

Dixie National Pageant Foundation

presents the



Official Dixie National Titleholder Handbook

www.missdixienational.com ~ missdixienational@gmail.com

A COMPLETE GUIDE TO TITLEHOLDER CONDUCT

The Dixie National Pageant Foundation is committed to making your reign as a Dixie National titleholder both successful and rewarding. This handbook serves as your guide throughout your year of service and outlines the expectations and responsibilities of every titleholder.

Please read this handbook thoroughly and make sure you understand its contents. Refer to this handbook and your Titleholder Contract whenever questions arise.

If you have questions, **always ask the Dixie National Pageant Foundation Committee.** The only question that should never be asked is the one that goes unasked. It is always better to seek clarification before taking action.

GENERAL EXPECTATIONS

- Conduct yourself professionally at all times. You represent not only yourself, but also the Dixie National Pageant Foundation, the Mississippi Department of Agriculture and Commerce, and the Professional Rodeo Cowboys Association. Carry your title with pride, respect, and professionalism.
- Remember that you are a role model. Set a positive example through your attitude, actions, and genuine interest in others.
- Being a Dixie National titleholder is about serving something greater than yourself. Your role is to educate, promote, and serve as an ambassador for the Dixie National Livestock Show and Rodeo.
- Treat every person with courtesy and respect. Be a good listener, maintain a positive attitude, and avoid complaining.
- Punctuality is essential. Arrive at least 15 minutes before every appearance or event and check in with your event contact upon arrival. If circumstances will cause you to be late, notify the Dixie National Pageant Foundation Scheduling Coordinator immediately.
- Arrive at every event properly groomed and dressed in full western attire unless prior approval has been granted by the Dixie National Pageant Foundation.
- Work hard and remain engaged for the entire event. Ask your event contact how you can assist throughout the day. If you are riding a horse, volunteer to help with saddling, unsaddling, warming up, watering, or other appropriate tasks whenever possible.
- Respond promptly to all communications, including phone calls, text messages, and emails. Whenever possible, respond to calls and texts within a few hours and emails within 24 hours. Prompt communication demonstrates professionalism and reliability.
- If an issue or negative situation arises, notify the Dixie National Pageant Foundation immediately. It is always better for the Board to hear concerns directly from you than through another source.
- Choose your associations wisely. Others may judge your character by the company you keep.
- If you are unsure whether an action is appropriate, trust your instincts and choose not to proceed until you have sought guidance.
- Negative conduct will not be tolerated. Examples include, but are not limited to, gossiping, arguing in public, yelling, eye rolling, heavy sighing, or any behavior that reflects poorly on the Dixie National Pageant Foundation.

PROFESSIONALISM

Holding a Dixie National title is both an honor and a responsibility. Throughout your reign, you are expected to represent the Dixie National Livestock Show and Rodeo with professionalism, integrity, and courtesy.

Professional Correspondence

- It is recommended that you purchase personalized stationery or create professional electronic letterhead for use when corresponding with sponsors, businesses, and other official contacts.
- Personalized note cards and pre-addressed return envelopes are also encouraged for handwritten thank-you notes and other professional correspondence.

Working with the Board

- Treat the Dixie National Pageant Foundation Board of Directors, President, committee members, and other officials with professionalism and respect.
- Approach your reign as you would any professional position. While you may not always agree with every decision, maintaining a respectful, cooperative attitude will benefit both you and the organization.
- Your title has the potential to open doors, create networking opportunities, and provide valuable professional references. As with any job, success comes from making a positive impression, performing your responsibilities well, and consistently demonstrating professionalism.

APPEARANCE

Your appearance is an important part of representing the Dixie National Livestock Show and Rodeo. As a titleholder, your attire should always reflect professionalism, confidence, and respect for the organization. Before attending any appearance or event, consult with your Scheduling Coordinator to determine the expected attire and level of dress appropriate for the event.

