

SHARLENE SWEDLUND

2023 WISCONSIN FAIREST OF THE FAIRS



"Throughout my journey as the 2023 Wisconsin Fairest of the Fairs I have had the opportunity to broaden my knowledge, network with some of the top leaders of the state, and travel the amazing state of Wisconsin while advocating for the very thing that I love - Wisconsin Fairs!"

Why did you want to become the Wisconsin Fairest of the Fairs?

"My answer is rather complex, but to shorten it up - It was to give back to the many individuals involved throughout the fair industry, the once in a lifetime opportunity to advocate for the many fairs of Wisconsin, and for a little girl who held onto a big dream!"

Let's take a closer look on my journey



Fairest
OF THE FAIRS

The Start of The Journey

*Wisconsin Association of
Fairs Convention 2023*



January 11, 2023



Interviews & Amazement

When my name was announced as the 2023 Wi Fairer of the Fairs I was truly in shock, as I remember standing on the stage thinking to myself: "There's no way this is actually happening, is this a dream?!". As I had started my interviews with CBS I remember saying that it still felt like a dream, but I was glad that it's truly my reality.



Fairer
OF THE FAIRS

Valentines Day Cream Puffs



Attending the Valentines Day Cream Puffs event at the Wisconsin State Fair Park was one of my very first events as the 2023 Wi Fairest of the Fairs. I had the opportunity to interview and network with Brian Kramp from FOX6 news. Not only was I introduced to the cocoa cream puff, but I was also able to pick up some helpful key tips while interviewing with TV Personalities!

Fond du Lac Ag Showcase

I had a wonderful time hanging out with some of the coolest people in the agricultural industry at this event! From greeting and visiting with guests to interviewing with KFIZ; the importance of agriculture was truly the key subject at the Fond du Lac Ag Showcase.



WTCS Ag Day Celebration



I had the BEST TIME at 'Ag Day' hosted by Blackhawk Technical College in Monroe, Wi. It was great to see the many demonstrations they have along with the wonderful guests that spoke on behalf of their involvement in the agricultural industry. The day ended with company tours - I happened to be in the group that toured Kuhn North America - one of the largest Agricultural Implement Manufacturers!

Blue & Gold Night

I had a great time visiting my hometown to attend the Juda FFA Blue & Gold Night - an event that was started while I was in high school with my officer team. I had the chance to educate the attendees on the importance of the Fair Industry within Wisconsin and how to become more involved through your home county fair!

UWRF Ag Day on Campus



This event is an amazing way for agricultural organizations to showcase their love and passion for the agricultural industry. I had the chance to speak with many different student agricultural associations and clubs to hear their continued involvement in agriculture; along with sharing my story and background as a young agriculturalist, and my love for all things fair!

Juda FFA Banquet

I had the wonderful opportunity to attend my hometown FFA Banquet as a guest speaker. Sharing my FFA experience, my love for all things fair, and I had shared two quotes that I learned through FFA that had stuck with me since 2015 with one of them being "I am in this room today because somebody told me that my story was important".



UW Platteville Ag Day on Campus



Attending the Ag Day on Campus at UW-Platteville was filled with learning and educating! I spoke with many individuals on how they continue to stay involved in agriculture through college - I learned that there are many different organizations that the students can participate in, and I had the chance to educate the importance of agriculture in Wisconsin's Wonderful Fairs.

76th Alice in Dairyland Finals

I was truly honored to be able to attend such a historic event like the Alice in Dairyland Finals. Where I had the chance to speak on Wisconsin Fair's, and watch Ashley Hagenow become the 76th Alice in Dairyland! This program does an amazing job representing and promoting Wisconsin's incredible agricultural industry.



Green County Breakfast on the Farm



I had a wonderful time at the Green Co. Breakfast on the Farm hosted by the DeVoe Family! Each time I attend an event, I am reminded just how strong the many different communities in Wisconsin are. Every year during this event the new Green County Fairest of the Fair is crowned during the awards ceremony - which I had the honor of doing this year!

