



**American Beekeeping  
Federation**

**AMERICAN HONEY QUEEN PROGRAM  
GUIDELINES FOR HONEY QUEEN PROGRAMS  
REV. 2013**

# TABLE OF CONTENTS

I.	Introduction .....	3
II.	The Local Honey Queen Program.....	5
III.	The State Honey Queen Program.....	7
IV.	Honey Queen Committee .....	8
V.	American Honey Queen Program .....	9
VI.	Promotions .....	10
VII.	Inviting a Honey Queen to a Promotion .....	12
VIII.	Publicity.....	13
IX.	Scrapbook .....	14
X.	Banquet Guidelines .....	15
XI.	Fundraising .....	16
XII.	Judging.....	17
XIII.	Queen Etiquette.....	18
XIV.	Sample Rules for a Local Honey Queen Program.....	20
XV.	Sample Rules for a State Honey Queen Program.....	22
XVI.	Sample News Release.....	24
XVII.	American Honey Queen Program Contest Rules.....	27
XVIII.	American Honey Queen Judging Criteria .....	30
XIX.	Application Form – American Honey Queen Contest.....	31
XX.	American Honey Queen Program Dress Code.....	33
	<u>Appendix</u> .....	35
A.	Sample State Rules, Forms, Guidelines.....	36
	1) Wisconsin	
	2) Texas	
	3) Pennsylvania	
	4) Indiana	
	5) Minnesota	
B.	Contact Information for State Honey Queen Programs.....	56
	1) Florida	
	2) Indiana	
	3) Iowa	
	4) Kansas	
	5) Minnesota	
	6) Missouri	
	7) New Jersey	
	8) North Dakota	
	9) Pennsylvania	
	10) Texas	
	11) Wisconsin	
C.	Sample Honey Queen Itinerary.....	58
	1) Local Honey Queen Itinerary	
	2) State Honey Queen Itinerary	
	3) American Honey Queen Itinerary	
D.	Miscellaneous Resources Lists/Tips .....	65

# I. INTRODUCTION

This publication is designed to assist members of state or local beekeepers associations who are interested in starting a Honey Queen Program or enhancing an existing program. With these thoughts as a guideline, queen committees can use their own imaginations and make their own programs more or less elaborate, thus creating uniqueness in a program as well as a candidate.

Each association or organization must adopt its own guidelines which will fit its needs and budget. Associations should strive to ensure that candidates are eligible to compete for the American Honey Queen title and should consider the national guidelines when formatting state or local guidelines.

The purpose of a Honey Queen Program is to promote honey and educate the public on all aspects of the beekeeping industry (i.e. various uses of honey, production of honey, pollination, problems of the industry, the workings of a beehive, etc.). A Honey Queen is called upon to present programs to all ages, pre-school to senior citizens; to assist at fairs, store promotions, cooking demonstrations; and to promote the industry through civic organization presentations and news media interviews.

The Honey Queen Program is divided into three areas: local, state, and national. The national program, the American Honey Queen Program, is sponsored by the American Beekeeping Federation. The first American Honey Queen was crowned in 1959. The American Beekeeping Federation typically selects an American Honey Queen and an American Honey Princess annually, both who travel nationally on behalf of the industry.

The Local Honey Queen Program is the “heart” of the Honey Queen Program. Here, the young woman receives the training and knowledge needed from the county or district association, beekeeper, or group of beekeepers she represents. She must be knowledgeable in all aspects of the beekeeping industry and must be aware of the concerns of beekeepers in the area she represents.

Once a group selects a young woman to serve as its representative, she should be presented with a banner and crown. The banner should designate her title and the crown will show the honor of her position. Crowns need not be elaborate, particularly on a local level.

The Honey Queen must be capable of handling newspaper and radio interviews, as well as television appearances. Through “people contact”, the program receives thousands of dollars worth of “free” publicity. Good professional or official photographs, along with a fact sheet concerning the Honey Queen herself, the program, and association she represents, should be available to persons inviting the Queen to their promotions. The local media will use these for its coverage of the event.

The young woman should serve as a Local Honey Queen to gain experience and poise before entering the state competition. Candidates for State Honey Queen should be 18 to 24 years of age. They should be judged on poise and professionalism, speaking ability, extemporaneous presentations, knowledge of subject, and general communication skills.

Functions the State Honey Queen might attend include county and state fairs, agriculture shows, home economics and agriculture classes, schools, 4-H and FFA group functions, civic group meetings, and, “Wherever a beekeeper wants the voice of the industry heard.”

State Queens compete for the position of American Honey Queen. The selection of this national representative of the beekeeping industry is held in conjunction with the annual American Beekeeping Federation Convention each January. The coronation of the American Honey Queen is a gala event. Judging of the candidates is carried out at various events during the course of the convention, and candidates are evaluated on their professionalism, presentation and speaking ability, writing skills, and knowledge of subject.

It is of utmost importance to the industry that the young woman selected as American Honey Queen or Princess will have the time and put forth every effort to serve the industry. She is the American Beekeeping Federation’s public relations representative and is expected to travel extensively throughout her reign.

Beekeepers throughout the United States will invite the American Honey Queen to important functions in their area. The American Beekeeping Federation will pay her traveling expenses (airfare), and the host will furnish meals, lodging, and local transportation. The host will be responsible for arranging as much news media coverage as possible. Photos and news releases are made available by the American Honey Queen Committee.

Through the American Honey Queen Program, the beekeepers in the United State receive thousands of dollars in news media coverage each year. The media coverage, together with the personal contacts the Queen makes, has proven to make this a successful program.

Honey recipe folders are made available through most local and state programs, and the American Beekeeping Federation provides recipes for the National program. The Queens distribute these at functions, and they are available for beekeepers to purchase for distribution to consumers.

To start a Queen Program, you will need enthusiasm and willingness to work to get the program started and running successfully for years to come. Once beekeepers see the program is working, you will have many willing supporters.

For more information and assistance, contact:

Anna Kettlewell  
American Beekeeping Federation  
American Honey Queen Program Chairperson  
10432 W. Norwich Avenue  
Greenfield, WI 53228  
414.545.5514  
[honeyqueen99@hotmail.com](mailto:honeyqueen99@hotmail.com)  
[www.abfnet.org](http://www.abfnet.org)

## II. THE LOCAL HONEY QUEEN PROGRAM

The Local Honey Queen Program creates the foundation for the state and national programs. It serves as the heart of the Honey Queen program. The local association and its queen program chairperson have the responsibility of training and grooming the Local Honey Queen.

In starting a Local Honey Queen Program, the following three things should be considered:

1. A chairperson who has the enthusiasm for promotion and the patience to understand he/she is dealing with youth. A chairperson is the Local Honey Queen's main contact throughout her reign.
2. Funding according to the local association's budget and the demand for promotional activities. Expenditures to consider in establishing a budget include tiara, banner, official photographs, postage, mileage, photo processing, recipe folders, subscriptions to state newsletter and major publications, educational materials, flowers, and gifts.
3. Selection of the Local Honey Queen may either be through a contest sponsored by an association or individual or by simply selecting a young lady who has the qualities to fulfill the position of Local Honey Queen.

If a contest is conducted, candidates may be recruited through news releases, personal contact, youth groups (i.e. 4-H, Girls Scouts, FFA), or college programs (i.e. education, marketing, business, communications).

Knowledge of the beekeeping industry is not necessary in a contest for this level. Promotion ability, showmanship, professionalism, and the desire to promote honey and the beekeeping industry should be the consideration for the judging.

Judges may consist of media representatives, beekeepers, and/or representatives of other commodity groups. Notify your local newspaper, radio, and television of the contest. Activities involving the public, in addition to the contest, create more interest for the media. (Refer to the chapter on *Promotions* for ideas.)

At the local level, the Local Honey Queen should gain exposure to all areas of the honey and beekeeping industry. Practical experience can be obtained through visits to honey houses, beeyards, and supply houses. Beekeeping books should be made available to the Local Honey Queen. Beekeeping short courses are also a way to gain information. Experiences of this nature give the Local Honey Queen self-confidence.

The members of the local association must be willing to give of their time for a successful Local Honey Queen program. The Local Honey Queen must be willing to give of her time to learn as well as promote the industry. It should be pointed out that the Local Honey Queen may need to miss school and/or work to attend important promotions and/or the State competition.

If a scrapbook is required for the State competition, the young lady should be made aware of this at the beginning of her reign. With advance knowledge of the need for a scrapbook, the Queen will be able to collect articles and pictures of her activities and promotions from the beginning of her reign. (For more information, refer to the chapter on *Scrapbook*.)

If the Local Honey Queen is dedicated and the local association is supportive, the results will be abundant. Even if state level competition does not exist in the state, a Local Honey Queen Program can be carried on successfully.\* The benefit which will be received from the promotion provided by a Honey Queen program is undeniable.

It is suggested that Local Honey Queens should reign for at least six months (a year is better) prior to State competition. The local experience will "season" her and give her more confidence.

Knowledge a Local Honey Queen should acquire:

1. About beekeeping
  - a. Parts of the hive and their proper names
  - b. Three castes of bees – Queen, Drone, Worker – and their responsibilities
  - c. Floral sources of the area represented
  - d. Production of honey
  - e. Processing of honey
  - f. Seasonal management of colonies
  - g. Benefits of the honeybee to agriculture and natural resources through pollination
2. About honey
  - a. Normal range of area honey's moisture content
  - b. Granulation – what causes it and what to do about it
  - c. Conversion of recipes from sugar to honey
  - d. Varieties of honey
  - e. Cooking hints
  - f. Other uses of honey
3. About other marketable products of the hive
  - a. Pollen
  - b. Royal Jelly
  - c. Beeswax
  - d. Propolis
  - e. Pollination service
  - f. Bee venom

At its discretion, a Local Honey Queen Program may select young women to serve as Local Honey Princesses. A Local Honey Princess may attend promotional events with the Local Honey Queen, attend events that the Local Honey Queen is unable to attend (due to schedule conflicts), or attend events arranged by the Local Queen Committee. Local Honey Princesses must abide by the same rules as the Local Honey Queen. Local Honey Princesses may, based upon the Local Honey Queen Contest rules, apply for the position of Local Honey Queen, or, if necessary, may succeed a Local Honey Queen if she cannot continue her service as a Local Honey Queen. Local Honey Princesses may not apply for the State Honey Queen position.

*(See Sample Rules for a Local Honey Queen Contest.)*

*\*Per the rules for the American Honey Queen program, a Local Honey Queen may be a candidate for the American Honey Queen position if her State Organization does not have a State Honey Queen program **and** the State Organization endorses the Local Honey Queen as their candidate for the ABF Position. Note that a State Organization may only endorse one candidate for the American Honey Queen Competition.*

### III. THE STATE HONEY QUEEN PROGRAM

#### **Purpose**

The State Honey Queen Program serves as a spokesperson and promoter for a state beekeeping organization. The State Beekeeping Association and State Honey Queen Program Chairperson are responsible for training and preparing a State Honey Queen for the National competition.

#### **Judging Criteria**

Poise, personality, communication skills, aptitude at extemporaneous presentations, professionalism, and knowledge of honey and the beekeeping industry should be criteria for judging. The abilities of a State Honey Queen candidate should be acquired prior to competition and selection.

For states that do not employ a Local Honey Queen Program format, the selection process may be different. Candidates for the position should have an interest in public speaking and communication and should possess excellent interpersonal skills. Candidates should also be willing to learn about beekeeping and honey, as speaking about these matters is essential to a successful State Honey Queen. Selection may be based upon speaking skills, essays, and interview process. Refer to *The Local Honey Queen Program* for basic knowledge that your State Honey Queen should obtain.

As in the Local Honey Queen Program, a State Honey Queen Program may select a runner-up to serve as a State Honey Princess. The State Honey Princess may attend promotional events with the State Honey Queen, attend promotional events that the State Honey Queen cannot attend, or attend events arranged for her by the State Honey Queen Committee. Finances should be considered when deciding if a State Honey Princess will be selected. State Rules should indicate whether a State Honey Princess may apply again to be the State Honey Queen. A State Honey Princess may not apply for the American Honey Queen position.

#### **Finances**

A precise list of expenses covered by the State Association should be available to the State Honey Queen. The State Honey Queen Committee should provide an estimated budget to the officers of the state association each year with consideration for the association's financial condition and the demand for the Honey Queen, if expenses are reimbursed through the State Association's general fund. Many State Honey Queen Committees manage their finances through a separate Honey Queen Fund to ensure that funds are used solely for Honey Queen-related expenses.

Suggested items to be considered in estimating the budget include tiara, banner, mileage, professional/official photographs, phone bills, printing of recipe folders, photo processing, postage, subscriptions to the state association newsletter and major national trade publications, membership in the American Beekeeping Federation, educational materials, demonstration supplies, scholarship, gifts, and flowers.

Refer to the *Introduction* and the chapter on *Local Honey Queen Program* for more information.

(See *Sample Rules for a State Honey Queen Contest*.)

## IV. HONEY QUEEN COMMITTEE

The Honey Queen Committee on all levels should consist of a chairperson and two or more members of the association. The Honey Queen Committee is the “backbone” of the Honey Queen Program.

Selection of the committee is very important. These individuals should possess the enthusiasm for promotion and have the patience to understand youth. They must be able to accent on the opportunities and play down any problems and must be able to deal with any situation.

Having sufficient time to give to the program is an important element to consider in selecting a committee.

The Queen Committee should:

1. Make the decisions as to which invitations the Honey Queen will accept
2. Coordinate appearances for the Honey Queen
3. Make the travel arrangements for the Honey Queen
4. Provide itinerary for Honey Queen and host
5. Provide promotional material
  - a. Official photos
  - b. Press releases
  - c. Recipe folders
6. Recommend a budget and stay within the budget that is set
7. Initiate ideas for fundraising and execute fundraising projects
8. Be prepared to advise the Queen on speech topics and promotional ideas
9. Help develop the Queen’s speaking and presentation abilities and provide training and educational materials/tours as needed to best develop the Queen’s knowledge
10. Articulate and enforce the expectations for the Queen for the year
11. Help prepare the Queen for the next level of competition and provide the arrangements/funding necessary to cover the expenses associated with a State or National competition
12. Coordinate activities at conventions/meetings for Honey Queen candidates (judging process/judges/interviews; special events, etc.)

## V. AMERICAN HONEY QUEEN PROGRAM

### Purpose

The American Honey Queen Program provides the entire beekeeping industry with a salesperson and a public relations representative. The purpose of the American Honey Queen and Princess positions is to increase the consumption of honey as well as to educate the public about beekeeping industry.

The monetary value of the Honey Queen Program can only be partially measured, but thousands of dollars of media promotion are realized annually through the American Honey Queen program alone. This does not include the store promotions, fairs, festivals, and school presentations that the American Honey Queen and Princess provide each year to thousands of people. With added participation of Local and State Honey Queen Programs, the benefits of the total program are considerable.

Local and State Honey Queens should aspire to become the American Honey Queen. The benefits of the program are immense for the young women selected to serve. Not only will they gain incredible public speaking skills and experience, they will learn professional skills that will serve them in future careers.

