

# Workshop Fine-Tunes Promotion

(Continued from Page B4)

the committee that dairy princesses are not nutrition experts or scientists. "When they don't know the answer to a question, they should said, 'I don't know, but I will get back to you,' and forward the question to the Dairy Council.

"In crisis communication, call knowledgeable people or you can come off looking bad on a very vulnerable subject," Carolyn Weaver said. "Never, never use the word steroid in relation to BST."

New resources that Dairy Council recently made available are children's books and videos that provide contemporary teaching tools for use in classroom teaching.

"The books are extremely popular. We needed to purchase \$1,000 worth of more books to meet the demands of elementary teachers," Weaver said.

Dairy committees are encouraged to loan the books for use in classroom promotions.

"People don't read. We need to spoon feed them with visual information," Weaver said.

In a light-hearted approach to helping members understand how to work more effectively together, Jane Mecum, Perry County Extension agent, spoke on the differences between left and right brain dominance.

Most of those in attendance are right brain dominate, which, according to the theory, means that they are probably creative in promotional and pageant planning, but lax in record keeping.

"When you understand the differences between left and right brain individuals, you can learn to work together more effectively," Mecum said.



Lancaster committee members, from left, Doris Krelder, Ruth Akers, and Esther Groff have designed and ordered 40,000 place mats to be distributed to restaurants during June Dairy Month.

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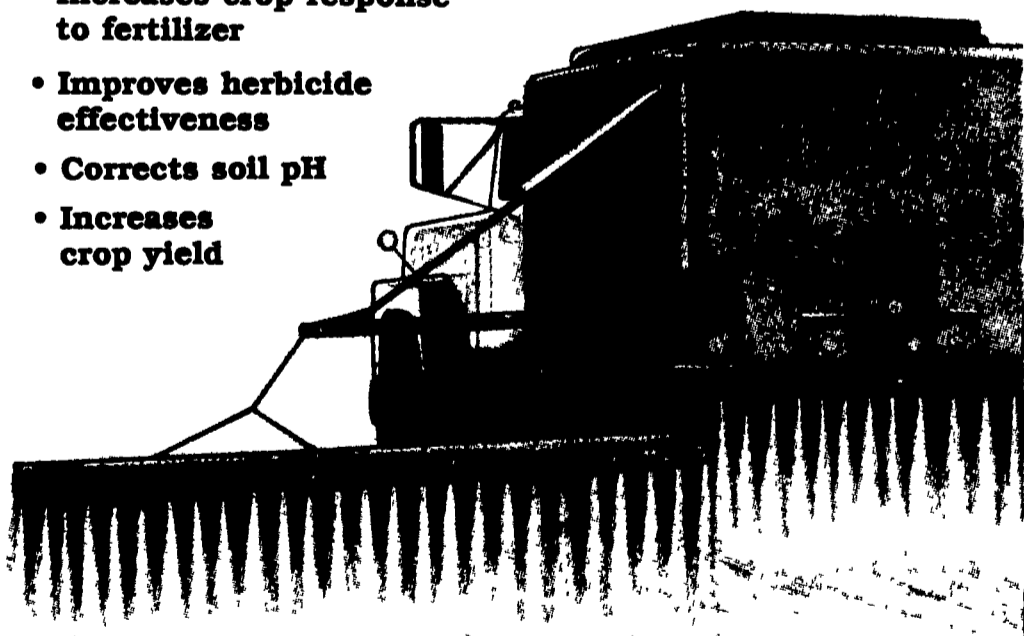


Sue Welner, left, and Kynel Himmelberger, find that visual displays and frozen yogurt served in small cones are popular during Lebanon County promotions.

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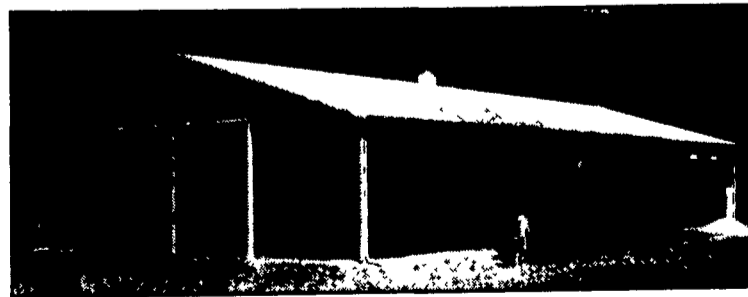
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