

Dairy Princess Crowned

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received a \$600 scholarship. Both alternate princesses will assist the state princess with various appearances throughout the state.

Dairy princesses from 31 counties competed in the event. Selection of the state princess was based on a three-part judging process. The young women went through personal interviews, presented a three to five minute speech for an adult audience, and gave a five minute presentation appropriate for an elementary school audience. The young women were judged on their knowledge of the dairy industry, communication skills, creativity, poise, and appearance.

In addition, they created dairy promotion scrapbooks for competition. Rebecca Silvanic of Broome County, Kerri Benson of Columbia County and Kristen Stevens of Delaware County were awarded \$75 in prize money for the top three scrapbooks.

Three speech awards of \$150 were also presented to Crane Williamson, and Julie Degear of Cortland County for their winning speeches and school presentations. Honorable Mention for speech presentations were: Kerrie Benson, Beth Plungis, Herkimer County, Sandra Mead of Rensselaer County and Tammie Cross, Sullivan County.

Robin Howland of Tioga County was chosen "Miss Congeniality" by her fellow princesses for her friendly and outgoing manner during the two day competition. She was awarded \$50 from Ag Radio Network and received a gift on behalf of all the princess candidates.

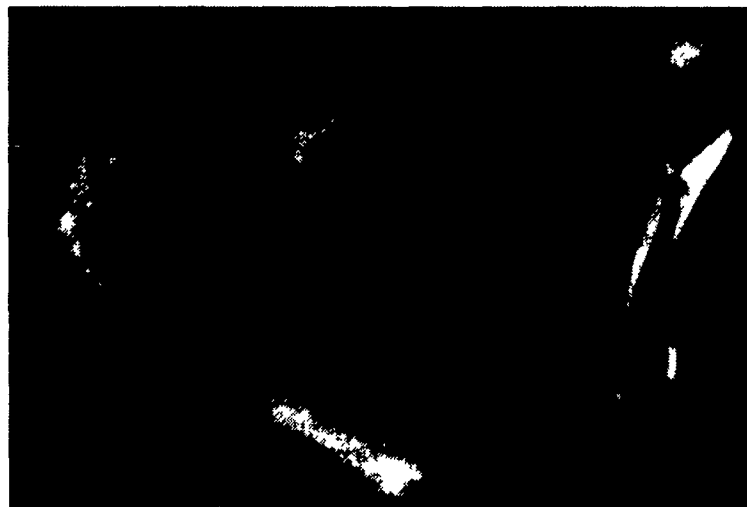
The dairy princess program is designed to promote the consumption and sale of milk and dairy products to consumers and to create better relations between urban and rural people through one-on-one contact at the local level.

SYRACUSE, N.Y. — The Leo Briggs Memorial Award was presented to Jay and Kelly Andrus from Granville Summit, Pennsylvania, during the 32nd Annual Meeting of American Dairy Association and Dairy Council, Inc. (ADADC) on Tuesday in Liverpool. The award recognizes those with a strong commitment to milk promotion.

Jay was active in the agricultural program at Troy High School and worked on the family farm after finishing school. He and his wife, Kelly, operate a 350 acre farm with Registered Holstein cattle and are presently milking 50 cows. They have been on their present farmstead for 9 years and are the parents of two children, 4-year old Cassidy and one-year old Lindsey.

As part of their award, Jay and Kelly traveled to San Antonio, Texas to attend the annual meeting of United Dairy Industry

Andrus Receives Leo Briggs Award



Kelly and Jay Andrus receive memorial award from Raymond Johnson, board chairman.

Association last fall. They reported on their trip to the meeting.

The award was initiated in 1983, following the untimely death of one of dairy promotion's key leaders, Leo Briggs. The fund was started with the goal of train-

ing a new generation of dairy promoters. A farm couple is selected each year.

The American Dairy Association and Dairy Council is a dairy promotion organization representing dairy producers in New York, New Jersey and Pennsylvania.

ADA/DC Promotion On Target

SYRACUSE, NY — "Dairy Promotion: On Target" was the theme of the American Dairy Association and Dairy Council's (ADADC) Annual Meeting held on Tuesday at the Sheraton Inn in Syracuse, New York. The meeting focused on specific ways ADADC impacts the marketplace with its promotion and advertising programs.

With the challenge of rising costs, new and innovative programming had to be implemented. According to Rick Naczi, chief executive officer, "By sharpening the focus of our existing programs, we reached out to promotion organizations in Texas and California to put together the right marketing mix. Only the most focused, measureable and research-based programs will survive our planning process."

