



Are you the next Mrs. Ohio America?

We are looking for an amazing woman to be Mrs. Ohio America and to compete for the Mrs. America title at the nationally televised Mrs. America competition.

So, just what will YOU get out of the experience of competing for the title of Mrs. Ohio America?

The opportunity to meet other amazing women!

An incredible girl's weekend!

A stage on which to be heard!

A goal to help you get in great shape!

The motivation to set a goal, work hard and achieve!

Time to focus on taking care of you!

The chance to compete!

An entire weekend to be glamorous!



2002

2003

2004

2005

2006

2007

2008

2009

The Mrs. America Pageant

Recognition. Prestige. The best of the best. Mrs. America! For contemporary married women -- there is no better Mrs. pageant system. Since its inception, Mrs. America has been the only pageant for married women to be nationally televised. Top notch Hollywood icons host Mrs. America including actors John O'Hurley, Florence Henderson, Alan Thicke and Christopher Knight to make it the glamorous event that truly is a once in a lifetime experience.

It may surprise you to know that 80% of the married women who enter the Mrs. America Pageant System have never competed in a pageant before. The Mrs. America Pageant, along with the Mrs. World Pageant, is the largest beauty pageant system of its kind in the world. With a record number of applicants seeking to participate in the Mrs. America Pageant, it is now projected to be the fastest growing pageant program in the United States. Established in 1977, this national competition is devoted to proving that America's 65 million married women are, beyond a doubt, extraordinarily beautiful, poised, articulate and versatile. Each of the 51 Mrs. America candidates achieves the right to participate in the Mrs. America Pageant by winning her state competition. And, the winner of the coveted Mrs. America crown travels across the country making personal appearances during her year's reign. She also represents our country in the Mrs. World Pageant. The newly crowned Mrs. America typically wins over \$150,000 in cash and prizes, including jewelry, trips, dresses, furs and more.

History of the Mrs. America Pageant

The original Mrs. America Pageant began in 1938 and lasted for three decades before discontinuing in 1968. It was designed to select the ideal American homemaker. In 1977, David Z. Marmel formed a new pageant organization and established beauty as a key element in the competition. Mrs. America contestants are strongly urged to voice their opinions on marriage and important issues of the day. For more information on the Mrs. America Pageant, and highlights from this year's competition, check out the website at www.mrsamerica.com



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Why Compete in a Pageant?

Whether it is to fulfill a childhood dream, celebrate a major life milestone like weight loss or turning 50, satisfy your thirst for competition, fuel your desire to feel special or give you that much needed “me” time - women compete in the Mrs. Ohio America Competition for about as many reasons as there are competitors. The fact is, after we get married and especially after we have children, women just don’t have as many venues to compete or meet other women, which is unfortunate because as we get older we get better. The Mrs. Ohio America Competition recognizes this fact and celebrates it! We are all about helping you learn more about yourself, achieve your personal goals and celebrate being a married woman. Maybe you’d like to be the next Mrs. Ohio America, maybe you just want to be on stage in an amazing production - either way - this event rocks!

Mrs. Ohio America 2010 is June 12 and June 13, 2010

The Mrs. Ohio America 2010 Competition will take place Saturday, June 12 and Sunday, June 13. The competition will be held at the Grand Valley Dale Ballroom conveniently located at 1590 Sunbury Road. Three miles from Easton in Columbus.

History of Excellence

Ohio has a strong tradition of excellence in the Mrs. America system. Many Mrs. Ohio titleholders have placed in the 'Top 10' at Mrs. America. Mrs. Ohio America 1996, Cynthia Pensiero, went on to become Mrs. America. Here are the women have represented Ohio since 1994:

| | | |
|------|-----------------------------------|--|
| 1994 | Kathy Sahle, Springfield | |
| 1995 | Nancy Huey, Hartville | |
| 1996 | Cynthia Pensiero, Cleveland | Mrs. America |
| 1997 | Shawn Butz, Cincinnati | |
| 1998 | Rose McGowan, Cincinnati | Top 10, Mrs. America |
| 1999 | Marcy Fitzgerald, Cincinnati | Top 10, Mrs. America, Best State Costume |
| 2000 | Teresa Rubio, Cleveland | |
| 2001 | Darlene Kay McKinney, Louisville | Most Whimsical State Costume |
| 2002 | Michelle Moore-Houze, Columbus | Top 10, Mrs. America |
| 2003 | Katherine Boyd, Cleveland | Top 10, Mrs. America |
| 2004 | Krista Yovanno, Macedonia | Top 10, Mrs. America, Trim Spa modeling contract |
| 2005 | Rhonda Shappert, Commercial Point | |
| 2006 | Lisa Piepsny, Middleburg Heights | |
| 2007 | Christine Wright, Dayton | |
| 2008 | Tonya Stump, Columbus | |
| 2009 | Stephanie Gooden, Dayton | |

To Qualify

You must be at least 18 years of age, married and living with your husband for a minimum of 6 (six) months. You must be a resident of the State of Ohio for a minimum of 6 (six) months (military establishment and dual residency as long as you reside at least six month of the year in the state of Ohio are acceptable). You must be a United States citizen.