*(See American Honey Queen Contest Rules, American Honey Queen Judging Criteria, and American Honey Queen Contest Rules.)*

## **VI. PROMOTIONS**

The United States has unlimited opportunities for the American Honey Queen to promote the beekeeping industry. The beekeeping industry touches the lives of every individual in our country. The public finds this industry interesting and unique. It is up to the beekeeping industry to reach the public through promotions. Promotions can range from fairs, farmers' markets, school presentations, and civic organization speeches, to primetime media, such as radio, television, and newspapers.

Listed below are a variety of promotions that queens may participate in and a suggested description of her role. Note that there are many other opportunities beyond this list. Recipe folders are always appropriate to hand out at all promotions.

### **Fairs, Festivals, Farmers' Markets, Agriculture Shows**

The Queen may serve as a public relations representative for the industry by talking with the public and answering questions. She may demonstrate cooking with honey and/or beekeeping processes (e.g. hive demonstration, extracting demonstration). These events typically offer a variety of media opportunities in which the Queen can participate.

### **Schools, 4-H, Scout Groups, FFA**

The Queen can give presentations on beekeeping and honey. (Visual aids such as posters, pictures, protective clothing, and essential equipment are helpful). The Queen could also pass out coloring books, educational worksheets, etc., as well as samples of foods prepared with honey. Beekeeping and cooking with honey are good projects for 4-H clubs, scout groups, and similar organizations. School presentations can be given to students in elementary school as well as to middle school science and agriculture students and high school agriculture and home economics students.

### **Homemaking, Food Service, Women's Groups**

The Queen can give demonstrations on cooking with honey as well as hints on cooking with honey. Recipes are always in demand at this type of function. A variety of flavors or honey for sampling is usually interesting. The other uses for honey (e.g. beauty enhancement) may also be demonstrated and explained.

### **Civic Organizations & Business Organizations**

Civic Organizations are typically interested in honey and/or beekeeping topics, and the Queen can give presentations on a multitude of topics. Statistics are impressive. Business owners are also interested in the economics of the industry. Pollination of local crops is a good topic. Examples of possible groups to which the Queen can speak include Lions, Lioness, Rotary, Kiwanis, Jaycees, and Chamber of Commerce groups.

### **Other Agriculture Groups**

In speeches and conversations with individuals, the Queen can relate beekeeping to the role it plays in production of their particular crop through pollination. Examples of possible agricultural groups that a Queen could visit include Post Secondary Agriculture Student (PAS) Organization, FFA Alumni, Community Agriculture Clubs, Farm Bureau, and college-level agricultural organizations and programs.

### **Store Promotions**

Serving samples of honey-made products (honey sundaes, honey drops, honey on muffins and crackers, etc.) is an excellent tool in selling honey. Demonstrations on cooking are always of interest. A variety of flavors and colors of honey on display will enhance your promotion.

Observation hives at these venues help draw customers and provide the Queen an opportunity to discuss beekeeping.

**Open Houses (Honey Processing Houses, Beekeeping Supply)**

The Queen can serve as hostess, describing the process by which honey is produced, processed, and bottled. She can explain the various equipment and its uses.

**Beekeepers' Meetings**

The Queen should speak on promotion and the role of the Honey Queen Program in promoting the beekeeping industry. She may solicit monetary support for the program and discuss the ABF or State organization and its programs.

**Conventions (Homemakers, Food Service, FHA, FFA, Dieticians, Farm Bureau)**

Queens can speak on honey and its uses. Setting up an exhibit and passing out literature and recipes on honey is a great way to spread the message about using honey.

## VII. INVITING A HONEY QUEEN TO A PROMOTION

If you are planning a promotion and would like to have the Local, State, or American Honey Queen or Princess attend, extend an invitation through the appropriate Honey Queen Chairperson. An invitation may be extended by an individual, an association, or any interested organization.

To extend an invitation, simply call, write a letter, or send an email to the chairperson of the Honey Queen Committee of the level you wish to invite. Advise the chairperson of the type of promotion and the dates you wish the Queen to attend, noting the speaking potential the Queen will have at the promotions. You should advise the chairperson of any other possible media exposure and other possible activities she might be able to attend for promotional opportunities.

As soon as your invitation has been confirmed, the chairperson will send photographs and press releases of the Queen. Provide your local newspaper with the photos and news releases noting that the Queen will be appearing at your promotion. Contact the television and radio stations and set up interviews. (Talk shows and farm news are good programs; country, public, and nostalgic radio stations are usually friendly to Honey Queens; and morning news programs often feature cooking segments.) Fill the Queen's schedule with as many promotional activities as possible. Your Chamber of Commerce will usually be delighted to help you.

Send the chairperson a list of all appearances as soon as you have them confirmed. The chairperson might have some helpful suggestions for you.

As early as possible in the planning process, the chairperson and the Honey Queen must be furnished the names, address, phone numbers, and email address (if applicable) of the persons who will be responsible for the Queen during her visit. If public transportation, such as air travel, is included in the arrangements, the chairperson will provide specific details on time of arrival, flight number, and airport to the host. As soon as possible, the host should provide the meeting spot for the Queen's arrival (and any additional details, such as local transportation she needs to take, such as a taxi). During promotional tours when a Honey Queen or Honey Princess stays in the home of a host, there must be another female adult occupying the residence of the host, and the residence must be non-smoking.

When hosting the Honey Queen, the hosts or hosting organization are responsible for her lodging and meal expenses. Some programs may have additional guidelines, including providing transportation or escorts/chaperones. Always verify with the Program Chairperson what is required from hosts and hosting organizations.

The following information should be given to the Honey Queen when she is visiting your area:

1. Local honey floral sources
2. Itinerary of promotions, including time, date, and place of local beekeepers meetings
3. Honey production statistics for your area/state/United States
4. For demonstrations, the host should have the ingredients and equipment together
5. For presentations to be given, have date, time, organization, allowable length of speech, and suggested topics

After the Queen has completed your promotions, send the chairperson a complete list of the appearances, the time spent at each appearance, and any newspaper clippings and radio or television recordings that included the Queen. It will help the Honey Queen Committee to make the best use of the Queen's time.

## VIII. PUBLICITY

Publicity is very important to your Queen program. It might be helpful to have a Honey Queen Committee member to handle the publicity for your Honey Queen.

The following are some ideas for publicity:

1. Keep updated news releases on hand.
2. Have official photographs available.
3. Keep the media advised as to what is going on and the Queen's scheduled appearances.
4. A jar of honey or honey baked items dropped by radio and television stations gives extra publicity.
5. When meeting with media representatives, the Queen should always have recipe brochures, easy fact sheets (about honey, the promotional event, etc.) from which an interviewer can create questions, and a honey sample or treat to share.

(Refer to *Sample News Release*.)

## IX. SCRAPBOOK

Scrapbooks are a requirement for American Honey Queen competition and most State Honey Queen contests.

The scrapbook is a pictorial record of the promotional activities in which a Honey Queen has been involved. Take pictures of everything the Honey Queen does to promote honey and/or the industry. A thought to keep in mind is an old adage, "One picture is worth a thousand words." Scrapbooks should focus primarily on the work a Honey Queen does for her sponsoring organization (e.g. media interviews, working in a fair booth, demonstrating a honey recipe, speaking to students, newspaper articles, etc.) and less on non-promotional activities. Limited headshots should be included. (One headshot/official photo at the beginning of the scrapbook is sufficient). Captions help make a scrapbook meaningful to a variety of audiences. Captions should be clean and legible to the audience.

Keep all newspaper articles, including the dateline. Banquet programs and similar publications are all good items to keep. It is not recommended to include dried corsages, airline tickets, and items not related to honey and/or beekeeping promotions.

## **X. BANQUET GUIDELINES**

Coronation of Honey Queens typically occurs at a banquet, particularly on the State and National levels. Below are guidelines that may be employed for various banquets.

1. Tables should be reserved for candidates, parents, judges, and Queen Committee.
2. The reigning American/State Honey Queen and Princess and Queen Committee Chairperson should be seated at the head table. At State banquets, the visiting American Honey Queen and Princess or other visiting Queens may be seated at a reserved table.
3. The president of the Association should escort the State or American Honey Queen. The vice president of the Association should escort the State or American Honey Princess.
4. Coronation of the new Honey Queen and Princess should be the event of the night; therefore, it should be the last event of the evening.
5. Judges may be recognized at the banquet prior to the coronation.
6. The reigning Honey Queen and Princess give farewell speeches immediately prior to crowning of the new Honey Queen and Princess.
7. Candidates should wear their banners, but not their tiaras to coronation ceremony.
8. Candidates, parents, and/or sponsor should be introduced prior to coronation.
9. Candidates should be positioned in an area where they can best be seen by the audience, typically near the head table.
10. Small children may be utilized to bring in crown, banner, roses, and gifts (like ring bearers in a wedding).
11. Drum roll adds to coronation of Honey Queens.
12. The winners should be introduced in the following order: Miss Congeniality, Alternate, First Runner-Up or Honey Princess, and finally, Honey Queen.

# XI. FUNDRAISING

All fundraising projects must have the support of membership of the association involved to be successful.

Some ideas for fund raising are outlined below.

1. Auctions – Usually a good way to raise money. The items are usually donated; therefore, little expense would be involved. Auctions can be held in conjunction with your Honey Queen contest or other important functions (local beekeeping meetings, special meetings). Having a professional or entertaining auctioneer can help raise more funds. A silent auction should be considered if there are many small items.
2. Honey sales – Members donate honey and all proceeds go into the Honey Queen fund. Honey sales can be anywhere: malls, fairs, festivals, home shows, roadside stands, or house to house. A Queen can also carry extra membership-donated honey with her when speaking to civic organizations, etc. She might mention she has honey for sale with her or arrive early and set up a display. She is sure to make some sales.
3. Honey Cookbooks – Most women’s organizations want recipes. Your Queen can carry the cookbooks with her and let it be known they are available at any kind of honey sale or in conjunction with any other fundraising project.
4. Meals – Good for association meetings. Either have membership bring a covered dish (all items made with honey) or have a committee prepare the meal and charge a small fee for the meal. It is good to involve your Honey Queen in the preparation of this project. You might invite your news reporters as guests to receive media coverage. Have recipes of the items served for exchange.
5. Sell Chances (Raffle) – On anything – microwaves, jewelry, televisions, quilts, and season tickets to your local football or basketball games – anything that can be used by the public as well as beekeepers. Be sure to follow your State’s governmental regulations for raffles.
6. Garage Sales – As the old adage goes, “one man’s junk is another man’s treasure.” Members donate items they no longer want and have a sale. Advertise and announce that your Queen will be on hand and have honey for sale. Good to give away recipes and have honey-made treats on hand.
7. Bake Sales – Use membership-donated honey-baked items. This is a good holiday project. Good to have your Queen on hand and to advertise. Grocery stores, malls, fairs, festivals, etc., are good places to have your sales.

## XII. JUDGING

Judging the Honey Queen candidates is necessary for all levels of competition.

A panel of at least three judges should be selected. The beekeeper judges should come from an association that is not sponsoring a candidate in the contest, if at all possible. Judges can be media personalities, individuals with other commodity queen programs, teachers, or business leaders; however, there should always be a judge with beekeeping knowledge.

It is not necessary for the candidates to know who the judges are prior to personal interviews. Actually, it is helpful to the judges for the candidates not to know their identity until an interview. This will enable them to judge the candidate “out of the spotlight” as well as “in the spotlight”.

The Honey Queen Committee should provide the judges with:

1. A list of questions on and/or about:
  - a. Honey
  - b. Beekeeping
  - c. Promotion
  - d. Personal information
2. Folders on each candidate should include:
  - a. Application
  - b. Autobiography
  - c. Essay
  - d. Photographs
  - e. Any other information requested by the committee
3. Criteria for judging
4. Rules of the association’s Honey Queen program
5. Plenty of pens, pencils, paper, note paper, and score sheets, if required
6. Itinerary of queen activities during the convention
7. Committee member to ask the interview questions, as desired. This can allow the judges more time to evaluate the candidates. Judges are free to ask follow up questions if they wish.

It is helpful for the judges to be selected prior to the convention. As soon as the judges have been selected, the association Honey Queen Chairperson should provide them with the criteria for judging, itinerary of Honey Queen activities, the rules that govern the Honey Queen program, and a score sheet, if required. With this information in hand prior to the convention, the judges will know in advance what is expected. They will be prepared to begin their evaluation upon arrival of the candidates.

(Refer to *American Honey Queen Judging Criteria* in the appendix.)

## XIII. QUEEN ETIQUETTE

Most of the preceding information has been about the Honey Queen *Program*. Little has been said about the most important ingredient, the *Honey Queens* themselves.

First and foremost, she and the job she performs are appreciated by the beekeepers. At every level, a Honey Queen is a wholesome young woman promoting a wholesome product. She is expected to act professionally and kindly with all she encounters as the Honey Queen.

A successful Honey Queen is conscientious of her obligation to the beekeeping industry and realizes it is an opportunity to develop her personal qualities. Her personal gain from this experience will be with her always.

She must, above all else, be a professional young woman. She must maintain a businesslike and professional appearance and maintain professional behavior at all times. The public views anyone wearing a crown and banner as someone special. If your Honey Queen disappoints the public, she defeats herself and the industry she represents.

The following are some hints you might find helpful in training your Honey Queen:

1. Crown and Banner – Should be worn at all promotions. The crown and banner should generally not be worn with slacks, jeans, shorts, or other casual wear. Banners with black letters on white or white letters on black will show up better in photographs. Consider crowns carefully, recognizing that they will be worn quite a bit throughout the year. A heavy crown may become difficult for the Honey Queen during a long day of promotions.
2. Clothing – A queen should always dress in a manner that would be pleasing to the association she represents. She should dress appropriately for each occasion with an accent on cultivating the professional look. She should stand out in a crowd because of her strikingly professional, yet approachable, style. Brightly colored business suits are highly encouraged, and skirts help the Honey Queen to stand out in a crowd.

When a Local Honey Queen is crowned, she should be encouraged to strive toward the goal of American Honey Queen. With this thought in mind, it would be helpful for her to consider the amount of travel involved. As she replenishes her wardrobe it would be helpful to purchase coordinates that would make a maximum number of different outfits with a minimum number of articles. Another thought to keep in mind would be “easy care” and “easy packing” clothing. This would be especially true for State and American Honey Queens.

The selection of shoes should be very important. A queen should take into consideration the fact that many of her promotions will require her to be on her feet a great deal of time. Comfortable, yet professional, shoes can make a great deal of difference.

(See *American Honey Queen Program Dress Code*.)

3. Makeup – Should be at the Honey Queen’s discretion. Makeup should be natural looking, as the queen is promoting a natural product. Too much makeup can be distracting to the message the queen is trying to present. She should be discouraged from applying any makeup in public.
4. Jewelry – Should be at the Honey Queen’s discretion. Jewelry should be minimal and not distracting to the queen’s message or the television camera.