Cows on the Concourse

June Dairy Month was being celebrated with an amazing gathering of people eager to learn about Wisconsin's amazing Dairyland. I had the chance to speak on topics that I LOVE-the fair industry and what my favorite (dairy) fair food was! Can you guess?? (It's Ice Cream!)



Racine County Fairest of the Fair Finals



I had a wonderful time at the Racine County fairgrounds watching Kennedy Bosch - 2022 Racine County Fairest of the Fair - crown the next lovely Racine County Fairest. Watching the end of a chapter and the start of a new one is very heartwarming - and to hear about other's experiences on their year as fairest is always wonderful!

Fond du Lac County Fairest Finals

Attending the Fond du Lac County Fairest Finals was another heart warming event! I watched as Kaylee Mess - 2022 Fond du Lac County Fairest - gave her retiring address and then crowned the next Fond du Lac County Fairest! I also had the chance to speak on my experiences with the contestants beforehand while asking ice breaker questions!



Sheboygan Dairy Breakfast



While attending the Sheboygan Dairy Breakfast I had the chance to get to know the Sheboygan County Fairest of the Fair. I enjoyed a tasty breakfast - and while eating breakfast I sat next to a few people who were attending their first ever Dairy Breakfast! It was exciting to interact with them and to learn how they were enjoying their experience!

Columbia County MooDay Brunch

I was greeted as soon as I arrived to this event by so many people eager to get a post card and learn about the Wisconsin State Fair. I also stopped by the Farm Bureau booth to test my taste buds out - I tried my luck in guessing the different kinds of milk ranging from oat to whole milk!



Green Lake County Breakfast on the Farm



As I arrived at the Green Lake County Dairy Breakfast I was reminded just how strong community ties are. The breakfast was filled with people eager to learn about the families dairy farm and to try their delicious breakfast! When I was leaving the breakfast the line had doubled in size showing how important the breakfast was to Green Lake County!

Dane County Breakfast on the Farm

While attending the Dane County Dairy Breakfast I had the chance to speak on my experiences as WI Fairest of the Fairs while talking about what I was looking forward to the most - which was EVERYTHING! I also watched Hayden Paske - 2022 Dane County Fairest - give her retiring address and crown the new Dane County Fairest!



Brodhead Family Fest



As a young girl, parades were always my favorite event to go to as I had the chance to watch the amazing Dairy Queens, County Fairest, and other royalty title holders drive by in their cool cars/trucks and their beautiful dresses. For this event, the roles were reversed and this time I was the one in the vehicle waving to all of the people on the sidewalks, representing Wisconsin's Fairs!

Fond du Lac Breakfast on the Farm

I had a wonderful day spending my time with many amazing people at the Fond du Lac Breakfast on the Farm! Favorite part of the day: getting one powerful high-five from a sweet girl who was beyond excited to see the girls in the crowns!



Elroy Fair



The Elroy Fair was my official 'kick off' to a summer full of Wisconsin's Wonderful Fairs! I had a great time with Jessica - 2023 Elroy Fairest of the Fair - she showed me how important and mighty a small community can be at the fair. To see how close knit everyone is at the Elroy Fair brought warmth to my heart. Elroy Fair is truly one big Fair Family.

All American Jr. Sheep Show

Attending the All American Junior Sheep Show held in Madison, WI was filled with laughter and joy! I will say there is a huge difference being on the opposite side of the show ring, but I was able to walk in with the mighty and proud Wisconsin group during opening ceremonies!



Stoughton Fair



I had an absolute blast touring the Stoughton Fair with an amazing board member who expressed her love for the fair and why Stoughton is unique in its own way. From cream puffs, cheese curds and ice cream - to exhibitors, music, and grand stand events - I was honored to be able to experience The Stoughton Fair and the love that everyone had to share.

