



**Official Handbook**  
**Wisconsin Valley Fairest of the Fair**



**Position summary and primary responsibilities:**

Congratulations on being selected as the 2025 Wisconsin Valley Fairest of the Fair. You are about to embark on a yearlong experience filled with wonderful learning opportunities. The experience of being the WI Valley Fairest of the Fair is going to provide you with valuable skills such as interviewing, public speaking, listening skills, and self-confidence.

- As the WI Valley Fairest of the Fair, you are the official ambassador for the Wisconsin Valley Fair and you must be knowledgeable of the Fair and its events, history, current projects and general fair questions. You are expected to promote the culture, history, educational, commercial, and agricultural opportunities that our county, fair, and community has to offer.
- As the WI Valley Fairest of the Fair, you will represent yourself and the fair in a professional and courteous manner at any event you attend as the Fairest of the Fair. These events include the WI Valley Fair, official events/parades, a variety of speaking events including but not limited to visiting 4H-clubs, day cares, schools, dairy breakfasts, and the State Fairest of the Fairs competition. You will always represent yourself and the fair with a proper appearance; crown and sash with professional attire (see professional appearance checklist below for details)
- As the WI Valley Fairest of the Fair, you are expected to be available for an estimated 30 hours per week throughout the summer (mid-May to mid-August) for a combination of both events and office duties.
- As the WI Valley Fairest of the Fair, you are expected to hold regular office hours by answering the phone, greeting customers, and assisting with other office tasks as assigned. Office hours can also be used for planning your schedule and setting up events, keeping records of your reign, and any other duties that both the fairest and fairest coordinator see fit.
- As the WI Valley Fairest of the Fair, you will serve as the official host of the Wisconsin Valley Fair with numerous responsibilities during the week of the fair July 29-August 3<sup>rd</sup> 2025.
- As the WI Valley Fairest of the fair, you will represent the Wisconsin Valley Fair at the Wisconsin Association of Fairs Convention in Wisconsin Dells in January 2026, where you will compete to be the Wisconsin Fairest of Fairs- a one-year position promoting fairs throughout the state.
- As the WI Valley Fairest of the Fair, you are expected to keep records (writing and photos) of your appearances and other things you do throughout your reign.
- As the WI Valley Fairest of the Fair, you will always represent yourself, the WI Valley Fair, and the Fairest of the Fair position with positive actions, words, and online postings.

- As the WI Valley Fairest of the Fair- HAVE FUN!!- This is a once in a lifetime experience that you will never forget, step outside your comfort zone and enjoy every minute of it.

## **Necessary Attributes:**

- Professional, mature, polite, and friendly attitude.
- Be enthusiastic and proud about representing our county, fair, and community at all events attended. Reach out to people, do not wait for people to come to you. Greet people with a smile and a firm handshake. It is proper to shake hands in any social or professional encounter to make a good and lasting impression.
- Be a team player, always willing to adapt to changes, offer feedback, and listen to others.
- Understand that you have an employee/employer relationship with the WI Valley Fair Board and the WI Valley Fairest of the Fair coordinator, Maddy. This means that you will work positively and cooperatively with the Fairest of the Fair coordinator and all fair members.
- Flexibility, punctuality, reliability, and resourcefulness.
- Professional presentation as well as effective speaking and writing abilities.

\*\*The WI Valley Fair board and the WI Valley Fairest of the Fair coordinator reserves the right to ask the Fairest of the Fair to step down from their position if their behavior and actions do not portray a positive image for the WI Valley Fair and the county\*\*

## **Requirements review:**

- Be a resident of Marathon County
- Between the ages of 18-25, male or female
- Be a past or current participant of the Wisconsin Valley Fair
- Have excellent communication skills, social media, and Microsoft Office skills
- Be available for an in-person interview Mid-January 2025
- Be available for all appearances at different events, some examples of mandatory events include, the Marathon County Dairy Breakfast, the week of the fair (July 29-August 3<sup>rd</sup> 2025), the State Fair Reunion Day (typically occurs the Monday after the WI Valley Fair ends, this is subject to change), and the week of the State Convention (TBD- early January 2026)
- Have a valid driver's license and your own vehicle with insurance as some traveling is required

## **Professional Appearance checklist:**

- Avoid extreme fashion styles or colors
- For colored hair, avoid roots showing. Stick to basic hair colors
- Keep makeup subtle and blended. Wear at least light eye makeup and lipstick, gloss, or color
- Keep fingernails short to medium length. Stick to basic colored nail polish, no extreme or bright colors. Avoid chipped nails/polish.