Entry Fee

The entry fee for the Mrs. Ohio America Pageant is \$700 (not including fees for one mandatory advertising page and mandatory ticket sales).

Entry Fee Payment Schedule (breakdown of funds)

- \$250 deposit to reserve city or county title - Due Now! Include with registration application.
- \$250 deposit due on or before March 1, 2010
- \$200 deposit due on or before May 1, 2010

Discount

We love loyalty and think the Mrs. Ohio America Pageant is second to none. So, former delegates of the Mrs. Ohio America Competition are eligible for \$100 off the entry fee if returning within one calendar year (365 days) of previous year's pageant.

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ENTRY FEE INCLUDES:

- City or County title
- Eligibility for all prizes and awards (no hidden competition fees)
- Your participation in a full-stage production
- Mrs. Ohio America event-related entertainment throughout pageant weekend
- Contestant's orientation dinner
- One copy of the official program book
- Gifts, awards, prizes from Mrs. Ohio America Sponsors
- Tickets to the Mrs. Ohio Competition for you, your husband and minor children (under 18)

ENTRY FEE DOES NOT INCLUDE:

- Travel expenses
- Lodging
- Competition wardrobe
- One mandatory ad page
- 10 mandatory event tickets
- ADDITIONAL Program book ads (over and above the mandatory ad page)
- Personal expenses

Payment of Entry Fee and Payment Options

The Mrs. Ohio America System is pleased to accept CHECK, MONEY ORDER OR PAYPAL. A non-refundable registration fee of \$250 is required to secure your city title and begin the candidate acceptance process to become a state finalist for Mrs. Ohio America. If you are not accepted as a candidate, we will return your \$250 deposit. Once accepted as a candidate, you will receive your official paperwork. The \$250 fee will be deducted from your total pageant fee, leaving you an balance for your entry fee of \$500 note, this does not include the fees for one mandatory ad page and mandatory ticket sales. Once you have been accepted as a state finalist, your initial registration fee and all subsequent payments are non-refundable and non-transferrable.

Delegates may seek sponsors or may pay the entry fee herself. All sponsors are recognized in Mrs. Ohio America program on contestant's mandatory program ad page. Sponsors writing checks on behalf of contestants MUST make checks payable to the contestant and then the contestant should write a personal check to Mrs. Ohio America for any portion of sponsorship dollars she wishes to have paid via sponsorship. Payment may be made by personal check, money order, or credit card via PayPal. The Mrs. Ohio America System has developed a fee schedule, however, you are able to make payments in monthly increments toward the total entry fee as long as you have made all necessary payments by deadline set forth in the fee schedule.

Using the PayPal Payment Option

We are so excited to offer the option of paying entry fees through PayPal. To make a payment through PayPal, you will need to have a personal account - which is free - you simply register at www.PayPal.com. Once you have an account, and would like to make a payment to the Mrs. Ohio America Competition, go to www.paypal.com, log in and click the "send payment" option. You then enter the Mrs. Ohio America account information in the Recipient's email address blank. This is: "moore-galvin@mindspring.com". You will then enter the amount you are paying in the amount blank and specify USD (U.S. Dollars). Next, select "service" in the "category of purchase" option. In the email subject type "Mrs. Ohio America Payment" and label what the payment is for, i.e. registration fee, ticket orders, etc. - and, it's just that easy! The Mrs. Ohio America pageant is self-supporting and relies solely upon entry fees to cover production expenses. Production expenses include but are not limited to: advertising, hotel rentals, theater rentals, performers' fees, judges' expenses, staging, supplies, prizes, awards, etc.

Obtaining Sponsorship

If you elect to obtain sponsors to help with your entry fee, the best way to go get them is to ask. The benefits are up to you. Be creative. Offer modeling appearances, press releases, speaking engagements. Volunteer your services in exchange for sponsorship. If you have a clientele, consider raffling off your services for to raise sponsorship. What's in it for potential sponsors? Brand recognition. A natural place for your sponsors to visibly get the valuable brand recognition they deserve is in your mandatory ad page in the virtual Mrs. Ohio America program book. List your sponsors in your Mrs. Ohio virtual program book ad to build goodwill and further their brand. Try hair salons, nail salons, fitness centers, car dealerships, dress shops, spas and local businesses.