Marquette County Fair

From touring the grounds to helping out at the auction, the Marquette County Fair was certainly filled with many laughs. Emma - 2023 Marquette County Fairest of the Fair - gave me the "inside scoop" on the county fair and many laughs were shared during the auction as we told stories of our days in the show ring!



Lodi Agriculture Fair



The Lodi Ag Fair was filled with strong family traditions, and amazing community ties. The Lodi Agriculture Fair Board President - Terry - for gave me the best tour and educational background of the fair. If it is one thing I learned that day, it's that this fair supports the community in many different ways - from the vendors to the exhibitors - it is one big family fair. "This is more than just a fair, but you know that" -Terry

Jefferson County Fair

The Jefferson County Fair was filled with excitement from the Beef Show to the cat show, trying a delicious grilled cheese sandwich from the Jefferson County Agri-Business tent, and ending the day with interviews and the many exhibitors/animals! Danielle - 2023 Jefferson County Fairest of the Fair - gave the best tour and told me so many exciting stories about the Jefferson County Fair!



Northern Wisconsin State Fair



The day was filled with so many fun events - Cookies and Crowns with all area royalty attending the event to help the kids make crowns to wear around the fair. I had then continued the day with a tour given by the fairest and fairest attendant - making stops at their brand new beautiful barns, and ending the visit with the bike raffle led by Wisconsin State Patrol!

Trempealeau County Fair

It was a tea party at the Trempealeau County Fair! I had the opportunity to spend the day with MORE amazing ambassadors, royalty, and Fairest at the Queens Tea event! A special thank you for introducing me to one of the best milkshakes I have tried thus far - from the Trempealeau County Farm Bureau!



Lafayette County Fair



I had the opportunity to sit on a judges panel for the Bundt Cakes at the Lafayette County Fair! With all three cakes tasting absolutely delicious - it was hard to choose a favorite. The Lafayette Co. Fairest gave a beautiful tour of the grounds! And - I can't forget about the super fun video that we had collaborated on with the exhibitors and their animals - it was a true Beyonce moment!

Sauk County Fair

Everyone was very eager to network and speak with the royalty members to see what the road looks like to become an advocate. To say that the Sauk County Fair is one big family fair would be an understatement, this fair has strong family ties and amazing traditions that each fairgoer and exhibitor look forward to each year.



Kewaunee County Fair



From touring the fairgrounds, participating in the 'Save a Cowboy, Ride a Horse' event, to Futurity pictures, it was so much fun to see this fair in action. The Kewaunee County Fair has it all - piglets, baby rabbits, Clydesdale colts, and calves!

La Crosse Interstate Fair

The La Crosse Interstate Fairest of the Fair gave me an AMAZING tour of the grounds and we had a chance to talk about our backgrounds within the fair industry. The goats were truly the star of the show at this fair - they had ramps and toys to play with in their pens, and they were not afraid to show off their skills!



St. Croix County Fair



I spent my visit at the St. Croix County Fair asking questions to the exhibitors, Fair board members, and fairest/fairest candidates. The question was "Why do you choose the fair, or Why the fair?". Their answers were well thought out and it even added to my answer for that question!

Barron County Fair

The Barron County Fair was filled with excitement as exhibitors were busy showing their livestock in the show barn! I went on a wonderful tour with the Barron County Fairest of the Fair - if you ever find yourself at the Barron County Fair, Brooke - 2022 Barron County Fairest of the Fair - gives the best knowledge filled tours around!



Outagamie County Fair



I walked through the amazing livestock barns at the Outagamie County Fair along with the carnival - which was filled with laughter and joy from all around! Seeing all of the exhibitors helping each other with their projects was a very humbling experience!

Green County Fair

I was able to take a step back into where it had all started. The excitement from the Fair board members when I had arrived was joyous, the smiles from the exhibitors when I had walked through the barns was heartwarming, and the laughter that was shared throughout the fairgrounds as we all took the time to reminisce was endless. Thank you Green County Fair for being my fair family, for the endless support, for the memories that will never be forgotten, and for teaching me that dreams and ideas can and will become reality with hard work and determination!

