

Promotional Activities Fill Pa. Dairy Princess Pam Kindig's Schedule

BY SUZANNE KEENE

CONESTOGA — A typical week might include two speaking engagements, an interview with a news reporter and a meeting with the state governor. The phone is always ringing, a full datebook is the rule, and television and radio appearances are not uncommon.

The above sounds like a description of a busy politician's lifestyle, but in fact, it paints a partial picture of Pennsylvania State Dairy Princess Pamela Kindig's hectic schedule. To be completely accurate, it must also include attending high school classes, working part-time at the local swimming pool, and going out with friends.

"I don't think I've had too many full days of school," says the high school senior who will speak at her graduation ceremony later this week. The majority of those hours she spends out of school are devoted to promoting Pennsylvania's dairy industry. The school's administrators have been very supportive of her dairy princess activities, Pam says, noting, "I have a message and I really am doing something."

As Pennsylvania Dairy Princess, Pamela attends numerous functions as the dairy industry's ambassador. She helped to build a 100-foot banana split at a local dairy store, presented Penn State football coach Joe Paterno with a bronze milk can, toasted the governor at the Pennsylvania Farm Show, and told groups of all ages about the importance of milk and dairy products in a healthy diet.

Pamela's message to the groups she has addressed since claiming the dairy princess crown in September 1986 is that dairy products are for everyone. "No matter what age you are, you can enjoy dairy products," she says.

The recipe brochure she distributes at promotions also focuses on that message. Bearing Pam's photo and a number of family recipes which feature dairy products, the pamphlet is titled, "Dairy Delights For The Young At Heart."

The dairy princess position is a hefty job for anyone, even an energetic young woman like Pam. In fact, it would probably be impossible without the support of family, friends and other dairy promoters.

Pamela especially credits her parents, J. Robert and Roberta Kindig of Conestoga, for their help. Mom, she says, is her detail person. Mrs. Kindig handles much of the scheduling, gathers materials for store promotions and does little, but necessary, things like make sure the right dress is done at the drycleaners in time for the next meeting.

Her father helps her write speeches and her 16-year-old brother John gives her a hand with school presentations. Everyone in the family, even 10-year-old Andy, has become accustomed to taking telephone messages for the busy dairy princess.

Helping with barn chores and milking on the family's dairy farm in Conestoga used to be a part of Pam's schedule, but she has little time to help at home anymore. Her brothers have assumed some of her chores and a hired man helps Robert with the milking.

Family support is almost expected, but Pam was pleasantly surprised by her friends' reactions to her role. At first, Pam admits, she was a bit worried about how her peers would react to her dairy princess position. "Your peers are the most critical," she notes.

But her worry for was for naught. So far she has done three high school presentations, including one for her own math class, which was quite successful. "They all left the room with 'I Love



State Dairy Princess Pamela Kindig, who also serves as Lancaster County Dairy Princess, has devoted much of the past year to promoting the state's dairy industry.

Milk' stickers on their math books," she recalls.

Pam says she most enjoys giving presentations for elementary school students. Her best friend, Melissa, occasionally accompanies her wearing a cow costume, and Pam reports, they are always well received.

But not every presentation goes smoothly, Pam says, recalling a blunder she made at the National DHIA Convention in March. When she got up to welcome the group to the convention, she said "I'd like to welcome you to the Holstein Convention." People laughed, and

"I just laughed too," and then corrected my mistake, she said.

Anyone who has ever suffered shaky knees when called to the podium knows public speaking is not easy. Pam credits a Dale Carnegie course she received as a gift for her confidence before groups. "It's just tremendous," she says of the course, adding that when she had completed the classes, "My year went so much better."

The opportunities Pam has had as dairy princess have helped her gain self confidence and see more



Pamela Kindig pours herself a tall glass of refreshing cold milk, a practice she encourages everyone to do several times a day.

of the world than she would sitting at a desk in the classroom. "I may not be in school, but I'm learning a lot," she says. "I feel more confident about myself and that helps me to get my message across better."

Even though her high school days are nearly over, Pam will return to the classroom this fall when she begins courses at the University of Delaware, where she will major in physical therapy. Although some people have expressed surprise that such an avid dairy supporter is not pursuing a dairy related career, Pam says,

"You can always promote milk no matter what you do."

With her reign as Lancaster County dairy princess ending in June and as state dairy princess ending in September, Pam has no regrets that she gave so much of her senior year of high school to promoting milk. "I missed a lot of things in school," she says, noting that she had to drop out of field hockey and basketball to make time for dairy princess commitments. But, she says, "Everything balances out, your frustrations and joys."

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