

Dairy princess

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and crops about 175 acres in corn and hay near the Clarion-Venango boundary line.

Each of the seven semi-finalists was asked to respond to a hypothetical situation where they could enter a "character trading post" and choose some virtue to take for free while leaving another less desirable one behind in exchange.

The new princess has chosen "patience" as the one characteristic she needs to gain more of, while turning in what she self-critically labels "short temper."

While Cindy will make dozens of appearances in an intense year of dairy product promotion aimed at all levels of the consuming public, she especially would like to gear some of her efforts toward her peers.

"Teenagers often think they're too old for milk," she reflected during a pause in the almost endless clicking of cameras and popping of flashbulbs that followed her crowning as the new first lady of the state's giant dairy industry. "And I hope I can live up to the job done by the girls that have gone ahead of me."

First runner-up Yvonne King of Chester County is the daughter of Mr. and Mrs. Joseph King of Cochranville. Yvonne was one of four contestants selected to give her promotional presentation during the pageant. Her amusing and well-done muppet-type puppet presentation was geared toward elementary school age children.

An office administration major at Goldey Beacom College in Wilmington, Delaware, Yvonne is 20 and a graduate of Octorara Area High School, where she was an honor society member and active in band and sports.

In answer to the hypothetical question on changing character traits, Yvonne shared a critique similar to Cindy Neely. She said she would draw from the store of patience and leave behind "my stubbornness."

Lisa McMillen, the second runner up, is 18 and the daughter of Mr. and Mrs. Dean McMillen of Loysville R1. A 1980 graduate of West Perry High, Lisa is majoring in parks and recreation at the Mont Alto Campus of Penn State University.

A former Perry County 4-H queen, Lisa is active in various club programs, serves as a civil defense volunteer, and participates in numerous church and community groups. Answering the character-trading question, Lisa told the audience she'd take a "deep Christian faith" and leave behind "my lack of self-confidence."

Also one of the four presentation winners, Lisa set up a supermarket backdrop and held a dairy-oriented conversation with taped, pre-taped replies, from a small mouse in the Swiss cheese. She was also one of the two outstanding scrapbook winners.

One of the most prized awards of the contest, the

Miss Congeniality selection chosen by voting of the girls themselves, went to Tina Neufeld of York County. Tina is the daughter of Mr. and Mrs. Albert Neufeld, York R4, and a freshman psychology major at Shippensburg State College.

Other semi-finalists in the pageant were: Jayne Gahres, the SUN area princess and daughter of Mr. and Mrs. Jack Gahres of Dalmatia R1; Renee Swick, daughter of Mr. and Mrs. William Swick, Beaver Falls R2, representing Beaver-Lawrence counties; Tioga County's Charlene Messner, daughter of Mr. and Mrs. Clair Messner of Roaring Branch R1; and Dottie Stonerook, Blair County, the daughter of Mr. and Mrs. Earl Stonerook, Martinsburg R1.

Marion Garrett, Wayne County, was selected both a scrapbook and presentation winner. Her promotional skit featured her dressed as a "Milkdrop," telling the story of her trip from grass to glass." Her parents are Mr. and Mrs. William Garrett of Honesdale.

Lycoming County princess Sherrie Lovell was the fourth presentation winner, with a puppet interview between Hillary Hog and Ursula Udder. She's the daughter of Mr. and Mrs. Frederick Lovell of Linden R1.

Honorable mention in the presentations were won by Renee Swick of Beaver-Lawrence and Jayne Gahres of the SUN area. Mercer County's Kathryn Canon received honorable mention in the scrapbook judging.

Eileen Shull, the outgoing princess, brought tears to the eyes of many in the audience with her farewell message. She thanked the promotional staffers and volunteers behind the princess program, and added a special message for her family.

"Because they loved me, I had the chance to do this. People say I've changed in this year. I thank everyone, and I thank Jesus Christ,"



Outstanding scrapbook awards were won by Marion Garrett, left, Wayne County, and Lisa McMillen, Perry County.

she concluded, ending with a biblical quote from Psalm 104:33.

Grover Goucker, Jr., of Lancaster, a long-time associate of the pageant program and area representative of the Dale Carnegie course, served as emcee for the ceremonies.

Four judges evaluated the 39 contestants during two days of meetings, personal interviews and presentations prior to the pageant. They were Mrs. Frances Duvall, Walkersville, Maryland, a coordinator of the Maryland Dairy Princess program; Mrs. Louise Mahoney, Clinton, Ohio; Lynn Tilton, managing editor of Pennsylvania Farmer magazine; and Michael Nolan, a former Pennsylvania fieldman for the Holstein Association and now a dairyman in Wakeman, Ohio. Scrapbook judges were dairy farm wives Kay Rohrer, Paradise, and Joyce Bupp, Seven Valleys.

Between pageant segments, Dick Norton, head of the Mid-Atlantic Milk Marketing advertising and promotion agency, gave a visual briefing on the latest promotional campaigns for media use. Included is a catchy "Milk's The One" cow puppet television commercial, and radio, TV, and magazine ads geared to

the "Cheese Adds A Slice of Life" theme.

Pageant-goers also got a look at what dairy advertisers hope will be their version of the "Good Housekeeping Seal of Approval," a consumer-recognized standard of product integrity.

The "Real Seal" is a stylized drop of milk, designed by advertising creators to be an easily recognized symbol for use on only genuine dairy products. Members of the audience were asked to help spread the idea of the "Real Seal", and each person received an "I'm For Real" button with the new logo as a table favor.

Contributors to the Pennsylvania Dairy Princess program include the Mid-Atlantic advertising agency as well as Atlantic Dairy Association, the American Dairy Association and Dairy Council of New York, Pennsylvania Department of Agriculture, Mid-East UDIA, Keystone Milk Marketing Council, Cornell Manufacturing and the Pennsylvania Dairyman's Association.

Program plans and activities of the princess program are handled by milk marketing staffers and six district volunteer coordinators from over the state. They are: Barbara Gross, Emlenton R2, Nor-



Tina Neufeld, York County Dairy Princess, was named Miss Congeniality by the voting of the princess pageant contestants.

thwest District; Rita Kennedy, Butler R6, Southwest Western; Pat Miller, Harrisburg, for Central District; Mim Kauffman, Elizabethtown R1, Southeast; Judy Diebold, Altoona R3, South Central, and Jeanne Bowen, Northeast.



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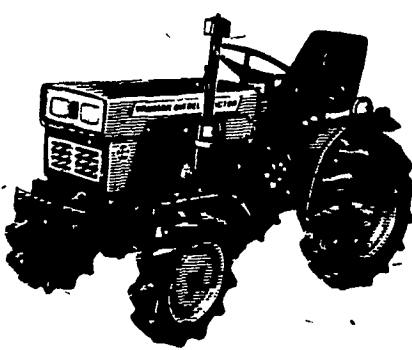
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