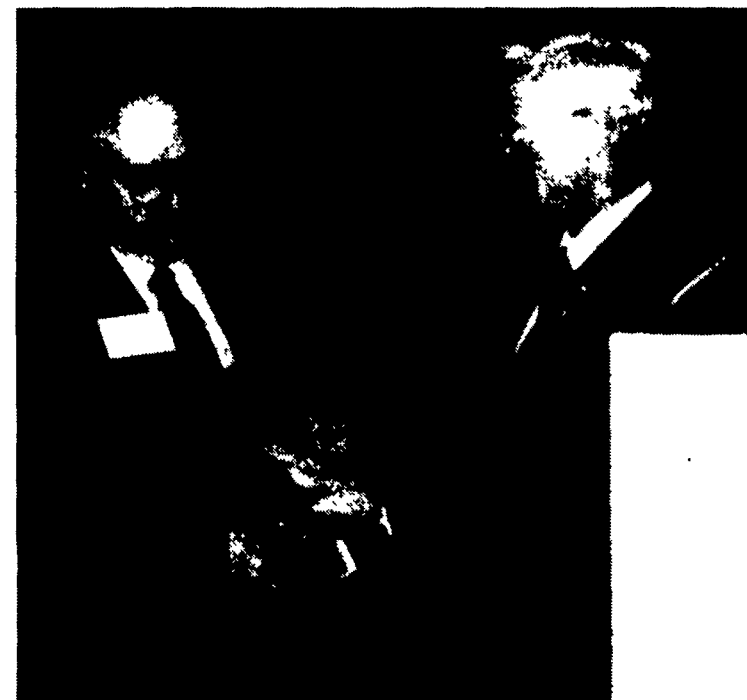
Using a "broadcast" format, ADADC staff presented ways in which integrated programming was maximized in 1991. An excellent example of cooperative programming was the "Breakfast In School Is Cool" promotion. Nutrition information was supplied by Dairy Council staff to second grade and junior high school teachers and to food service directors of schools with breakfast programs; the communications department scheduled television and radio media tours highlighting children's nutritional needs, especially regarding the breakfast meal; and the consumer promotions department supplied Breakfast in School Is Cool kits to over 2,600 participating schools. More than \$61,000 in media coverage was gained through this cooperative promotion effort.

To further emphasize the need to carry out integrated promotion programs, Tom Gallagher, chief executive officer of United Dairy Industry Association, and Cynthia Carson, chief executive officer of National Dairy Research and Promotion Board, defined how these two national organizations work together to attain the greatest impact in the marketplace. Cooperative advertising, nutrition research, and specific product promotion were discussed in their presentation.

To round the program out, Doug Banik from D'Arcy, Masius, Benton & Bowles advertising agency, presented a comprehensive update on the magnitude of the advertising programs of the soft drink, juice and coffee industries. Milk advertising, although greatly outspent, needs

to compete head-to-head on television and radio with these beverages. Approximately 69 percent of the ADADC \$11.2 million dollar budget is targeted for television

and radio advertising in New York City, Syracuse, Albany/Schenectady/Troy, Utica, Binghamton, Plattsburgh, Elmira and (Turn to Page A27)

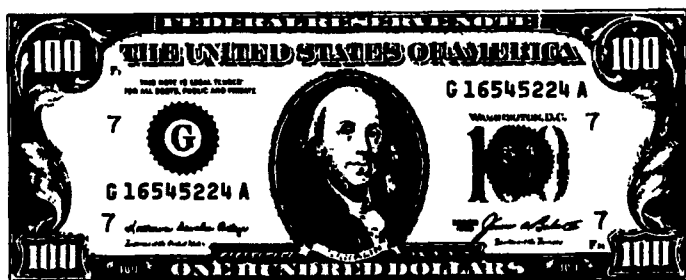


Walter Butcher, left, receives service to dairying award from Raymond Johnson.



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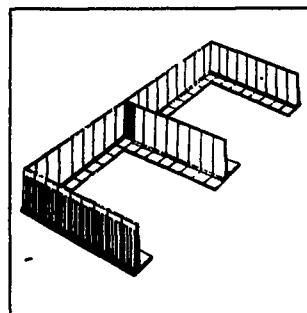
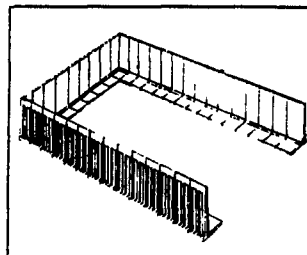
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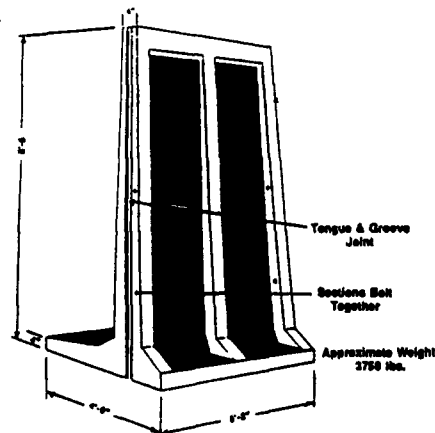
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