

Wellesley NEH Fall Fair: Ambassador Program Coordinator

Overview of Role:

The coordinators of the Wellesley Township Fall Fair Ambassador Program plan and organize the Ambassador Competition held at the Fair. Throughout the year they work to recruit, and nominate, young individuals within Wellesley Township to compete. Coordinators contact local businesses and organizations to acquire gifts and sponsorships for the new Fair Ambassador and are responsible to ensuring the Ambassador can get to required engagements, is aware of dress-code, and behavioural expectations. At least one coordinator of the program will be in touch with various media personnel to promote the competition.

Event/Program Associated With Role:

The Wellesley Township Fall Fair Ambassador Program started as the Harvest Queen Competition at the Wellesley North Easthope Fall Fair. Today, it is a competition open to any young individual within Wellesley Township or the surrounding 15km who wants to be a leader in their community. The program is like a leadership course, or internship opportunity. The judged competition occurs during the Tuesday Night Program of the Wellesley Township Fall Fair, but the Ambassador Coordinators work closely with the winner and the other contestants all year round.

Responsibilities

- Connect with local youth, or organizations to help recruit and/or nominate competitors for the competition.
- Communicate clearly and effectively to potential contestants about the expectations of the Ambassadorship role. Be prepared to answer questions and address concerns.
- Organize workshops with the contestants prior to competition night.
- Approach local businesses for their support of contestants via gifts, etc.
- Order the sashes, and organize the reception that follows competition night.
- Work closely with the Ambassador in their new role.

Skills & Qualifications:

- Be a friendly individual who values mentorship
- A police check is required to work with youth
- Strong organizational skills
- Written and verbal communication skills

Time Commitment & Breakdown:

This a detailed breakdown of the responsibilities and tasks that must be accomplished throughout the year. It is outlined roughly by month.

September:

- After the Fair, get a copy made of new Fair Ambassador portrait (taken by photographer at the Ambassador Competition) for mounting in display case. Prepare a print to give to outgoing ambassador for their display at the Fair the following September.
- Immediately give new Ambassador the list of dates for the year (ie. Conventions, parades, etc.) and speak with them about behaviour, wardrobe, and social media expectations.
- The Ambassador will be in a vehicle at the Apple Butter and Cheese Festival – work with the ABC Organizers. Communicate with Ambassador about expectations for Festival Day.

December:

- The Ambassador will be in two Christmas parades – The Christmas Tyme in Wellesley Parade, and the St. Clements Christmas Parade. Work with Fair Board Members and the Lion's Club(s) to ensure a float is ready for the Ambassador to ride in.
- Talk with the Ambassador about the event and the expectations.

January:

- Invite the Ambassador to attend the Fair AGM.

February:

- The Ambassador will be attending the Ontario Association of Agricultural Societies Convention (O.A.A.S.) in Toronto. A Coordinator will be attending as a chaperone for the Ambassador. Speak with the Ambassador about what the Convention will entail, help them fill out their paperwork, and travel there with them.

May /June :

- Begin the search out new contestants (usually previous ambassadors help greatly).
- Current Ambassador visits Linwood, St. Clements and Wellesley schools to promote the Program.

June:

- Meet 'n Greet breakfast/lunch or dinner meeting with all new contestants and Q&A.

June through August:

- Ambassador workshops, ie. Public speaking, farm visits with photo-ops.
- Help contestants work on elevator speeches.
- Gather gifts for the contestants and ambassador; address thank-you cards for them to send after receiving the gifts.

- Do some photo ops with the new contestants to help with bonding, and media presence.
- Provide information about the Ambassador Program during the Tuesday Night Program
- Help with speeches.
- Make up a list of gifts so they know who has given what. (The last few years we have collected the gifts in laundry baskets – easier carrying for the contestants after the program and they keep the baskets as well.)
- Connect with sponsors and contacts about the “after-program” reception
- Order:
 1. sashes from Cassio in Baden with sponsor name on one side and fair name on the other.
 2. Order a dozen red roses for new ambassador and a dozen yellow roses for outgoing ambassador.
- Check with outgoing ambassador to see if they will uphold the birthstone angel tradition started years ago. Speak to them about their Farewell speech and offer guidance.
- Joanne contacts judges and gets their packages out to them. She makes sure someone will have dinner ready to be served to the judges on the Tuesday evening.
- Check with contact at Schmidtsville Restaurant to see if they will sponsor the “morning after” breakfast for the ambassadors.
- Organize a convertible for the parade for the outgoing ambassador.
- Speak with local newspapers and provide information about the contestants. Invite them to do interviews.
- Make up the itinerary for the Tuesday and Wednesday at the fair – where and when ambassadors should be present.
- Make up a new itinerary with dates and times for the following year for the new ambassador, so they know a bit about what will be going on.
- Monday before fair – set up of displays and run through of the program on stage.
- Lead the Ambassadors through their program. Sit with them during the Tuesday Evening etc.
- After the new Ambassador is crowned present them with their gifts.
- The Wednesday of the Fair a Coordinator will lead the Ambassador and Contestants through their activities for the day.
- After the Fair is over ask for Feedback from Ambassador

Key Contacts:

If you are interested in this position please contact Joanne Stewart at joanne.stewart@uwaterloo.ca or 519-658-0764