Fond du Lac County Fair



The Fond du Lac County Fairest of the Fair started off by giving me a wonderful tour with a few stops along the way! From the "Moo"-Ternity Ward to their Military Appreciation Day Celebration. We also had the chance to stop by the llama and alpaca show, seeing the exhibitors excited to show their projects was WONDERFUL!

Waukesha County Fair

From beautiful cake displays to hard working exhibitors. I had so much fun getting to know Ellie - 2023 Waukesha County Fairest of the Fair and learning her WHY for the fair! It was a warm day at the fair, but we made the most of it, AND we participated in the UScellular video booth!



Dane County Fair



The Dane County Fair was filled with excitement as exhibitors had the chance to "Dress their Critter", seeing the costumes and ideas that the exhibitors had put together was so neat! The Dane County Fairest of the Fair and I went on a tour of the grounds and tried some delicious foods that were new to me! We ended our day at the Rockstars in the Ring event hosted by Dane County - giving kids the opportunity to show off their skills in the show ring - a very heartwarming event to watch!

Washington County Fair

There is always something going on for fairgoers to attend/do at the Washington County Fair. The heartwarming family atmosphere is incredible at this fair, and the Washington County Fair has a tent called 'Ag-Adventureland' where children and fairgoers have the opportunity to be a farmer for a day!



Langlade County Fair



I had a great time handing ribbons and awards out - everyone exhibiting were ROCKSTARS that day!

It is always a wonderful surprise when I attend a fair that is far from home and I end up seeing people that have similar connections or I run into someone that I know - I met the judge that day and it turns out I knew his daughter from when I was a county Dairy Queen!

Oneida County Fair

It had a BLAST learning about the incredible history behind this fair. With the help of the Fair Board I was able to experience all that the fair had to offer. A special thank you to Meg, Kerry, and Tom for making me feel right at home at the Oneida County Fair. "One of the best little fairs" is most certainly true - and if you ever find yourself in the Northwoods of Wisconsin be on the lookout for a Hodag!



Dunn County Fair



The Dunn County Fair truly welcomed me in with open arms and we had the greatest time touring the fairgrounds while getting a small history lesson on the Dunn County Fair! My tour guide - Larry - was beyond excited to finally give the WI Fairest a tour of the grounds, and he gave the best tour I had ever been on!

Columbia County Fair

I had an absolute blast getting to know Marin - 2023 Columbia County Fairest of the Fair. She was so much fun to hang out with as we navigated through the day starting with the dairy show and ending with a tour of the fairgrounds!

Fun Fact: I learned that their fair is not only unique with how long it has been taking place, but their Grandstands is also a historical treasure as it was built in 1935! A beautiful piece of history that I will forever remember!



Washburn County Fair



As my travels continued, I stopped by the Washburn County Fair to see Aubree - 2023 Washburn County Fairest of the Fair! The evening was exciting as we navigated through the fairgrounds looking at everything that makes the Washburn County Fair unique. I even had the chance to see Aubree's award winning squirrel, and briefly catch up with the 2022 Wisconsin Fairest of the Fairs - Jackie!

Polk County Fair

I had the BEST time getting to know the Polk County Fairest Court. Mikayla - 2023 Polk County Fairest of the Fair, Katrina - 2023 Polk County Fairest Attendant, and Miss Callie - 2023 Polk County Junior Fairest.

I had so much fun getting to know all of them and the endless questions were a bonus as we ventured on throughout the fair.



Monroe County Fair

I had the wonderful opportunity to stop by the Monroe County Fair. My tour guides - Rachel (Junior Fair Board), and Carisa (past Junior Fair Board/current mentor for Junior Fair Board) were so very kind and answered any question I may have had! We had stopped by to see all of the amazing tractors where we found Dave - who has been on the Fair board for 52 years!

