

## Dairy Promotion Volunteers to Train

SYRACUSE, N.Y. — Dairy promotion representatives from throughout the Empire State will attend the annual training seminar on July 1-3, 1991.

The seminar is sponsored each year by the American Dairy Association and Dairy Council and will be held at Morrisville College.

The training seminar will be attended by dairy princesses, dairy maids and ambassadors as well as county promotion committee volunteers. A variety of workshops have been planned, designed to teach attendees how to promote dairy products to consumers.

The seminar will combine seminars with hands-on workshops in order to help princesses gain experience in promotion techniques.

According to County Promotion Director Shirley Griffith, "The dairy princess program has changed dramatically over the years. Workshops will focus on reaching elementary age school children, making radio public service announcements that reach the greatest number of people and writing news articles that get published.

A media workshop geared to

preparing the promoters to respond to on-the-spot interviews will also be presented. This workshop will teach them to handle interviews with confidence, knowledge and poise."

This year's seminar will also include a workshop on news release writing and media contacts, being presented by Chris Kimball-Peterson, executive secretary of the Empire State Potato Club.

Ed Slusarczyk, president of Ag Radio Network and Karen Pritchard, Alternate State Princess, will

present a session on the techniques involved in taping public service announcements.

As part of the three-day session, county dairy princesses will be briefed on the format of the annual New York State Dairy Princess Pageant to be held February 1992. Princesses will receive advice and information on participating in the pageant.

Over 150 dairy representatives are expected to take part in the seminar. For further information on the training seminar, contact Shirley Griffith at (315) 472-9143.

## Pesticide Institute Provides Education, Credits

HARRISBURG (Dauphin Co.) — A Pesticide Institute is being held July 10-11 at the Embers Convention Center in Carlisle.

The institute is sponsored by the Pennsylvania Nurserymen's Association and is open to all private, commercial, and public applicators and others interested in pest control information.

Participants must attend two

1-hour sessions in a track to receive credits in that track. Partial credits will not be awarded.

All credits have been pre-approved by the Pennsylvania Department of Agriculture based on the proposed agenda. Changes to the agenda may result in adjustments to credit values. A full registration brochure is available by contacting the Pennsylvania Nurserymen's Association office,

## Franklin Co. Names Holstein Directors



CHAMBERSBURG (Franklin Co.) — The 1991 Franklin County Holstein Club directors are sitting left to right, Carl Hartman, St. Thomas, vice president; Robert Eckstine, Mercersburg, president; Harold F. Crider, Chambersburg, secretary-treasurer; and James Burdette, state director. Standing left to right, Wayne Hall, Shippensburg; Dale Lehman, Chambersburg; Alan Meyers, Greencastle; Roy Cordell, Chambersburg; Bradley Beldel, Newburg; Maryanne Bohn, Chambersburg; Garnet Eshelman, Jr., St. Thomas; and Alvin Meyers, Chambersburg.

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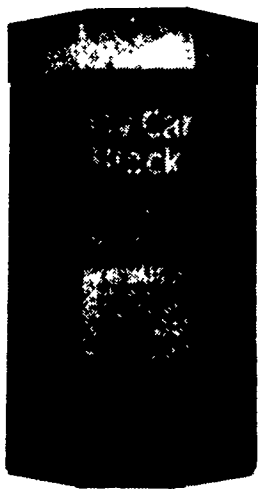
The Pesticide Institute is being offered to provide in-depth educational training on pest control topics, to develop new resources for

pesticide training, to deliver a flexible educational schedule, and to promote a higher retention of knowledge by timing the institute so applicators may immediately use knowledge gained.

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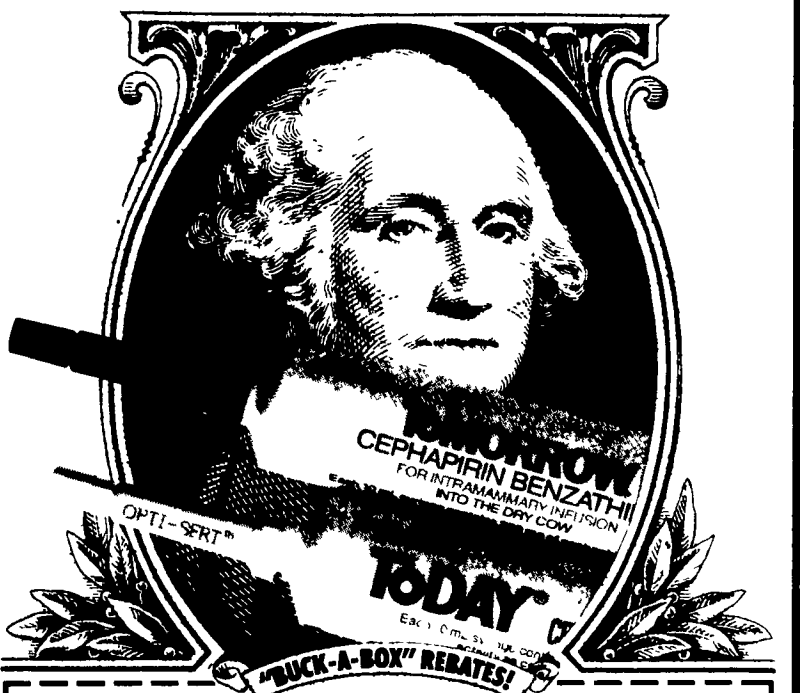
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