

The Making Of A Dairy Princess

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WILLIAMSPORT (Lycoming Co.) — Being a dairy princess requires much more than wearing a crown and handing out ribbons at dairy shows. It means keeping abreast of dairy industry news, nutrition facts, and incorporating effective teaching methods in the hundreds of public appearances made throughout the year.

Thirty-one county dairy princesses and their alternates attended a three-day training seminar at Lycoming College on July 5 to 8.

It was a cram course in learning how to become effective promoters for the dairy industry.

Jan Harding, program director for the Pennsylvania Dairy Princess Promotion Services, assigns industry spokespersons, past dairy princesses, and university professors to teach dairy princesses about issues and concerns that they may face when promoting milk products.

Milk and milk products are often maligned by consumers who are misinformed. When they are handing out samples of milk, they will no doubt hear comments such as "I don't drink milk — it's too fattening or I'm lactose intolerant or I don't use dairy products."

Depending how a dairy princess responds to such comments may

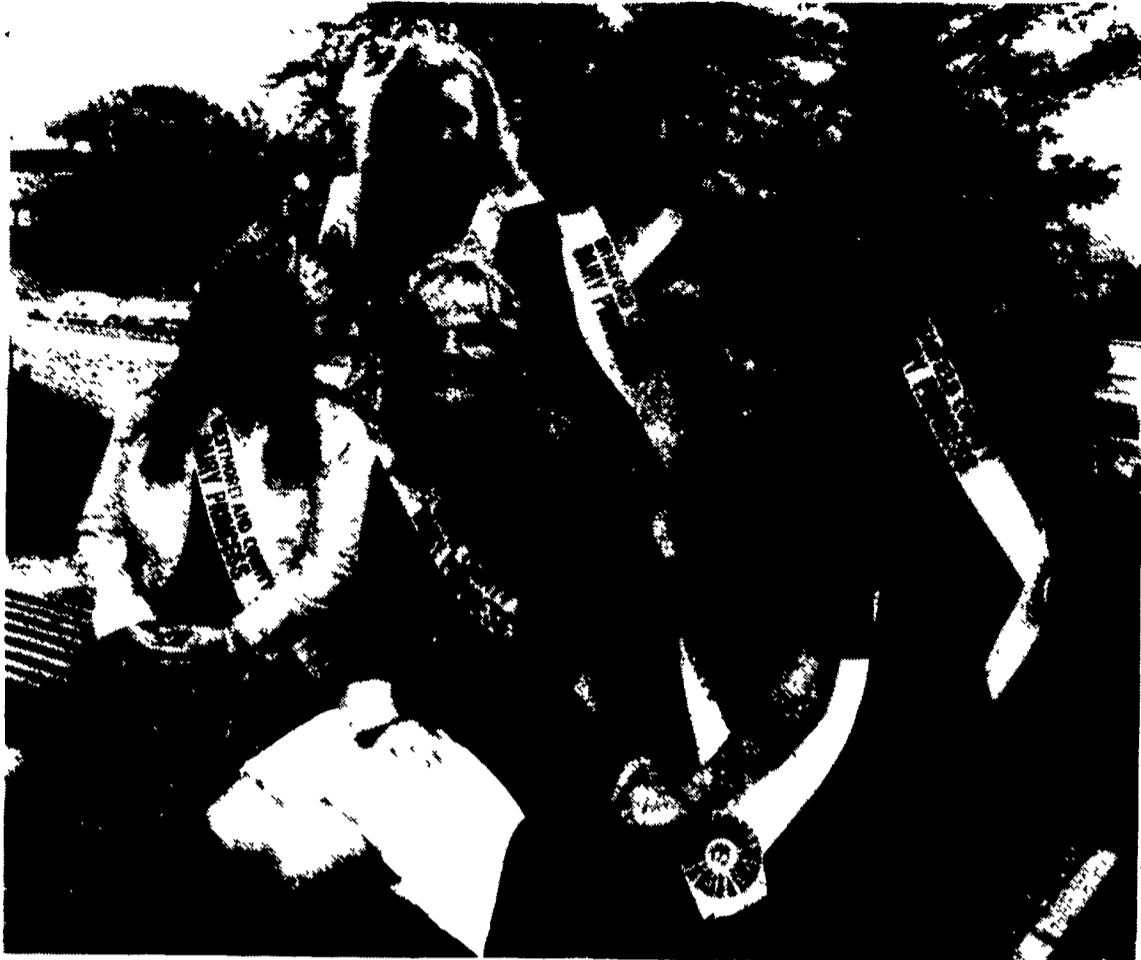
gain a customer or leave a lingering negative impression forever on the dairy industry.

Dairy princesses need to be informed so they know that contrary to popular opinion butter and margarine contain the same number of calories; vegetable shortening actually has more calories than butter; one tablespoon of sour cream has only 29 calories while the same amount of mayonnaise has 100 calories; most imitation dairy products have the same amount of calories as the food they imitate; half and half contains 7 calories per teaspoon while the non-dairy substitute has about 11½ calories.

Many consumers believe that imitation products are better to eat because they have fewer calories. In actuality, imitation products generally have little nutrition and about as many calories. Dairy products are nutrient dense and taste superior.

Ideas, displays, and materials were given so that dairy princesses can use these in presentations that they give in schools, stores, and meetings.

For example, osteoporosis is a bone disease that affects older women. It is a disease that can be prevented through a calcium-rich diet and exercise. To demonstrate the amount of calcium in the body



Dairy Princesses and alternates from across the state gather for a four-day training seminar at Lycoming College. From left: Rebecca Klejka, Westmoreland County; Jaymie Smith, Crawford Alternate; Rachael Tanis, Centre County; Janie Burke, Bradford County; Rebecca Klejka, Westmoreland Alternate; and Haley Sankey, Clearfield County.



Because visual appearance plays a significant role in promotional results, dairy princesses learn how to use makeup to enhance their appearances. In fact, surveys show that an audience is influenced by only seven percent of what is said and 55 percent by appearance.



Participants review the study materials to learn how to make effective speeches when promoting milk in the classroom.

at various ages, a display can be created to show the relationship between bone development and the body's need for calcium. Because calcium in the body looks like flour, a measure of flour is placed in resealable plastic bags with signs: A newborn skeleton has about ¼ cups; a 10-year old has about 3½ cups; a 15-year-old has about 7 cups; an adult has about 11 cups; and a woman with osteoporosis has about 6½ cups.

Sessions on make-up, hair styl-

ing, and social do's and don'ts were also held. While some might regard these sessions as frivolous, the input is extremely relevant to dairy princesses' roles in promoting the state's number one industry.

The audience judges the message of a person 55 percent by visual appearance and only seven percent by the actual words spoken.

This means that dress, appearance, and mannerisms must be

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Before and after look for Heather Sleeman of Warren County. Jeff Lloyd explains how style and cut of hair should be determined by the shape of the face.



Cheryl Lelsher, Central Maryland; Tanya Stambaugh, Carroll County; and Stephanie Goodheart of Armstrong County, experiment with a new look.