

Seminar Prepares Princesses To Promote Milk, Dairy Products

BY BARBARA MILLER

Lycoming County Correspondent
GROVE CITY — County dairy princesses and their alternates attended the 1986 Dairy Princess Training Seminar held July 8 through 10 at Grove City College, Grove City.

Sponsored by the Pennsylvania Dairy Princess and Promotion Services Inc., the seminar was designed to prepare the girls for their role in promoting dairy products as dairy princesses. No area of expertise helpful to a princess is overlooked.

During the three-day program princesses and alternates attended workshops in public speaking, social poise, makeup and hair-styling, and receive guidance on selecting colors complimentary to their skin tones. Additional topics covered in the seminar include working with the news media, learning about cows and taking advantage of area promotions.

The princesses' skirts are critiqued and the girls are offered suggestions for improving them.

But all is not work. Sprinkled throughout the seminar are plenty of milk, ice cream and pizza breaks and also time for swimming and getting acquainted.

Tammy Cree, the 1983 Pennsylvania state dairy princess, and current State Dairy Princess Beth Heald were on hand to help the newcomers. Tammy taught a class on social poise and Beth instructed the girls on "dressing as a princess."

Of all the lessons taught during the seminar, participants said the most popular were Tammy Cree's social poise session and a public speaking lesson taught by co-chairman Mim Kauffman.

Lancaster County Dairy Princess Pam Kindig said she enjoyed the sessions on public speaking and poise. She noted that a session on commercials convinced her to include jingles in her own presentation.

"I'm enjoying all the seminar and learning helpful hints that will help me feel at ease in what I'm doing," she said.

Marsha Anthony, Crawford County dairy princess, said she was surprised to learn she could call on MAMMA and ADA to help with her promotions.

"We can call them and they will send us free stuff to aid in dairy promotion," she said, adding: "I really enjoyed the social poise section with Tammy Cree."

Lycoming County Dairy Princess Becky Hipple reported that she liked the session on social poise, which included instructions on standing properly.

"It's been fun meeting with the girls and working with makeup," she continued.

A panel discussion for committee members and mothers was held Wednesday afternoon with Southwest Coordinator Beverly Minor acting as moderator.

Panel member Betty Herron of Salem, Ohio, discussed ways to involve more workers in county



Panel members participate in a discussion for committee members and mothers Wednesday afternoon. Panel members, from left, were: Betty Herron, Salem, Ohio; Shirley Griffith, ADA/DC, Syracuse, N.Y.; Nancy Covert, Jefferson County Extension; Joyce Graybill, Lancaster County; and moderator Beverly Minor.

promotion committees. "Don't ask for volunteers," she cautioned. Rather, she advised, select your own committee members.

When she became president of her dairy promotion group in Salem, membership grew from 12 to 75. Herron said she first made a list of work to be done.

Meanwhile, the dairy committee gathered the names of all the farmers in the county and from this list compiled a list of farmers considered able, competent and enthusiastic.

Although she admitted she was hesitant to call people at first, Herron said out of the 56 people she called, she tallied 55 yeses and only one no.

"Be positive, a little pushy, but don't shove...Be deaf to excuses," Herron advised.

The most common excuse for not helping, Herron said, is being too busy. When she encountered this, she reminded the person that perhaps they should take time for a group that involved their livelihood.

Further tips from Herron were to call people in the evenings when they are more relaxed, to allow no one to hold a committee office for more than two years, to keep

meetings short, and to get input from all committee members.

Nancy Covert of the Jefferson County Extension office, another panel member, explained youth dairy ambassadors, a pilot program not yet a year old. Covert said Jefferson County dairy ambassadors are a "select group of high school boys and girls representing each high school in Jefferson County." They are trained by the Penn State Cooperative Extension Service to supplement the activities of the dairy princess by helping her carry the dairy message to the whole community.

For example, Covert said, the dairy ambassadors helped to serve milk to over 900 people during the July 4 holiday. Dairy ambassadors wear a big ribbon instead of a banner and are supported by adult contact persons who help them set up promotions.