5. Alcoholic beverages and/or smoking – Prohibited for a Honey Queen while representing her association. Since she is a representative of honey and the beekeeping industry, it is recommend fostering the image of wholesome living on duty as well as off at a promotion (i.e. fairs, festivals, conventions).
6. Fairs, festivals, and conventions – When working in a booth, the Honey Queen should always face the people. If she wishes to speak to someone in the rear of the booth, she should step back beside the person, but continue to face out. The public is not interested in the back of her head. Her demeanor should be pleasant throughout the day and with all individuals who approach her.
7. Male friends – It is only natural that your Honey Queen should have male friends; however, she should not show an undue display of affection at a promotion, including hand-holding and other signs of affection. Male friends are **not** to accompany a queen on any overnight promotion.
8. Gifts – A queen should graciously accept gifts if they are presented to her. She should respond with a verbal word of appreciation then follow up with a written one. She should refrain from discussing gifts she has previously received from her hosts.
9. Visiting in the home of a host – A Honey Queen should be encouraged to adjust to the lifestyle of her host. She should not expect any special treatment and should offer to assist the host with meal preparation, etc. She should be as neat as possible and should spend time with her hosts. She should refrain from discussing living conditions in the home of a previous host with others in the organization. If a home provides a problem for a Honey Queen (e.g. allergy stimulants, etc.), the Honey Queen should contact the Honey Queen Program Chair to make alternate arrangements.
10. Honey and recipe folders – A queen should always have some close at hand. She never knows who she will run into and want to present with honey or a recipe folder.

# **XIV. SAMPLE RULES FOR A LOCAL HONEY QUEEN PROGRAM**

## **Purpose**

The local Honey Queen will promote honey and the beekeeping industry on the local level.

## **Who Can Compete?**

Any young woman who has reached her 17<sup>th</sup> birthday by January 1 (of representation year) and who has not passed her 23<sup>rd</sup> birthday by January 1 (of representation year) and who has been approved by the Honey Queen Committee.

## **What is Expected of the Candidate?**

1. Candidates should have a desire to promote the use of honey and the beekeeping industry.
2. Candidates must be willing to acquire knowledge of the use of honey and the beekeeping industry.
3. Candidates should be friendly, outgoing, and able to communicate with the public.

## **Duties of the Elected Honey Queen**

1. The Queen will work at the local fair as designated by the Honey Queen Committee.
2. The Queen will cooperate with the Local Honey Queen Committee in setting up a schedule of functions she is to attend.
3. The Queen will keep a scrapbook of her Local Honey Queen activities.
4. The Queen will attend as many local beekeepers meetings as possible and be prepared to give an account of her activities.
5. The Queen must be willing to enter in the competition of State Honey Queen following her reign.

## **Obligations of the Local Association to the Honey Queen Program**

1. The Association will provide the Local Honey Queen with recipe folders to be distributed at the Honey Queen Committee's discretion.
2. The Association will furnish the Local Honey Queen with a tiara and banner designating the Local Honey Queen's title.
3. The Association will provide financial support for the Local Honey Queen's public appearances as approved by the association.
4. The Association will sponsor the Local Honey Queen in state competition, including her expenses.
5. The Association will select a Local Honey Queen Committee consisting of not less than three members

## **Duties of the Queen Committee**

1. The Queen Committee will make the decisions as to the functions the Local Honey Queen will attend.
2. The Queen Committee will arrange for the selection of a Local Honey Queen.
3. The Queen Committee will present an estimated budget as to the expenses for the Local Honey Queen Program. The budget is to be approved by the officers and voted upon by the association.
4. The Queen Committee will make arrangements for the Local Honey Queen coronation.
5. The Queen Committee will arrange publicity for the Local Honey Queen Program.
6. The Queen Committee will work with the Local Honey Queen to prepare for State competition

**For Further Information**

To learn more about the \_\_\_\_\_ Beekeepers Association Honey Queen Program, contact \_\_\_\_\_ at (555) 555.5555.

*\*If the local organization elects to have a Honey Princess in addition to the Honey Queen, the Princess should abide by the same rules. Language regarding the succession of the Queen should be included, such as, "If for any reason the Local Honey Queen is unable to complete her reign as Queen, the Local Honey Princess will be promoted to the Honey Queen Position." Additional language regarding the Princess's eligibility to run for the Queen position should also be clarified in the rules.*

# **XV. SAMPLE RULES FOR A STATE HONEY QUEEN PROGRAM**

## **Purpose**

The State Association, recognizing the nutritional value of honey and wishing create more interest in the use of honey and educate the public, has established a State Honey Queen position. The State Honey Queen is a year-round public relations, promotion, and advertising representative of the State's honey and beekeeping industry. She will promote the use of honey, honey products, and beekeeping to the general public and consumers

## **Who Can Compete?**

Any young lady who has reached her 18<sup>th</sup> birthday by January 1 (of representation year) and not passed her 24<sup>th</sup> birthday by January 1 (of representation year) and who is properly sponsored. Promotion is the goal of the queen program and if a candidate qualifies, she may compete more than once.

## **Sponsors\***

Any local honey producing or beekeeping organization, any honey producer, any honey packer, or interested organization may sponsor a candidate.

## **Candidate's Responsibilities**

1. She must prepare an essay on honey or honey promotional ideas and present it to the State Honey Queen Committee by date of deadline.
2. She must prepare a short autobiography and present it together with four official Local Honey Queen photos to the State Honey Queen Committee by date of deadline.
3. She must give a 3-minute presentation on honey or beekeeping at the contest finals.
4. She must attend the state contest finals.
5. She may not hold any other title aside from her Local Honey Queen title.

## **Sponsor's Duties\***

1. Sponsor must arrange for the candidate's trip to and from the state convention.
2. Sponsor assumes a sponsor fee of \$\_\_\_ to be paid to the State Honey Queen committee.
3. Sponsor provides candidate with tiara and banner designating her local title.

## **State Association's Responsibilities**

1. Provide a key contact person (the State Honey Queen Program Chairperson) for the candidates during state convention
2. Provide a panel of not less than three persons to judge the State Honey Queen contest
3. Arrange for all the advertising and promotion for the State Honey Queen contest during the convention
4. Sponsor the successful State Honey Queen in the American Honey Queen contest, including her expenses.
5. Provide the State Honey Queen with recipe folders to be distributed at the Honey Queen Committee's discretion.
6. Furnish the State Honey Queen with a tiara and banner designating the State Honey Queen's title.
7. Provide financial support for the State Honey Queen's public appearances as approved by the association.
8. Select a State Honey Queen Committee consisting of not less than three members

9. Provide a Honey Queen Committee to assist in scheduling promotions, providing expectations and procedures, and providing any needed training for the reigning State Honey Queen.

## **Judging**

Candidates will be judged on general communication skills, public speaking ability, extemporaneous presentation, knowledge of subject, poise and confidence in dealing with people, and/or any other criteria as outlined by the State Honey Queen Committee.

## **Requirements for Candidates**

1. Business attire is required for all events at the State Honey Queen contest, except for the banquet when formalwear is mandatory.
2. Candidates must bring Local Honey Queen tiara and banner.\*
3. A scrapbook of candidate's honey promotion activities is required.\*
4. Submit all contest materials, including essay, brief autobiography, photograph, and application form, to the State Honey Queen Chairperson by the submission deadline date.
5. Candidates must conduct themselves professionally throughout the selection process and must abide by the rules set forth by the State Honey Queen Committee.

## **Contest Materials**

All contest materials, except scrapbook, should be mailed to the State Honey Queen chairperson (pictures, autobiography, and sponsor fee must be sent by the date of deadline). All pre-convention advertising and promotion is based on pictures and autobiography, so deadline must be met. Any questions should be directed to the State Honey Queen Chairperson. Convention details will be sent to sponsors and candidates following the date of deadline.

## **For Further Information**

To learn more about the State Beekeepers/Honey Producers Association's Honey Queen Program, contact \_\_\_\_\_.

*\*This assumes that the State Honey Queen Program employs a Local Honey Queen system. If the State does not have a local system, consideration and documentation must be provided on eligibility/ sponsorship, if required. Additionally, if a Local Honey Queen system is not employed, candidates need not have a local tiara and banner, nor provide a scrapbook of prior promotional activities.*

*\*\*If the state organization elects to have a Honey Princess in addition to the Honey Queen, the Princess should abide by the same rules. Language regarding the succession of the Queen should be included, such as, "If for any reason the State Honey Queen is unable to complete her reign as Queen, the State Honey Princess will be promoted to the Honey Queen Position." Additional language regarding the Princess's eligibility to run for the Queen position should also be clarified in the rules (e.g. can she compete for the Honey Queen position the following year, must she be sponsored again as a Local Honey Queen, or is she ineligible to compete for the Honey Queen position by virtue of her acceptance of the Honey Princess position.)*

# **XVI. SAMPLE NEWS RELEASE**

## **PRESS RELEASE**

For Immediate Release

For More Information, Contact:

Anna Kettlewell, Chairperson

American Honey Queen Program

10432 W. Norwich Avenue

Greenfield, WI 53228

414.545.5514

[honeyqueen99@hotmail.com](mailto:honeyqueen99@hotmail.com)

[www.abfnet.org](http://www.abfnet.org)

## **AMERICAN HONEY QUEEN TO VISIT CALIFORNIA**

Diane Jurchen, the 2009 American Honey Queen, will visit Palo Cedro, CA September 9-13. She will make appearances at the Palo Cedro Honeybee Festival with the Shasta County Beekeepers during her stay, speaking to festival attendees about how honeybee pollination provides a diverse food supply. She will also share information about the variety of uses for honey in the kitchen and how honey can be used as a natural beauty enhancer. Diane will make appearances throughout the community and will visit several local elementary schools during her stay.

Diane is the 20-year-old daughter of Jeff and Linda Jurchen of Cumberland, IA. She is a sophomore at Northwest Missouri State University in Maryville, MO, majoring in elementary education.

As the 2009 American Honey Queen, Diane serves as a national spokesperson on behalf of the American Beekeeping Federation, a trade organization representing beekeepers and honey producers throughout the United States. The Honey Queen and Princess speak and promote in venues nationwide, and, as such Queen Diane will travel throughout the United States during her year-long reign. Prior to being selected as the American Honey Queen, Diane served as the 2008 Iowa Honey Queen. In this role, she promoted the honey industry at fairs, festivals, and farmers' markets, via television and radio interviews, and in schools.

The beekeeping industry touches the lives of every individual in our country. In fact, honeybees are responsible for nearly one-third of our entire diet, in regards to the pollination services that they provide for a large majority of fruits, vegetables, nuts and legumes. This amounts to nearly \$15 billion per year of direct value from honeybee pollination to United States agriculture.

For more information on Queen Diane's California visit and to schedule an interview, contact Bea Keeper at 555.123.4567.

###

# American Honey Queen Schedule

## WEDNESDAY, SEPTEMBER 9

- 9:00-10:00 a.m. North Cow Creek Elementary School  
10619 Swede Creek Road  
Palo Cedro, CA  
555.555.5555
- 10:45 a.m.-12:00 p.m. Millville Elementary School  
8570 Brookdale Rd  
Millville, CA  
555.444.4444
- 12:30-1:00 p.m. KVIP Radio  
1139 Hartnell Ave  
Redding, CA 96002-2113  
555.676.7766
- 2:00-3:00 p.m. Chrysalis Charter School  
21945 Old Forty-Four Dr  
Palo Cedro, CA  
555.333.3333
- 7:00-8:00 p.m. Palo Cedro Lions Club Meeting  
Palo Cedro Fire Station  
789 Fire Station Road  
Palo Cedro, CA  
555.121.2121

## THURSDAY, SEPTEMBER 10

- 6:00-8:30 a.m. KRCR TV  
755 Auditorium Drive  
Redding CA 96001  
555.989.8989
- 9:00-10:00 a.m. Junction Elementary School  
9087 Deschutes Road  
Palo Cedro, CA  
555.222.2222
- 10:30-11:30 a.m. Junction Intermediate School  
9019 Deschutes Road  
Palo Cedro, CA  
555.111.1111
- 1:00-2:00 p.m. Jefferson Elementary School  
9087 Deschutes Road  
Palo Cedro, CA

555.777.7777

2:30-3:30 p.m. Redding Christian School  
21893 Old 44 Drive  
Palo Cedro, CA  
555.888.8888

4:30-5:30 KHSL TV  
3460 Silverbell Road  
Chico, CA 95973  
555.323.2323

**FRIDAY, SEPTEMBER 11**

7:00-9:00 a.m. Palo Cedro Rotary Club Meeting  
Palo Cedro Country Club  
1234 Country Club Drive  
Palo Cedro, CA  
555.454.5454

9:30-11:30 a.m. Foothills High School  
9733 Deschutes Road  
Palo Cedro, CA  
555.999.9999

12:30-3:00 p.m. Bishop Quinn High School  
21893 Old 44 Drive  
Palo Cedro, CA  
555.101.1010

**SATURDAY, SEPTEMBER 12**

8:30-4:00 Palo Cedro Honeybee Festival  
Bishop Quinn High School  
21893 Old 44 Drive  
Palo Cedro, CA

**SUNDAY, SEPTEMBER 13**

8:30-4:00 Palo Cedro Honeybee Festival  
Bishop Quinn High School  
21893 Old 44 Drive  
Palo Cedro, CA

**NOTE TO EDITORS AND NEWS DIRECTORS:** Ms. Jurchen will be available for interviews during her time in California. Please contact Bea Keeper at 555.123.4567 to arrange an interview.

## **XVII. AMERICAN HONEY QUEEN CONTEST RULES**

1. All candidates entering the American Honey Queen contest must have served as local or state honey queen for at least six months prior to the American Honey Queen Contest (i.e. she must have been so designated before July 1<sup>st</sup> of the year preceding the annual American Beekeeping Federation convention in January in which they are a candidate).
2. Candidates filing applications must be at least 18 years of age on or before January 1, preceding the American Beekeeping Federation convention and no older than 25 years of age on January 1 preceding the American Beekeeping Federation convention.
3. Candidates must possess a valid driver's license.
4. An entry fee of \$200.00 must accompany the application of each candidate. Checks must be made payable to ABF Queen Fund.
5. States entering candidates shall be responsible for their candidate's lodging expense. This is to be paid prior to leaving the convention. Each state will be responsible for the equivalent of one-half (1/2) of a room rate, per Item #9.
6. Each state is responsible for meals, transportation, and other incidental expenses that their candidate may incur.
7. Each candidate must furnish an essay of 300 words or less; typewritten, double-spaced on only one side of paper entitled "Honey". Application, essay, and a brief autobiography, along with three (3) printed media photographs (no larger than 5x7) must be filed with the Queen Chairperson before the application deadline. These pictures will be used for publication.
8. One (1) emailed photograph must be sent to the Queen Chairperson by November 15 prior to convention.
9. Each candidate must give a marketing or sales presentation as part of the competition on a topic prescribed by the American Honey Queen Committee. The presentation will not be a cooking demonstration. Candidates will be informed of the topic upon receipt of their application packet. This presentation must not exceed three (3) minutes in length and may take any form or be directed to any audience (e.g. adult group, children's group, stage presentation, etc.) the candidate may choose. The presentation will be given at the American Beekeeping Federation's Auxiliary meeting.

