

# Dairy Promotion

(Continued from Page B16)

lege, is studying in England this semester. She plans a career in the medical research field.

As the township secretary, Betty has an office in her home.

"As the kids grew up, I got involved in whatever the kids did. Now, that they are on their own, I'm still involved," Betty said.

One of her most fulfilling activities is serving on the Sullivan Township Scholarship Committee, which raised enough money last year to give 16 \$600 scholarships.

The dairy princess program has expanded since its inception.

It was in 1983 that PDPPS was first formed to provide a uniform program to work with county committees in promotional efforts and to coordinate the dairy princess program. Jan Harding was appointed program director. In this position, every year Jan becomes the "adopted mother" to each state dairy princess. Jan coordinates the many promotional appearances and serves as the official chaperone. One of the main assignments in her role as program director is the three-day dairy princess seminar.

"Over the years, the emphasis

has changed to concentrate more on nutrition, the dairy industry, public speaking, and being a knowledgeable representative of industry," Jan said.

The previous emphasis was on using make up and looking the best in preparation for the pageant.

"Although it is important to look your best, it is more important to offer training not for the pageant but for the job as a dairy ambassador," Jan said.

"The girls have become better trained and able to do promotions, and they are receiving invitations that former princesses never had the opportunity to do," Jan said.

Jan uses the term "Princess Power," which refers to girls who help in area-wide dairy promotion.

Each county princess has the backing of a dairy promotion committee. Two sets of meetings in seven districts are held annually to train the committee persons in promotion and in helping the dairy princess achieve maximum exposure in working for the industry. In recent years, a dairy maid and ambassador training seminar has been added.

"We stress that the participants are not only representatives of the dairy industry but of the whole

agricultural industry," Jan said.

At the inception of the dairy princess program, it was primarily the state princess's responsibility to do promotions, but now the alternates are much more active.

A publication called "Communicator" is distributed monthly to all princesses and county promotion chairpersons covering activities. This is printed in cooperation with the American Dairy Association and the Dairy Council Inc.

Jan's expertise in dairy promotion was honed when she and her first husband (now deceased) operated Mapleville Farm in Brookville, a juggling and dairy store operation. After her husband was killed in 1974, Jan and her five children continued to run the operation until 1984, when it was sold.

Jan married Charles Ruslavage, a professor of health and physical education and a football coach at Clarion University. Two years ago, Charles retired. Now, Jan would like to spend more time with him and with visiting her children and eight grandchildren who are scattered from New York to Florida.



# Farm Women Societies

## Berks Society 3

Group #3 of the Berks County Society of Farm Women held its March meeting at the home of Leona Stauffer, Indian Lane, Boyertown. Nancy Wenrich, a representative from Met Ed, was the speaker for the evening. A video on electrical safety in the home was viewed prior to the business meeting.

Donations were made to the March of Dimes, the American

Heart Association, and the Hamburg Center.

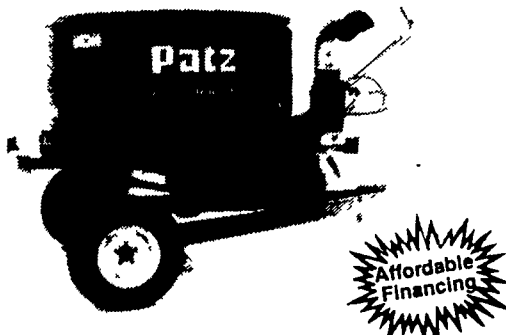
Members of Group #3 will assist at Berks Heim bingo on April 7. The 27th annual Spring Rally will be held on May 11 at the York Fairgrounds.

The next meeting will be held at the home of Regina Moyer, Boyertown R.D. 4, on April 26. Favors will be made for the May Mother-Daughter Banquet.

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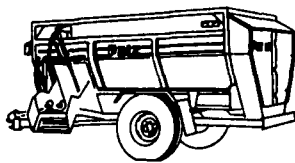
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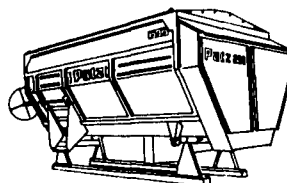
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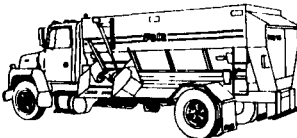
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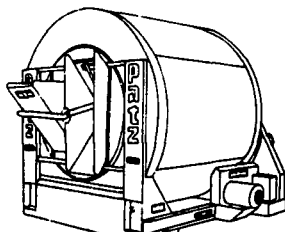
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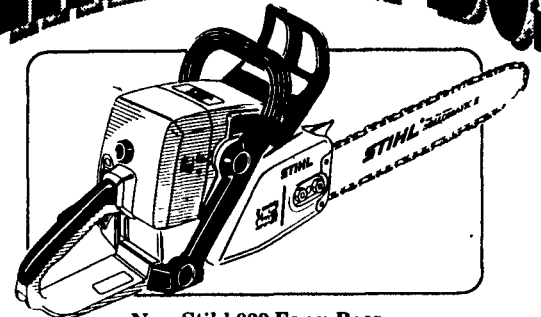
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