



REMINDER: Alice in Dairyland Applications Due Feb. 3

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MADISON – The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) reminds individuals interested in applying to become the next Alice in Dairyland – the 73rd in the history of the program – that the application deadline is Monday, Feb. 3, 2020. Application materials are available at https://datcp.wi.gov/Pages/Growing_WI/BecomingAlice.aspx.

Alice in Dairyland is one of the most widely recognized communications professionals in Wisconsin agriculture. Her job is to educate Wisconsin children and adults about the value, economic impact and future of the state’s \$104.8 billion agricultural industry.

In this highly visible, fast-paced position, Alice 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.

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 73rd 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.

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