

## 2011 SPOKANE INTERSTATE FAIR AMBASSADOR PROGRAM SUMMARY

Candidate, each year those vying for one of the four Interstate Fair Ambassador positions have questions that we will try to answer for you prior to your decision to apply. The Fair is interested in those that are able to commit to service during the dates of September 9-18. Only a handful of engagements outside of the above time frame will be required of this year's Ambassadors.

***Who are the Ambassadors?*** Each year, the Fair holds a competition to select the top four youth in the area to represent the Fair. The Ambassadors must be at least a junior in High School and no older than 20 years of age during the competition (in March). The 2010 Ambassadors were Bethany Bothwell (Timberlake High School), Jessica Levy (Mt. Spokane High School), Ashley Smith-Fenton (Medial Lake High School), and Sondra Willmann (Spokane Falls Community College).

***What are Ambassadors?*** Years ago, the Interstate Fair selected a Queen (Fairest of the Fair) and two princesses. Times have changed and the program is now open to young men and women, ambassadors. The Fair refers to the Ambassadors as an extension of our Public Relations Department. They assist with meet and greets at the gates, introductions of entertainers, distribution of special awards / ribbons, media interviews, and serve as hosts / hostesses of special Fair competitions / events.

***Where do the Ambassadors fulfill their duties?*** For the most part, all of the Ambassadors' duties are fulfilled at the Interstate Fair at the Spokane County Fair and Expo Center (corner of Broadway and Havana). Occasionally, Ambassadors may be asked to attend other Fairs / Festivals within the Inland Empire to represent the Interstate Fair. On these occasions, Ambassadors will have transportation provided and will be under a chaperon's care.

***When do the Ambassadors fulfill their duties?*** Once the top four are selected, the reign of the Ambassador begins. The majority of their duties will be held to the Interstate Fair, September 9-18. As mentioned earlier, however, a few appearances at other Fairs / Festivals and media opportunities may be required. Other known appearances would occur at the Fair's media kickoff and the All-Superintendent meeting on August 9. It is imperative that Ambassadors be able to commit to full days at the Interstate Fair. The requirements state that an Ambassador may be absent one weekend day and two weekdays. Therefore, Ambassadors must commit to being on site for 7 of the 10 days of the Fair, usually from 9:00 a.m. to 9:00 p.m. Granted, that sounds like very long days, but with all of the "Fair Fun", time flies by.

***Why does one want to become an Ambassador?*** Many of the past Ambassadors have been interested in the public relations field, i.e. broadcasting. This is a great way to hone those skills while being a part of one of the Inland Empire's largest annual events. Once an Ambassador has completed their term, they will be awarded a \$500.00 scholarship to the educational institution of their choice. They will also receive clothing for their "wardrobe" usually consisting of polo shirts, slacks, and shorts, as well as a food allowance of up to \$75.00.

***How do I become an Ambassador?*** The first step is to complete an application and return it to the Fair Office prior to February 25. Once the applications are returned, a committee will review them and narrow the field down to the top twelve candidates based solely upon the applications. The twelve will then compete in a special Ambassador Competition in March consisting of a personal interview with the judges (very similar to a job interview) in the morning. After lunch, the competition will be opened to the public and the candidates will present a prepared speech on a topic chosen by the Fair (5-7 minutes in length) as well as an impromptu response to a given question (1-2 minutes in length). At the completion of the competition, the top four scores will determine the 2011 Fair Ambassadors. The event is closed to the public until the prepared speech portion begins in the afternoon and is followed by a celebration reception. All candidates competing in the event will receive a special bag of gifts from program supporters such as Pepsi, Spokandy, the Spokane Indians Baseball Team, and more. Therefore, everyone is a winner!

The Ambassador Program has met with great success over the past seven years and we look forward to including **YOU** in a successful eighth year at the Interstate Fair. If you have any questions, please don't hesitate to contact the Program Coordinator, Jessie McLaughlin, at (509) 477-2772. We look forward to hearing from you prior to February 25 on your quest as a candidate for one of the four 2011 Interstate Fair Ambassador positions!