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City or County Titles

To help you build excitement toward the competition and gain recognition with your sponsors and in your community, Mrs. Ohio America awards City/County titles for state finalists in the Mrs. Ohio America Competition. To do away with the awkward contestant “numbers” that are traditionally pinned to evening gowns and swim suits, each contestant will instead be identified with a city or county title banner. You will select the title on your registration form. Titles are awarded on a first come, first served basis. So, the sooner you send in your registration, the better your chance to secure the city/county title of your choice and the longer you have to use your city or county title to market yourself. For example, a woman living in Westerville, Ohio, could select the title Mrs. Franklin County, Mrs. Columbus or Mrs. Westerville. You will receive a sash with your city/county title that you will wear during the entire competition weekend. City/county titles also give you a great opportunity to make appearances in the community prior to the Mrs. Ohio Competition and to secure sponsorship.

About the Deadlines: IMPORTANT - READ THIS SECTION VERY CAREFULLY

We would be impressed and you would be in great shape if you returned all paperwork and made all scheduled payments BEFORE the set deadlines we set forth leading up to the Mrs. Ohio America event. You reap the benefit of “not waiting” until the deadlines to get your paperwork and payments in by securing your city/county title sooner and giving yourself more time to mentally and physically prepare for competition. However, if you need concrete deadlines to motivate you to act there are several important ones leading up to Mrs. Ohio America.

We take deadlines very seriously because they impact our commitment to you, to the Mrs. America system and to our sponsors. Deadlines are important. They are important leading up to the Mrs. Ohio America event and even more important once the new Mrs. Ohio America is crowned. As a matter of fact, the new Mrs. Ohio America will have important deadlines to meet. So, if you have never been a deadline person - consider the deadlines set forth for the Mrs. Ohio America event as great practice leading up to the crown.

Important Deadline to Meet: (ON of BEFORE)

| | |
|-------------------|--|
| February 21, 2010 | Registration deadline to compete - \$250 deposit to reserve city or county title is due with your registration application. You must send in the completed registration form and a head and shoulders snapshot and full-length shot. |
| March 1, 2010 | Second \$250 payment on entry fee due on or before this deadline |
| May 1, 2010 | Third \$200 payment on entry fee due on or before this deadline |
| May 7, 2010 | Once you are accepted as a state finalist, you must have your completed biographical form for interview competition, your official headshot and camera-ready program advertisement(s) |
| May 7, 2010 | Full payment of program advertisement(s) |

About Snapshots to Send with Your Registration: IMPORTANT - READ CAREFULLY

When sending in your registration to compete, please send a close up, headshot-style snapshot and full-length snap shot. The judges will not see these shots, only the Mrs. Ohio America pageant staff. Photos may be emailed if that is more convenient. Email COLOR photo files as JPGs to moore-galvin@mindspring.com or sent via traditional mail service. **Use FedEx - DO NOT USE Express US Postal Service Mail.**

Prizes

Along with the official Mrs. Ohio America crystal trophy, exquisite crystal crown and sash, Mrs. Ohio America will receive an all-expenses paid trip to compete in the Mrs. America Pageant in addition to other prizes to help her prepare for the Mrs. America prizes. The exciting trip includes her airfare, meals and hotel accommodations. And, while competing at the Mrs. America pageant, there are many, many memorable and special experiences. At this past Mrs. America Pageant, a few of those experiences included lunch with the Mayor, a President's Gala Dinner at the resort, excursions, fabulous gifts from Mrs. America's sponsors, working with MTV choreographers Frit and Frat and other celebrities including John O'Hurley, two Carol Wior Swimsuits and wraps, the chance to win a Trim Spa modeling contract valued at \$7,000, Special Occasion shoes, skin care products and more.

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Prizes (Continued)

All finalists, plus Best Evening Gown, Best Swimsuit, Best Interview, Mrs. Photogenic, Mrs. Fitness, Mrs. Career Achievement, Mrs. Community Involvement, Mother of the Year, Director's Award Winner and Mrs. Congeniality will receive beautiful and exquisite Official Pageant trophies.

Categories of Competition

You will be judged in three areas: Interview, Swimsuit and Evening Gown. The judges are carefully selected to include highly qualified individuals who are previous titleholders, entertainment professionals, business owners, media personalities and state celebrities.

