

Dairy promotion is busy, enjoyable endeavor

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While many are very glad that the long, cold, dreary days of January and early February are now over, one Chester County lass admits that she was so busy these past six weeks, she hardly noticed the weather!

Charlene Rohrer, Pennsylvania's dairy princess recalled, she looked over the early days of this year, that she was kept busy with promotional activities, her singing on tour to Costa Rica, and her full-time job at a local grocery

typical of the enthusiasm and she put into her singing for many years and her job since graduation from high school, she says she looks to her responsibilities as state dairy princess with a sense of dedication and the intention of doing as much as she possibly can manage during her reign.

Last September she was selected from a field of forty-plus area and county princesses.

Being selected as princess came as a surprise to both Charlene and her family. She recalled that she went into the Chester County pageant with the idea that the experience would be good for her and with little thought that she might be named the county princess.

On the state level she was even

less optimistic than on the local level. She presented the same skit for the state convention and was singled out for the state crown. Although she was a bit apprehensive about the state contest and possibly coming into contact with girls who might not be receptive to her strong Christian background, she was surprised to find the majority of the princesses shared her feelings. "I was really uplifted by the whole thing," she recalled. "We felt really warm toward each other as we shared in our faith and singing songs."

Singing has always been a part of Charlene's life. "Ever since I was a little girl I have been singing," she said. "My family used to sing together."

During her years at Lancaster Mennonite High School she sang in the chorus and church choirs. A year and a half ago she started singing with a well established choral group, The Choraleers. Her commitment to attending practices and performances by the Choraleers often seemed to run counter to dairy princess responsibilities, she remarked. "But in the end, the scheduling resolved itself and things have worked out well."

It was the full schedule which developed from her singing commitments and her dairy princess responsibilities which made January whiz by so quickly



This is just one of the many visual aids favorite soft drink - milk. For small children, Charlene Rohrer, state dairy princess, uses in Charlene also uses puppets to help her explain her promotional activities for boosting that pound milk's better qualities.

for her. She explained that right after Christmas, the Choraleers traveled to Costa Rica for a two week singing tour. She got back just in time to spend the week at the Pennsylvania Farm Show. More than once she has had to stay behind to make an appearance for the milk industry and then catch a plane or have her mother or father drive her somewhere afterwards to catch up to the Choraleers, but she admits she takes it all in stride now.

At first, she says she was somewhat bewildered as to how it would all work out, but with the help and support of her chaperone and her parents, who often take turns acting as chaperone, she has met all her responsibilities.

She readily gives credit to her boss at Byler's Food Market, Gap for his understanding. She has worked there since high school. She is now nineteen, and has as her job description the job duties of ordering groceries, stocking shelves and working at the check-out line. Two days of the week are set aside for specific tasks of ordering and stocking so she tries to keep these days free for work. The rest of the week she can take her days off according to Dairy Princess responsibilities.

In addition to having an "understanding" boss, very supportive parents, and long-standing experience in being in front of audiences, Charlene says her tasks are so much more easily managed because the State Princess promotional program is so well-run and planned far in advance for her. She started her reign under the capable direction of Joyce Graybeal, who had six year's experience working with the commodity princess under Federal Order Funds and programs.

Charlene explained that all state appearances must go through the coordinators' office and be under its direction, and she must be chaperoned at each appearance. She greatly appreciated Joyce's advice and explanations of what to expect at each function as it occurred. Joyce has now left her position and Susan Beshore now coordinates the program out of an office at Camp Hill.

The requirement to have a chaperone seemed unnecessary to Charlene, she recalled, "I am a big girl now and can take care of myself," she quipped. But she went on, "I realize that these rules and guidelines are for a good reason so I abide by them."

Among the other recommendations and regulations in the program are that her speeches be checked by the coordinator for accuracy of fact. She also, as a spokesperson for the total industry, refrains from commenting on controversial political positions. That is not her responsibility, she said.

Homestead Notes



A princess in every phase of the world, Charlene was crowned this year's dairy princess last September. Though it has been a hectic year for this young milk drinker, Charlene says she feels it is all worth the effort.

Charlene's mother, Vera, remarked that she, as a parent, was especially appreciative of the guidelines set down by the program. Charlene and her family feel comfortable about them knowing they are for the best interest of the industry and of the princess personally. The high standards by which the princess must perform are welcome and effective channels as viewed by the Rohrers.

To help her with her one-to-one communication experiences, Charlene recently completed the Dale Carnegie Course. She was prompted to take such a course by the Master of Ceremonies at the State Pageant last September. She said she was one of the youngest in the course given locally, but she

learned a great deal about communication techniques and dynamics.

Learning to think on one's feet was a real asset to her in recent experiences in the classroom at the high school level, Charlene said. In addition to the high school classes she spoke to, she also presented programs to elementary classes. In all she has been in 67 classes.

One day, recently, she talked to 800 elementary students in the Octorara School District. She uses cuddly characters named "Fatto," "Vitty," "Carbo," "Proto," and "Minney" to create visual interest for the children as she explains the goodness of milk.

After the Octorara school

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Charlene and her parents often schedule her appearances together because Charlene must be chaperoned to every event she attends. Her parents take turns chaperoning and driving her to state appearances.

Try Charlene's favorite dairy recipe!

CRUSTLESS BACON QUICHE

8 strips bacon, diced

3 eggs

1 1/2 c. milk

1/2 c. buttermilk baking mix

1/2 c. butter, melted

dash of pepper

1 c. shredded Cheddar cheese

Fry bacon in skillet over medium heat until crisp. Remove. Drain on paper towels.

Combine eggs, milk, baking mix, melted butter, and pepper in blender. Cover and mix 15 seconds or until well mixed.

Pour mixture into greased 9 inch glass pie plate. Sprinkle with bacon and cheese. Gently press bacon and cheese below the surface using the back of a spoon.

Bake in 350 degree oven 30 minutes or until knife inserted halfway between center and edge comes out clean. Let stand 10 minutes before serving. Makes 6 servings.