



Alice in Dairyland Applications Now Available

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MADISON –The Wisconsin Department of Agriculture, Trade and Consumer Protection is accepting applications for the 70th Alice in Dairyland, Wisconsin’s agricultural ambassador. Application materials are due Monday, Feb. 6.

In this highly visible and fast-paced position, the 70th Alice in Dairyland will cultivate relationships with various television, radio and print media outlets across the state; write and deliver speeches at large and small events; and utilize social media to tell the stories of Wisconsin agriculture. Additional duties include developing and executing marketing plans, delivering educational presentations, and networking with industry professionals. Alice must also learn and retain information about the diversity of Wisconsin agriculture and be able to tailor that information to educate both urban and rural audiences.

Alice in Dairyland is an honored guest and speaker at many notable Wisconsin events, including State Fair, World Dairy Expo, county fairs, dairy breakfasts, conferences and more. She completes hundreds of television and radio interviews each year, and has a daily presence on multiple social media platforms. This public relations position serves as a premier spokesperson and is ideal for a professional woman eager to step into the limelight to promote Wisconsin agriculture.

“As Alice, I’ve had the unique opportunity to not only market Wisconsin agricultural products, but also learn about the diverse industry,” said Ann O’Leary, 69th Alice in Dairyland. “Whether it is traveling to an aquaculture farm, or visiting a classroom, each day has brought something new and exciting. On top of it all, I have networked and honed skills that will translate well into a future career in communications and public relations.”

Applicants should have considerable interest in Wisconsin agriculture; at least three years experience, education or training in communications, marketing, education, or public relations; and public speaking experience. Applicants must be female, Wisconsin residents, and at least 21 years old.

This one-year, full-time contractual position starts June 5, 2017. The position holder will be headquartered in Madison and travel extensively throughout the state. The annual salary for Alice in Dairyland is \$45,000 and includes holiday, vacation, and sick leave as well as use of a sponsor-provided vehicle for official business. Reimbursement is provided for an individual health insurance premium up to \$450 a month, as well as professional travel expenses.

To apply, submit a cover letter, resume, three professional references, and summary of qualifications to DATCP by 4:30 p.m. Monday, Feb. 6, 2017. Application materials are available at https://datcp.wi.gov/Pages/Growing_WI/BecomingAlice.aspx.

Qualified applicants will be invited to a preliminary interview in Madison in mid-February. Top candidates will be required to attend the two-day program briefing and press announcement March 16-17, and the three-day final interview process during which the new Alice will be selected May 11-13 in Brown County.

Questions regarding the position or application process can be directed to Alice in Dairyland Program Director, Ti Gauger at 608-224-5115 or Ti.Gauger@wisconsin.gov.