Eau Claire County Fair

My time was spent walking through exhibits, radio interviews, and taking photos of the photogenic goats! After attending this fair, I will say there most certainly is always a first when it comes to visiting a county fair and experiencing the many things a fair has to offer - you never know what you will find (it might just be an alligator).



Taylor County Fair



The Taylor County Fair - a Fair filled with exhibitors, historical artifacts, and a museum! I had the BEST time touring the fairgrounds, meeting exhibitors, and getting to know some of the Fair board members. I made a stop in the museum on my tour of the fairgrounds where I was able to see the history of Taylor County!

Rock County Fair

My tour guide of the day was Abigail - who is one of the 2023 Rock County 4-H Fair Court of Honor members. We had the chance to stop through the livestock barns where we saw many familiar faces of friends and family! We had then ended the day with meeting the rest of the 4-H Fair Court of Honor and Rock County's Fairest of the Fair!



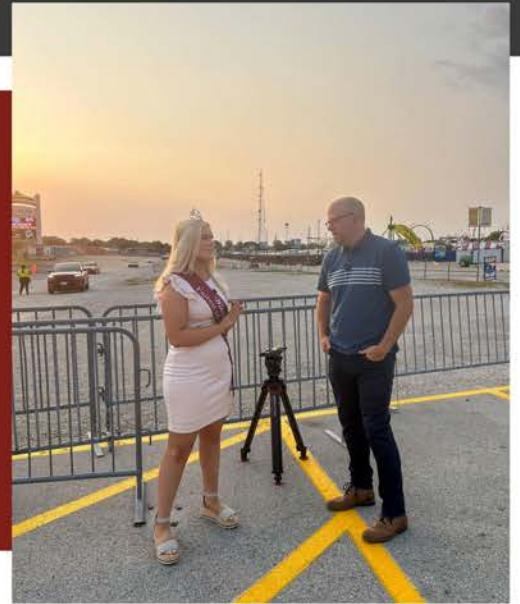
Racine County Fair



The Racine County Fair has EVERYTHING you could imagine when you think about a fair. I had the chance to participate in my first ever Hay Bale Throwing Contest - I was able to test my strength while my inner farm kid came out during the competition and I was able to through the hay bale at 19.6 feet - a memory that I will forever remember!

Wisconsin State Fair Media Day

I had a great time interviewing with Brian Kramp from Fox 6 as we began to prepare for the Wisconsin State Fair! Talking all about my travels to the wonderful Fairs of Wisconsin and my fair FAVORITES! Along with giving viewers ideas on what to do at the Wisconsin State Fair!



Ozaukee County Fair



My last county fair before the start of the Wisconsin State Fair was filled with excitement all-round! I had so much fun touring the fairgrounds with Grace - 2023 Ozaukee County Fairest of the Fair! From neat vendors to excited livestock exhibitors, we had a great time navigating through the day.

THE 11 BEST DAYS OF SUMMER

2023 WISCONSIN STATE FAIR

**WISCONSIN
STATE FAIR**
AUGUST 3-13, 2023
Presented By 



Fairest
OF THE FAIRS



Sporkies Judging

The day before the start of the Wisconsin State Fair was spent at the Wisconsin State Fair Park for the Sporkies and Drinkies judging! This year marked the 10th annual Sporkies Competition and the FIRST ever Drinkies Competition!

Day 1

- Media Interviews
- Opening Ceremonies
- Welcoming fairgoers and answering questions
- Attending the ALL FOR ONE Swine Show
- Attending/speaking at the livestock shows
- Trying the Sporkies and Drinkies Finalist Foods



Day 2

- Attending the dairy, dairy goat, and Clydesdale hitch shows
- Cow and Goat milking demonstrations
- Stopping by the Wisconsin Products Pavilion
- Introduced Kids from Wisconsin
- Attended the Bundt Cake Contest in Grand Champion Hall
- Walking through the Expo Center to speak with the many different vendors



