

Pennsylvania dairy royalty attending the annual dinner of the Allied Milk Producer's Cooperative, Inc. at the Johnstown Masonic Temple, from left are Stephanie Singo, Somerset Co.; Amy Mearkle, Bedford Co., also state first alternate; Jennifer Grimes, Berks Co., state dairy princess, and Anna Calhoun, representing Indiana and Armstrong Co.

Allied Milk Producers See Value Of Dairy Promotion

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JOHNSTOWN (Cambria Co.)
— Call it what you will — promotion, marketing or plain old advertising — selling the general public on the benefits of using real dairy products isn't always easy. In fact, it takes a great deal of skill and commitment as several dairy princesses proved at the annual dinner of the Allied Milk Producer's Cooperative, Inc.

It also takes money. So when a check of \$200 from Allied (in addition to an earlier \$300) was presented to each princess who had already met 75 percent of her commitments, the feeling these girls had was one of support from the nine-county Allied region.

Those princesses who were present were generous with their appreciation to allied. Anna Calhoun represented Indiana and Armstrong Counties; Amy Mearkle, Bedford, and Stephanie Singo, Somerset.

Susan Willey, Blair Co., was absent but also awarded the additional money. Jamie Wilson, Jefferson Co., and Rebecca Glass, Clearfield, were unable to attend the dinner.

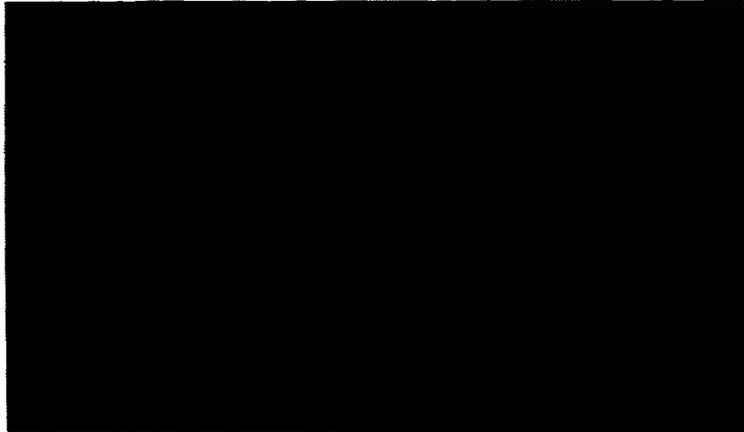
Special guest was state dairy princess, Jennifer Grimes Berks Co., a young woman, according to her inspirational address, who is capable of demonstrating, both to the public and its leaders, why the farmer is an unsung genius.

Mearkle serves as the state's first alternate dairy princess. She performed a delightful skit and showed slides of her promotion activities.

Dorothy Naugle, Hooversville, the Allied Dairy Marketing Specialist, also used slides for her activities report.

As Allied's only staff person, Naugle works with dairy promotion councils and princesses throughout the Allied territory to keep dairy promotions moving.

Various sized billboards and posters are a big-budget item for Allied dairy promotion. In fact billboard promotion is surpassed only by radio advertising which finds 7,210, 30-second, radio commercials aired annually over some 13 area stations.



"Think Spring" is a new theme on a dairy promotion billboard.

Those who see them can vouch for the creativity of these dairy billboards. Cute, appealing and informative.

Recently, according to Naugle, one was placed at the Jennerstown Speedway (Route 30, Somerset Co.). Pictured is the black and white checkered flag with a Real Seal symbol dead center. Officials proclaimed a "Dairy Night" at the track when it was installed.

Among other promotions taking time and commitment to bring high visibility to the dairy industry, were the Richland Mall promotion of serving dairy punch (16 paper cups remained from a supply of 2,700), and serving hot chocolate on New Year's Eve at the Johnstown Inclined Plane.

Allied has become an outstanding supporter of Pennsylvania Special Olympics in recent years, both monetarily and with on-site activities. So Chris Shovlin, the western development director of Pa. Special Olympics, gave a report and presented Allied president Joel Rose with a plaque.

Said Shovlin, "Dorothy Naugle could teach Madison Avenue some things about advertising. She's a fantastic promoter."

He added, "We would like to think you are partners with us. It's a two-way street, but the backbone of Pennsylvania Special Olympics is the Allied Milk Producer's Cooperative."

Allied provided one-half tuition or \$250 for 12 area teachers who attended "Ag in the Classroom" teacher workshops at the Penn State University. This year Allied is ready to provide full sponsorships, or \$500 to nine teachers.

One of those attending the workshop, Cheryl Camp, a fourth grade teacher in the Purchase Line District, Indiana Co., was bowled over by her experience, never dreaming when she went how exciting it would be. She's enthusiastic, brimming with ideas for teaching ag in her classroom, especially hydroponic gardening. And even though a couple of early attempts have failed, she forges ahead, saying she's not ready to give up on hydroponics.

In fact, Camp said she would willingly volunteer to attend the workshop again if other teachers decline the opportunity.

Allied also reserves money to assist dairy promotion committees and other groups that support dairy promotion, including farm families who host school students, and tours. A chunk is also given to the state dairy princess program.

Always popular is the "13 Sundaes of Summer" ice cream giveaway promotion and office ice cream parties, held in conjunction with radio advertising.

That mobile vehicle, Allied's Little Red Barn, has more mileage to its credit than many private vehicles. Regular upkeep is necessary to preserve its refrigerated equipment, so refreshingly cold, dairy treats are available for folks attending numerous area agricultural events.

Thousands more dollars pay for some television advertising, materials with a dairy message for giveaways at appropriate times, school projects, the print media and so forth.

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