**Wisconsin Brown Swiss Queen Program**

**Description of Position:**

The Wisconsin Brown Swiss Queen represents the Wisconsin Adult and Junior Brown Swiss Association and promotes the Brown Swiss Breed at the state level. The Queen is expected to educate the dairy industry and public on the advantages of the Swiss breed and products produced.

**Requirements:**

The Applicant must be:

* 15-21 years of age and unmarried as of January 1, 2024.
* 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.

**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.) Pending activities still taking place.**

* 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 24th** via email
* Personal Interviews in front of judges at the State meeting on March 2nd.
* Knowledge Quiz on State and National Facts. Become familiar with websites and Brown Swiss Bulletin
* Two to 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. 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, 2024, date of birth, parents / guardians name & address, years in 4-H / FFA, years in the Brown Swiss Association. Please include photographs of involvement in activities.

~Creativity and readability will be judged!

**Activities & Honors:**

List any high school or college activities, leadership roles, honors and extra curricular activities.

**Essay Questions**:

1. Please pick one new event or activity you as the Queen would like to attend/create during your year. Explain your idea and how you would execute it.

2. Based on your knowledge of the program what would you change about the application/selection process of the State Queen.

3. What are one or two challenges that the dairy industry and the Brown Swiss breed are facing in today’s industry.

Please send applications to:

Heidi Heller

Luckymissy86@yahoo.com

Please call Heidi at 715-304-9141 with any questions. THANK YOU FOR YOUR INTEREST IN THE WI BROWN SWISS Queen PROGRAM AND GOOD LUCK!!