

Dairy Promoters Learn To Increase Effectiveness During PDPPS Meetings Held In Several Locations



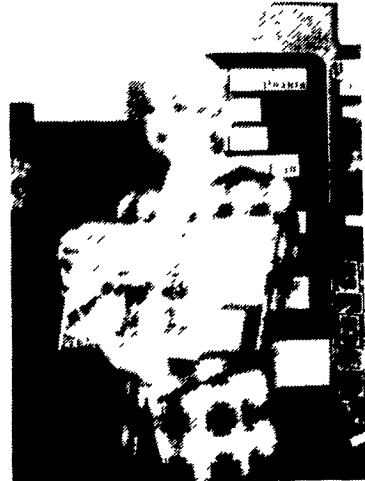
Dairy farm wives from Chester County attending the dairy promotion seminar are seated from left, Marilyn Umble and Sandy Lusby. Standing, from left, Charlene Ranck, Kit Brown, and Sally Kolb.

LOU ANN GOOD
Lancaster Farming Staff
DENVER (Lancaster Co.) — The old adage, "If you want something done, ask a busy person," certainly applies to those who attended all-day seminars to learn how to effectively promote the dairy industry. The sessions held in several counties throughout the state in recent weeks are sponsored by the Pennsylvania Dairy Princess and Promotion Services, Inc. (PDPPS).

Participants are largely dairy farm wives who are in charge of dairy promotion and the dairy princess program in their respective counties.

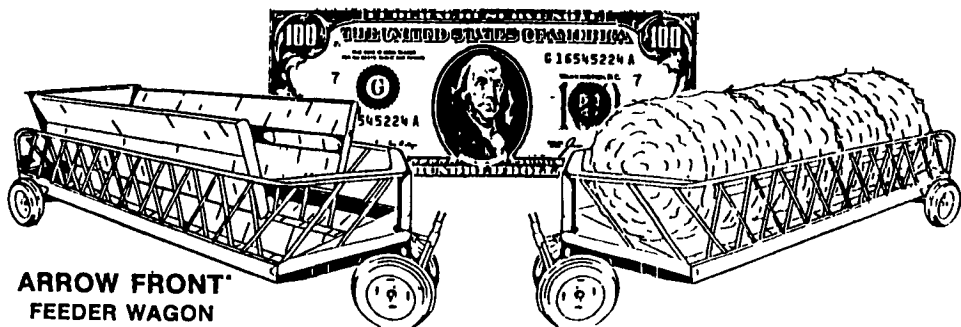
The annual sessions show participants how to schedule, report, and receive funding for promotional activities.

Jan Harding, PDPPS program director, explained how counties should use dairy princesses, dairy-
(Turn to Page B22)



Carolyn Weaver
Dairy Council

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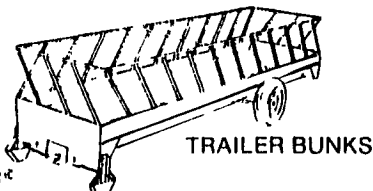
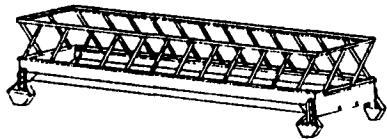


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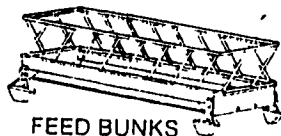
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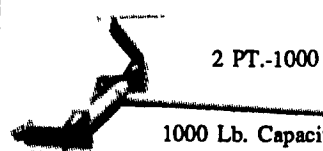
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