- Avoid dark undergarments with light clothing
- Avoid high splits in skirts or dresses
- Avoid heavy fragrance
- Keep clothes clean and well kept (no rips, stains, discolorations, wrinkles, etc.)
- Visible tattoos must be covered with makeup or clothing at all times that you are representing the Fairest of the Fair
- Neckline of your blouse, top, or dress must be 2" above the cleavage
- Avoid very tight tops or sweaters
- No jeans, shorts, or leggings are allowed
- Avoid wearing rompers/pant suits
- Select neutral shades/colors of footwear
- You are to wear heels, flats, or appropriate, fashionable, and professional sandals (this does not mean sandals like Birkenstocks or flip flops). Be smart about your footwear choice or it will come down to the coordinator having to approve your choices. If you aren't sure if a footwear choice will be appropriate for the event, ask the coordinator.
- You are not to be wearing tennis shoes or cowboy boots unless approved by the coordinator for a certain event
- The straps of your dress must be appropriate. If unsure on proper strap width, ask the coordinator. No spaghetti straps, absence of straps, or missing straps are allowed.
- If wearing tights: avoid patterned or colored tights, no runs or snags, and keep the shade the same as the shoes or lighter.
- Stick to simple styles of jewelry, avoid dangling or large hooped earrings
- A few good places to start for building your wardrobe are Christopher and Banks, Dress Barn, JC Penny, Kohls, TJ Maxx and even Goodwill/Nice as New!

\*\*Professional attire will be discussed for the male applicants\*\*

## **Compensation you are to receive:**

- Receive an \$11 hourly wage for all office and event hours, as well as paid mileage when gas cards are gone (if applicable)
- A \$500 scholarship from the Marathon County Agriculture Society Inc. if you are attending a university or technical school
- Professional photos donated by Walkowski Photography and a sash donated by First Place Trophy, crown donated by Jim Kryshak Jewelers, and other items donated from local businesses if applicable
- Receive a wardrobe for your summer appearances valued at \$400.00
- Receive a complete wardrobe for the WI Association of Fairs Competition in January valued at \$400.00

\*\*The WI Valley Fair Board and the WI Valley Fairest of the Fair coordinator reserves the right to take away the scholarship and/or wardrobe allowance if the Fairest of the Fair is not fulfilling their duty, or if they are asked to step down from their position\*\*

## **Additional information regarding exhibiting at the fair:**

\*Your role as WI Valley Fairest of the Fair will take up most of your time during fair hours. Please keep this in mind when applying for this position and planning which exhibits to bring to the fair\*

- You can enter as many competitive exhibits as you'd like, as long as it does not require you to be present for judging
- If you plan to show animals, the Fairest of the Fair and the coordinator can collaborate to work this into the schedule to allow you to show once during fair (with the exception of mandatory fair events).
- You will not have time to care for your animal during fair hours, you must provide your own support for any animal(s) you bring to the fair (feeding, bedding, watering, etc.)

## **Typical day in the life during fair week:**

- Wake up and get ready for the day!
- Be at the radio station for interviews. You do not have to be fully ready for this part of the day yet. If it makes things easier for you, that is totally fine but there are not many people that you see at the radio stations so if you need to finish getting ready after interviews, that is okay. Typically, most Fairest's will get ready, head to the radio station, and then head straight to the fairgrounds, you can even finish getting ready in the fair office if needed with the extra time in the morning
- 7 am: Be at the fair ready for the day! Typically, your hours at the fair will be lasting 7 am-8 pm (you will always need to check in with Maddy and Jodi to make sure you are okay to leave for the night or if any other tasks need to be done)
- During the day at the fair, you are participating in a variety of kids events (kids pedal tractor pull, butter carving, ice cream making, food eating contests, activities in the center of the exhibition building, 4H activities, events in the AG tent, etc.), handing out ribbons during judging, walking the midway to greet fairgoers and exhibitors, being an MC at events at the fair, partaking in news interviews, etc.
- 6-6:30 pm: Getting to the EMS tent to get a ride to the grandstands or walking down if needed. Introduce the grandstand acts each night (this includes introducing yourself, saying what you did that day, what to expect for tomorrow and then getting the audience excited for the entertainment act).
- After grandstand announcements, you are able to continue greeting fair-goers or participating in any later events. You are then able to walk back to the office to see if there are additional duties that you can help with or if you can be "off the clock". This decision goes through Maddy and Jodi.
- Saturday afternoon of the fair, you are responsible for hosting a "tea party" with a theme of your choosing, for a couple hours, for children to attend. This should include reaching out to County Market for a cookie donation, contacting Grekowski Distributing for milk donation, obtaining and setting up decorations for the space, planning crafts/activities for the children to participate in during the party, and planning any gift

for the children (for example, handing out plastic tiaras for a cookies and crowns party). It is very helpful if you create flyers for the party, in advance, to hand out at summer events and if you share details about the party at radio/TV interviews and/or contact Marathon County 4H to see if they can share the details on their social medias. You can get as creative as you would like with this party, inviting other royalty from around the state or adding in new ideas. Just keep Jodi and Maddy updated with the plan.