Appearance Standards

- Always wear appropriate western attire, including boots, hat, banner, and crown, when applicable.
- Dress appropriately for each occasion. Consider the audience, venue, time of day, weather, and season when selecting your attire.
- Remember the Foundation's sponsors when choosing your wardrobe. As a general guideline, Wrangler® jeans should be worn at rodeos and other appearances where jeans are appropriate.
- Avoid clothing that is excessively short, revealing, or otherwise inappropriate for your role as a titleholder. Refer to your Titleholder Contract for official wardrobe requirements.
- Keep your boots and hat clean and in excellent condition.
- Hair, makeup, and nails should always be neat, tasteful, and appropriate for the event. Be prepared to touch up your appearance throughout the day, particularly during outdoor events, in warm weather, or after meals.
- Bring extra clothing, banners, and essential accessories to every event. Being prepared allows you to adapt to unexpected schedule changes or weather conditions.
- Coordinate your accessories carefully to create a polished appearance. As a general guideline:
 - Wear a black or white hat unless another color complements your outfit.

- Coordinate your belt, boots, and other leather accessories.
- For example, black boots should be paired with a black belt rather than a brown belt.
- When wearing a full-length skirt or dress, your boots should complement the overall outfit.
- Carry a protective hat cover whenever inclement weather is possible.
- Remember that children and young contestants look to you as a role model. Present yourself with confidence, courtesy, and professionalism, and ensure your appearance is always appropriate for the occasion.

SCHEDULING

The Dixie National Pageant Foundation Scheduling Coordinator is responsible for coordinating and managing official appearances throughout your reign. The Foundation will provide you with the information and resources necessary for each approved appearance.

As a titleholder, you are expected to communicate promptly and help ensure that scheduling runs smoothly. Successful scheduling is a shared responsibility between you and the Foundation.

Scheduling Expectations

- Be familiar with your appearance schedule and the details of each approved event.
- Obtain prior approval from the Dixie National Pageant Foundation before accepting or attending any appearance, event, or activity as a Dixie National titleholder.
- Notify the Dixie National Pageant Foundation Scheduling Coordinator immediately if you are unable to attend a scheduled appearance due to illness, a family emergency, severe weather, or other unforeseen circumstances.

TITLEHOLDER TRAVEL

Traveling as a Dixie National titleholder is both a privilege and a responsibility. Whenever you leave your hometown, you represent not only yourself, but also your community, the State of Mississippi, the sport of rodeo, and the Dixie National Pageant Foundation.

Whether you are attending an official appearance or simply traveling to and from an event, your conduct should consistently reflect professionalism, good judgment, and personal integrity. Remember that others may recognize you as a titleholder even when you are not participating in an official event, and your actions will reflect on the organization.

Travel Expectations

- Plan ahead and allow extra travel time for unexpected delays such as traffic, flat tires, lost luggage, weather, or other unforeseen circumstances.
- Arrive on time for every appearance. Being late—or failing to attend without proper communication—is unacceptable.
- Notify your Scheduling Coordinator when you arrive at and depart from each official event. A brief text message is sufficient.
- Maintain a professional appearance throughout your travels. Avoid wearing clothing that appears overly casual or unkempt while traveling to and from appearances. Unless otherwise approved,

wear your official western attire, including your hat, crown, and banner, as outlined in your Titleholder Contract.

- Be friendly, approachable, and courteous while also exercising good judgment and maintaining appropriate personal boundaries.
- Stay in regular communication with your Scheduling Coordinator to ensure you are informed of any schedule changes or event expectations.
- Do not participate in parties or activities that could reflect negatively on you or the Dixie National Pageant Foundation. This includes the Dixie National After Party (formerly the Dixie National Dance).
- Keep a daily travel journal documenting the places you visit and the people you meet. This record will be valuable when writing thank-you notes, preparing social media content, and remembering the individuals who supported your reign.
- Never text while driving. If phone communication is necessary, use hands-free technology responsibly and only when it is safe to do so.
- Limit cell phone use during official appearances. Your phone should remain stored in your bag or briefcase unless it is needed for an official purpose or to take photographs. If you must make or answer a call, politely excuse yourself from the activity whenever possible.

RODEOS

Rodeos are among the most rewarding and memorable experiences of your reign. They provide an opportunity to promote the sport of rodeo, connect with fans, and represent the Dixie National Livestock Show and Rodeo on a larger stage.

Your professionalism, work ethic, and attitude at each rodeo will leave a lasting impression on rodeo committees, stock contractors, announcers, contestants, and fans. Every interaction is an opportunity to build relationships that benefit both you and the Dixie National Pageant Foundation.

