

# They don't have a check-off, but they have Luci

By JOANNE SPAHR  
HARRISBURG, Pa. - As much as beef promotion has been in the news over the past months, there is one form of beef promotion now going on which very few people are aware of. It's not a check-off and it's not an advertising campaign. "It" is Luci Teslovich, 1977 cattlemen's queen, who is working with the Pennsylvania Department of Agriculture, the Beef Council, and the Cattlemen's Association to promote beef throughout the Commonwealth.

This is the first year such a program has been implemented in Pennsylvania, although the dairy industry has had a state princess working in the Department for more than five years.

Because it is the first year for a state queen to represent the beef industry, Miss

Teslovich is forging the way for the program in the future. Luckily for the beef industry, they chose a hard working, dedicated young woman to take on this weighty task.

"The majority of the emphasis in the queen contest was on our ability to talk about the industry and our commodity," explains the 21-year-old Penn State graduate. "In this job, it is important that the person selected can talk to people about the industry, because it is an important promotional position."

Well qualified for the position, Luci carried beef projects in 4-H for 10 years, was a member of the National Block and Bridle organization at Penn State, was the secretary of the Pennsylvania Junior Polled Hereford Association for two years, and graduated with a

Bachelor of Science in animal industry this May.

Combining her background with her "if I can't do it right, I won't do it all all" philosophy, Luci is her own booking agent who coordinates many of her own appearances, documents her visits, answers her own correspondence, confirms her own appointments, and sends out some of her own news releases. And, of course, she makes public appearances.

This year she will be taking part in mall promotions, for which she will double up with the state dairy princess. She has also lined up county fairs, beef breeder association field days, television appearances, Ag Progress days, and county Farmers' Association mall promotions.

"It's really important to



Luci Teslovich, Pennsylvania cattlemen's queen, doesn't like to spend a lot of time behind a desk. Instead, she'd rather be out promoting beef to consumers or producers. Lancaster Farming caught her sitting on a straw bale and listening to speakers at a recent Angus field day.

circulate, I think," says Lucy. I can't promote the industry as well sitting at my desk with nothing to do," say the brown haired beef enthusiast with a smile. "Besides, I like to keep busy," she adds with a friendly smile.

According to Luci, much of the work she is doing now

will be eliminated next year for several reasons.

"This year I have a dual purpose," she says. "Not only am I promoting beef consumers, but I am promoting the beef queen idea to producers. Many of them don't know about the position, so I attend a lot of producers' functions to familiarize them with me and to possibly get some engagements to attend."

She also thinks the work will be simpler next year because she has made "contacts" this year and has crossed much unfamiliar territory.

"Mostly, I got to know people and found my direction as I went," explained Luci, "but, next year I'll know where to go."

And, to make things easier for the next young lady to take over the position, Luci hopes to stay working with the program in the future. "I've learned so much through my various contacts the Summer, and I have several suggestions on ways to improve for the future, so I'd really like to stay involved," she admits.

One of her long range goals is to extend the queen contest into a statewide event.

"For now, however, we are just hoping to get in contact with all the different breed associations and some agriculture colleges and have them sponsor a contestant," she says. Some day

we envision statewide county contests, but for now, we have to start somewhere," she remarks, explaining her short term goals.

The original start for the Cattlemen's Queen began last Spring when the Cattlemen's Association got the go ahead to have a representative working with the Bureau of Markets. Then, "starting somewhere," they held a contest at Penn State University in which five girls participated.

According to Luci, each of these girls was either an animal production or an animal industry major. Out of the five, Luci was chosen.

She began her work with the Department of Agriculture on June 6 after a two week stint as the assistant county supervisor with the Farmers Home Administration in Washington, Pa., a full time job she will be resuming in September when her Summer employment ends. "In order to be assured the position when I returned in September, I was required to serve two weeks before I started as cattlemen's queen," she explains. And, as simple as that might sound, the situation got a little complicated, considering that her last day of final exams at Penn State was the same day she was to start her two weeks on her full time job, and two days after she completed the two week segment she had been moved into her Camp Hill home for the Summer. For Luci, who is originally from Brownsville in Washington County, that was a tall order to meet. But, she did it.