The presentation must be adaptable for an American Honey Queen/Princess to give as she travels throughout the country. The American Honey Queen Committee will make the following items available for this presentation: computer, projector, screen, microphone, (type of microphone cannot be guaranteed until arrival at convention), podium, table, or chair.
10. The candidates will live in a block of rooms during the convention.
11. The American Honey Queen and Princess must be single and must remain so for one (1) year following her coronation (through the following American Beekeeping Federation Convention). If she marries, she forfeits her title, responsibilities and benefits to her

alternate.

12. Each candidate must bring a scrapbook of her activities as state queen to the convention.
13. The newly chosen American Honey Queen and Princess must plan to stay for the entire convention and for the post convention activities the Committee agrees are necessary.
14. Candidates should include in their wardrobe two (2) long formal gowns and business attire for five (5) days. They should also include their state banner and tiara.
15. Special seating during coronation is available for parents of Honey Queen Candidates upon request. Parents who wish to attend the banquet meal must purchase tickets through the American Beekeeping Federation Office.
16. Each state may have one candidate only and she must be approved by the Beekeepers Association as their candidate. She shall hold no other state title or be committed to any other program that would interfere with the American Honey Queen Program.
17. The first-runner-up of the American Honey Queen shall be named American Honey Princess and may be asked to attend functions which the American Honey Queen cannot attend.
18. The American Honey Princess may not compete for American Honey Queen if she keeps her title and participates in the Queen program. She will have the option of giving up her title to the second runner-up if she so chooses and will be eligible to compete again if she is named as a state Honey Queen.
19. The second runner-up may compete again for American Honey Queen if her state is willing to sponsor her again and she has not participated in the Queen program as second runner-up, for reasons stated in the above paragraph (#17).
20. Conduct at the American Beekeeping Federation Convention shall be discussed with the candidates and rules will be given.
21. While body art and body piercing are becoming more socially acceptable, it is required that the American Honey Queen and Princess and candidates cover and conceal any body art and remove any body piercing that would detract from or demean the wholesome image they project of the product and industry they represent.
22. The reigning American Honey Queen and Princess shall act as hostesses at the convention and shall crown the new Queen and Princess.
23. The reigning Queen will be escorted by the President of the Federation at the Coronation; the reigning Princess will be escorted by the Vice President of the Federation at the Coronation.
24. The American Honey Queen and Princess must be willing to travel by any means of transportation authorized by the Queen Committee in order to meet the schedules set up for her as a representative of the industry. If she chooses alternate means of transportation, she may be required to bear the cost of alternate arrangements.

25. The retiring American Honey Queen and Princess will end their duties as American Honey Queen and Princess upon completion of convention duties. They shall no longer promote the industry as a reigning queen and/or princess.
26. The American Honey Queen/Princess will send bi-monthly reports of her activities to the Queen Chairperson and the Executive Director of the Federation and will be required to promptly answer all correspondence.
27. The Queen/Princess shall keep a record of the amount of time spent on television and radio (listing actual exposure). List names and dates of newspapers carrying articles (identifying all clippings).

# XVIII. AMERICAN HONEY QUEEN JUDGING CRITERIA

The purpose of the American Honey Queen Contests is to select a young woman among this group of candidates who can best represent the entire beekeeping industry. Public relations and promotional activities will be more challenging and more diversified than are experienced by any other non-professional young woman in the United States.

It is important to remember, constantly, that the American Honey Queen/Princess is not merely a beautiful young woman. Rather, she is a professional woman with a topflight personality, great speaking ability, and excellent communication and demonstration skills; is very poised; exhibits a great deal of self confidence; is enthusiastic; is of strong moral character; and possesses intense beekeeping knowledge. She stands out among the crowd. The American Honey Queen/Princess must be an individual who will make the beekeeping industry proud to have her as their ambassador.

## 1. **POISE AND CONFIDENCE IN WORKING WITH PEOPLE**

The American Honey Queen/Princess must be able to work with people with a great deal of ease and in a dignified manner. She must also exhibit a confident attitude, yet be gracious enough not to intimidate others. She must be able to initiate conversations with individuals, keeping their attention while treating people with respect. She must be confident enough to seek out and take advantage of promotional opportunities, such as speeches or media interviews. She must be relatable and avoid appearing snobbish or aloof.

## 2. **PERSONALITY**

The American Honey Queen/Princess must have the sort of personality that will encourage people to like her instantly and instinctively thus creating a field of magnetism. Alertness and friendliness should be natural and spontaneous. She must display a pleasant demeanor (e.g. smiling and appearing alert) whenever she is acting in her official capacity or is recognized as the American Honey Queen/Princess.

## 3. **SPEAKING ABILITY**

The American Honey Queen/Princess must be articulate and have a speaking voice that is pleasing to the ear. She should have audience appeal in person and over the air. When in front of an audience, she must be confident and at ease. In addition to being articulate, she must speak professionally and use proper grammar and terminology. She must be able to project her voice as needed in large crowds and understand when she must project or when she must use a subdued voice.

## 4. **COMMUNICATION SKILLS**

The American Honey Queen/Princess must be able to communicate intelligently with all age, educational, and social groups. She must have the ability to introduce herself and initiate conversation. She must understand how to work with the media and photographers cooperatively and cordially. She must be able to speak to groups of all ages, so she must have the ability to adjust her vocabulary based on her audience so as not to talk above or below her audience. Communication skills extend beyond the ability to speak. The American Honey Queen/Princess must possess strong writing skills, as she is responsible for regular reports to the Honey Queen Committee and the ABF, as well as for writing thank you notes to her many hosts and promotional sponsors. Additionally, she must be honest in her reports and communicate openly with her chair and the Queen Committee regularly.

5. **PROFESSIONALISM**

The American Honey Queen/Princess should be striking and stand out in a group. Her attire and manner in which she presents should set her apart from other similar ambassadors and young women her age. She should be mature beyond her years. She should be photogenic; for every individual who sees her in person, thousands will see her in print. She should foster a wholesome and professional image in her appearance with her choice of clothing and makeup application; therefore, neatness and grooming should be considered. When dealing with people in her professional role, she must avoid poor language, excessive slang, or use of profanity or offensive language. She must be cordial and polite with all those she encounters. She must be punctual for appearances and interviews and must be willing to work with others. Teamwork ability is essential, as she will work with a variety of individuals throughout the year. She must be flexible and adaptable to a variety of settings and situations and must be prepared to give a presentation with little advanced notice if required.

6. **KNOWLEDGE OF SUBJECT**

The American Honey Queen/Princess must have an intense knowledge of all aspects of the beekeeping industry. She must be prepared to answer a bombardment of questions for hours on end and be able to make a speech without prior notice. She must be knowledgeable of the biology of honeybees, the workings of a beehive, the components of a beehive and tools of the beekeeper, the various types of beekeeping operations, the importance of honeybee pollination, the products of a beehive and their uses, and the many properties of honey. She is expected to have this basic knowledge prior to the American Honey Queen competition.

7. **ENTHUSIASM**

The American Honey Queen/Princess must have the ability to motivate people. She must exhibit a sparkle of pleasure in the job she performs and the product she sells. Even on a bad day, the American Honey Queen/Princess must appear outwardly excited about her position and the job she will perform that day.

8. **CONDUCT**

The American Honey Queen/Princess must maintain a professional appearance and maintain professional behavior at all times. She must exemplify the young American woman at her best – culture and refinement that would be worthy of respect from any host. She must exhibit kindness, respect, and appreciation throughout her reign.

9. **DEMONSTRATION SKILLS**

The American Honey Queen/Princess must be able to demonstrate the use of honey in cooking. The demand for this skill is growing each year. She should also be able to demonstrate the uses of different equipment (i.e. construction and placement of hive parts, introduction of package bees, requeening, extracting, straining, storage, and bottling equipment) or provide explanation/speeches on various processes.

10. **SCRAPBOOK**

Candidates for the American Honey Queen position must provide a scrapbook of their State Honey Queen activities. The scrapbook should be a pictorial record of the promotional activities in which the queen candidate has been involved. A clean and professional presentation is appreciated and captions add value to the presentation. The American Honey Queen/Princess must provide a scrapbook presentation at the American Beekeeping Federation and other beekeeping meetings as requested.



**Include a concise list of your honey promotions in your state.  
Additional pages may be used as needed.**

Please read enclosed rules carefully for further details. Application must be postmarked by November 15. For further information please contact:

Anna Kettlewell  
10432 W. Norwich Avenue  
Greenfield, WI 53228  
414.545.5514  
[honeyqueen99@hotmail.com](mailto:honeyqueen99@hotmail.com)

# XX. AMERICAN HONEY QUEEN PROGRAM

## DRESS CODE

*Standard Dress Code for American Honey Queen, American Honey Princess, and contestants for the American Honey Queen position*

---

The American Honey Queen and Princess serve as official, professional representatives of the American Beekeeping Federation (ABF). Her main goals are to promote the honey and beekeeping industry and to educate the public about the importance of honeybees and the many uses for the products they produce. The American Honey Queen and Princess are among the most visible representatives for the ABF throughout the year; therefore, appropriate clothing and overall personal appearance is required to promote in a professional manner. The following document outlines the expectations of the American Honey Queen and Princess when they are acting in their official capacity and the expectations for those young ladies who are competing for these titles at an ABF convention.

### Appropriate Clothing Choices

- ❖ *Professional business suits (skirts)* – classic basic suits are the most preferred. Shirts or underpinnings must be properly tucked. Brightly colored (tasteful) suits can help attract more attention, and neutral suits are good staples.
- ❖ *Closed-toe shoes* – flat shoes and high heels should be closed-toe, particularly when visiting fairs and schools when there is the potential of foot injuries. Remember, people should notice your face, crown, and banner first, not your shoes. Shoes also need to be functional, as a lot of walking and standing are typically required at events.
- ❖ *Classic, plain colored jackets, coats* – for cooler temperatures and for walking to and from your vehicle at a promotion, a classic, simple trench coat, pea coat, or raincoat should be considered. Avoid jackets with slogans, phrases, and insignias.
- ❖ *Simple, professional dresses* – Knee-length dresses that are not too tight can be very appropriate for classroom visits. Remember to keep the neckline appropriate (e.g. the focus should be on your face, not your chest.) Professional, sleeveless sheaths in solid colors can be a nice staple during hot fair promotions, especially when it can be worn nicely with a jacket in a cold building. Please do not select patterned dresses; stick to solid colored dresses.
- ❖ *Skirts and jackets* – While basic suits should be a staple in your collection, skirts with a professional blouse, accompanied by a jacket are appropriate. Avoid patterned blouses; solid, jewel-toned shirts are the most sophisticated look.
- ❖ *Evening gowns* – Evening gowns should be simple, elegant, age appropriate, and event-appropriate. Please refrain from wearing overly revealing dresses (e.g. plunging necklines, overly exposed backs, etc.) Avoid trains, as they can be stepped on at events with numerous people. Strapless gowns, if chosen, should fit properly to avoid regular, public adjusting.
- ❖ *Small, simple, non-distracting jewelry* – simple stud earrings, a single necklace, a small, simple ring, and a watch or bracelet should be the most you will ever need for jewelry. Avoid wearing heavy, chunky, multi-colored jewelry. Remember, the focus is the crown and banner and your words, not your clothing or jewelry. Pearls, gold/silver chains, or pendant necklaces are appropriate.

### Inappropriate Clothing

You should never wear the following in your official capacity in your crown and banner:

- ❖ Shorts
- ❖ Jeans, khaki pants, slacks, etc.
- ❖ Mini skirts, denim skirts
- ❖ Provocative or overly revealing tops (e.g. no bare midriffs, backless tops, cleavage bearing tops)
- ❖ Chunky sandals, clogs, sneakers, stiletto heels
- ❖ Clothing that is too tight for your figure – if you gain or lose weight, you need to have your clothing altered as appropriate, use body slimmers, or purchase clothing that fits properly.

- ❖ Clothing that is too large for your figure – professional clothes fit properly and present you properly.
- ❖ Tank tops (unless ALWAYS accompanied by a blazer)
- ❖ Clothing with writing, phrases, distracting insignias.
- ❖ Clothing with large, distracting patterns – avoid patterned dresses/suits/tops.
- ❖ Casual street wear
- ❖ Sweatshirts, sweatpants, yoga pants, workout gear
- ❖ Large jewelry (e.g. bangle bracelets, chunky or long necklaces)
- ❖ Stretch pants/leggings
- ❖ Gaucho pants/Bermuda shorts accompanied with boots
- ❖ Tunic tops

### **Situation-dependant Clothing**

Some clothing is appropriate only in certain situations. See the rules/exceptions below.

- ❖ *Pants suits* – while a very big trend, there are limited circumstances when these are allowed, including promotions in extremely cold conditions (e.g. outdoor events below 60°) or in messier, farm-related promotions (e.g. participation in a cow-milking contest). The ABF prefers that their representatives wear skirt suits and dresses for the majority of their promotions. When wearing a pants suit, the underpinnings must be properly tucked. Follow the same guidelines for skirt suits. Please contact the Chair if you believe an event may warrant a pants suit.
- ❖ *Boots* – if you are traveling to and from events in snow storms, boots are allowed. Fashion boots are not considered appropriate attire during indoor promotions. Please continue to wear closed toe flats or heels.
- ❖ *Strappy high heels* – when you wear formal gowns, you may elect to wear an open-toed, dressier sandal/shoe.
- ❖ *Sweaters/Sweater sets* – when attending a VERY casual event (e.g. a picnic, an informal beekeeping club meeting) sweaters and skirts may be appropriate; however, blazers/jackets are much preferred over a simple sweater set.
- ❖ *Jeans/T-shirts* – if you are asked to participate in a bee event that requires you to get dirty (e.g. wearing a bee beard, working bees), this may be more appropriate than business wear.

### **Makeup, Hair, Personal Hygiene, Etc.**

- ❖ *Hair* – Your hair should look clean and not overdone for regular promotions. It should be kept out of your face. It should be pulled back for cooking demonstrations, extracting demonstrations, and distributing honey samples. Keep in mind that you will often not have time to fix your hair, so keeping in pulled back in a twist, ponytail, or bun may be the easiest, most professional style. If your hair is short, be sure that it looks neat and clean and does not distract from your face. Do not wear distracting clips, headbands, or other hair pieces that will distract from your crown.
- ❖ *Makeup* – Keep your makeup natural and clean. Do not overdo eye makeup, lips, or blush. Eyebrows should be well-groomed. Makeup only needs to be heavier when you are participating in a television promotion.
- ❖ *Piercings* – Body piercings (e.g. nose rings, eyebrow rings, lip rings) should be concealed while you are in crown and/or banner. Earrings are appropriate, but should be kept simple like other jewelry.
- ❖ *Tattoos* – All tattoos and body art must be concealed at all times either by clothing or makeup.
- ❖ *Perfume, body spray, etc.* – Don't wear too much of any of these products. Wear just enough.
- ❖ *Nails* – Keep nails at a manageable length. Keep nails and cuticles clean.



