



Wisconsin Fairest of the Fairs 2022 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. Each update will add new information to prepare for the contest. Please reference all four updates. They are also posted on the WAF website, www.wifairs.com.

- 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 22

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 28	Auction Description Form Completed and E-mailed
January 9, 2022	Arrival At Hotel, Completed Medical Form, Auction Item
January 9-12, 2022	WI FOTF Contest & WAF Convention, Chula Vista Resort, WI Dells

1. **Contest Materials:** Reference materials needed for the upcoming contest can be found on the WAF website, 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. Previous Auction Booklet and Pictures
3. Chula Vista Directions & Map of Resort
4. Convention Registration/Banquet Ticket Orders
5. Medical Form
6. What to Expect at WI FOTF Contest 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.
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 a link to all of the photos from the contest.
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, lunch will be provided. [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 website tab 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 the 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 swimsuit as you will have time to use the hot springs/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 11. 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, Auction, Preliminaries, Showcase of Entertainment, 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 online 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 answer an impromptu question.
 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. Impromptu Question: Each contestant will answer the same question. Contestants will be in a waiting area in another room and will not hear any other contestant’s answers.
- ◆ Auction (Monday evening) You will greet convention attendees at your table and have the opportunity to inform them about your auction item(s). For the formal auction, you will introduce yourself and your auction item(s) for attendees to bid on.
 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. Semi-Finalists Question (Top 10): Each contestant will be asked the same question with a different talking point.
 3. Finals Question (Top 5): 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. You will greet convention attendees at your table and have the opportunity to inform them about your auction item(s). For the formal auction, you will introduce yourself and your auction item(s) for attendees to bid on. 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 28.](#) 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.

1. Your written description should be between 25 and 100 words. Provide as much detail about your item(s) as possible.
2. A copy of the 2020 Fairest of the Fairs Auction Booklet along with photos are available at www.wifairs.com. Please use these previous auction items as reference.
3. If your auction item has date specific items, you will need to reference them in your auction description. For example:
 - Enjoy a two-night resort stay at Stone Harbor Resort (valid until 12/31/2023).
 - Catch up on your Packers players, because you have four tickets to next year's season opening home game on 9/9/22.
 - 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.

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. 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 \$50 per person. Registration from November 16 to December 31 is \$70 and on-site is \$100. 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 12, 2022, at 4:30 p.m., [early-bird reservations are due by November 15](#) with a cost of \$40 per ticket. November 16 to December 31 the cost of a banquet

ticket is \$60. To purchase banquet tickets please use the following link:

<https://www.wifairs.com/p/convention/registration>.

Then select the Convention Registration and Banquet form to complete your reservation. This form is primarily 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.

15. 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.

16. What to Expect at WI FOTF Contest Video Link: The link is a preview highlighting the activities you will participate in as a contestant.

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

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 please 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 for the 2022 WI FOTF be available on Thursday, January 13, 2022 in the morning from 8:30 to 10:00 for a breakfast meeting](#). The new WI FOTF will meet with Tonya Dvorak, Fairest Chair; Jayme Buttke, WAF Executive Secretary; and Beth Pomije, WSF to discuss the expectations for the year and answer questions.

We are looking forward to an exciting 2022 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

Beth Pomije, WSF ~ 414-232-3012

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

Judy Sokolowski ~ 262-215-7455

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