

# New York, New Jersey Train Royalty For Promotional Duties

MORRISVILLE, N.Y. — Informative workshops, new friends, and fun were all a part of the three-day Dairy Promotion Training Seminar held July 6-8 at Morrisville College. The seminar prepared 170 participants from throughout New York State and New Jersey for an upcoming year of representing the dairy industry and promoting its products.

Effective communication skills are a valuable tool for dairy promoters as they interact with the public. In order to sharpen these skills, dairy princesses, maids, and ambassadors attended workshops on effective speaking, radio public service announcements, news articles, and media training.

Brenda Beltram, ADADC communications director, conducted the workshop dealing with controversial media questions.

"It's important for county promoters to be able to respond to tough questions from the media, consumers, and especially animal rights activists," she says. "By reviewing questions and professionalizing responses on video, the workshop provided the training necessary to handle on-the-spot questions with confidence."

Information presented by nutrition experts serve to further educate the dairy representatives with information they will pass on to consumers. Supermarket promotion demonstrations train promoters to execute professional dairy sampling programs and answer consumer questions in retail stores.

School presentations, speeches, and the "do's" and "don't's" of fashion were demonstrated by state and former dairy princesses to provide tips to the newer promoters on how to present themselves effectively to a variety of audiences.

While meeting new friends from all over the Empire State and New Jersey, the seminar participants gained the skills and the enthusiasm to spread the word about



**1994 New York State Dairy Princesses:** First Row, left to right: Traci Wilkes, Wayne; Sandra Ferry, Montgomery; Windy Rosiczkowski, Lewis; Jackie deMeurers, Madison; Catherine Rouse, Washington; Lisa Lilley, Otsego; Carla Schenck, Steuben; Carrie Gunning, Tompkins. Second Row: Nicole Walker, Livingston; Jonelle Smith, Cortland; Lisa Perrin, Genesee; Erica Jones, Cattaraugus; Rebeka Cowles, Onondaga; Tammy Beechler, Monroe; Julia

Rotman, Franklin, Corl Jaycox, Schoharie; Jennifer Emerling, New York State Princess. Third Row: Stacey Winkler, Herkimer; Jamie Burns, Delaware; Jennifer Osgood, Wyoming; Jackie Hall, Saratoga; Stephanie Cash, Jefferson; Holly Howland, Tioga; Sabrina Holcomb, Chenango. Fourth Row: Julie Raymond, Orange; Katie Strub, Ontario; Anita Lant, Chemung; Tricia Hopkins,

dairy products in their home counties.

Stephanie Meyers, ADADC producer communications specialist and coordinator of the seminar, is impressed with the enthusiasm reflected by the new spokesmen for the dairy industry. "the dairy industry has a great group of promoters this year. Their enthusiasm, coupled with the skills they gained at seminar, is sure to sell lots of dairy products," she says.

The American Dairy Association

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**1994 New York State Alternate Dairy Princesses:** First Row, left to right: Deborah Lukins, Onondaga; Jennifer Martin, Oneida; Lois Lewis, Cattaraugus; Bridget Cummings, Lewis; Holly Morse, Chemung; Michele Schaefer, Delaware; Melissa Dalton, St. Lawrence; Valcia Holden, Livingston. Second Row: Clover Cole, Tioga; Laura Torbert, Tioga; Molly Van Buren, Rensselaer; Pamela Mackin, Otsego; Margaret Donovan, Steuben; Kristie Bancroft, Livingston; Sarah Kent, Chemung; Carly Parker, Cortland; Lillian Lunde, New York State Alternate Princess; Heather Ivett, New York State Alternate Princess; Heather Ivett, New York State Alternate Princess. Third Row: Alma Waters, Monroe; Dannele Peck, Cortland; Loretta Chase, Chautauqua; Kathleen Jenkins, Chemung; Andrea Shelley, Monroe; Melissa Youngers, Wyoming; Rebecca Smith, Schoharie; Jaci Stewart, Washington. Fourth Row: Melinda Youngers, Wyoming; Jennifer Tanis, Chenango; Kelly Flynn, Franklin; Jamie Stockwell, Jefferson; Jennifer McAvoy, St. Lawrence; Marci Anderson, Ontario.



**1994 New Jersey Dairy Princesses:** Front Row, left to right: Christine Salter, Warren; Stephanie Sroczynski, Middlesex; Holly Sutphin, Somerset; Nancy Sickler, New Jersey Princess. Back Row: Donna Shinn, Burlington; Chris Patten, Salem.

*make it Milk* <sup>SM</sup>