Interview Competition (50%)

There are two interviews. The first interview portion of the competition is a four-minute, one-on-one 'conversations' each contestant will have with each member of the judge's panel. It is worth 25% of your overall score. Attire is an interview suit pant suit or skirt suit suits can be any color or style and can be business day wear or "after six" wear. This is a very important part of the overall competition! As a matter of fact half of your score during the Mrs. Ohio America pageant is based on the judge's interview, your ability to articulate, show confidence, project your personality and appear beautiful and glamorous. The judges will read the biography you submit with your final paperwork before interviewing you.

The interview is a "conversation" that you have with each judge. The judges will not ask about controversial topics, i.e. religion or politics. This is your chance to really make a connection and shine. Think of it as your four minutes to express to each judge the most important qualities you possess that make you stand out as the best representative for Ohio as Mrs. Ohio America.

The second part of the interview competition, worth 25% of your overall score, is an on-stage interview between you and an interviewer, likely the former Mrs. Ohio America or the State Director. During this interview, you will be seated on stage across from the interviewer and will have two minutes to answer one or two questions that you write and submit to the interviewer in advance. The questions you choose to be asked should allow the audiences and judges to get a better idea about your inner beauty, i.e. what is important to you, what has most shaped you, what you would like to bring to the title of Mrs. Ohio America.

Regarding Platforms

A platform is a cause/issue about which you are passionate. You do not need to have a platform to compete it is not a requirement at the state or national level. If you have a platform feel free to talk about it. Many women who compete in pageants have causes to which they enjoy devoting time. Volunteering in any way is intrinsically rewarding and holding the title of Mrs. Ohio America will give you a bigger voice. Therefore, if you have a platform, you definitely want to talk about it in your one-on-one interview with the judges.

Swimsuit Competition (25%)

Swimsuit attire is a one-piece or two-piece swimsuit and wrap. The swimsuit and wrap can be in any color. And yes, the wrap is required. We recommend a plain, non-patterned swimsuit as it will allow you, and not your suit, to grab the attention. Shoes must be high heels that are clear or matching to the skin. You can choose to wear or not to wear hose. At the Mrs. America Pageant about 10 percent of the contestants wore hose. The judging will be based on beauty, figure, fitness, posture, grace, elegance and confidence. Judges will also be instructed to consider the contestant's age and number of children when formulating final scores, i.e. it's impressive to have had children and be fit.

Evening Gown Competition (25%)

Evening gown attire is a floor-length gown of any color, any style. We recommend for footwear high heels that are clear or matching to the gown. You will be judged on beauty, poise, posture, elegance, overall look and carriage. A gown that compliments you and your figure is very important.

Scoring

Competition scores are cumulative and continue to build after each event. The winner is the contestant earning the highest cumulative points total across all categories.

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Photogenic Competition

The photogenic competition is judged from your official headshot in the Mrs. Ohio program book. This score does not figure into the score for Mrs. Ohio America.

Husbands

Relax husbands! Your wives only need your smiling faces and loving support in the audience. At the state pageant, the competition only includes the ladies, so husbands do not need to worry about escorting their wives on stage. Now, of course, for the newly crowned Mrs. Ohio America, we fully expect that the new Mr. Ohio (her husband) will make a mad dash to the stage to plant a kiss on the new Mrs. Ohio and be available for a photo to capture this once in a lifetime moment.

Next Steps

So, you've decided you've got what it takes to compete for the title of Mrs. Ohio America Here are the next steps:

- Get your game face in place!
- Secure your City or County title now by completing and sending in your registration form, headshot snapshot and full-length snapshot, and deposit of \$250.
- Once, you send in your registration materials (form, photos and deposit), the Mrs. Ohio America staff will begin the evaluation process and conduct a phone interview with you to determine whether you become a state finalist for the Mrs. Ohio America competition.
- Once accepted as a state finalist, you will be awarded your city/county title and we will mail your final details packet of competition information. This information packet will include your biographical form to be given to the judges and competition itinerary.
- Start those lunges and squats - you're going to be in a swimsuit baby!

About the Directors: Michelle Moore-Houze and Krista Yovanno

We are so proud to be part of the Mrs. America Family. Each year we aim to be better. Being a State Director is an honor. But, it is also a lot of late nights and long weekends. We commit ourselves - our energy, talent and time because we believe in the Mrs. Ohio America pageant. We believe in the ability of this one event to bring together women who will end up being lifelong friends. We believe in it for its power to make women feel incredibly special and vibrant. And, we believe in this system for helping women achieve their personal goals.

The Mrs. Ohio America pageant and title have the ability to change lives. We know - without a doubt - we are better human beings for our participation with this event. We hope you will make the commitment to join us for this amazing journey - you will be forever impacted by it. You'll make new friends, discover new things about yourself, kick up your personal game a notch or two and maybe even take the title. Our goal is for each woman participating in the Mrs. Ohio America competition to feel incredibly special and have the weekend of her life.



