

Dairy Promoter Of The Year Goes To Catherine Rouse

Lancaster Farming, Saturday, March 30, 1996-B9

SYRACUSE, N.Y.—The American Dairy Association and Dairy Council, Inc. (ADADC)

named Catherine Rouse, 1994-95 Washington County Dairy Princess, and her court as the Robert S.

Turner Dairy Promoters of the Year. Presented at the New York State Dairy Princess Pageant on

Tuesday, February 20, this award recognizes a New York county who has done an outstanding job of promoting milk and dairy products. Selection is based on the number and kinds of promotional activities conducted throughout the year.

Achieving 750 promotions, Rouse was assisted by her alternate, Jaci Stewart. They performed 178 school programs, recorded 424 radio and television public service announcements, generated 46 newspaper articles, attended 15 farm meetings and participated in 87 other special events. Together, they were named "Promoter of the Month" eight times and runner-up one time during their 12-month reign.

The daughter of Ed and Michelle Rouse of Cambridge, New York, Cathy is a freshman studying architecture and English at Syracuse University. An animal science freshman at SUNY Cobleskill, Jaci is the daughter of Richard and Mary Stewart of Hartford, New York. Both promoters agree that promoting milk and

dairy products is something they'll never give up. As they continue their careers they'll always put in a good word for the dairy industry.

The Promoter of the Year Award is presented in memory of Robert S. Turner, who served 10 years as president of ADADC and seven years as president of the national organization. Then called the American Dairy Association, the national organization merged with National Dairy Council under his leadership, creating the United Dairy Industry Association as it is known today. According to the 1981 fall issue of "Promotion Focus," Bob convinced many people that "milk promotion is not just advertising. It's a total promotion concept."

Bob believed that local dairy promotion was an important part of the "total promotion concept," and is the reason this award is presented in his honor. The outstanding efforts of the Washington County promoters were acknowledged with a trophy and \$500, provided by the Turner family and ADADC.

B.U.C.S. OWNER'S REPORT #55

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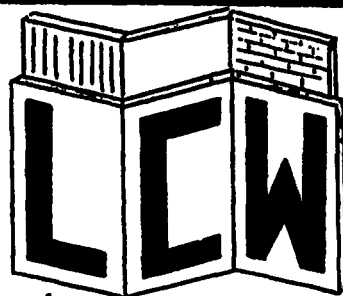
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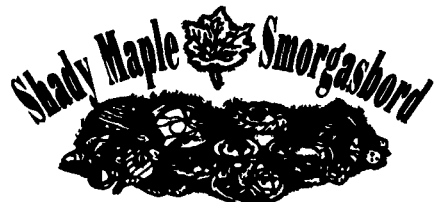
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