**American Beekeeping  
Federation**

**APPENDIX**

**AMERICAN HONEY QUEEN PROGRAM  
GUIDELINES FOR HONEY QUEEN PROGRAMS  
REV. 2013**

## **A. SAMPLE STATE HONEY QUEEN PROGRAM RULES, FORMS, GUIDELINES**

Every State should draft program rules that meet the needs of the State Beekeeping/Honey Producers organization, while keeping within the parameters of the American Honey Queen Program. Each State will have specific required promotions, modifications to the national dress guidelines (which apply to the American Honey Queen and Princess and to candidates when they compete for the American Honey Queen and Princess positions), financial practices, recruitment practices, and other requirements. It is up to each State organization to determine how their program will function while keeping within the parameters that will allow their State Queen to be eligible to compete for the American Honey Queen position.

It should be noted that State rules should encourage, if not require, a State Honey Queen to compete for the national positions. All promotions and activities as a State Honey Queen should be designed to prepare the State Honey Queen for the national competition.

The following program documents were submitted by State Chairs as examples in 2009; note that as national rules change, State Honey Queen programs typically modify their rules as well. If you are reading this manual after 2009, it is possible that these rules have changed. For the most current rules, additional information on a State Program, or advice on your State program, contact the appropriate State Honey Queen Program Chair directly (*see Appendix B.*)

The following State Documents are included:

- 1) Wisconsin Honey Queen Program
  - a) Rules
  - b) Application Form
  - c) Dress code
- 2) Texas Honey Queen Program
  - a) Rules
- 3) Pennsylvania Honey Queen Program
  - a) Rules
- 4) Indiana Honey Queen Program
  - a) Guidelines for Indiana Honey Queen
  - b) Contest Rules
- 5) Minnesota Honey Queen Program
  - a) Overview
  - b) Application Form
  - c) Brochure/recruitment form

## 1) WISCONSIN

### WISCONSIN HONEY QUEEN PROGRAM

#### 2010 Queen Candidate Information

#### PURPOSE:

Recognizing the nutritional value of honey, wishing to create more interest in the use of honey and wishing to educate the public about the importance of honeybees in daily life, the Wisconsin Honey Producers Association has created the position of Wisconsin Honey Queen. The Wisconsin Honey Queen is a year-round, public relations, promotion, educational, and advertising representative of the Wisconsin honey and beekeeping industry. She will promote the use of honey, honey products, and beekeeping to the general public. The Queen's role is four-fold: ambassador, spokesperson, educator, and promoter.

#### CONTESTANTS WHO ARE ELIGIBLE TO COMPETE:

Any young woman who is at least 18 years of age and a high school graduate and who has not passed her 24<sup>th</sup> birthday by January 1, 2010 may compete for the position of 2010 Wisconsin Honey Queen. Promotion and education are the main goals of the Honey Queen Program, and, if a contestant qualifies, she may compete more than once. Contestants should serve as a local honey queen for 6 months prior to competing in the state competition. Candidates must be single and may not hold any title other than Honey Queen upon application for the position of Wisconsin Honey Queen. Candidates must hold a valid driver's license.

#### SPONSORSHIP OF CONTESTANTS:

Any local honey producing or beekeeping organization, any district of the WHPA, any honey producer, any honey packer, or interested organization or individual may sponsor a contestant. The sponsor **must** be a member of the WHPA to sponsor a contestant for the Wisconsin Honey Queen title; if a group or company is sponsoring a honey queen, at least one member of their organization **must** be a WHPA member to sponsor a candidate.

#### SPONSOR DUTIES:

\*Arrange for the contestant's trip to and from the convention.

\*Provide contestant with a banner and crown.

\*Provide for lodging and food at the convention. This includes the **purchase of a banquet ticket and a Friday luncheon ticket**, which all candidates must attend. Candidates will share rooms; therefore, the sponsor would provide for **one-half of the cost of a room**.

#### JUDGING:

Contestants will be judged on general communication skills, public speaking ability, extemporaneous presentation, knowledge of subject, poise, and confidence in dealing with people. The main judging areas include:

- Essay
- Marketing Presentation
- Interview
- Interaction with people during the convention
- Scrapbook Presentation

Three judges will observe the contestants during the convention. The identity of the judges will not be disclosed to the candidates until their interviews on Saturday afternoon.

## CONTESTANT RESPONSIBILITIES:

### ***BEFORE THE CONVENTION:***

\*Contestant must submit one (1) glossy photograph and short autobiography to the Wisconsin Honey Queen Committee by **October 1** of the year in which she is competing.

\*Contestant must prepare an essay of not more than 300 words entitled "Honey." Specific theme or topic is the choice of the contestant. The candidate must attach a cover page with her name and title. This must be submitted to the Wisconsin Honey Queen Committee by **October 1**.

\*Contestant must prepare a scrapbook of activities as a local honey queen. This scrapbook must be presented to the Honey Queen Committee **upon arrival** at the Convention.

### ***AT THE CONVENTION:***

\*Candidates must arrive on the Thursday night of the Convention. Candidates will live in a block of rooms together throughout the convention. Roommate assignments will be made by the Queen Committee.

\*Contestants may help with either the registration of the delegates or the registration of the honey for the honey show. Both activities begin at 8:00 A.M. Job assignments will be given on Thursday night, if applicable.

\*Each contestant will introduce herself to the general assembly on Friday morning.

\*Candidates will participate in queen fundraising activities, such as the queen's raffle and queen's auction. Contestants will sell raffle tickets throughout the convention.

\*Contestants will give a **marketing presentation** Friday evening prior to the Queen's Auction. The subject matter can be anything pertaining to honey or the beekeeping industry. The marketing presentation will be ***no more than 3-5 minutes*** in length.

\*Contestants will be **interviewed by three judges** on Saturday afternoon of the convention.

\*Business attire is expected for all events at the convention except for the banquet and queen's auction, when formal wear is mandatory. Business attire includes business suits (preferred) or business-like blouses and skirts. Jeans, khaki pants, and dress or yoga pants are inappropriate attire while in crown and banner. Please see the dress code list provided by the Queen Committee.

\*Contestants must bring their crown and banner. They should be worn at all times, except for the banquet when only banners will be worn. ***Only the current Wisconsin Honey Queen, current American Honey Queen and/or Princess, visiting reigning state honey queens, and women competing this year for the queen position at the convention will wear crowns and banners.***

\*The **scrapbook** of contestants' honey promotion activities will be on display, so it must be finished before arrival at the convention. ***Only current candidates', the outgoing Wisconsin Honey Queen's, and the visiting American Honey Queen/Princess's scrapbooks will be displayed.***

\*Parents and family are welcome to attend any of the Convention events, especially the coronation banquet on Saturday evening. Banquet tickets may be purchased from the WHPA Treasurer prior to the convention.

\*The newly crowned Wisconsin Honey Queen must plan to stay for the entire convention and for the post convention activities the Committee agrees are necessary. She will attend a meeting with the Committee on the Sunday of the convention to complete orientation, review expectations and requirements, and begin promotion planning.

\*At the discretion of the Queen Committee, an alternate may be named. In the event that the newly crowned Wisconsin Honey Queen cannot fulfill the duties required, the alternate will assume the Queen position. Being named the alternate will not disqualify a young woman from running for the Queen position again, unless she must assume the Wisconsin title.

\*The newly crowned Wisconsin Honey Queen must remain single through the ABF convention when she competes for the American Honey Queen position. If she marries during her reign, she forfeits her title, responsibilities, and benefits to her alternate.

## **ROLE OF THE WISCONSIN HONEY QUEEN AT HER OUTGOING CONVENTION:**

At the convention following her year as Wisconsin Honey Queen, she will be considered the hostess for the queen candidates. It is her duty to make them as comfortable as possible.

The outgoing Wisconsin Honey Queen will donate an item to be raffled at the convention. The item is usually a quilt. Expenses for this item, within reason, will be reimbursed by the queen fund.

She will participate in fundraising efforts and other events that arise.

Prior to the queen's auction, she will give a marketing presentation that she will present at the ABF Queen competition.

Her scrapbook of the year's promotions will be displayed during the convention. It will be finished **prior to arrival** at the convention.

She will have an opportunity to tell about her year's work at the general assembly on Saturday and will also give a thank-you speech at the banquet.

If asked, she will give presentations in the community of the convention.

Following the coronation of the queen, she no longer has the rights and duties of queen. She will represent Wisconsin as Wisconsin Honey Queen at the American Beekeeping Federation Convention the following January.

**WISCONSIN HONEY QUEEN COMPETITION  
APPLICATION FORM**

NAME: \_\_\_\_\_

LOCAL TITLE: \_\_\_\_\_

SPONSOR: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ BIRTHDATE: \_\_\_\_\_

PARENTS' NAMES \_\_\_\_\_

PARENTS' ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PARENTS' PHONE: \_\_\_\_\_

SCHOOL CURRENTLY ATTENDING: \_\_\_\_\_

HIGH SCHOOL FROM WHICH YOU GRADUATED AND YEAR:

\_\_\_\_\_

IF POST-HIGH SCHOOL, LIST SCHOOL, AREA OF STUDY, AND YEAR IN SCHOOL: \_\_\_\_\_

\_\_\_\_\_

LIST ACTIVITIES AND HOBBIES: \_\_\_\_\_

\_\_\_\_\_

**SEND COMPLETED FORM TO:**

Wisconsin Honey Queen Program  
10432 W. Norwich Ave.  
Greenfield, WI 53228  
(414) 545-5502

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

**Note: Upon arrival at the WHPA convention, you will submit your scrapbook to the honey queen chairperson. Failure to submit this form or other items on time may result in the disqualification of a candidate. If you have any questions regarding this form, contact the Wisconsin Honey Queen Committee.**

# APPROPRIATE ATTIRE FOR WISCONSIN HONEY QUEEN AND HONEY QUEEN CANDIDATES

The Wisconsin Honey Queen serves in a professional role as the spokesperson, marketing representative, and educator working on behalf of the Wisconsin Honey Producers. Her main goal is to promote the Honey and Beekeeping Industry. The Wisconsin Honey Queen is the single most visible person of the Wisconsin Honey Producers Association throughout the year; therefore, appropriate clothing is required to promote in a professional manner.

## Appropriate dress for a Honey Queen while in crown and banner:

- business suits (approximately knee-length skirts)
- simple high heeled shoes with **closed toes**
- flat shoes with closed heels and toes that are good for walking
- sweaters and skirts
- pants suits
- evening gown when appropriate
- simple dresses
- dress coat
- plain colored coat in the winter
- skirts (at least knee length) with professional blouses and/or jackets
- professional looking dresses
- small earrings and other simple, non-distracting jewelry

## Inappropriate dress for a Honey Queen while in crown and banner:

- shorts
- t-shirts, polo shirts
- jeans, khaki pants, or casual pants (pants are okay if part of a pants suit)
- provocative, overly revealing tops (e.g. no bare midriffs, backless tops, etc.)
- chunky sandals or clogged heels
- tennis shoes
- clothing that is too tight
- mini skirts or very short skirts
- tank tops (unless accompanied **always** by a blazer)
- sweatshirts
- casual street wear
- large jewelry that may detract from crown and banner

The most appropriate, common attire for a honey queen should be business suits, nice dresses, or what one may wear in a formal business environment. Shoes should be functional and comfortable, yet professional for the queen, as she attends a variety of events throughout the year. Honey queens should also consider that large jewelry or excessive amounts of jewelry (e.g. multiple bracelets, multiple necklaces, etc.) is distracting. Body piercings, other than earrings, should be hidden. In addition, tattoos or other “body art” should be concealed at all times.

If you have any questions regarding this list, please contact the Wisconsin Honey Queen Committee at (414) 545-5502 or wihoneyqueenprogram@gmail.com.

## **2) TEXAS**

### **TEXAS HONEY QUEEN GUIDELINES**

#### **PURPOSE**

The Texas Honey Queen shall represent the Texas Beekeeping Association as an official spokesperson in an endeavor to educate the public on and promote all aspects of the Beekeeping Industry.

#### **ELIGIBILITY RULES FOR TEXAS HONEY QUEEN CONTESTANTS:**

1. Any single young lady who has reached her 17th birthday by January 1 and has not passed her 24th birthday on that same date preceding the TBA Convention in November.
2. Contestants shall be single, shall never have been married, nor had a marriage annulled, nor have cohabitated with a male in lieu of a marriage contract. Contestants who are pregnant or have been pregnant are ineligible.
3. Must have a proper sponsor.
4. Must be a high school graduate, in high school, or home schooled.

#### **SPONSOR:**

A sponsor can be any Texas Honey Producing or Beekeeping Organization, any individual Texas Honey Producer, any Texas Honey Packer, any Texas Beekeeper, or interested organization in Texas, (i.e. Campfire Girls, Exchange Club, VFW, etc.).

#### **DUTIES OF A SPONSOR:**

1. Responsible for the contestant's expenses to, during, and from the TBA Convention.
2. Responsible for contestant entry fee when required.
3. Sponsor shall make sure their contestant has basic beekeeping knowledge and is prepared to be the Texas Honey Queen.

#### **TEXAS HONEY QUEEN RULES:**

1. The Texas Honey Queen will be called upon to present programs to all ages (i.e. schools, museums, civic organizations, beekeeping association), give interviews to news media (i.e. TV, radio, newspapers), and make personal appearances at fairs, parades, store openings, etc.
2. Must be available for promotional activities as much as school, work, and personal schedule allows.
3. Provide the Honey Queen Chairperson with school, work, and major personal activities schedule.
4. Be responsible for her wardrobe.
5. Promptly correspond with messages of appreciation when the occasion warrants.
6. Promptly acknowledge all correspondence with the approval of the Honey Queen
7. Changes in itinerary, expenditures, and official correspondence must be approved by the Honey Queen Chairperson.
8. Keep a record of the amount of time spent on TV, radio, and newspaper articles. List name of newspaper that published the articles and identify all articles.
9. File a monthly activity report with Honey Queen Chairperson and the TBA Newsletter Editor for publication.
10. Maintain a scrapbook of activities.
11. Present a monthly itemized statement with receipts of all previously approved expenditures to

- Honey Queen Chairperson for payment.
12. Must be single and remain so for one year following her coronation. If she marries, she forfeits her title, responsibility, and benefits, i.e. scholarships, etc.
  13. Must be willing to compete for the title of American Honey Queen at the American Beekeeping Federation Convention in January following the end of her reign.
  14. Shall not be committed to any other program that will interfere with the Texas Honey Queen Program or prevent the Queen from accepting invitations for promotions.
  15. Wear crown and/or banner to all promotional events.
  16. She should be dressed in clothes appropriate for the occasion in order to cultivate the professional look; however, as a TBA representative, her clothes should be appropriate for each type of travel.
  17. The Queen is requested to refrain from the use of alcoholic beverages and tobacco while wearing her official attire. (Note: legal drinking age in Texas is 21 years old)

#### QUEEN EXPENDITURES TO BE PAID BY TBA:

1. Transportation to and from all functions representing the TBA; current 30 cents a mile and subject to change with inflation rates.
2. Telephone calls (between Queen and Chairperson only)
3. Stationery expense (postage, stationery, business cards, etc.)
4. Recipe folders
5. Promotional Photos
6. Scrapbook expense
7. Food and lodging when participation in activities representing the TBA and/or at the request of the TBA Executive Committee.
8. Chaperon expenses when the committee sees a need for one.
9. All expenses to compete in the American Honey Queen Competition.
10. Initial Honey Queen Committee expense ... crown, banner, etc.

