

# National Red & White Queen Handbook



2019 National Red and White Queen  
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## PURPOSE

The purpose of the National Red and White Queen is to enable a young adult ages 16 to 21 of current year to serve as the RWDCA spokesperson and to help in the development of internal and external breed communication partnerships for RWDCA. Through the RWDCA Queen Program, the young adult will have opportunities and experiences to enhance their knowledge, skills, and aspirations in leadership, citizenship, community service, communications, and public relations. In addition, this program recognizes Juniors, who have achieved high standards of excellence in their farming operations, community service, citizenship, and leadership, as well as strengthen the RWDCA youth programs.

## TERM

The term is for one year from the National Convention until the National Convention the following year. Most of the duties will fall during the showing season, especially September and October, although you will need to be available for additional dates later in the year.

## SKILLS REQUIRED

The skills required to perform the duties of the National Red and White Queen are many, but the rewards are even greater. You must be poised, mature, out-going, articulate, sensitive to all types of people, and be able to withstand long hours of work while remaining pleasant. You must have excellent social and public speaking skills. You must be able to adapt to any situation and be dependable and professional in the performance of your duties.

## DUTIES

If you are selected as the National Red and White Queen, this is a one-year term, and your availability is a must.

As the RWDCA Queen, you are required to do public appearances, media interviews, public speaking engagements, and hand out ribbons.

You are required to attend numerous National Shows and social events held throughout the United States; the Premier National Red and White Junior Show at The All-American Dairy Show, The All-American Red and White Show, The International and Junior Red and White Show, along with the National Red and White Convention.

You also must be available all days of the National Red and White Convention. The National Red and White Queen will be required to conduct themselves professionally with their actions and words at all public events promoting the RWDCA.

Along with public appearances, you will be asked to write a short piece in each issue of The Red Bloodlines. As one of the magazine features, you need to write a summary of events or a summary of the season addressed to the breeders and owners of Red and White cattle. This also includes any type of social media (i.e., Facebook, Twitter, Instagram, etc.) This means when also when you are "not on duty," many juniors and advocates will request to be your "friend," please keep in mind they may see what you are posting.

The RWDCA Queen is also encouraged to attend other events throughout the year, including any other activities within the RWDCA. Additional events MUST be coordinated and planned in advance with the event coordinators.

If you do not attend any of the mandatory events, your title will be taken away and given to the Alternate. A valid excuse must be provided prior to any event to the RWDCA office. A valid reason does not include judging.

### APPAREL

When representing the RWDCA, appropriate clothing should be worn. You will be required to dress in business or professional attire, accompanied by the sash and tiara as Queen while promoting the RWDCA. Business attire includes, but is not limited to, nice dress pants (NO JEANS), nice shirt, and appropriate shoes. If wearing a skirt or dress, please keep the length of the skirts professional (at least knee-length). Please remember to wear proper undergarments while in business attire. An evening dress is an appropriate attire during the night of the banquet at the National Convention. Full-length gowns are not required and will not be rewarded nor penalized in the judging. (Please, nothing too revealing!) Business attire is asked to be worn during the interview and speeches. All body piercings, excluding ears, must be removed and tattoos must be covered while promoting the RWDCA.

All clothing for events must be approved for all RWDCA events that you attend. This includes conventions, shows, and all activities. The approval will be given by the chairman of the Junior Committee or one of the RWDCA office staff.

### SASH AND CROWN

Please wear the sash and crown to all RWDCA events. If you are attending a farm tour, please contact a Junior Committee Member or one of the RWDCA office staff for advising.

### EXPENSES/TRANSPORTATION

Up to \$1,000 is provided for travel expenses; however, your own transportation is required for social events. Some events may need prior planning due to the possible distance traveled. Coordinating travel with other attendees is advised.

Please use the expense form at the end of this handbook for your reimbursement.

## Judging

### **Contest Procedures:**

There are three elements in the judging.

- Application Form (10 points) The judges will evaluate your application and the responses you provide to the questions. The applications are due to the RWDCA office by June 1st of the application year.
- Interview (*including personal appearance*, 40 points) Each participant will meet with the judging panel for 20 minutes. You must be on time for the interview. There will be no make-up interview if you miss your scheduled time. Your interview will be done prior to the banquet.
- Prepared Presentation (*including poise, content, and knowledge displayed*, 40 points) This segment assesses each participant's ability to represent the Red and White breed through public speaking. **The topic will be sent out with your packet after receiving your application.** Your speech must be at least 5 minutes. Notecards are optional, with a slight deduction. Your Presentation will be given at the welcome dinner.
- Impromptu question (*including poise, content, and knowledge displayed*, 10 points) A question will be selected for each candidate, and you will be asked to answer without prior understanding of the question. Your impromptu question will be given to you at the convention banquet.

*Scoring will be based on:*

- Your knowledge of the Red and White breed
- Your ability to define and analyze the audience that you are speaking to, then accordingly select and present the breed's selling points
- The organization and persuasiveness of your statements
- Your presentation skills including creativity

## BANQUET AT NATIONAL CONVENTION

The conclusion of the National Red and White Queen Contest will be incorporated into the Convention Banquet. You will sit together for dinner at reserved tables in front of the banquet hall with the judges. Before the dinner, you will be escorted to the stage to briefly (no more than 30 seconds) introduce yourself (state your name, parent(s), where you are from and tell about your involvement with RWDCA). Then after your introduction, you will have your impromptu question given individually. After introductions and impromptu questions have been completed, you will eat with the judges. Crowning will be during the awards portion of the banquet.

## Committee Information

Members of the RWDCA Junior Committee are as follows: Sarah Wendorf (920) 342-3446

You may contact the committee member or RWDCA office staff at any time if you have questions or concerns. We will work with you and help you out in any way we can.