In her capacity as the cattlemen's queen employed by the state, Luci is actually supervised by three groups - the Department of Agriculture, Bureau of Markets, which pays her salary for the Summer, and the Beef Council and the Cattlemen's Association who help her with transportation costs.

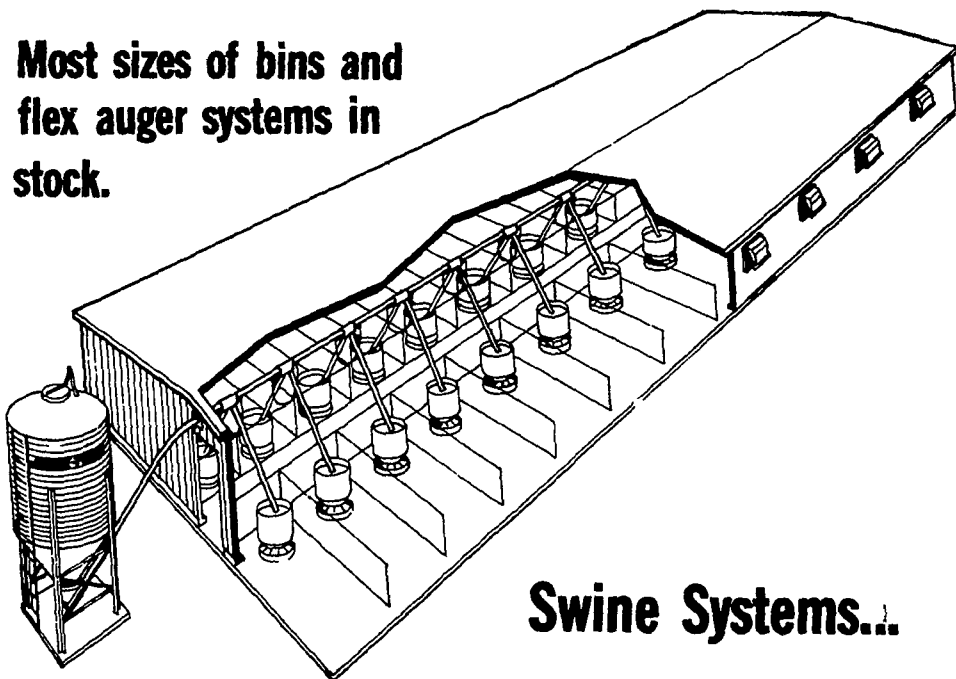
And, while her work with the Department ends in the Fall, Luci will keep working for the beef industry throughout the year until next Spring when her successor is chosen. As she puts it, she can't quit, because "there's always something new somebody would like me to attend."

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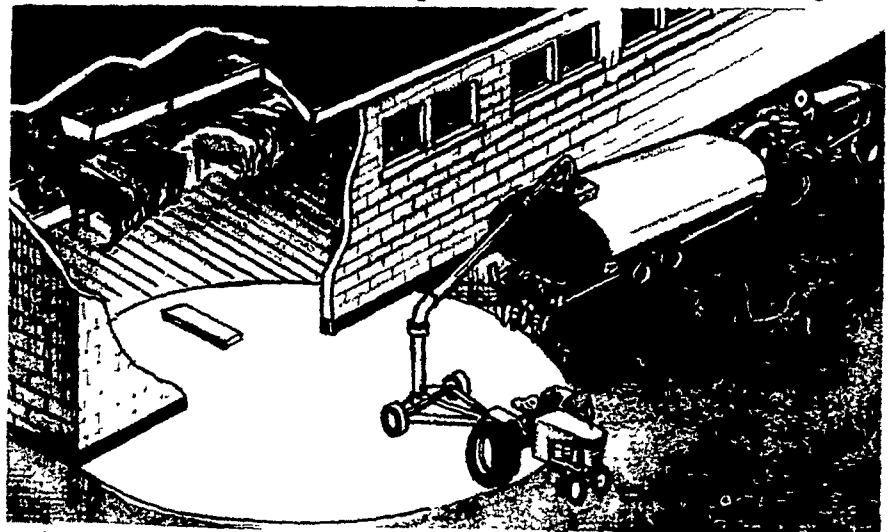
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