

The making of a dairy princess

BY DEBBIE KOONTZ

HUNTINGDON — Donning smiles and toting crowns in shoeboxes, whipped topping bowls, and paperbags were the 43 dairy princesses (representing 47 counties) who gathered for the annual training seminar at Juniata College, Monday through Wednesday.

Attending with the girls were alternates from each county, area coordinators and workshop instructors.

The seminar, sponsored by Atlantic Dairy Association, was brought together by district county coordinators; district dairy promotion director of ADA, Joyce Graybill; the Pennsylvania Department of Agriculture; local milk promotion chairmen; and Carol Gray, communications director at American Dairy Association in Towson, Md.

Designed as an opportunity to educate dairy princesses on dairy promotion, the seminar offers the girls a chance to study themselves, their appearance, how they present themselves, how to walk, sit, talk, promote milk, use the

news media and in short how to sell their favorite commodity — milk.

That white, foamy, soft, soft drink was the main initiative behind these girls as they voluntarily trudged from hall to hall attending one lecture after another.

But they all seemed to agree that it was worth the effort as they made new friends, received new hardos and saw themselves on television as part of a mock taping.

On hand to offer a little more perfection was Betty Rode from the Pennsylvania Department of Agriculture who taught the girls "social poise." Her presentation was more than sit, don't slurp — don't slouch — head up — stand tall," it was actually an attempt to instill confidence in 'self' as well as milk.

"Appearance" received a whole evening of fun as Cindy Neely, state dairy princess, presented "Dress for the Occasion," showing the girls the proper attire for the proper occasion.

Mr. Richard Norton from Atlantic Dairy Association at Towson, Md., was on hand to



Princess Kim Proper from Clarion-Venango part of the seminar. Prime concern? How the counties, left, and Anita Hammond of Erie crown will adorn their new hair style. County get a new hairdo at the "Hair Clinic"—



Betty Rode, "Social Poise" group leader, maintains her smile and poise as she distributes booklets to the princesses after a day full of instruction.

present "Working together makes the difference," an overview of cooperation in the dairy industry.

Joyce Graybill, also from ADA presented the girls with "Promotional Know-How" and Carolyn Hebe-Weber presented "Milk — Nutrition," highlighting the bonuses of milk.

Effective communication received over half of the attention at the seminar as the princesses were taught the ins and outs of newspaper publicity, public speaking, and television and radio techniques.

Each girl was given the opportunity to present a 3 to 5 minute skit to be used before audiences, to coordinators who then critiqued their work. Many of the girls delivered the speech or act which earned them their crown. Others

structured their skit toward elementary children — one of their largest audiences.

And when the work was done and the crowns put aside, it was time for — what else — a milk break, sponsored by the Huntingdon County Dairy Promotion Committee.

A head full of knowledge wasn't the only reward for attending the seminar, however; each girl received an individual photograph of herself to present with her promotion work. And that's all they need now — a chance to promote.

The making of a dairy princess, those beautiful girls who represent one of the state's leading commodities, is more than just placing a crown on a head as these vibrant young girls just learned

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Juniata College has never seen a royal gathering before such as this one. Forty-three beautiful dairy princesses each donning a smile and a crown

gathered with alternates, instructors, and coordinators at the college for a three-day training seminar.