

# Guidelines for Minnesota Honey Queen Program

Revised 2015

## Mission

The purpose of the Minnesota Honey Queen Program is to promote honey, and educate the public on all aspects of the beekeeping industry. Examples being various uses of honey, production of honey, pollination, ect. A Honey Queen is called upon to present programs to all ages including, pre-schools to senior citizens; assist at fairs, store promotions, cooking demonstrations, and to promote the industry through civic organization presentations and news media interviews.

## Qualifications and Judging Criteria

Candidates must be between the ages of 17 and 24 by January 1<sup>st</sup> or the current year. Candidates shall be single, never been married, or never had a marriage annulled. Candidates who are pregnant, or have been pregnant are ineligible. Candidates must also be attending high school, have a high school diploma, or homeschooled. Candidates may not hold any other titles during the time of application or during the duration of her reign, and must possess a valid drivers license. If a candidate qualifies they may compete for the Minnesota Honey Queen position more than once.

The judging process will be broken down into 4 categories

- Essay
- Marketing Presentation
- Interview
- Personal Interactions

Three undisclosed judges will observe the candidates.

Contestants will be judged based on their poise, personality, communication skills, aptitude at extemporaneous presentations, professionalism, and knowledge of the honey and beekeeping industry. Candidates should have an interest in public speaking and communication, and should possess excellent interpersonal skills. Candidates should be open-minded and willing to learn about honey and beekeeping. Candidates who served as Local Honey Queens, worked in the beekeeping industry, or have participated in independent research of honeybees are strong candidates for the Minnesota Honey Queen position.

When sufficient candidates and financial resources are available a runner-up Minnesota Honey Princess may be selected. The Minnesota Honey Princess may attend promotional events in conjunction with the Minnesota Honey Queen, attend events that the Minnesota Honey Queen cannot attend, or events arranged for her by the Minnesota Honey Queen Committee.

### **Sponsorship of Candidates**

Contestants are not required to be a Local Honey Queen before competing for the title of Minnesota Honey Queen. Any local beekeeping organization, honey producer, honey packer, or interested organization or individual may sponsor a contestant. The sponsor must be a member of the MHPA, or at least one member of the organization must be a member of the MHPA.

### **Sponsor Responsibilities**

- Expenses for the contestant's travel and lodging at the MHPA convention
- Expenses for entry fees, dinner/banquet tickets, and registration fees
- Provide a chaperone (not boyfriend or significant other) for the contestant

### **Candidate Responsibilities**

- Must send in the completed application, an essay of 300-600 words on beekeeping, honey, or any topic regarding honey bees (specific theme or topic is the choice of the contestant), a short autobiography, and photo of herself to the Minnesota Honey Queen Committee by May 1<sup>st</sup>.
- Must prepare and present a marketing presentation during the convention
- Must attend the MHPA Summer Convention

### **Convention Responsibilities**

- Each candidate will introduce themselves during the opening remarks at the beginning of the convention.
- Contestants will participate in a quilt raffle fundraising activity. Raffle tickets will be sold throughout the entire convention.
- Contestants will help with fundraising auctions
- Contestants will give marketing presentations during the first day of convention. The presentations should be promoting the use of honey or the beekeeping industry, and should be no more than 3-5 minutes in length.
- Contestants will be interviewed by three judges on the last day of the convention
- Coronation will take place at the banquet on the last day of the convention.

### **Minnesota Honey Queen Responsibilities**

- The Minnesota Honey Queen will attend a training session organized by the Honey Queen Committee. This training session will cover educational presentations, media interviews, general conduct, and expectations for the upcoming year.

- The Minnesota Honey Queen will be expected to give educational presentations, cooking demonstrations, and media interviews to a wide variety of ages and organizations. She will also make appearances at fairs, store openings, and farmers markets.
- She will present a monthly itemized statement of expenses and their corresponding receipts of all approved expenditures, so that she may promptly be reimbursed.
- Must keep a log of appearances attended throughout the year.
- It is expected that she will dedicate as much time as possible to attend promotions, events and presentations. She will need to provide a schedule of work, school and major personal events.
- Must wear crown and banner at all events.
- Will be responsible for providing her own wardrobe (except for the provided polo, crown and banner)
- Must complete a quarterly news report containing the events she has attended, where she will be going in the future, and any other pertinent news. This will be submitted to the promotions chair.
- Maintain a scrapbook of all activities and events attended
- Maintain Minnesota Honey Queen Social Media with updates on events attended and other pertinent experience/information
- Provide written thank you letters to hosts and organizations when the occasion warrants.
- Correspondence with the Queen Committee is expected to be prompt. All additional events, expenditures, itinerary changes and appearances must be approved through the Queen Committee.
- It is expected that the Queen will refrain from the use of alcoholic beverages and tobacco while wearing her official attire, and is expected to only participate in these activities in their personal life if they are of appropriate age. (Note: tobacco -18 years old, alcohol-21 years old)
- Must attend the Minnesota State Fair.
- Must attend and compete at the American Honey Queen competition at the American Beekeeping Federation Convention.

### **MHPA and Queen Committee Responsibilities**

- The Honey Queen Committee will arrange as many appearances as possible, taking both her schedule and the local beekeeping organization schedule into account.
- The Honey Queen Committee will provide the Queen with complete information of the details and scheduling of each appearance.
- The MHPA will take a formal portrait of the newly crowned Queen on the last day of the MHPA convention.