Before the Performance

- Arrive at least one hour before the first performance unless otherwise instructed.
- Upon arrival:
 - Check in with your rodeo committee contact.
 - Review your responsibilities and schedule.
 - Introduce yourself to the announcer.
 - Confirm how you will be introduced, whether you will carry flags, push stock, or assist with other arena activities.
 - Never assume someone else has communicated this information on your behalf.

Working with the Stock Contractor

- Never take the stock contractor or their crew for granted. They are valuable partners and strong advocates for rodeo queens. If you work hard, demonstrate initiative, and maintain a positive attitude, they are more likely to recommend you for future rodeos and appearances.
- If a stock contractor provides your horse, always offer to help saddle and unsaddle, warm up, water, or otherwise care for the horse as time permits without interfering with your official responsibilities. Be especially courteous to the saddle horse crew—their work is demanding, and your willingness to help is always appreciated.

- Ask about the horse's temperament. Experienced rodeo horses may only require a brief warm-up
- Be mindful of the horse's schedule, particularly if it will be used as a pickup horse or judge's horse.

Flag Carrying

- If riding horseback, always secure your hat to prevent it from coming off during your ride. Bobby pins, hat tape, hairspray, or other secure methods may be used.
- Always bring a flag boot to rodeos in case you are asked to carry flags.
- Flags should be carried in your right hand, unless specifically instructed by the flag coordinator.
- When carrying flags, smile throughout your presentation. During the Presentation of Colors, particularly when carrying the American flag, you are often the focus of cameras and spotlights.
- Before entering the arena, meet with the flag coordinator to review expectations, including speed, direction, timing, formation, and any special instructions. Ensure all flag carriers understand the plan before the presentation begins.

After the Performance

- Whenever possible, remain for the entire rodeo performance.
- Before leaving the final performance, personally thank:
 - The rodeo committee
 - The stock contractor
 - The saddle horse crew
 - The announcer
 - Volunteers and others who assisted you
- Always ask if there is anything else you can do before departing.

Professional Courtesy

- Never demand special treatment, including:
 - Specific introduction wording
 - Complimentary passes for family or friends
 - Arena assignments
 - Flag carrying opportunities
 - Stock-handling duties
- If your assistance is not needed in the arena, volunteer to visit with sponsors, greet spectators, sign autographs, or assist wherever needed.
- Treat fellow rodeo queens with courtesy, kindness, and professionalism. Support one another and represent the pageant industry positively.
- Spend time in the grandstands interacting with spectators. Sign autographs, take photographs, answer questions, and create memorable experiences for fans. Always strive to go above and beyond.
- Carry plenty of autograph sheets and several permanent markers to every rodeo.
- Use every rodeo as a learning opportunity. Judges, stock contractors, announcers, contestants, and committee members possess valuable knowledge about rodeo. Ask thoughtful questions and continue expanding your understanding of the sport throughout your reign.
- Never lose sight of your primary responsibility—to promote the sport of rodeo and enhance every event you attend. Smile, enjoy the experience, and conduct yourself with professionalism at all times.

SOCIAL MEDIA GUIDELINES

The official Miss Dixie National Facebook and Instagram accounts are the property of the Dixie National Pageant Foundation.

These accounts exist to promote the Dixie National Livestock Show and Rodeo, support the Foundation's mission, recognize sponsors, and positively represent the organization. While the current titleholder's experiences are an important part of the content, the accounts are intended to represent the organization rather than any individual titleholder.

To maintain continuity with followers and sponsors, these accounts remain the property of the Dixie National Pageant Foundation and are transferred from one titleholder to the next.

Personal Social Media

Titleholders may maintain personal social media accounts during their reign, provided those accounts remain consistent with the standards of the Dixie National Pageant Foundation. Failure to comply may result in disciplinary action. Repeated violations may result in the loss of permission to maintain personal social media accounts during the remainder of the titleholder's reign.

- Personal accounts must remain private, requiring approval before others may follow or view content.
- Relationship status must not be publicly displayed.
- Photos emphasizing romantic relationships, including "couple" photos, must not be publicly visible during the titleholder's reign. Existing posts should be made private for the duration of the reign.
- The Dixie National Pageant Foundation President must be approved as a follower or friend on all personal social media accounts.
- Titleholders are expected to follow both these Social Media Guidelines and all provisions contained within the Titleholder Contract.

Official Dixie National Social Media

To protect the integrity of the official accounts, only Miss Dixie National, the Dixie National Pageant Foundation President, and authorized members of the Board of Directors may serve as administrators, moderators, or editors.

