

WHA Royalty Expectations

This one-page summary highlights the expectations for Wisconsin Holstein Association Royalty. Royalty members serve as visible representatives of WHA, the dairy industry, and Wisconsin youth programs. The role calls for professionalism, preparation, positive communication, and active engagement at events throughout the year.

Representing WHA

- Know the purpose, benefits, activities, awards, and membership opportunities of WHA and the Wisconsin Junior Holstein Association.
- Be prepared to promote WHA at shows, conventions, fairs, dairy events, school visits, and public appearances. Required events include: Adult and Junior Conventions, Midwest National Spring Show, Cow Camp, District Shows, Wisconsin State Fair Junior Show, Midwest Summer National Show and World Dairy Expo. Allowances will be made for participation at shows and junior convention contests but Royalty team members are encouraged to prioritize Royalty obligations when available.
- Make a point to speak with members, youth, families, exhibitors, and the general public in a friendly and informed way.
- Ask the Royalty Committee or WHA staff before doing anything you are unsure about.

Professional Conduct and Appearance

- Arrive on time, stay for the expected time, and show appreciation for every opportunity to represent the Association.
- Wear business professional attire with the crown and sash unless told otherwise; crown and sash should be worn together.
- Maintain polished grooming, appropriate hair and makeup, closed-toe shoes, and clean, pressed clothing.
- Avoid jeans, leggings, shorts, distracting jewelry, visible tattoos, heavy fragrance, and anything that takes away from a professional image.

Communication and Public Speaking

- Expect to speak at events; prepare comments in advance and tailor messages to the audience.
- Use positive, relatable language about WHA, Holsteins, dairy farmers, youth development, leadership, and the dairy industry.
- Be friendly, sincere, respectful, and confident; avoid arguments, negative wording, slang, and unnecessary apologies.
- When attending events with another royalty member, divide speaking topics to avoid repeating the same message.

Phone, Travel, and Safety

- Travel safely and independently to events. Confirm directions and event contact information before traveling, and do not rely only on cell phone GPS.
- Keep phones put away and silent during events; use phones only when appropriate and never while driving except for GPS.
- Pack practical supplies such as snacks, water, lint roller, sewing kit, safety pins, bobby pins, and touch-up items.
- At public events, stay near someone you know and trust, and be mindful of location-sharing apps.

Social Media and Writing Expectations

- Create timely and appropriate social media posts throughout the year. Minimum of one post per week and twice during show season.
- Keep all royalty and personal social media posts positive, tasteful, professional, accurate, and grammatically correct.
- Avoid inappropriate images, gestures, alcohol or tobacco references, offensive humor, political posts, oversharing, and slang.
- Think before posting, give credit when sharing others' content, and protect your privacy and location.
- For the *Wisconsin Holstein News* column, write in a personal but professional voice, share experiences and goals, keep columns focused, and submit drafts for editing at least one week before the deadline.

Reimbursement and Support

- Royalty will receive mileage for pre-approved events where they are representing WHA and an expense report is submitted in a timely manner.
- Use the Royalty Committee and WHA staff as resources throughout the year for questions, event preparation, messaging, and problem solving.