

County dairy princesses learn about promoting milk during three-day seminar

BY JOYCE BUPP
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WILLIAMSPORT — Among the stately buildings of the Lycoming College campus, set against the central state's lush mountains, over 50 county dairy princesses and alternates met July 18 through 20 for a seminar packed with facts, fellowship and fun.

This annual three-day course is geared toward training newly-crowned dairy princesses from across the state to better fulfill their milk promotion responsibilities as representatives of the dairy industry.

Welcoming the princess delegation and their adult chaperones to the opening were state dairy princess Tammy Cree and Joanne Peifer, seminar coordinator and member of Pennsylvania Dairy Promotion Services. The PDPS, Inc., is sponsor of the seminar and coordinator of state promotion activities.

Additional background information on the structure of the promotion organization, and the interrelated workings of individuals, county committees and the state organization was detailed by PDPS board member Mirn Kauffman, Lancaster, and board chairman Judy Deibold, Altoona.

A workshop tone for the seminar was set the first evening, with a Color-Plus program given by Warren dairy farm wife Melinda Johnson. A trained make-up and color expert, Melinda demon-

strated how each individual's skin tones react to various colors.

Using scarves in a rainbow of shades, holding one at a time near the client's face, Melinda helps determine which particular colors are most flattering to the individual's skin tones, and which should be avoided.

Thursday's full day of workshops kept princesses rotating through four separate lecture-type and hands-on sessions, geared to give them a broad background in promotion abilities and personal confidence.

Rotating sessions included a presentation on how to be an effective princess, by former state promotion coordinator Sue Beshore, a York County dairy farm wife and mother. Focusing on supermarket promotions, Sue recommended numerous steps to follow for successful store visits, including first determining the individual, at a local or corporate level, who is responsible for handling such events.

Pre-promotion information to be checked ahead of time also includes finding out if the store is willing to provide any supplies for the promotion, where the promotion location is to be, and what equipment, including electrical outlets, is necessary.

Other details to remember are determining if a store plans to run "specials" coinciding with the dairy promotion and if the princess' appearance will be included in weekly advertising.



Color-Plus representative Melinda Johnson experiments with various shades of color against the skin tones of Huntingdon County dairy princess Cindy Keith.



Lancaster Countians pause for a sundae break after a long day of travel and training; from right are princess Judy Miller, county co-chairman Ruby Bollinger and alternate princess Kris Esbenshade.



One of Sue Beshore's tips on supermarket promotions was to mount display posters on cardboard for more effective display.



With cosmetic samples and tips from Melinda Johnson, princesses faced their mirrors to polish make-up techniques.

A veteran of these in-store activities, Sue further advised that such promotions should be kept to a maximum of three hours, preferably during the heaviest traffic flow hours. Princesses were reminded never to attempt store promotions alone, but to have at least one adult along for assistance.

In a made-up workshop taught

by Color-Plus' Melinda Johnson, each princess and alternate faced a mirror, equipped with make-up samples and advice on her own individual needs based on facial shape and coloring.

Betty Rode, state Department of Agriculture representative and former modeling supervisor, led her social poise groups through practice in posture, walking, sitting and standing gracefully, and simply looking graceful while standing at ease in a group.

She also dealt with various social situations, including tips on what to use first — and what to do with it later — when faced with a tableful of eating and drinking utensils.

A news media session, led by Joyce Bupp of Lancaster Farming, studied writing effective news releases for promotion and publicity, and working with radio and television.

The most dreaded part of the seminar, according to participants, was presenting the three-minute promotional skit that each princess must do for the judges at the September state pageant competition. This exercise helps the princesses polish their skits, gain experience in speaking before a group and allows a private critique and suggestions by a member of the PDPS board.

Individual pictures and a large group photo session, both by Palmyra photographer Chuck Martin, rounded out the tiring day of training.

Relaxation came with the evening banquets at the student center, followed by tips on dressing for the occasion by state princess Tammy Cree and seminar coordinator Joanne Peifer.

Just in case any of the princesses needed brushing up on "cow facts," Pennsylvania Holstein Association staffer Doug Hershey closed the banquet with an entertaining lecture on "What To Know About Cows!"

Friday morning brought the princesses back to the lecture hall for a session on milk and nutrition, by Sharon Piano, of the Mid-East Dairy and Nutrition Council. A follow-up by Trish Williams, communications director for the Advertising and Promotion agency, briefed the group on the broad range of promotion ideas and materials that are available for use by county committees.

Grover Gouker, noted public speaker from Hanover, added a final punch to the seminar with his class on effective communications. Gouker has emceed the state pageant for several years and is associated with the Penn Institute.

A wrap-up evaluation and information on the September pageant sent princesses home full of enthusiasm for the next two months of promotion, presentation polishing, and final preparations for the Harrisburg judging that will select the 1985 state dairy princess.