#### QUEEN EXPENSES TO BE PAID OR PROVIDED BY HOST OF A PROMOTION:

1. Transportation while at a promotion.
2. Food and lodging and/or allowance for.
3. Provide a proper chaperon as approved by the Honey Queen Committee.
4. Promotional photos, literature, demo supplies, or special needs for that promotion.

### **3) PENNSYLVANIA**

#### **RULES FOR A STATE HONEY QUEEN PROGRAM**

##### **Purpose - Representative for the Industry**

To recognize the nutritional value of honey and create more interest in the use of honey and educate the public. The State Queen is a year-round public relations, promotion and advertising representative of the state's honey and beekeeping industry. She will be promoting the use of honey, honey products and beekeeping to the general public and consumers.

##### **Contestants**

Contestant can be any young lady who has reached her 17<sup>th</sup> birthday by January 1 and not passed her 24<sup>th</sup> birthday on that same day in the year of the contest and who is properly sponsored. Promotion is the goal of the queen program and if a contestant qualifies, she may compete more than once. Princess – can be 16 years of age

##### **Sponsors**

Any local honey producing or beekeeping organization, any honey producer, and honey packer, or interested organization may sponsor a contestant.

##### **Contestant's Responsibilities**

1. She must prepare an essay on honey or honey promotional ideas and present it to the state queen committee by date of deadline.
2. She must prepare a short autobiography and present it with a photo of herself to the state queen committee by date of deadline.
3. She must attend the state contest finals.

##### **Sponsor's Duties**

1. Arrange for the contestant's trip to and from the state convention.
2. Provide a Chaperone (not boyfriend) for the contestant during state convention.
3. Pay for membership for local and state, if she is not already a member.

##### **State Association's Responsibilities**

1. Provide a panel of not less than three persons to judge the state contest.
2. Arrange for all the advertising and promotion for the queen contest during the convention.
3. Sponsor the successful State Honey Queen in the national American Honey Queen contest.

##### **Judging or Choosing a Representative**

Contestants will be judged on general communication skill, public speaking ability, extemporaneous (without preparation) presentation, knowledge of subject, poise, and confidence in dealing with people, and/or any other criteria as outlined by the State Queen Committee.

##### **Hints for Contestants:**

Street wear is proper for all events at the state contest. PA State Beekeepers do not require formal wear at the State Banquet. (A nice dress or suit for the banquet is nice.)

#### 4) INDIANA

##### GUIDELINES FOR THE INDIANA STATE HONEY QUEEN/PRINCESS

###### JUDGING

- takes place at the annual fall meeting
- at least two of the three judges must be people who know about bees
- judges should be at least two women and one man or two men and one woman
- judges must review queen's application and essay before personal interview

###### STATE FAIR

- Queen/Princess must be prepared to give cooking with Honey demonstration
- Queen/Princess is expected to be at the fair whenever possible - a minimum of eight days - especially on weekends and for the farmer's day parade - entire fair if possible
- state organization responsible for lodging, food, and demo expenses. If you want to stay somewhere else, it will be at your expense
- entry fee will be paid into fair

###### DRESS CODE

- professional look when making appearances.
- needs to wear crown and banner at all appearances
- a dressy suit, a nice dress, a skirt/blouse outfit or dressy pants outfits are acceptable
- no appearances in a sundress (unless it has a jacket), tank top, tube top, blue jeans or shorts
- low heel shoes that are comfortable and dressy looking are acceptable. No flip flops or sneakers
- make up should be the same as she is used to wearing

###### EXPENSES

- the Queen/Princess must keep a record of her mileage.  
She will be reimbursed for mileage to and from appearances at \$.35 a mile as long as there is enough money in the fund. All other expenses paid by host or hostess
- Queen/Princess must keep a record of mileage for events in her home area and any others not paid for at the time of event - compensation made at the end of her reign as long as there is enough money in the fund
- the Queen/Princess will be reimbursed for the picture taken for the recipe folder
- traveling companion should not expect their expenses to be paid by host

###### COMMUNICATION

- all appearances should be approved by queen chairperson
- Queen/Princess must make a quarterly report of activities to queen chairperson
- Queen/Princess is encouraged to line up as many promotions on her own such as at schools, festivals, parades, homemaker clubs, etc. in her home or college district whenever possible

###### MISCELLANEOUS

- a scrapbook of activities during reign as queen/princess is required
- the National Convention also requires a scrapbook
- the Queen/Princess will each receive a starting amount of \$50.00 for the scrapbook.
- Film and processing of single 3" x 5" or 4" x 6" prints are paid for by the Queen Fund.
- Each girl is asked to keep a log of her scrapbook expenses.
- Entry fee for National Queen Program is paid for by the Indiana Queen Fund

Compiled, 1997 - Revised, 2008, - Adopted,

## INDIANA HONEY QUEEN CANDIDATES RULES

1. Candidate must be a resident of Indiana.
2. All candidates must be sponsored by a beekeeping association or an individual beekeeper who is a member of a beekeeping organization.
3. Candidates must be 18, on or before January 1st, and no older than 24 on July 1st preceding the annual fall Indiana State Beekeepers meeting. Candidates must be single and remain single during the reign.
4. The candidates must mail an application form, an entry fee of \$20.00, plus a photo of herself to the Honey Queen Chairperson. The application form must be postmarked by September 30 of the current year.
5. Each candidate must furnish a 300 word essay entitled "Honey". The essay must be typewritten, double spaced and on one side of the paper. The essay must be submitted along with the application form, fee and photo.
6. One (1) emailed media photo must also be sent to the Honey Queen Chairperson by September 30.
7. Judging will be at the Indiana State Beekeepers Annual Fall Meeting.
8. There will be at least three impartial judges chosen by the Honey Queen Chairperson.
9. The candidates are required to wear business attire for judging. Dress shoes with some heel are required. Coronation will be in a long formal gown.
10. Candidates must bring an item and the recipe (with honey as the only sweetener) to the annual fall meeting. Recipe needs to be typewritten. A recipe with no-cooking or little cooking is preferred. This recipe will be used in the Queen's recipe folder and may be used for cooking demos throughout the year.
11. The Indiana Honey Queen and Princess are spokespersons for the Indiana State Beekeepers Association. The queen and princess are sponsored by the Hoosier Honeys and the Indiana State Beekeepers Association.
12. The elected queen and princess must plan to make as many promotional/educational appearances as possible and attend the Indiana State Fair.
13. The queen and princess should wear conservative dress at all of her public appearances as Indiana Honey Queen and Princess.
14. Each girl must be prepared to give a demonstration of cooking with honey at a later time in the event she is chosen queen or princess.
15. The Indiana Honey Queen or Princess may not compete again for the Indiana Honey Queen Program unless requested or asked by the Queen Chairperson.

## JUDGES SCORE CARD

Essay	25%
Beauty & Photogenic Qualities	25%
Personality, Charm, Poise & Dignity	25%
Quality of Expression & Congeniality	25%

Honey Queen Chairperson

Carol Shaw

10910 Anderson Road

Granger, IN 46530

574-674-9327

[twobeeguys@yahoo.com](mailto:twobeeguys@yahoo.com)

## 5) MINNESOTA

# *Minnesota Honey Producers Association Honey Queen Program Overview*

The Minnesota Honey Queen (MHQ) is the chief promoter of honey products and the beekeeping industry in Minnesota. It is a yearlong position, beginning with coronation at the Minnesota Honey Producers Association (MHPA) Annual Meeting and ending with the coronation of a new Queen at the same event one year later. When a young woman enters the MHQ competition, it is an affirmation of her commitment of time and effort to the position of MHQ.

These guidelines are meant to serve as a rule-of-thumb as to what is expected by both the Honey Queen and the Minnesota Honey Queen Program Co-Chairpersons (Kaye Olson & Angie Lundeen). The MHQ program is under the direction of the Minnesota Honey Producers Association. The program is governed by the Minnesota Honey Queen Program Co-Chairpersons.

### **Appearances**

All appearances of the Queen must be approved by the Minnesota Honey Queen Program Co-Chairpersons.

The Queen will be reimbursed for her travel expenses. The Queen should have her own vehicle for travel, or the permission of her parents to use their automobile. She may also make arrangements to travel to events with other beekeepers who will be attending the event. The Queen is welcome to suggest alternate travel plans to the Minnesota Honey Queen Program Co-Chairpersons. If the Queen selects another mode of transportation, the Queen may have to absorb some or all of the travel cost. All suggestions will be considered.

Honey producers requesting the Honey Queen attend an event in their area are responsible for the Queen while she is attending that event. This includes lodging and food. If the Queen is attending an event not sponsored by local honey producers, her food and lodging expenses (if applicable and within reason) will be reimbursed by the Honey Queen program.

Instructions and information for each appearance will come through the Minnesota Honey Queen Program Co-Chairpersons. Any problems or unforeseen expenses that may arise during appearances should be resolved as best as is possible by the Queen. If at any time the Queen is not certain how to handle a situation, she should call one of the Minnesota Honey Queen Program Co-Chairpersons.

## **Minnesota Honey Queen Responsibilities**

- The MHW will attend a training session organized by the Co-Chairpersons. Training will cover educational presentations, media interviews and general conduct and a discussion of possible promotions and responsibilities.
- The MHQ must attend all appearances set for her by the Minnesota Honey Queen Program Co-Chairpersons. If conflicts arise, she is to call a Queen Committee Co-Chairperson immediately to reschedule.
- The MHQ will submit her favorite honey recipes for her recipe brochure designed and printed by the MHPA. A deadline will be provided after her coronation.
- The MHQ must keep a record of each appearance she makes during her reign. This log will be used in her various speeches to the MHPA and will also with her application for the American Honey Queen competition. The promotion log will be updated after each event at which she appears.
- The MHQ must create a scrapbook documenting her year as Queen. Photos and any other information available will be compiled into a scrapbook to be displayed at MHPA meetings and also used in competition for American Honey Queen following her reign (if she is eligible to compete).
- The Queen must write a quarterly column for the MHPA newsletter, detailing her appearances, who hosted events, and her media exposure. Articles will be submitted to the Queen Chairpersons.
- The Queen must write thank-you notes to those who hosted appearances.
- The Queen is required to submit a monthly record of her expenses for reimbursement. Expense forms will be supplied by the Co-Chairpersons. Items that may be included on the expense report include: mileage, film and development, scrap booking expenses, food or lodging expenses if a local group does not pay for them, materials for cooking demonstrations and school presentations, phone expenses (for calls relating to appearances and to the chairperson only), and postage expenses (for appearances, thank you notes, and expense reports.) The Queen should be as economical as possible.
- The MHQ must exhibit exemplary behavior at any time she is representing the MHPA, including times when she may not be wearing her crown and banner. Smoking and drinking of alcoholic beverages in public situations are not allowed and could lead to forfeiture of her title. Body piercings and tattoos should be concealed to project the professional and wholesome image of the Queen program and the industry. Professional behavior and appearance is critical at all times.
- If disciplinary problems arise during the Queen's reign, the problem will be reviewed by the Co-Chairpersons and MHPA. If behaviors that do not reflect positively on the MHPA continue to occur, the Queen may be asked to resign her title. The alternate will then assume the title.

## **Co-Chairpersons & MHPA Responsibilities**

- The Co-Chairpersons will set up as many appearances for the Queen as possible, taking both her schedule and local beekeeping organization schedules into account. The Co-Chairpersons will provide the Queen with complete information about the scheduling of each appearance.
- The Co-Chairpersons will provide a training session with the newly crowned MHQ during the first two months of her reign.
- The MHPA will provide funds for the Queen to have a formal portrait taken. This should be done as soon as possible after coronation. The cost for the portrait should be kept to a reasonable minimum.
- The MHPA will provide lodging and expenses for the Queen at the MHPA convention at the end of her reign.
- The MHPA will provide an ABF membership for the Queen during her reign. She will receive newsletters from the ABF to stay on top of current issues in the industry.
- The MHPA will sponsor the successful and eligible MHQ in the American Honey Queen Competition, sponsored by the American Beekeeping Federation each January. Travel expenses, lodging, food, and entry fees will be covered by the Queen fund for this event.

I have read the above overview and agree to the guidelines and responsibilities as specified should I be selected as the Minnesota Honey Queen.

---

Contestant Signature

---

Date

For more information, contact Kaye Olson at [dkolson4@yahoo.com](mailto:dkolson4@yahoo.com) or 763-559-4948 or 4725 Norwood Lane, Plymouth MN 55442.

# Minnesota Honey Queen Application

Deadline for application form, photo, short biography and essay is May 1.  
Please contact Kaye Olson at [dkolson4@yahoo.com](mailto:dkolson4@yahoo.com) or 763-559-4948 with questions.

NAME: \_\_\_\_\_

SPONSOR (if applicable): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

BIRTHDATE: \_\_\_\_\_ SCHOOL CURRENTLY ATTENDING: \_\_\_\_\_

HIGH SCHOOL FROM WHICH YOU GRADUATED AND YEAR:  
\_\_\_\_\_

IF POST-HIGH SCHOOL, LIST AREA OF STUDY AND YEAR IN SCHOOL:  
\_\_\_\_\_

PARENTS' NAMES \_\_\_\_\_

PARENTS' ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PARENTS' PHONE: \_\_\_\_\_

PARENTS' EMAIL: \_\_\_\_\_

INTERESTS AND HOBBIES:  
\_\_\_\_\_  
\_\_\_\_\_

LEADERSHIP AND/OR PUBLIC SPEAKING EXPERIENCE:  
\_\_\_\_\_  
\_\_\_\_\_

IN WHAT WAYS DO YOU USE HONEY?  
\_\_\_\_\_  
\_\_\_\_\_

WHAT IS YOUR FAVORITE HONEYBEE FACT?

---

---

DO YOU HAVE ANY BEEKEEPING EXPERIENCE? (not required)

---

---

WHY WOULD YOU LIKE TO BE THE MINNESOTA HONEY QUEEN?

