

Robot Mannequin

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In fact, in ten years of performing, Suzette has never laughed, smiled, coughed, sneezed or otherwise acted out of character while on her black box. The closest she ever came to breaking the illusion of being a robot came one time when she had a cold. "I had to take a 'time-out' and get down off the box and cough," she said during her break. The longest she can maintain her concentration is two and a half hours; however, because Farm Show performances

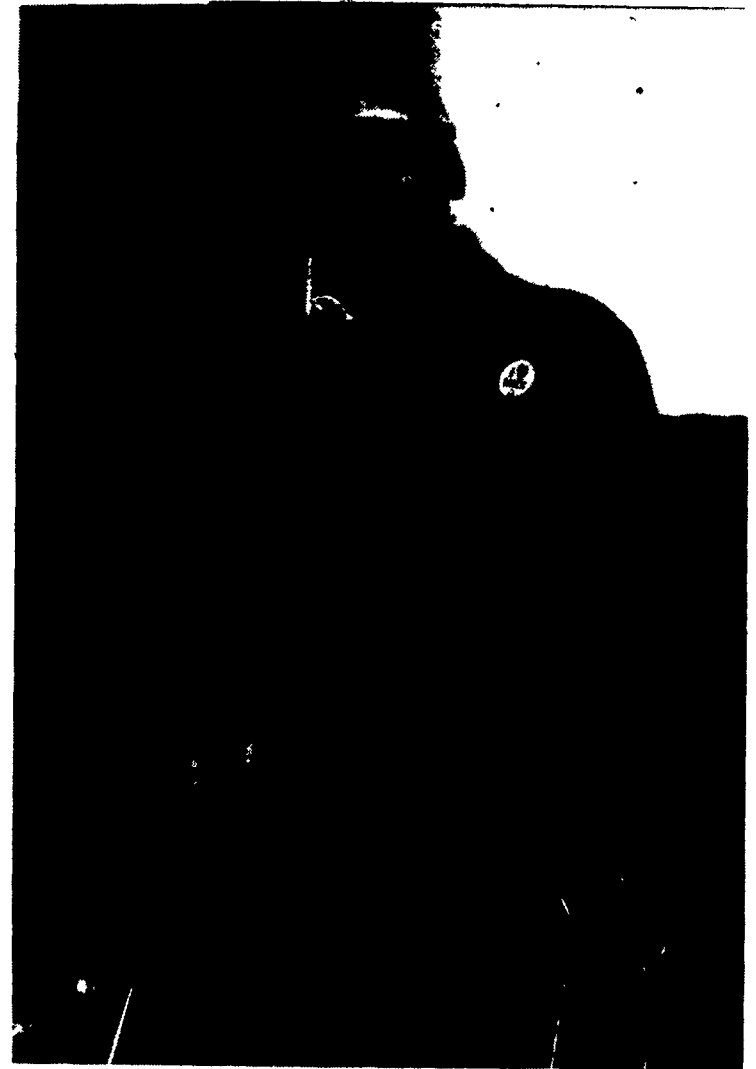
were eight hours a day for six straight days, she took a break every hour. To signal an upcoming break, Suzette made a "time-out" sign with her hands, then jumped off the box, much to the delight of the crowd.

Although perfectly controlled on the job, Suzette is charming and personable when off the box. Her warm smile and animated face are a complete contrast to the deadpan expression she wears while performing.

Even though Suzette's eyes do

not appear to focus while she is performing, she said she uses her peripheral vision to see who in the crowd does not have the promotional items she is distributing. Her rare blinks are almost unnoticeable.

Suzette's career started in shopping malls in Delaware, where she did freeze modelling -- pretending to be a mannequin. She also worked in the office of a baking company, and was asked to use her modelling skills to promote the bakery's products. She wore a tuxedo and handed out samples in supermarkets.



Suzette relaxes between dairy promotion performances.

Now, she works full-time as a robot mannequin at food shows, conventions, and agricultural fairs.