- During fair week you can also create social media postings and conduct interviews/videos at the fair. The Fairest coordinator has a microphone that can hook up to your phone to help with loud audio. Feel free to get as creative as you'd like, the coordinator can help you come up with ideas if needed

## **Additional handbook rules:**

- You must keep track of your hours on the provided timesheets. Hours must be submitted to Jodi within 2 weeks of completed hours. For example: hand in your timesheets to Jodi every other Friday. The exact submission dates will be decided on by Jodi and the Fairest of the Fair
- All events that you attend should be related to the position. For example: do not attend a family event as Fairest just to complete hours. Keep an accurate and complete list of all the appearances you make as Fairest. You will need to make a scrapbook for the state competition in January so it is important to document your events.
- Wear both your crown and sash at all official functions. Never wear one without the other.
- When you are sure that you are "on your own time" after the function is over, remove your crown and sash.
- You must use proper etiquette and present yourself in the best way possible. Be mindful of how you are portraying yourself. For example; when you are standing, always place your feet correctly. If you have to sit down, keep in mind how you tuck your feet/cross your legs. Do not sit down for extended periods of time, I know that it is hard to stay on your feet for long periods of time but you need to be portraying a positive image.
- You must adhere to the professional appearance checklist guidelines for building your wardrobe. All outfits must be approved by the Fairest of the Fair coordinator.
- You must talk in a positive manner. Think before you speak- if it is not positive, kind, and respectful, do not say it. This goes for talking about anything. Including the fair, the fairest of the fair position, people, events, etc. Even in front of your friends, it is not acceptable to talk poorly. If someone turns the conversation into something negative, always turn it back around to be positive, if you need help getting out of a conversation if things turn unsafe, let someone know
- If you ever feel unsafe or uncomfortable, you can excuse yourself from the situation without feeling bad and let someone know what is going on. If you are uncomfortable in a situation, just raise your hand and your chaperone can help get you out. Your coordinator is always there to help you feel safe. Some Fairest's also choose to keep pepper spray in their bag as well to feel safer (except this is not allowed at the State Fair or it will get confiscated)

- Attend all functions rested and prepared. Know your schedule and what's expected of you at the function. Be sure to know directions, parking arrangements, etc., in advance
- Keep visits with friends, family, significant others, etc. to a minimum at official functions. Arrange to meet them later when you are on your own time. Approved family members (not significant others) can serve as escorts/chaperones during events, but these must be approved by the Fairest of the Fair coordinator prior to event.
- You should avoid using inside jokes, derogatory or sarcastic comments. You never know who could be listening and how they could misinterpret your jokes.
- You can carry your phone in your personal bag at official functions, however, you should only be using your cell phone as a camera, otherwise it should remain in your bag. Any other communication should only be handled after the event on your own time, out of the public eye. You are not to be using your cellphone or smart watches during events for texting, snapchat, social media, etc. Especially during fair week, the Fairest of the Fair coordinator will be available to carry your belongings and take photos for you so that you can keep your hands free for greeting. The coordinator will not hesitate to reprimand if you are caught abusing this privilege. Exceptions to this rule are to get in contact with the coordinator when needed or for communications requiring an immediate response. If you are observed abusing this privilege during events or especially fair week, you will be asked to keep your phone in the office going forward, for use on your own time. Please respect that this is your job and you are a role model to many, practice good etiquette and give every event your undivided attention please.
- There is a Facebook page for the WI Valley Fairest of the Fair. You will be given access to the page for the year of your term. You will be able to publish posts, photos, and videos that are appropriate, keeping in mind that the Fairest coordinator has the right to remove anything deemed inappropriate or unprofessional.
- Do not smoke or chew gum while making an official appearance.
- Do not drink alcoholic beverages before or while making an appearance.
- You will need to keep track of events on a calendar (digital preferred) and appearances must be approved by the Fairest of the Fair coordinator.
- As Fairest, you are encouraged to go above and beyond what is listed above. You can make and grow this position your own as Fairest. You will get out of the year what you make it! We will support you every step of the way.

**Sign below if you have read, understand, and discussed all of the WI Valley Fairest of the Fair Official Handbook:**

\_\_\_\_\_ **Date:** \_\_\_\_\_

(2025 WI Valley Fairest of the Fair-)

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**Date:** \_\_\_\_\_

**(WI Valley Fairest of the Fair Coordinator-Maddy Lemke)**

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**Date:** \_\_\_\_\_

**(WI Valley Fairest of the Fair Administrator-Jodi Langenhahn)**