THE 11 BEST DAYS OF SUMMER

2023 WISCONSIN STATE FAIR



Day 4

- Interviewed different exhibitors to find out their WHY within the fair industry
- Announced events at the Wilderness Resort Family Variety Stage/attended the Cirque at the Fair event
- Introduced the milking demonstrations
- Helped a few exhibitors load their belongings up during the barn change

DAY 3

- Created a ribbon floral arrangement
- Attended the many livestock shows going on that day
- Participated in a floral arrangement contest with some of the best in the business
- Introduced the milking demonstration
- Interacted with fairgoers and handed many many postcards out



Day 5

- Fairest Reunion Day!
- Attended many different events with the county fairest group
- Made a grilled cheese in the Wisconsin Products Pavilion
- Announced at the sheep show
- Stopped by my favorite booths to pick up my favorite Wisconsin Products!



Day 6

- Sesquicentennial and Century Farm Honorees Breakfast
- Visited the Children's Hospital to bring the STATE FAIR to them
- Tried the remaining Sporkies finalist foods
- Bought an art piece from the Plein Air at the Fair



Fairest
OF THE FAIRS

THE 11 BEST DAYS OF SUMMER

2023 WISCONSIN STATE FAIR



Day 7

DAY 7

- Introduced events at Grand Champion Hall
- Attended the supreme drives for beef, sheep, and swine
- Attended the Governors Blue Ribbon Livestock Auction
- Visited with many different fairgoers while handing out even MORE postcards

Day 8

- Cream Puff eating contest
- Milking Demonstrations
- Announcing different acts on the Bank Five Nine Amphitheater
- Governors Blue Ribbon Dairy Products Auction
- Attended a sponsorship dinner
- Visited with my favorite State Fair Public Safety



Day 9

Day 9

- Stopped by to announce at the poultry show
- Visited with the Wi State FFA officers in the Discovery Ag Barn
- Interviewed exhibitors in the Camp of Champions
- Introduced the FFA Band and Choir
- Visited with the many vendors at the Wisconsin State Fair



Day 10

- Announced events taking place in Grand Champion Hall
- Took a ride on the WonderWheel
- Announced at the milking demonstrations
- Attended the WHA Futurity
- Interviewed fairgoers on why they choose the fair and why they love the Wisconsin State Fair



Fairest
OF THE FAIRS

THE 11 BEST DAYS OF SUMMER

2023 WISCONSIN STATE FAIR



DAY 11

- Tried my last fair food items that I wanted to try before the end of the Wisconsin State Fair
- Walked through the Wisconsin Products Pavilion to speak with attendees
- Took one final walk through of the entire State Fair Park
- Participated in a coloring contest in Grand Champion Hall

2023 WISCONSIN STATE FAIR HIGHLIGHTS



Dodge County Fair



The Dodge County fairgrounds was my first county fair after the Wisconsin State Fair! I met up with Lexi - The Dodge County Fairest of the Fair and we spent the day handing ribbons out at the dairy show and watching the exhibitors show off their hard work!

Waushara County Fair

The Waushara County Fair was a new fair to me, and it was my first time visiting Waushara County! I went on a tour of the fairgrounds and spoke with a few exhibitors who were beyond excited to share their experiences and stories from their fair!



Lincoln County Fair



The Lincoln County Fair is where I met up with so many fairgoers and exhibitors eager to learn even more about the fairest program! Hearing each of their different memories at the fair and their interest in the Fairest of the Fairs program was very heartwarming!

Grant County Fair

I had the BEST time Allison and Eden - the 2023 Grant County Fairest of the Fair and 2023 Grant County Junior Fairest of the Fair! From the dairy show to the beef show, there were laughs and memories created along the way! We then toured the Grant County Fair, making stops to visit with exhibitors and fairgoers!



Brown County Fair



I made a stop at the Brown County Fair Wisconsin where I had the chance to talk with many fairgoers and exhibitors on the importance of the fair industry and I had the opportunity to answer many questions regarding the Fairest of the Fairs position and how they could help start a program at their fair!

