

# Special Olympics Supported By Milk Cooperative

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SOMERSET (Somerset Co.) —

It was a bitterly cold, late February evening, but area roadways were clear of snow and ice. In the ballroom of the Ramada Inn, three industrious females were whipping up a raspberry milk punch to serve to the hundreds of special athletes, officials and guests who were gathered for the Pennsylvania Special Olympics.

The crowd was across the corridor in the glass-enclosed Tropical Courtyard of the motel, dancing to the vibrating rhythms of popular music supplied by a Johnstown radio station announcer. The first day of special olympic competition, held at the Hidden Valley Mountain Resort, was now history. The time had come to relax.

On this night, the three women whipping up the punch were Dorothy Naugle, dairy marketing specialist for the Allied Milk Producers' Cooperative, Inc.; Mary Beth Lieb, Cambria County Dairy Promotion committee; and Audrey Stahl, mother of the Somerset County dairy princess.

With their three electric mixers whirring away in three separate dishpans filled with mauve-hued, goeey concoctions, the three were combining vanilla ice cream, raspberry sherbet and lemon-lime carbonated beverage, prior to adding the last ingredient which would be milk. Waiting on the sidelines to serve the milk punch to the guests were two dairy princesses: Vicki Stahl, Somerset County; and Carissa Itle, Cambria County.

Allied Milk Producers' Cooperative, Inc. was experiencing its first involvement with the Pa. Special Olympics. It had just contributed the historically

largest, single cash donation — \$10 thousand — to the organization. Naugle says the money paid for the production of Special Olympic coupon booklets in conjunction with the Georgian Place Outlet Mall and other Somerset area businesses. On the backside of each coupon in each booklet was the same catchy advertisement for the Allied Milk Producers' Cooperative, Inc. The combined total of coupons promoting Allied Milk Producers' Cooperative, Inc. in the booklets was around one million, according to Naugle.

The Allied Milk Producers' Cooperative, Inc. is funded solely by member farmers in a group of nine Pennsylvania counties. Naugle, its only employee, has her office near Hooversville. The job finds her keeping in touch with dairy organizations in the different counties and always planning marketing strategies. Each month she meets with the board of directors.

Supporting the Pennsylvania Special Olympics, says Naugle, provided, "A chance for us to be a first in working with this group. We saw it as an opportunity for promotion," she says. "They (olympic committee) allowed us to do anything we wanted during the Special Olympics."

So Naugle planned to serve the milk punch during the dance and milkshakes during the carnival. She made cream cheese and Bavarian mints for the final olympic banquet and had recipe cards printed.

"That's also where promotion comes in," she says. "People take the recipe and then they go home and try it."

Other persons helping during

the carnival were Barbara Brant, Sue Tressler, and Evelyn Moyer from the Somerset County Dairy Committee, Erica Walker and Amy Gontis, the Somerset County alternate dairy princess.

The Allied Milk Producers' Cooperative, Inc. believes in the value of special olympics as a useful tool, for the whole objective of the games is to bring persons with mental retardation into the larger society under conditions (sports activities) whereby they are accepted, respected, and given an opportunity to become useful and productive citizens.

Special athletes receive a minimum of eight weeks of training with a certified volunteer coach, learning sport skills. Thus a foundation is laid for lifetime fitness, increasing social skills, confidence, discipline, and self-esteem, as the athlete/coach relationship develops. Additionally, the intellectual ability of the special athlete is continually being stretched.

Twenty-one seasonal sports are offered for competition in the Special Olympics. They include swimming, diving, cycling, equestrian (horse-riding), hockey, soccer, bowling, basketball, running, power-lifting, roller and ice-skating, speed skating, alpine and cross-country skiing, tennis, volleyball, and others.

As Bill Brice says, "Athletes have the opportunity to experience success."

Brice is the Western Pennsylvania development director for the Special Olympics. There are 23 thousand of these athletes in the state, according to Brice. He says approximately 350 are selected for state competition, having been the best in their level of ability. Last



Shown wearing their tiara and banner are dairy princesses Carlissa Itle, left, Cambria County, and Vicki Stahl, Somerset County.

year 88 Pennsylvanians were in the international competition, he says.

Vince Malloy, 33, of Chester County, is a good example of the beneficial effects of Special Olympics. He's gone to the internationals twice. In 1987, Malloy says he won two gold and two bronze medals in the equestrian events. In 1991, he also won a gold medal in cycling. This year, he was in the alpine skiing event.

"I want to start coaching and get qualified in several things," says Malloy confidently. The spokesman for Athletes For Outreach makes many public appearances and has addressed the Philadelphia 76ers' professional basketball team.

Other dignitaries in town for the state event were Bill Parise, president of the Pennsylvania Special Olympics and professional athlete and Jerry Olsavsky, Number 55 of the Pittsburgh Steelers National Football League team.

"We feel we're giving the farmers a good return on their money," says Naugle. "We're not overstuffed. We try to keep an efficient operation."

Marketing the organization includes the investment of some good billboard advertising in several sizes and styles. There's one large sign along the Pennsylvania Turnpike which Naugle says they are lucky to have gotten for rent. Shopping mall promotions and county school visits are also in the plan. Dairy research and education are also supported by the Allied Milk Producers' Cooperative, Inc.

"I recruit help when needed," says Naugle, who emanates a strong professionalism in her work. Her requests to dairy promotion committees are always made formally, by attending their meetings. Her promotional activities are organized down to fine details.

On April 2, Allied Milk Producers' Cooperative, Inc. will hold its annual dinner meeting in Johnstown. Naugle says six dairy princesses will perform skits or give speeches.

At her coronation, each princess received \$300. If she has met 80 percent of her first level incentive award requirements, she will, at this time, be given an additional \$200 from the Allied Milk Producers' Cooperative, Inc.

### Raspberry Milk Punch

- 1 quart vanilla ice cream
- 1 pint lemon-lime carbonated beverage
- 1 quart raspberry sherbet
- 1½ quarts milk

Combine softened ice cream, sherbet, and beverage. Chill. Just before serving, gradually add milk, beating just until mixture is smooth. Serves 25.

### Frosty Apple Drink

- 1 gallon cold milk
- 1 12-ounce can apple concentrate
- 1½ quarts of vanilla ice cream, softened
- cinnamon and nutmeg

Add milk, apple concentrate, and ice cream in a large bowl. Beat until frothy. Pour into a chilled punch bowl. Add cinnamon and nutmeg to suit taste. Serves 25.



Dorothy Naugle is flanked by Pittsburgh Steeler, Jerry Olsavsky, left, and Bill Parise, right, president of the Pennsylvania Special Olympics.



Special Olympians and guests gathered for a dance and refreshments.

# Homestead Notes