Administrative privileges may be modified or revoked at the discretion of the Dixie National Pageant Foundation if these guidelines are not followed.

- Do not use the official Facebook or Instagram accounts to send private sponsorship requests or personal messages to sponsors.
- Use only high-quality photographs and videos.
- Post only content for which you have permission or the appropriate rights.
- Instagram Stories may be more casual than permanent posts; however, permanent posts should maintain a polished, professional appearance.
- Every Facebook and Instagram post should include a meaningful caption that provides context for the photographs or videos being shared.
- Remember that followers often view photographs individually rather than as part of an album.

- Instagram posts should:
 - Include #MissDixieNational
 - Use no more than five hashtags
 - Use only hashtags that are relevant to the content of the post
- All content should reflect the values of the Dixie National Pageant Foundation.
- Posts must remain appropriate for audiences of all ages and should be suitable for young rodeo queens who view the account as an example.
- Content that is suggestive, sexually provocative, or otherwise inconsistent with the Foundation's values must never be posted, including on Stories.
- Use proper grammar, spelling, punctuation, and professional language in every post.
- Avoid excessive slang or informal expressions.
- Do not tag family members or use personal tags unrelated to the Foundation.
- Sponsors should be recognized whenever appropriate.
- When mentioning a sponsor, include recognition within the caption whenever possible rather than relying only on photograph tags.
- Tag sponsors only when genuinely relevant to the content being shared.
- Comments should be monitored regularly. Remove comments that are:
 - Inappropriate
 - Suggestive
 - Excessively personal
 - Misleading
 - Inconsistent with the Foundation's standards
- The current titleholder should not respond to official account followers through her personal social media accounts.
- The official Miss Dixie National accounts should follow organizations and individuals that positively promote the sport of rodeo, including:
 - Foundation sponsors
 - Mississippi Department of Agriculture and Commerce personnel
 - PRCA champions
 - ProRodeo Hall of Fame inductees
 - Stock contractors
 - Other individuals who demonstrate sportsmanship and professionalism
- The official accounts should not follow organizations or individuals whose interests conflict with the mission, sponsors, or values of the Dixie National Pageant Foundation. Examples include:
 - Competing rodeo organizations
 - Competing sponsor brands
 - Individuals whose conduct is inconsistent with PRCA or Foundation standards
 - People who have personally sued the PRCA, MRA, The Dixie National Livestock Show and Rodeo, or any sponsor associated with either
 - This list may be updated by the Dixie National Pageant Foundation President and Board of Directors.
- Only the Dixie National Pageant Foundation President or Board of Directors may modify:
 - Profile photo/Cover photo
 - Account description
 - Account name/Username
 - Email address and/or other account identification information
 - Password

FAMILY AND FRIENDS

Your family and friends are an important source of encouragement throughout your reign. While their support is appreciated, they must also respect the responsibilities and professional expectations that accompany your title.

As the titleholder, you are responsible for ensuring that those accompanying or supporting you understand these expectations.

Expectations

- Family members and friends should not expect complimentary admission, accommodations, or special privileges at appearances or events unless specifically authorized by the Dixie National Pageant Foundation or the event organizer.
- Family members and friends must not contact the Mississippi Department of Agriculture and Commerce staff, the Dixie National Rodeo Committee, sponsors, event organizers, or other individuals identified in your Titleholder Contract regarding official titleholder business. Failure to comply with this policy may result in disciplinary action, including suspension or termination of your title as outlined in your Titleholder Contract.
- Family members and friends attending appearances should remain in designated spectator or public areas. They should not accompany you while you are performing official duties, including greeting guests, signing autographs, taking photographs, or interacting with sponsors and event personnel. The Dixie National Scheduling Coordinator will provide further information during the Dixie National Rodeo.
- If you ever feel unsafe or uncomfortable during an appearance, immediately contact your Scheduling Coordinator. A chaperone or other appropriate assistance will be arranged when necessary.

AUTOGRAPH SHEET GUIDELINES

Autograph sheets are an important promotional tool and should present a polished, professional image of both the titleholder and the Dixie National Pageant Foundation.

Before printing, all autograph sheet photographs, wording, layout, and design must receive approval from the Dixie National Pageant Foundation. Autograph sheets must be printed by the official sponsor as outlined in your titleholder contract.