Contrary to appearances, Suzette is totally aware of spectators. "I have to look for someone to pick on," she said, "and see who doesn't have the promotion I'm handing out."

Although her face and eyes remain completely expressionless, Suzette uses small gestures to entertain the crowd. She beckons small children to her with a seemingly mechanical finger. Sometimes, when someone takes a brochure from her, she holds on to it so they have to pull it slightly. Then she rocks back and forth as though the person has pulled her off balance.

After an eight hour day of this, Suzette's muscles ache a bit, and her eyes are tired from the Farm Show's dusty atmosphere. "It might catch up to me once I'm old," she said with a laugh.

The University of Delaware graduate likes to run during her time off, but otherwise does no special exercises for her performances. Just before climbing onto the box, she relaxes and becomes aware of her body. A few times, she has "gotten up there in a stupid

position and couldn't fix it," she said.

Suzette's appearance at Farm Show was jointly sponsored by The American Dairy Association, the Mid-Atlantic Milk Marketing Association, the Mid-Eastern United Dairy Industry Association, and the Pennsylvania Dairy Promotion Program.

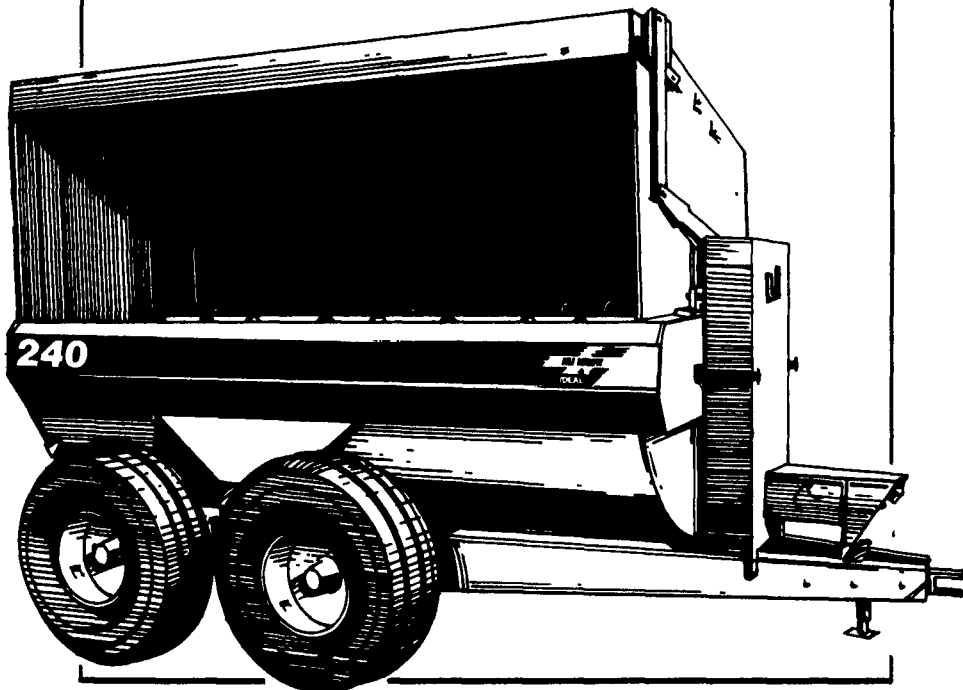
Bill Snitcher, Marketing Director of MAMMA, had seen Suzette at various trade shows and was instrumental in bringing her to Farm Show. "The response to her has been outstanding," he said. "She's a show-stopper."

Suzette performed in front of a huge mural of a REAL SEAL. "The REAL SEAL has been named the single most recognizable emblem in the food business today," Snitcher said. "Suzette is helping us drive home the message of REAL."

When Suzette hears someone in the crowd saying, "Is she real?" she obligingly points to the patch on her bright red sweater which proclaims, "I'm for REAL Dairy Products."

Suzette enjoys her job and considers it fun. "I feel good that little kids get such a thrill, or when I wink at someone and it makes their day," she said.

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