

The Making Of A Dairy Princess

(Continued from Page B2)

new promoters for elementary audiences, were evaluated by former princesses, elementary school teachers, and ADADC communications staff. Helpful evaluations gave each new promoter a valuable analysis of her presentation and suggestions for improvement.

When asked about the most beneficial workshop, Melissa Odell, Cayuga County Dairy Princess from Union Springs, NY, said "Definitely the school presentations. I received suggestions for improving my presentation, and it was great to see all the other creative programs from around the state."

Stressing the American Dairy Association's importance in the marketplace, Rick Naczi, ADADC executive vice president, presented valuable information concerning the impact of ADADC's marketing. He highlighted several promotional programs such as the very successful "got milk?" ad campaign, and commended the princesses for their tremendous local efforts which strengthens the association's market impact.

Dairy princesses and alternates gained knowledge and confidence skills that they will apply to presentations, newspaper articles, radio announcements and special events in the upcoming year. "Having attended the dairy princess training seminar, I've developed communication skills and confidence that have prepared me

for an effective year of dairy promotion," says Elizabeth Atwater, Niagara-Orleans County Dairy Princess from Barker, NY.

Stephanie Meyers, ADADC producer communications specialist and seminar coordinator said, "Dairy farmers have a lot to be proud of. I'm very excited about the quality and caliber of this year's promoters, especially since we have six additional princesses." Assisting Meyers with the seminar were New York State Dairy Princess Kelly West of Varysburg, NY and State Alternates Jenny Kelsey of Canastota, NY and Kirsten Rowé of Earlville, NY. Serving as role models for the new promoters, the state princesses demonstrated ideal promotional skills, including presentations, teamwork, leadership and goal-setting.

In addition to preparing the 100 new promoters for a busy year of dairy promotion, the training seminar provides a foundation for the 35 county dairy princesses, who will compete at the 36th Annual New York State Dairy Princess Pageant. Held on Tuesday, February 18, 1997, at the Four Points Hotel by Sheraton in Liverpool, NY. The pageant will represent the selection of a new state dairy princess.

ADADC is a dairy promotion and advertising organization representing dairy farmers from New York, New Jersey and Pennsylvania.



Seeing a radio station first-hand, these dairy promoters learn up-close the workings of the SUNY Morrisville station.



Practicing effective public speaking service announcements, local dairy promoters learn the importance of recording positive dairy messages on local radio stations at the Dairy Princess Training Seminar in Morrisville, N.Y. (L-R) Julie Stoddard, Chautauqua County Alternate Princess, Allison Littlefield, Jefferson County Princess, and Lois Lewis Cattaraugus County Princess.

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