Juneau County Fair

I had a wonderful time at the Juneau County Fair, where I spent time with the Juneau County's Fairest of the Fair! From pictures to a tour of the fairgrounds to see the beautiful barns there were many laughs and memories made along the way!



Sawyer County Fair



I to the Sawyer County Fair where I spent some time with a few exhibitors and saw some adorable baby bunnies and visited with an exhibitor who shared the same love for sheep as I do! This fair was the farthest north I have ever been in the state of Wisconsin and it was so neat to see how different the atmosphere was, but also similar by sharing the same love as any other fair I had been to!

Kenosha County Fair

I started off with a tour given by the amazing Kenosha County Fairest of the Fair! Shortly after Alice in Dairyland (Ashley) and I had a wonderful time participating in the Kenosha County Fair parade! The afternoon was then spent at the Crowns and Cookies event - an amazing event/way for the kids to get involved by decorating cookies, crowns, and sashes!



Waupaca County Fair



I spent the morning with Jena - 2022 Waupaca County Fairest of the Fair, and Alison - 2023 Waupaca County Fairest of the Fair, while we toured the fairgrounds, made a stop at the sheep show, and then watched I Jena pass down the crown to Alison for her year to start as the Waupaca County Fairest of the Fair!

CRAWFORD COUNTY FAIR

Crawford County Fair

I spent time with Steph - who is so very involved with helping the youth! We toured the fairgrounds, made stops at the many exhibits and spoke with a few exhibitors! We had then ended my visit with some pie from the Crawford County Farm Bureau dairy bar - which is now my new favorite pie place!



Central Wisconsin State Fair



I spent the day touring the fairgrounds and watching presentations with Taylor - Central Wisconsin State Fair's Fairest of the Fair! I was able to catch up with Kaelyn - Wisconsin Honey Queen, and watch her give a wonderful presentation highlighting Wisconsin Honey Bees!

Marinette County Fair

I had the best time spent with exhibitors, fairgoers, Marinette County 4-H royalty, and Fair board members! From the dairy show to the goat show, exhibitors did an excellent job showing off their skills and their livestock animals!



Manitowoc County Fair



I met up with Emma - 2023 Manitowoc County Fairest of the Fair. We had a wonderful time catching up since fairest reunion day at the WI State Fair. Emma and I toured the fairgrounds, and then later in the evening I was able to watch the Manitowoc County Fairest competition. AND the Manitowoc County Fair had the cutest seals at their fair which is something I had never seen before!

Price County Fair

My travels first took me to the Price County Fair, where I spent time touring the fairgrounds, visiting with some exhibitors, and looking at the many wonderful exhibits and displays! One of the displays featured butterfly exhibits!



Florence County Fair



I felt like I was on top of the world while visiting the Florence County fair. Coming from the most southern edge of the state to visit one of the more northern fairs was truly an experience! The diversity through the many different fairs of Wisconsin is absolutely wonderful!

Iowa County Fair

I met up with Mia the 2023 Iowa County Fairest of the Fair! We were then joined by Lindsey the 2024 Iowa County Fairest of the Fair! We had a wonderful time catching up and chatting away, followed by a tour of the fairgrounds making stops throughout the barns to visit with fairgoers and exhibitors! We had then ended the day with radio interviews by WGRL - it is always fun to speak on the position, promoting the fair industry as whole. Not only giving my perspective and personal experiences but advocating for those who want to become more involved throughout their fair and even attending different fairs as well!



Oconto County Fair



It was a bittersweet moment catching the tail end of the Oconto County Fair. Exhibitors were busy loading their steers into the trailer to head to their next destination, and watching fairgoers catch the final moments of the Oconto County Fair reminded me just how fast time can fly while you are having fun!