The Dixie National Pageant Foundation will provide the required sponsor logos for inclusion on your autograph sheets. These logos must appear as directed by the Foundation. Titleholders may include approved personal sponsor logos; however, personal social media accounts, websites, QR codes, or other personal promotional information may not appear on autograph sheets.

Photograph Standards

- Position your head so your chin is held naturally and your eyebrows remain visible.
- The underside of your hat brim should not be visible.
- Ensure lighting allows your crown to be clearly visible and free from glare or excessive shadows.
- Do not wear your titleholder banner in autograph sheet photographs.

- Remove the decorative hatband from your hat and ensure the crown fits properly against the brim.
- Keep your hands away from your face. Hands should remain naturally at your sides or on your hips unless otherwise directed by the photographer.
- Select a background that allows your autograph to remain clearly visible when signed with a black permanent marker. Background should not be too distracting.
- Keep clothing, jewelry, and accessories tasteful and coordinated so the focus remains on you rather than your wardrobe.
- Some examples of autograph sheet photos below:



CONSEQUENCE MATRIX

The Dixie National Pageant Foundation is committed to supporting every titleholder in having a successful and rewarding reign. The expectations outlined throughout this handbook are intended to promote professionalism, accountability, and consistency.

While it is our hope that disciplinary action is never necessary, the Foundation reserves the right to address violations of this handbook, the Titleholder Contract, or other Foundation policies. The Consequence Matrix provides a consistent framework for responding to unmet expectations and helps ensure that all titleholders are treated fairly.

The Dixie National Pageant Foundation Board of Directors reserves the right to evaluate each situation individually and determine the appropriate course of action based on the circumstances.

Violation	1st Offense	2nd Offense	Repeat Offenses
Inappropriate Attitude/Behavior	--Meet with DNPB Board	--Meet with DNPB Board --Possible Suspension of Title	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination
Habitual Tardiness	--Meet with DNPB Board	--Meet with DNPB Board --Possible Suspension of Title	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination
Inappropriate Cell Phone Usage	--Meet with DNPB Board	--Meet with DNPB Board --Possible Suspension of Title	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination
Missing a Contracted Event	--Meet with DNPB Board --Possible Suspension of Title	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination
Making Non-Approved Appearances as Miss Dixie National	--Meet with DNPB Board --Possible Suspension of Title	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination
Inadequate or Inappropriate Social Media Activity	--Meet with DNPB Board --Possible Suspension of Title	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination
Inappropriate Conduct with/by Friends/Family of titleholder (including contacting MDAC, etc.)	--Meet with DNPB Board --Suspension of Title --Possible Termination	--Meet with DNPB Board --Suspension of Title --Possible Termination	--Meet with DNPB Board --Suspension of Title --Possible Termination
Use of Drugs or Alcohol	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination	--Meet with DNPB Board --Possible Suspension of Title --Possible Termination

While the Consequence Matrix outlines the typical disciplinary process for violations of your obligations, the Dixie National Pageant Foundation reserves the right to impose a different level of discipline when circumstances warrant. This may include disciplinary action up to and including immediate termination of your title, even for a first violation, if the Foundation determines that the conduct is sufficiently serious or has caused, or is likely to cause, significant harm to the Dixie National Pageant Foundation, its partners, sponsors, or its reputation.

DIXIE NATIONAL PAGEANT FOUNDATION

CONTACT INFORMATION

The Dixie National Pageant Foundation Board of Directors is committed to supporting you throughout your reign. We are available to assist you and help ensure you have a successful and rewarding year as a Dixie National titleholder.

Please save the contact information below and keep it readily available in case of an emergency or whenever you need guidance. Never hesitate to reach out. We are here to help.

Corrine Rodriguez, President
Allison Coulton, Scheduling Coordinator
Mitchell Crawford, Pageant Coordinator
Jacqueline Greenlee
LeAnne Peters
Laura Sumrall
Cassidy Jo Turbville
Hillary Whittington

By signing below, the undersigned acknowledges that they have received, read, understand, and agree to abide by the Official Dixie National Titleholder Handbook as of the _____ day of _____, in the year _____.

DIXIE NATIONAL TITLEHOLDER

PARENT/GUARDIAN (if applicable)

Corrine Rodriguez
President, DNPF

WITNESS

Allison Coulton
Scheduling Coordinator, DNPF

WITNESS