- The Honey Queen Committee will provide a training session with the new Queen during the first 2 months of her reign.
- Eligible candidates will be fully sponsored by the MHPA in the American Honey Queen Competition. Travel expenses, lodging, food and entry fees will be covered by the Queen Fund for this.

### **Expenditures to be Paid by MHPA**

- Transportation to and from functions representing MHPA (paid per mile)
- Official Minnesota Honey Queen Photo
- Food and Lodging costs at the Minnesota State Fair, and all expenses for the MHPA Convention at the end of her reign.
- \$50 towards their scrapbook
- Recipe Brochures
- Postage and stationary for thank you letters
- All expenses for competing in the American Honey Queen Competition
- Crown and Banner will be provided by the MHPA
- The Queen Committee will provide an itemized tote of utensils needed for cooking demonstrations.
- Additional expenditures can be preapproved on a case by case basis by the Honey Queen Committee.

### **Queen Expenses to be Paid or Provided by Host of a Promotion**

- Food and Lodging for duration of event
- Demonstration supplies or special needs for that promotion
- Transportation costs while at the promotion
- An approved chaperone for the duration of the event

### **Social Media**

The Minnesota Honey Queen will be responsible for posting regularly on the Minnesota Honey Queen Facebook page. She should update on which events she has attended, recipes, and current news in the beekeeping industry. As this is a professional position, all personal social media should be kept appropriate and respectful. Inappropriate pictures and posts reflect badly on the Minnesota Honey Queen, and the Queen Program in general. Pictures posted while wearing crown and banner should be tasteful and should not reflect poorly on the program. This will be gone over further during Honey Queen Training.

### **Disciplinary Procedure**

Responsibilities, expectation, and behavior of the Minnesota Honey Queen will be further discussed during training with the Honey Queen Committee. If behaviors of the Queen do not reflect positively on the MHPA the Honey Queen Committee and MHPA reserve the right to ask the Minnesota Queen to resign. The alternate will then assume the title.

# **Dress Code**

The Minnesota Honey Queen serves as the spokesperson, marketing representative, and educator on behalf of the Minnesota Honey Producers. As the Minnesota Honey Queen is serving in a professional role, they must be dressed accordingly.

## **Appropriate Attire**

- Professional pants or skirt suit (approximately knee-length skirts)
- Business type dresses
- Khakis and a polo (polo provided by the honey queen program)
- Dress pants and professional blouse or sweater
- Formal gown when appropriate
- Comfortable dress shoes (flats or heels, should be able to walk/stand comfortably for hours)
- Tasteful jewelry that does not distract from the crown and banner, or professionalism
- Business style winter coat (pea coat, wool coat, ect.)
- Nylons/stockings are optional

## **Inappropriate Attire**

- Jeans or yoga pants
- Tee-shirts, tops with writing on them, or sweatshirts
- Short/mini skirts
- Shorts
- Bold/distracting patterns
- Low cut V-necks, backless or tops exposing midriff
- Tennis shoes, flip-flops, or casual sandals
- Clothing that is too tight
- Tank tops
- Sundresses

Business suits or dresses are the desired attire for school presentations, and in classroom type settings (i.e. Beekeeping conventions, expos, ect.). When business attire is not practical (boy/girl scout camps, State Fair, Outdoor Festivals, ect.) khakis or black pants and the provided polo are acceptable. Shoes should be comfortable, functional, and easy to walk in. Make up should be subtle and should

complement the Honey Queen's natural features. Bold colors of eye shadow, lip color, and blush are strongly discouraged. Excessive amounts of jewelry is distracting, and Honey Queens should wear no more than one of each item (one bracelet, one necklace, ect). Body piercings other than earrings, tattoos, or any other forms of "body art" should be covered at all times.

For questions regarding this list please contact the Minnesota Honey Queen Committee.

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camp0588@umn.edu

Allison Anderson

# Minnesota Honey Queen Competition Application Form

Deadline for application form, photo, biography and essay is **May 1<sup>st</sup>**.

Please contact Liz Schroder at 763.498.3133 or liz91201@hotmail.com, or Emily Campbell at camp0588@umn.edu or 218.330.5876 with questions or concerns

Name: \_\_\_\_\_

Sponsorer: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Birthdate: \_\_\_\_\_

Parents' Name: \_\_\_\_\_

Parents' Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Parents' Phone \_\_\_\_\_

School Currently Attending: \_\_\_\_\_

High School From Which You Graduated and Year:

\_\_\_\_\_

List Activities and Hobbies: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Leadership/Public Speaking Experience: \_\_\_\_\_

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Do You Have Any Beekeeping Experience? (not required): \_\_\_\_\_

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Why Would You Like to be The Minnesota Honey Queen: \_\_\_\_\_

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I have read the handbook provided and understand the responsibilities required of the Minnesota Honey Queen. I agree to all the imposed guidelines and responsibilities should I be selected as the Minnesota Honey Queen.

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Contestant Signature

Date

### Application Check List

- Completed Application Form
- Short Biography (includes name, age, school attended, hometown, hobbies and parents)
- Photo of Self
- Essay About the Beekeeping Industry (300-600 words)

### **SEND COMPLETED ENTRY ITEMS TO:**

Minnesota Honey Queen Program

29670 440<sup>th</sup> Ave.

Aitkin, MN 56431

(218) 330-5876

**DEADLINE FOR REGISTRATION, PHOTO, SHORT BIOGRAPHY, & ESSAY IS MAY 1**