

Wisconsin Brown Swiss Queen Program

Description of Position:

The position of Wisconsin Brown Swiss Queen is responsible for promoting Brown Swiss Cattle and the Wisconsin Breeders. The Queen attends events to educate the industry and non-agriculture communities about the advantages of the breed and the products produced. The Queen is expected to act in a manner that is respectful and professional at all times especially when wearing the crown and sash. The Queen is a role model for many junior members and other youth. The Queen is responsible for representing members of the Wisconsin Brown Swiss Association at dairy events throughout the state.

Requirements:

The Applicant must be:

- ❖ 15-21 years of age and unmarried as of January 1, 2012.
- ❖ A paid junior member for the past two years.
- ❖ Enrolled in 4-H or FFA Brown Swiss project for at least two years.

Professional Attire:

A crown and sash will be provided at time of selection. The Wisconsin Brown Swiss Association will also provide an allowance for the dress fabric. It is the Queen's responsibility to have the dress made, and follow the pattern provided for the dress. If the pattern is lost, the queen shall be responsible for purchasing a new pattern chosen by Queen Advisors.

Rules and Regulations:

As a role model for swiss youth and an ambassador for the WI Swiss Association, the queen should act in a positive, respectful and professional manner at all times, especially while wearing the crown and sash.

Required Activities: (in queen dress—if showing, dress Will NOT be worn!—whites and boots are appropriate attire.)

- ❖ Annual Meeting
- ❖ State Show/Sale - Hand Out Ribbons / Pass Sale Slips
- ❖ Jr. & Open State Fair- Hand out Ribbons
- ❖ World Dairy Expo Heifer and Cow Shows
- ❖ World Dairy Expo Luncheon & Sale
- ❖ State Picnic

**At these events it's very important for the Queen to be involved as much as possible. She will assist in greeting people, help at registration, lead/pass slips at sales, and help

with the fun auctions. As Queen, you may be asked to give an opening/welcoming speech at local swiss events.

Other Activities Encouraged to Attend: (in professional attire with sash and crown)

- ❖ Brown Swiss Sales
- ❖ June Dairy Month Events (*Dairy Breakfast, Show, Parades, etc...*)
- ❖ National Brown Swiss Convention
- ❖ Canton Meetings & Shows
- ❖ County Fairs
- ❖ Parades/Festivals
- ❖ Any other dairy event

Selection Process:

- ❖ Application to be returned by **February 28th**.
- ❖ Personal Interviews in front of judges before annual meeting.
- ❖ Impromptu Questions in front of swiss breeders.
- ❖ -Three unbiased judges will make the selection. Their decision will be based on the following: application, personal interviews, knowledge of the breed and the association, and presentation in front of the breeders. Judges will follow a point system.

WISCONSIN BROWN SWISS QUEEN APPLICATION

Cover Page:

Must include: name, complete address, telephone number, age as of January 1st, 2012, date of birth, parents / guardians name & address, years in 4-H / FFA, years in the Brown Swiss Association.

Autobiography:

In 250 words or less tell about yourself, include information about your family and your Brown Swiss projects.

Activities & Honors:

List Your Activities, Leadership Roles, Honors, Extra Curricular Activities

Future Goals:

In 200 words or less describe your plans for the future and the goals you would like to achieve.

Answer the following Questions:

1. Describe a time when you were expected to speak in front of a large group. How did you handle it? What are your strengths and your weaknesses in public speaking?
2. If chosen Queen what events other than the required activities would you like to attend/

Press Release:

If chosen Brown Swiss Queen you will be expected to communicate well and express your thoughts in front of news media. Please write a 3-paragraph press release (not more than one-page), with your audience being a Wisconsin Dairy Publication. Be brief and concise. **Please include a photograph of yourself to go with the press release.**

~This press release will be judged and may be published if you are chosen queen.

Please send applications to:

Kara Kasten-Olson
W9123 Hwy QQ
Watertown, WI 53098
kara@sassycowcreamery.com
Any questions please call 608-445-2010.

THANK YOU FOR YOUR INTEREST IN THE WI BROWN SWISS QUEEN
PROGRAM AND GOOD LUCK!!!

PRESS RELEASE FORMAT

Press Release should be expressed in the following format:

Please include one paragraph about your background (family, school, future plans), a second paragraph about your involvement with Brown Swiss (showing, fitting, 4-H etc.), and a final paragraph including your enthusiasm for the swiss breed and excitement to be chosen the 2008 WI Brown Swiss Queen.

The most important element in a press release is the lead. Ideally, the first sentence, or the lead, should explain who, what, where, when and sometimes why. The lead sentence should be less than 25 words. It must contain the news. Supporting details and additional information should follow in order of importance.

The press release will be written in third person narrative. Write in the active voice, using action-oriented verbs. Short, simple sentences work best. Double-space your news release. Do not hyphenate words at the end of a line or the bottom of a page. Use only one page and indent each paragraph. At the end of the release, center the end marks: ###. Remove hyperlinks off of email addresses. Releases should have your name and telephone number at the top of the page.

~A sample press release is attached to give you an idea of the correct layout and information to include. This is just a sample; please include your own experiences and details.

~Press release will be judged on:

- ❖ Enthusiasm, news-worthiness
- ❖ Grammar
- ❖ Brown Swiss experience
- ❖ Ability to follow direction
- ❖ Uniqueness, Overall Appeal

Wisconsin Brown Swiss Association
Contact: Jane Vernon (Your Name)
Phone: 800-333-3000 (Your Phone #)

Sample News Release

FOR IMMEDIATE RELEASE

WISCONSIN CROWNS NEW SWISS QUEEN

APPLETON, WI – March 1, 2012: A panel of dairy industry professionals named Jane Vernon the 2009 Wisconsin Brown Swiss Queen at the Association’s annual meeting, which was held March 8th at the Holiday Inn in Appleton, Wisconsin. Jane resides near Viroqua, Wisconsin with her parents Jeff and Jeanette and her ten-year-old brother Jack. On Double J Dairy, Jane helps her parents milk their 30-head of registered Brown Swiss. Jane keeps track of calf records and does calf chores on the dairy. She attends Viroqua High School, where she starts varsity basketball, and plays the flute in band. After she graduates, Jane plans to attend UW-Platteville for Agriculture Business.

In 4-H and FFA, Jane competes in dairy judging at both local and state levels. She also exhibits her Brown Swiss at the Vernon County Fair, Wisconsin State Fair, Canton Shows, and World Dairy Expo. As the Junior Brown Swiss Vice-President, she plans state activities and outings for junior swiss members. Jane has won the National Youth Achievement and State Junior Bell-Ringer contests.

The Brown Swiss Queen is recognized by her traditional Brown Swiss attire and enthusiasm for the Swiss breed. An excellent role model for junior members, Jane will attend Brown Swiss and dairy industry events in her Swiss dress, crown and sash.

According to Jane, “The position of Wisconsin Brown Swiss Queen gives me a great opportunity to reach out to enthusiasts of other breeds, as well as those that admire the

Swiss Cow.” Jane encourages anyone to buy that first Brown Swiss Calf and meet the wonderful people of the Wisconsin Brown Swiss Association! Jane Vernon may be contacted at 800.333.3000 or by email at: jvernon@bsusa.com.

###