"It's really fantastic to have boys up in front of a class drinking milk," Covert exclaimed.

She said she expects the program to become widespread in the state.

Joyce Graybill of Lancaster County offered advice on organizing dairy spectaculars such

as a 125-foot cheese sandwich or an 8-foot ice cream sundae. Graybill stressed the importance of planning ahead and advised committee members to invite local newspapers, television and radio stations to cover the event. If the media do not reply to the first invitation, follow-up calls are in order, she said.

Graybill suggested choosing people with high quality products to participate. Planners should also consider who will assemble the product and where, and should have recipe leaflets on hand to distribute.

Shirley Griffith of ADA/DC of Syracuse, N.Y. talked about arranging supermarket promotions. Among other things, she suggested members contact the store manager first by letter, then follow up with a phone call or a visit. She also said to keep recipes simple for foods to be prepared in the store and to try the recipe at home first.

The princesses attending seminar will use their new knowledge when they compete in the annual State Dairy Princess Contest Sept. 20 at the Marriott Inn, Harrisburg.



Tammy Cree, the 1983 state dairy princess, teaches a class on social poise.



Bucks County Dairy Princess Diane Moyer gets her hair reshaped by Cathy Smith of Strattanville.

Turn Sewing Skills Into Profitable Business

WILKES-BARRE — If you have a knack for sewing and enjoy the work, you might be able to turn your talents into a profitable business. Being your own boss, working your own hours at home, doing what you like to do — the rewards of being a seamstress are many. However, it isn't as easy as it sounds, says Luzerne County extension home economist Josephine Kotch.

"Most people who sew have the creative skills, but lack the business expertise to make their business venture a success," says Kotch. "It takes careful planning and managing."

If you are considering starting a sewing business, ask yourself some serious questions — and answer them honestly. "Knowing yourself is the first step toward making good business decisions," Kotch said.

Do you get along with other people? Do you have enough initiative? Do you have enough self-confidence? Are you going into business for fun, for profit, or for self-fulfillment? Kotch recommends using your answers to these questions to make a personal examination, assessing your talents and capabilities, goals and ambitions.

Next find out everything you need to know about running a business — record keeping, marketing, taxes, advertising,

insurance, licensing, zoning, regulations. Combining this knowledge with your personal goals will help you plant the structure of your business. She offers the following checklist as a guide:

- What kind of business do you have in mind — custom sewing, dressmaking, alterations, needle crafts, teaching? Start with what you already do well, then plan to expand your business to include other services as you add skills.

- Will your business be product or service oriented?

- Who is your competition? Who are your potential customers? Is there a real need for your business in your area?

- When will you work? How much time are you willing to devote to your business?

- Where will your business be located? Do you have room to create an efficient work area?

- How will you advertise? Will you use word-of-mouth, posters, fliers, or newspaper ads? Will you contact local retailers or fabric shops?

- How much money do you need to start your business? To keep it going? How much money do you need to make? How much will you need to charge to meet your goal?

Once you hang out your shingle consider yourself a professional and conduct your business as such. "It's important to have a business

plan," she says. "That means keeping accurate records, including a record of your long-range goals. The plan should project income, as well as expenses." Include everything used in the business; thread, electricity, auto expenses, telephone, business cards, etc.

Kotch recommends starting small, maintaining control and building a reputation before expanding the business. "Bad management, rather than bad ideas, causes most business failures," she adds.

"Sewing for pay can be an exciting and challenging career, with many options beyond dressmaking." "However, a thorough examination of your personal and business goals is necessary to turn a hobby into a profitable business," says Mrs. Kotch.

For a light texture in certain cookies and in pound cakes, cream the butter and sugar well. Butter needs to be firm so that bits will stick to the crystals of sugar (shaped somewhat like snowflakes) during the creaming. When the sugar crystals melt in the oven, they leave tiny pockets of air, lightening the finished product.