---

---

CONTESTANT BIOGRAPHY:

---

---

---

---

Application Checklist:

- ✓ Completed Application Form
- ✓ Short biography (includes name, age, parents names, hometown and hobbies)
- ✓ Photo of yourself (to use in the MHPA meeting booklet)
- ✓ Essay about honey, bees or beekeeping (between 300-600 words)

Please send completed application and other entry items to:

**Minnesota Honey Queen Program**  
**Attn: Kaye Olson**  
**4725 Norwood Lane**  
**Plymouth, MN 55442**



*The Minnesota Honey Producers Association  
sponsors the*

# *Minnesota Honey Queen Program*

*Promotional and educational ambassador  
for the honey and beekeeping industries.*



*Minnesota Honey Queen Program  
Attn: Kaye Olson  
4725 Norwood Lane  
Plymouth, MN 55442*

*Sponsored by the Minnesota Honey  
Producers Association*

**Put Stamp Here  
The Post Office  
will not deliver  
mail without  
postage.**

*Minnesota Honey Queen Program  
Attn: Kaye Olson  
4725 Norwood Lane  
Plymouth, MN 55442*

## Purpose

The Honey Queen's role is four-fold: ambassador, spokesperson, educator and promoter. Recognizing the nutritional value of honey, wishing to create more interest in the use of honey and striving to educate the public about the importance of honeybees in daily life, the Minnesota Honey Producers Association has created the position of Minnesota Honey Queen. She will promote the use of honey, honey products and beekeeping to the general public.

## Eligibility

Candidates must be between the ages of 17 and 24 on January 1st of the current year. They must be a high school graduate and single. They may not hold any title other than Honey Queen upon application for the position of Minnesota Honey Queen.

## Judging

Contestants will be judged during the first week in June and a new Honey Queen will be crowned at the summer meeting of the Minnesota Honey Producers Association in July. They will be judged on general communication skills, public speaking ability, knowledge of honeybees and beekeeping, poise and confidence. The main judging areas include: 300 word essay on honey, a marketing presentation, and interview.



## Promotions

Throughout her reign, the Minnesota Honey Queen will attend and speak at various events to promote the honey and beekeeping industries. Please contact Kaye Olson at [dkolson4@yahoo.com](mailto:dkolson4@yahoo.com) or 763.559.4948 to schedule an appearance for the Honey Queen.

Fairs, Festivals or Farmers' Markets



Cooking Demonstrations

Media Interviews including: newspaper, television, radio or internet



Civic Groups



Honey Producers or Hobby Beekeeping Meetings



Educational presentations at schools



Interactive demos

### Minnesota Honey Queen Response Form

Mail completed and mail or email [dkolson4@yahoo.com](mailto:dkolson4@yahoo.com) for an application or with questions.

Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Potential Candidate. Please send me a Minnesota Honey Queen Application.

Potential Partner. I would like to schedule an appearance/promotion for the Queen.

Potential Sponsor. I would like to contribute to the Minnesota Honey Queen Program.

Questions/Comments \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## B. CONTACT INFORMATION FOR STATE HONEY QUEEN PROGRAMS

State Honey Queen Chairs can provide a wealth of advice for new Honey Queen programs. Sometimes, it can be beneficial to arrange joint appearances for your Local Honey Queen with your State Honey Queen. In some regions of the Country, there are opportunities to do joint promotions with two State Honey Queens. Below is a list of State Honey Queen Program Contacts, as of 2012.

- 1) *Florida Honey Queen Program*  
Beth Fox  
409 Wild Oak Circle  
Longwood, FL 32779  
407.702.2853  
[FlaHQP@aol.com](mailto:FlaHQP@aol.com)
- 2) *Indiana Honey Queen Program*  
Kristy Dooley  
6309 E. Cascade Road  
Rockville, IN 47872  
765.344.1719  
[clctrolley@yahoo.com](mailto:clctrolley@yahoo.com)
- 3) *Iowa Honey Queen Program*  
Connie Bronnenberg  
1433 Hull Avenue  
Perry, IA 50220  
515.480.6076  
[Cbronny823@aol.com](mailto:Cbronny823@aol.com)
- 4) *Kansas Honey Queen Program*  
Connie Hopkins  
710 Ora Street  
Scott City, KS 67871  
620.214.0644  
[cmhopkins@wbsnet.org](mailto:cmhopkins@wbsnet.org)
- 5) *Minnesota Honey Queen Program*  
Cathy Jo Rufer  
3499 75<sup>th</sup> Street SW  
Waverly, MN 55390  
763.218.7870  
[honeylady50@msn.com](mailto:honeylady50@msn.com)
- 6) *Missouri Honey Queen Program*  
Wanda Johnston  
401 NW Heady Avenue  
Ferrelview, MO 64163  
[headyhoney@kc.rr.com](mailto:headyhoney@kc.rr.com)

- 7) *New Jersey Honey Queen Program*  
Tim Schuler  
P.O. Box 228  
Richland NJ 08350  
856.697-0483  
[tim.schuler@comcast.net](mailto:tim.schuler@comcast.net)
- 8) *North Dakota Honey Queen Program*  
VACANT
- 9) *Pennsylvania Honey Queen Program*  
Rachel Bryson  
610 Strite Road  
Chambersburg, PA 17202  
717.643.0010  
[brysonrachel@yahoo.com](mailto:brysonrachel@yahoo.com)
- 10) *Texas Honey Queen Program*  
Rachael Seida  
885 Legend Trail  
Wylie, TX 75098  
214.578.3477  
[rachaelseida@hotmail.com](mailto:rachaelseida@hotmail.com)
- 11) *Wisconsin Honey Queen Program*  
Becky Mehringer  
W9399 Woodside Road  
Cambridge, WI 53523  
920.220.1026  
[wihoneyqueenprogram@gmail.com](mailto:wihoneyqueenprogram@gmail.com)

## C. SAMPLE HONEY QUEEN ITINERARY

When hosting a Honey Queen, it is important to have an itinerary. Whether it is a day visit or a week-long visit, an itinerary provides the Honey Queen and her chairperson an idea of what the promotion focus will be and the various activities in which the Honey Queen will be involved. Below are sample itineraries for a Honey Queen visit on the local, state, and national levels. Please note that these are simply examples; all promotions vary on complexity.

### 1) Sample Local Honey Queen Itinerary

#### **Saturday, July 18**

10:00 a.m.-7:30 p.m.

Jefferson County Fair

County Fairgrounds, Jefferson County Beekeepers Booth

Hwy. 24/Main Street

10:00-11:50 a.m. – Work at Jefferson County Beekeepers Booth

11:55 a.m. – Arrive at WRZV Radio Booth

12:10-12:15 p.m. – WRZV Radio Interview – take honey sticks

12:20 p.m. – Arrive at Arena

12:30-1:30 p.m. – Assist with Cooking with Honey judging

2:00-5:00 p.m. – Work at Jefferson County Beekeepers Booth

6:30 p.m. – Arrive at Main Stage

6:55 p.m. – Assist in Announcing Main Stage Act with Fair Queen

7:30 p.m. – Depart for home

2) Sample State Honey Queen Itinerary

**Wednesday, May 16**

6:00 a.m.

WSAW TV Interview

1114 Grand Avenue

Wausau, WI 54403

Contact: Chastity Walberg, 715-845-4211 x726

Interview begins at 6:15, done by 6:20

10:00-11:00 a.m.

Grove Elementary School

471 Grove Avenue

Wisconsin Rapids, WI 54494

Contact: LeeAnn Schmidmayr, principal, 715-422-6136

185 students in grades 1-6 in two presentations

1:30-2:30 p.m.

Grandma's Senior Presentation

**Thursday, May 17**

9:00-10:00 a.m.

Woodside Elementary School

611 Two Mile Avenue

Wisconsin Rapids, WI 54494

Contact: Larissa Lueck, 3<sup>rd</sup> grade teacher, 715-422-6145

2 presentations to 120 3<sup>rd</sup> graders

Check in at office and go to Room 116

10:15-10:45 a.m.

Washington Elementary School

2911 Washington St

Wisconsin Rapids, WI 54494

Contact: Kim Marshall, 715-422-6130

1 presentation to 50 4<sup>th</sup> graders

12:30-1:00 p.m.

Grant Elementary School

8511 County Road WW

Wisconsin Rapids, WI 54494

Contact: Angela Peters, 4<sup>th</sup> grade teacher, 715-422-6177

1 presentation to 47 4<sup>th</sup> graders

2:00-2:30 p.m.

Pitsch Elementary School

501 17<sup>th</sup> Street S

Wisconsin Rapids, WI 54494

Contact: Kristine Neiman, 3<sup>rd</sup> grade teacher, 715-422-6171

1 presentation to 60 2<sup>nd</sup>, 3<sup>rd</sup>, & 4 graders

3) American Honey Queen Itinerary ~ Sample 1

**Sunday, September 28**

9:45 a.m. Depart for Nashville, TN (AA Flight 1792)  
11:30 a.m. Arrive in Nashville, TN

**Monday, September 29**

7:15 a.m. Arrive at Mount Juliet Elementary School

7:30-9:30 a.m. School Presentation

Location: Mount Juliet Elementary School

2521 West Division Street

Mount Juliet, TN 37122

*Specifics: ~300 students in 3<sup>rd</sup>, 4<sup>th</sup>, & 5<sup>th</sup> grades in 3 presentations (7:30, 8:15, & 8:55)*

Contact: Steve Brown, principal, 615-758-5654

9:50 a.m. Arrive at West Elementary School

10:00-10:30 a.m. School Presentations

Location: West Elementary School

9315 Lebanon Road

Mount Juliet, TN 37122

*Specifics: 1 presentation to 192 students in grades 2-4*

Contact: Robbin Morthel, principal, 615-758-5846

11:45 a.m. Arrive at Rutland Elementary School

12:00-12:30 p.m. School Presentation

Location: Rutland Elementary School

1995 South Rutland Road

Mount Juliet, TN 37122

*Specifics: 1 presentation to 105 5<sup>th</sup> graders studying the importance of bees in ecosystems*

Contact: Karen Hall, 5<sup>th</sup> grade teacher, 615-754-1800

1:10 p.m. (or earlier) Arrive at McClain Christian Academy

1:15-1:45 p.m. School Presentation

Location: McClain Christian Academy

410 W. Main Street

Lebanon, TN 37087

*Specifics: 1 presentation to 55 students in grades 1-5*

Contact: Sarabeth Stevens, 3<sup>rd</sup> grade teacher, 615-521-9944 (cell); 615-444-2678 (school)

1:50 p.m. Arrive at Lebanon-Wilson County Library

2:00-2:30 p.m. Lebanon-Wilson County Library

108 S. Hatton Avenue

Lebanon, TN 37087

*Specifics: Storytime with children (The Magic Schoolbus: Inside a Beehive)*

Contact: Alesia Burnley, Library Director, 615-444-0632

**Tuesday, September 30**

**8:50 a.m. Arrive at Watertown Elementary School**

**9:00-10:00 a.m. School Presentations**

Location: Watertown Elementary School

751 W. Main Street

Watertown, TN 37184

*Specifics: 2 presentations to 283 students – 1 to 2<sup>nd</sup> & 3<sup>rd</sup> graders, 1 to 4<sup>th</sup> graders*

Contact: Anita Christian, principal, 615-237-3821

**10:15 a.m. Arrive at Watertown-Wilson County Library**

**10:30-11:00 a.m. Watertown-Wilson County Library**

206 Public Square

Watertown, TN 37184

*Specifics: Storytime session for preschool kids and parents (The Magic Schoolbus: Inside a Beehive)*

Contact: Alice Green, Library Director, 615-237-9700

**5:45 p.m. Arrive at Sam Houston Elementary School**

**6:00-6:30 p.m. Junior Girl Scout Troop #2955 Presentation**

Location: Sam Houston Elementary School (cafeteria)

207 Oakdale Drive

Lebanon, TN 37087

*Specifics: presentation to 3 girl scout troops and 1 cub scout troop – 60 children in grades K-5– requested focus: beekeeping, the tools and needs of a professional beekeeper, information on salaries of beekeepers, CCD and the importance of honeybees (and how they can be saved.)*

Contact: Kelly Rollins, Troop Leader, 615-444-3022

**Wednesday, October 1**

**8:15 a.m. Arrive at Dodson Elementary School**

**8:30-9:30 a.m. School Presentations**

Location: Dodson Elementary

4401 Chandler Road

Hermitage, TN 37076

*Specifics: 2 presentations to 103 3<sup>rd</sup> graders*

Contact: Melissa Kurras, 3<sup>rd</sup> grade teacher, 615-885-8806 x195

**2:05 p.m. Arrive in Mt. Juliet**

**2:20-3:30 p.m. Girl Scout Troop Presentation**

5017 Market Place

Mount Juliet, TN 37122

*Specifics: 20 girl scouts in grades 1-5; basic presentation plus recipe ideas for camping trips, how honey has been used throughout the ages, and maybe honey sampling*

Contact: Genna Kilga, Troop Leader, 615-594-5387

**Thursday, October 2**

**7:15 a.m.**                    **Arrive at Lakeview Elementary School**  
**7:30-9:30 a.m.**           **School Presentations**  
Location: Lakeview Elementary School  
6211 Saundersville Road  
Mt. Juliet, TN 37122  
*Specifics: 3 presentations to 350 students in grades 2-4*  
Contact: Cindy Cartwright, 3<sup>rd</sup> grade teacher, 615-758-5619

**1:15 p.m.**                    **Arrive at Stanford Montessori Design Center**  
**1:30-2:00 p.m.**           **School Presentation**  
Location: Stanford Montessori Design Center  
2417 Maplecrest Drive  
Nashville, TN 37214  
*Specifics: 1 presentation to 240 students in grades 1-4*  
Contact: Melva Strickland, principal, 615-885-8822

**3:15 p.m.**                    **Arrive at First Baptist Church**  
**3:30-4:00 p.m.**           **Mount Juliet Girl Scout Troop Visit**  
Location: First Baptist Church  
735 North Mount Juliet Road  
Mount Juliet, Tennessee 37122  
*Specifics: 20 girl scouts+brownies and juniors*  
Contact: Russette Sloan, 615-397-4542

**Friday, October 3**

**6:45 a.m.**                    **Depart for Boston (AA Flights 4779 & 4780)**  
**12:50 p.m.**                **Arrive in Boston**

4) American Honey Queen Itinerary ~ Sample 2

**Sunday, October 5**

Late afternoon/evening Depart for Relatives' home in King George, VA

**Monday, October 6**

8:15 a.m.

8:30-9:45

**Arrive at Massaponex High School**

**School Presentations**

Location: Massaponex High School

8201 Jefferson Davis Highway

Fredericksburg, VA 22407

*Specifics: high school horticulture classes; first presentation in Ms. Martin's class, followed by Ms. Massey's class; 40 students total*

Contact: Jan Massey, Ag Department Chair, 540-710-0419

**Tuesday, October 7**

7:15 a.m.

7:30-12:15

**Arrive at Riverbend High School**

**School Presentations**

Location: Riverbend High School

12301 Spotswood Furnace Road

Fredericksburg, VA 22407

*Specifics: speak to agriculture and horticulture classes (urban setting) regarding honeybees, beekeeping, etc. Kids do not have a background with beekeeping at all.*

*Approximately 120 students total; each presentation is scheduled for 45-60 minutes. A state FFA officer will be present for the presentations.*

Contact: Michelle Lyons, Ag Teacher, 540-548-4051 (cell - 540 840 6715)

1:45 p.m.

