWSF and agree to abide by them. By signing below, I understand the job description, what would be expected of me in this role and agree to follow everything laid out in this handbook.

Signature

Date