



## Application Period Open for the 73rd Alice in Dairyland

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MADISON – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is seeking a communications professional eager to help Wisconsin residents make meaningful connections with Wisconsin agriculture as the 73<sup>rd</sup> Alice in Dairyland. Individuals interested in applying may submit applications through Monday, Feb. 3, 2020. Application materials and information are available on DATCP’s website at [https://datcp.wi.gov/Pages/Growing\\_WI/BecomingAlice.aspx](https://datcp.wi.gov/Pages/Growing_WI/BecomingAlice.aspx).

“Applying to serve as Alice in Dairyland is one of the best decisions I’ve ever made,” said 72<sup>nd</sup> Alice in Dairyland Abigail Martin. “Being Wisconsin’s agricultural ambassador has allowed me to share the story of our state’s \$104.8 billion agriculture industry with many diverse audiences across the state. It’s also broadened my own view of agriculture and deepened my appreciation for the industry.”

In this highly visible, fast-paced position, Alice in Dairyland cultivates relationships with television, radio, and print media outlets; writes and delivers speeches at events large and small; and leverages social media to promote Wisconsin agriculture.

### Minimum Qualifications

Applicants should have:

- Considerable knowledge or work experience with Wisconsin agriculture
- At least three years of experience, education or training in communications, marketing or public relations
- Public speaking experience, and
- A willingness to attend an extensive number of work-related events on evenings and weekends.

Applicants must be female Wisconsin residents who are at least 21 years old.

### Position Information

The one-year, full-time contractual position starts June 1, 2020. The position is headquartered in Madison and travels extensively throughout the state. The salary is \$45,000 annually and includes holiday, vacation, and sick leave as well as use of a vehicle for official business. Reimbursement is provided for health insurance as well as travel expenses for official purposes.

### Selection Process

Interested individuals should submit an application form, cover letter, resume, three professional references, and a summary of their qualifications by 4:30 p.m. on Monday, Feb. 3, 2020. Application materials are available at [https://datcp.wi.gov/Pages/Growing\\_WI/BecomingAlice.aspx](https://datcp.wi.gov/Pages/Growing_WI/BecomingAlice.aspx)

In contrast to previous years, preliminary interviews will be held on a Saturday (Feb. 22, 2020) and may be conducted via Skype or in person. Following these preliminary interviews, up to six top candidates will be required to attend a two-day program briefing and press announcement on March 13-14. Top candidates must also attend the three-day final interview process May 14-16 in Walworth County, which culminates in the selection of the 73<sup>rd</sup> Alice in Dairyland.

Questions regarding the position or application process can be directed to Debbie Vine (Gegare) at 608-224-5116 or [Debbie.Gegare@wisconsin.gov](mailto:Debbie.Gegare@wisconsin.gov).