2:00-2:30 p.m.

**Arrive at Smith Station Elementary School**

**School Presentation**

Location: Smith Station Elementary School

7320 Smith Station Road

Fredericksburg, VA 22407

*Specifics: 1 presentation to 150 2<sup>nd</sup> graders*

Contact: Michelle Wright, Principal, 540-786-5443

3:00-4:15 p.m.

**King George 4-H Club Presentation**

**Location: King George Middle School**

8562 Dahlgren Road

King George, VA 22485

*Specifics: Presentation to Club of 20 members*

Contact: Alicia Haugh, 4-H leader, middle school teacher, 540-775-2331

**Wednesday, October 8**

8:45 a.m.

9:00-10:30 a.m.

**Arrive at Hugh Mercer Elementary School**

**School Presentations**

Location: Hugh Mercer Elementary School

2100 Cowan Boulevard

Fredericksburg, VA 22401

*Specifics: 2 presentations to 42 2<sup>nd</sup> graders and 15 1<sup>st</sup> graders*

Contact: Michelle Phillips, 540-372-1115

10:45 a.m.  
11:00 a.m.-12:00 p.m.

**Arrive at Blake Farm Dayschool  
School Presentations**  
Location: Blake Farm Dayschool  
805 Lyons Boulevard  
Fredericksburg, VA 22406  
*Specifics: 1<sup>st</sup> presentation to 30 students in grades 1-5, 2<sup>nd</sup> presentation to preschool aged children*  
Contact: Lateefah Muhammad, Director of Education, 540- 374-1311

7:00-9:00 p.m.

**King George Beekeepers Meeting  
County Extension Office**  
10087 Kings Highway  
Village Center  
King George  
Give speech to beekeepers about the program  
Contact: Mike Church

**Thursday, October 9**

8:15 a.m.  
8:30-9:00

**Arrive at St. Patrick's Catholic School  
School Presentation**  
Location: St. Patrick's Catholic School  
9151 Ely's Ford Road  
Fredericksburg, VA 22407  
*Specifics: 91 students in grades 1-4*  
Contact: Annette Talsma, 3<sup>rd</sup> Grade Teacher, 540-786-2277

9:45 a.m.  
10:00-10:30 p.m.

**Arrive at Fredericksburg Academy  
School Presentation**  
Location: Fredericksburg Academy  
10800 Academy Drive  
Fredericksburg, VA 22408  
*Specifics: 50 1<sup>st</sup> graders in 1 presentation*  
Contact: Ann Potter, 1<sup>st</sup> grade associate teacher, (540) 898-0020

1:45 p.m.  
2:00-2:30 p.m.

**Arrive at Winding Creek Elementary School  
School Presentation**  
Location: Winding Creek Elementary School  
475 Winding Creek Road  
Stafford, VA 22554  
*Specifics: 130 4<sup>th</sup> graders*  
Contact: Elliot Bolles, Principal, 540-658-6400

**Friday, October 10**

10:15 a.m.  
10:30-11:30 a.m.

**Arrive at Sealsen Elementary School  
School Presentations**  
Location: Sealsen Elementary School  
11048 Fletcher's Chapel Road  
King George, Virginia 22485  
*Specifics: 130 2<sup>nd</sup> graders in 2 presentations*  
Contact: Danica Turner, 2<sup>nd</sup> grade teacher, 540-775-3400

1:50 p.m.  
2:00-3:00 p.m.

**Arrive at Wilderness Elementary School  
School Presentations**

Location: Wilderness Elementary School  
11600 Catharpin Road  
Spotsylvania, VA 22553

*Specifics: 132 2<sup>nd</sup> graders in 2 presentations*

Contact: Linda Graninger, lead 2<sup>nd</sup> grade teacher, (540) 786-9817

**Saturday, October 11**

9:00-5:00

**Maryland State Beekeepers 100<sup>th</sup> Anniversary Honey Festival**

Brookside Gardens  
1800 Glenallan Avenue  
Wheaton, MD 20902  
301-962-1400

Stay at BWI Airport Country Inn that evening

**Sunday, October 12**

2:43 p.m.

**Depart for Montana (United Flight 467)**

6:53 p.m.

**Arrive in Montana (United Flight 6224)**

## D. MISCELLANEOUS RESOURCES LIST/TIPS

When beginning a Honey Queen program, or when there is a transition in committee chairs, the details can become daunting. The below list includes a variety of helpful resources/tips for chairs and their queens.

### 1) *Tiaras*

A tiara is required for a Honey Queen at most of her events. It is rare when she is in her official capacity without her tiara and banner. Tiaras can be purchased from a variety of sources. Many local jewelers and bridal stores carry tiaras, and some local jewelers may be willing to donate a tiara to your program. There are a plethora of tiara vendors on the internet. Some prominent suppliers include:

- ❖ Anderson's Events – [www.andersonsevents.com](http://www.andersonsevents.com)
- ❖ Rhinestonejewelry.com – [www.rhinestonejewelry.com](http://www.rhinestonejewelry.com)
- ❖ Anderson's Prom – [www.andersonsprom.com](http://www.andersonsprom.com)
- ❖ Stumps Prom – [www.stumpsrom.com](http://www.stumpsrom.com)
- ❖ Promnite.com – [www.promnite.com](http://www.promnite.com)

When considering a tiara for your Honey Queen, first consider her position. Typically, tiara size will increase with the title (e.g. a State Honey Queen will have a more elaborate or taller tiara than a Local Honey Queen). If you have only one candidate, consider her physical size and height (e.g. do not purchase a tiara that is too large for your Honey Queen's head). If you have multiple candidates, consider a tiara size that is middle of the road, so as it does not appear too large or too small on any candidate.

On the national level, the tiara height typically does not exceed three inches in height. Due to the vast number of promotions, the length of promotions, and travel requirements, the national program does not use extremely heavy or large crowns for its representatives. Try to ensure that your Honey Queen's crown is stable and is not overly susceptible to damage due to its construction or design. It is recommended that Local and State Honey Queens and Princesses have crowns that do not exceed three inches in height.

If your program employs a Honey Princess, consider a tiara that is smaller or less elaborate than her corresponding Honey Queen. Having tiaras that appear to match or are part of a set is a nice effect.

### 2) *Banner*

A banner is important for your Honey Queen. It should indicate her year of service and her title (e.g. 2011 Idaho Honey Queen). The font should be legible and photograph well. A black banner with white lettering or a white banner with black lettering is recommended. Banners can either be silkscreened or embroidered. A new banner should be purchased for your queen every year, as they are used frequently and also provide a nice memento for your Honey Queen.

Silkscreened banners can be purchased through a variety of vendors, such as Anderson's Events (see *Item 1. Tiaras*). This may be the most cost effective option for a Local Honey Queen, as she will likely use her banner less than a State Honey

Queen or the American Honey Queen. Note that many vendors for silkscreened banners have a character limit for the lettering of the banner.

Embroidered banners typically provide more durability and are often washable, making them a preferred option for State Honey Queens. Many local embroidery shops can provide banners for your Honey Queen. Many State Honey Queen programs and Local Honey Queen programs have ordered their banners from Mary Kettlewell, who has supplied the American Honey Queen's and Princess's banners for over 10 years. She may be contacted at 414.545.5502 or [mpuzzler@prodigy.net](mailto:mpuzzler@prodigy.net).

Like your tiara selection, consider your Honey Queen/Princess's size (if possible) when ordering a banner. While a wider banner may display the title with a larger font, it may be too large for your Honey Queen's build/stature.

3) *Suggestions for Tiara and Banner Care*

Since a tiara and a banner are essential to the Honey Queen, the care for these items is important during your Honey Queen's reign. When traveling, the Honey Queen should have a container or box in which to store her tiara to protect it from potential damage. Her sponsoring organization should consider providing such a box or container upon the Honey Queen's coronation. Consider a box or container that is large enough to store her tiara and her banner. If the organization does not provide a storage mechanism for the tiara and banner, the Honey Queen should be directed to obtain one at her earliest convenience.

A tiara and banner must be easily accessible when traveling. When traveling by air, a tiara and banner must be in your Honey Queen's carryon luggage. When traveling by car, it should be packed separately from her main suitcase. Banners, particularly if not stored in a tiara box, should be packed neatly so as to minimize potential wrinkling. When staying with host families or in hotels, the tiara must be stored in its box to minimize others' interest in it and potential damage.

During events, there may be a desire to remove a tiara throughout the day. It is recommended that your Honey Queen minimize the number of times she removes or adjusts her tiara during the day. By doing so, the potential to damage the tiara combs will also be minimized.

When ordering an embroidered banner, be sure to obtain the directions for cleaning and ironing the banner. Pass these instructions along to your Honey Queen so she can maintain a professional image. When ordering a silkscreened banner, understand that these are not as easily cleaned and will require special ironing instructions (and, again, pass these along to your Honey Queen). To avoid spills, you may want to require your Honey Queen to remove her banner while eating.

4) *Reference Resources for Honey Queens*

When assisting your Local or State Honey Queen obtain the necessary knowledge to promote the industry, she will need access to a variety of sources. In addition to providing her hands on experience in your organization's members' beeyards, honey houses, and stores, she will need to study publications to learn many of the basics. Below is a list of good resources for your Honey Queen to consult as she learns about the industry and as she prepares for the American Honey Queen competition:

- a) Dadant's First Lessons in Beekeeping book

- b) Dadant's Hive and the Honeybee book
- c) Dadant's educational photo prints
- d) Bee Culture's ABC's and XYZ's of Bee Culture
- e) National Honey Board – [www.honey.com](http://www.honey.com) – particularly their media fact sheets
- f) American Beekeeping Federation – [www.abfnet.org](http://www.abfnet.org)
- g) National Agriculture Statistics Service – [www.nass.usda.gov](http://www.nass.usda.gov) – for information on your state's honey productivity
- h) University websites on colony collapse disorder (e.g. Penn State, University of Minnesota, University of Nebraska, UC-Davis, etc.)

The National Honey Board has many resources that the Honey Queen can use in her various presentations, particularly when she visits elementary schools.

5) *Important Resources for the Road*

Your Honey Queen will do a great deal of travel throughout her service to your organization. It is important that your Honey Queen has access to a vehicle or someone to provide her with transportation to various events. You will want to make sure that she has proper maps and directions to her various promotions. She should always carry a cellular phone in the event of an emergency or if she is running late to a promotion. You may want to encourage her to carry a AAA membership or have a GPS unit in her car, as these are helpful tools.

When she is traveling, she should have a list of members of your organization with her in the event she has difficulties. She should always work with her Queen Committee chairperson to resolve problems, but it is important that she has the ability to contact others as needed.

While traveling, she should carry a credit card in some form to cover her various expenses and/or if an emergency requires payment. Additionally, you may want to make sure that she carries health and/or dental insurance in case of a health emergency on the road. Having your Honey Queen carry a list of emergency information (e.g. emergency contacts, drug or other allergies, etc.) is a good idea, particularly if she is traveling without a family member.

6) *Training Your Honey Queen*

Upon your Honey Queen's coronation, the Queen Committee Chairperson and/or the Queen Committee should meet with the Honey Queen to outline the rules of her position and the expectations for conduct, appropriate attire, appearances, and expenses. Meet with your Honey Queen as early as possible to review all procedures of the Honey Queen program and any documents she must complete. Meeting as early as possible regarding rules, conduct, required appearances, finances/appropriate expenses, and other program information will reduce problems throughout the year. Consider having a memorandum of understanding that your Honey Queen will sign after your review the program rules with her, including reasons that could lead to her removal from the position.

Many Honey Queen programs have implemented a training program for their Honey Queens. Some of these training programs include attendance at beginning beekeeping workshops or seminars to improve (or to provide) the Honey Queen's knowledge of the industry. Most training programs include the organization's expectations when the Honey Queen works with the media, how she will give

presentations to different groups, how she will prepare reports and presentations, and how she will prepare for the next level of competition. While not required, these programs typically give the Honey Queen the tools she needs to become an outstanding spokesperson and representative for her organization.

By the time your Honey Queen reaches the national competition, she should have had several experiences working with different beekeepers in their beeyards (unless she has an allergy to bee stings). She should know how her body reacts to a bee sting (or if she is allergic to bee stings). She should have seen/experienced the extraction process for beekeepers of various sizes. She should have tried various types of honey (e.g. clover, wildflower, buckwheat, etc.) and forms of honey (e.g. comb honey, chunk honey, creamed honey). She should also understand that there are different types of beekeeping businesses (e.g. honey producers, pollination businesses, queen breeders, packaged bee producers, honey packers, honey importers, sideliners, hobbyists.) She should be fully aware the social structure of the beehive and basic beekeeping terminology, as well as the pests, diseases, and other issues that affect the hive and the industry. Finally, she should be able to articulate what pollination is and why it is important to consumers and beekeepers.

In addition to a training session/expectations meeting and the list of resources that your Honey Queen can access, you may consider purchasing a subscription to a beekeeping publication for her and providing for her membership in your State organization and the ABF so she can receive the state and national publications for her reference.

Several State Honey Queen programs encourage their State Honey Queen or Local Honey Queen to attend the ABF convention prior to the year that they will compete. This allows the State and Local Queens to gain an understanding of the ABF and its organization/operations, additional beekeeping knowledge, and industry contacts that may allow them to be better representatives for your organization. When a Honey Queen visits a *national* convention where she is not competing, she must not wear her tiara and banner (so as not to confuse attendees and judges), but rather she should come as an individual who supports the Honey Queen program and is eager to learn about the convention, industry, and competition.

Understand that, while working with young people, you may need more than one training session or may need to reiterate points, procedures, and facts to your Honey Queen as needed. If you choose to conduct a training session, try to schedule this shortly after your Honey Queen is selected. This will allow you to have as productive of a year as possible.

#### 7. *Scheduling Promotions*

Often, your Honey Queen will have limited experience when she earns her title. Expecting a young woman in her late teens and early 20's to schedule promotions is a significant order, particularly if she has not been a part of the beekeeping industry prior to her coronation.

It is strongly encouraged by the American Honey Queen Program that Honey Queen Chairpersons be the main point of contact for appearance scheduling. This allows the program to adhere to a budget and weed out promotions that may not be as effective as possible. As young, attractive women can often be a target for unwanted

attention, having a Chairperson field phone calls and emails requesting the Honey Queen will help protect the Honey Queen's identity and safety for the year.

When planning your Honey Queen's schedule, consider her school schedule and other commitments prior to setting the schedule. Give her as much notice as possible prior to an event so she can adequately plan (e.g. for school or work purposes) and make sure that she provides you with dates she cannot promote. Provide her with as many details as possible, including contact information for her hosts for events. If there are required events for the Queen, provide those to her as soon as possible.

If you choose to require that your Honey Queen conduct her own scheduling, provide her with guidelines of what types of promotions are considered acceptable in your state (particularly based upon your budget) or if there are required events (such as the State Fair) and how many promotions she may schedule. You may also require that she inform you of invitations prior to accepting to allow you to monitor your program's budget.