Walworth County Fair

The Walworth County Fairest of the Fair - Lillienne gave a wonderful tour of the fairgrounds along with some history and insights of the Walworth County Fair. Their fair theme was 'There's no place like home' and it was completely spot on as the Fair board members, fairest of the fair, and fairgoers had made me truly feel right at home.



Sheboygan County Fair



Jill - 2023 Sheboygan County Fairest of the Fair, took me to so many different events happening at the fair - starting out at the Dairy Show - we watched a few classes of showmanship, we had then headed over to the baked goods judging where we saw so MANY delicious cookies and desserts! Ending the day at the Dairy Education Center where we had the opportunity to ask fairgoers some trivia questions!

Calumet County Fair

I had a great time spent with Crystal - 2023 Calumet County Fairest of the Fair at the Calumet County Fair as we navigated through the livestock barns watching exhibitors prepare for the livestock auction. We had then spent time at the livestock auction thanking buyers and congratulating those exhibitors who had participated.



Shawano County Fair

I met up with Mandi - 2023 Shawano County Fairest of the Fair! We walked throughout the fairgrounds talking all about our different experiences that we have had within our roles and within the fair industry. I had the chance to learn SO much about the Shawano County Fair and even Shawano itself - which is home to the soda 'Sun Drop'!



Vernon County Fair

I had a wonderful time spent with some of the most empowering people within the fair industry at the Vernon County Fair. The Vernon County Fairest of the Fair program celebrated 50 years! With that celebration came many individuals coming together to share their fairest stories along with their fair stories. Touring the fairgrounds made for an exciting time, waiting the storm out in the fair office gave us the chance to get to know one another, and walking through the exhibits was an opportunity for each of us to talk with those exhibitors and hear their reasoning behind their fair projects!



Richland County Fair



I had a great time at the Richland County Fair with Jennifer and Julie! I had the chance to learn all about the Richland County Fair and meet a few of the amazing individuals who are working hard behind the scenes to ensure a fantastic experience is had by the fairgoers in attendance. Touring the fairgrounds was most certainly something special as I had the opportunity to partake in the fun activities they had in place for their scavenger hunt!

Warrens Cranberry Festival

A wonderful celebration for Wisconsin's State fruit: the cranberry! I had an absolute blast at the Warrens Cranberry Festival with many advocates and volunteers highlighting cranberries, the production of cranberries, and the many delicious foods/products you can create with cranberries!





The Final Chapter of The Journey

Sharlene Swedlund
2023 Wisconsin Fairest of the Fairs

What does the FAIR mean to me?

The fair to me is a place similar to home. I grew up calling the fair my home, and the members my family. Being able to be so involved within the fair industry is an honor and a lifestyle. With having FIVE main pillars to the fair industry as a whole, it is easy to say that there TRULY is something for everyone at the fair. I enjoy being able to learn all that there is at the fair. Education is a very important aspect to all fairs. I LOVE the agricultural aspect of fair and the opportunity to showcase that pillar to those who have never experienced agriculture before. I

am a social butterfly, so being able to socialize and create friendships throughout the fair is VERY important to me. Shopping and supporting local business is an amazing way to support the fair and another important aspect: the commercial side of the fair industry. Being able to experience many new opportunities and possibilities at the fair is a great way to showcase the cultural side of fairs. Thank you Wisconsin State Fair and Wisconsin Association of Fairs for making the fair industry in Wisconsin one of the BEST, and for making the fair industry here one of the most welcoming!

What does the FAIR mean to you?

My time as the 2023 Wisconsin Fairest of the Fairs has been truly incredible and one amazing journey. For the last 12 months I have been able to live my dream and watch it become reality. This summer, I had the opportunity to travel the great state of Wisconsin, discovering new things about the fair industry. Although my time as Wisconsin's Fairest of the Fairs has come to an end, my involvement in the fair industry is just beginning. I want to thank each and everyone of you for allowing me to attend your fair and discover *YOUR WHY* at the fair.

With all of my love,
Sharlene Swedlund
2023 Wisconsin Fairest of the Fairs