Meet Michelle

Currently featured as a pageant coach in MTV's hit show MADE, Michelle Moore-Houze is the mother of two. She owns More Marketing Communications, a marketing, advertising and public relations consultancy specializing in high impact communications. Acting and modeling professionally since 1987, she has appeared in numerous print ads, television commercials and industrial films. In 2002, she was blessed to be Mrs. Ohio America 2002 and to place in the Top 10 at Mrs. America.



Meet Krista

Krista Yovanno is Mrs. Ohio America 2004. At the 2004 Mrs. America competition in Palm Springs, Krista placed in the Top 10 and won TrimSpa's dream body modeling contract. Krista is a professional model and is currently appearing in national TV spots with Anna Nicole Smith for TrimSpa.



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Official Mrs. Ohio America Registration Form

Please print neatly, type or retype on a separate sheet of paper. (Note: The judges do not see this document)

Name _____ Phone Number _____

Street Address (Complete) _____

City _____ State _____ Zip _____

Age _____ Birthdate _____ Birthplace _____ Email _____

Height _____ Eye Color _____ Hair Color _____ Shoe Size _____

Marriage Date _____

Complete the occupation section if you work outside the home:

Occupation _____

Business Name _____

Business Address _____ Business Phone Number _____

About your family:

Husband's Name _____

Children's names and dates of birth (if any) _____

About you:

Three words that describe your personality _____

On the back of this application (or on a separate sheet of paper) please answer the following:

- Your 1st, 2nd and 3rd choices for your County or City Title, i.e Mrs. Cleveland, Mrs. Cuyahoga County, Mrs. Westerville, Mrs. Lakewood
- In 50 words or less tell us about yourself.
- What are your talents, hobbies, special training and general background?
- Do you have any previous pageant experience? If yes, please describe.
- Why do you want to be Mrs. Ohio America?

Please complete this registration form and mail it along with your application processing fee of \$10.00 and your deposit for \$250.00 to Mrs. Ohio America.

Please make checks payable to: Mrs. Ohio America. **Checks are non-refundable.** Please do not forget to enclose a recent snapshot or head shot.

Mrs. Ohio America
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Columbus, OH 43235
(P) 614.633.8124
(F) 614.888.2437
(E) moore-galvin@mindspring.com



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**Registration Form
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In order to complete your registration form, you must thoroughly read and sign this agreement. Include this signed agreement with page one of the registration form, your snapshot style headshot, full-length shot and entry deposit. Please keep a copy of this document for your files.

Rules and Regulations - The contestant's code of conduct

- Entrant affirms that she is and will continue to be a person of good moral character; that she has not committed and will not commit any act inconsistent with the highest standards of public morals and conventions or that will reflect unfavorably on the pageant, its representatives, sponsors and/or licensees; that she has not appeared in nude or provocative photographs for any film or publication prior to, during the preliminary or pageant finals, or during her reign should she become the winner, Mrs. Ohio America.
- Delegate will conduct herself in a courteous, professional manner at all times during the Pageant and while representing a Mrs. Ohio America® title.
- Delegate will not slander or libel other contestants, judges, directors, sponsors, MORE MARKETING COMMUNICATIONS INC., staff or anyone else involved with or connected to the MRS. OHIO AMERICA PAGEANT®. Defamatory verbal and/or written remarks against contestants, judges, directors, sponsors, MORE MARKETING COMMUNICATIONS INC., staff or anyone else involved with or connected to the MRS. OHIO AMERICA PAGEANT® will result in immediate disqualification, forfeiture of any and all prizes and awards won, and legal charges.
- Good sportsmanship is expected at all times. Disruptive behavior before, during, or after the pageant may result in disqualification, removal from the premises, and legal charges.
- Delegate agrees to sign a Code of Conduct statement indicating agreement to abide by the terms specified here. Failure to sign the Code of Conduct statement does not in any way release delegate from responsibility to abide by the Code of Conduct stated here.
- All issues related to the Code of Conduct and consequences for violation thereof shall be determined solely and exclusively by Mrs. Ohio America Directors and More Marketing Communications. Entrant agrees to accept such determinations made by the aforementioned both as to herself and others.

I hereby accept and agree to all rules, regulations and deadlines set forth and required to become a candidate for the Mrs. Ohio America Competition. I also signify that all information I have provided to the Mrs. Ohio America State Directors is accurate and true. By signing this agreement, I agree to be bound and abide by all Rules and Regulations herein.

Signature of Applicant

Date