

ADADC Trains Dairy Princesses To Promote Industry

MORRISVILLE, N.Y. — County dairy princesses from across New York State enjoyed three days of educational workshops, camaraderie, and fun at the Dairy Princess Training Seminar held July 9-11 at Morrisville College.

Sponsored by the American Dairy Association and Dairy Council, Inc. (ADADC), the seminar prepared participants for an upcoming year of representing the dairy industry and promoting its products.

Deborah Mathers, ADADC industry relations administrator and coordinator of the seminar, wants to make it clear that county princesses play a vital role in dairy promotion efforts.

"Dairy princesses generate over \$100,000 worth of publicity each year," she said. "With the training they received at seminar, 1997's promoters are on their way to another successful year."

In addition to the county princesses in attendance, New York State dairy princess Alison Littlefield of Watertown, Alternate Dairy Princess Melissa Osgood of Bliss, and 2nd Alternate Princess Lois Lewis of Great Valley, were also on hand. Three role models assisted in the planning process and carried out several activities. Among their responsibilities were "get to know you" activities, school presentation workshops, and a basic product knowledge game.

Rick Naczi, ADADC chief executive officer, addressed the participants to illustrate ADADC's importance in the marketplace. Highlighting several of ADADC's effective promotional programs,

Naczi also spoke of the princess' local efforts as complements to ADADC's mission statement. Many participants enjoyed the opportunity to understand their role in the overall promotional picture.

As promoters of the dairy industry, effective communication skills are a must. Princesses learned and practiced these skills during workshops on interviewing techniques, school presentations, and public speaking. Since effective communicators need to know what they are talking about, state princesses ran a basic product knowledge quiz game. This was a fun way to test and reinforce knowledge of dairy products.

Brenda Beltram, ADADC communications director, conducted a workshop dealing with controversial media questions. "It is important for county promoters to be able to respond to tough questions from the media, consumers, and especially animal rights activists," she said.

"By reviewing questions and professionalizing responses on video, the workshops provided the training necessary to handle on-the-spot questions and general speaking with confidence."

Now that they have received training in the multiple aspects of dairy promotion, princesses and their alternates will put their skills to use in the real world by conducting school presentations, writing news articles, and carrying out other activities promoting the dairy industry. These experiences will prepare them for the New York Dairy Princess Pageant in February and for their future careers, whatever field they choose to pursue.

Marianne Browning Recalls Lifetime In Farming

KAREN BUTLER

Maryland Correspondent

FREDERICK, Md. — Not many people can say they have been involved in agriculture and witnessed its evolution throughout almost the entire twentieth century. Marianne Browning can. Born in 1909 to a farm family near Bartholows in Frederick County and later married to a local farmer, Mrs. Browning has been active in farming and farm organizations all her life. Now 88 years old and a resident of Homewood Retirement Center in Frederick, Mrs. Browning maintains a keen interest in the local farming community she has always been a part of.

Marianne Engle was born to John A. "Allie" Engle and Laura Gertrude Watkins Engle in 1909. The Engles had grown up together in the small farming community around Bartholows near Kemptown, attended school together there, and were both active in the Kemptown Methodist church.

As a child Marianne grew up in this community. She was an active 4-H member, and liked to make clothes and show animals. She had a Jersey calf she showed at the state fair, but she didn't like to be in the spotlight. "I mostly did behind the scenes work." Mrs. Browning says, "I never aspired to be farm queen."

As a young woman, she attended Western Maryland College in Westminster for three years, studying biology and the sciences and homemaking. She left college in 1929 when she mar-

ried her childhood sweetheart, William H. Browning. Just like her parents had, Mrs. Browning and her husband had grown up together in the same small community, attending the same school and church. She has since lost her husband to a heart attack.

Mrs. Browning's father set the young couple up in farming on a farm adjoining his in 1929. They started out milking eight or nine Holsteins. "My farm is on the Bartholows-Kemptown road. It was a dairy. We built a house on top of the hill so that you could see the Blue Ridge mountains," said Mrs. Browning.

After her father's health failed they acquired her home farm, and then through inheritance, purchase, and gifts they amassed several more farms. Around 1940 they built a new 60-cow barn to house the expanding dairy herd. "We didn't get any rest but our hired man did," recalls Mrs. Browning.

The Brownings joined the fledgling Frederick County farm bureau after their marriage. The farm bureau had been organized in 1921. "My mother and father were members, and we joined because we took them to it. We had the meetings at people's houses. When a whole bunch got together, we had to meet at someplace where they could all fit, and we had those in different places like the fire hall," said Mrs. Browning.

The women's committee was started in 1939 with 13 members as the Associated Farm Women of



New York State dairy princesses. Front row, left to right, Chautauqua County - Theresa Legler; St. Lawrence County - Shella Brice; Delaware County - Michele Shaefer; Lewis County - Katie Zehr; Montgomery County - Stacy Keith; Otsego County - Carrie Key; Herkimer County - Melissa Foster; Chenango County - Nancy Boise; Cattaraugus County - Roxanne Herman; and Niagara-Orleans Counties - Bambi Horton.

Second row, left to right, Franklin County - Mindy Cornell; Green County - Karen Novak; Cortland County - Brandi Pudney; Jefferson County - Jennifer Peck; Cayuga County - Crystal Kerrick; Onondaga County - Patricia Furner; Chemung County - Sarah Kent; Schoharie County - Shelby Murphy.

Third row, left to right, Onondaga County - Meghan Fullington; Seneca County - Sally Swartly; Allegany County - Catherine Hurd; Steuben County - Amanda Schenck; Washington County - Bridget Beecher; Madison County - Julie Kelsey; Wyoming County - Amanda Fugle; and Tioga County - Stacy Brink.

Top row, left to right, New York State 2nd Alternate - Lois Lewis; New York State Dairy Princess - Alison Littlefield; and New York State 1st Alternate - Melissa Osgood. Not pictured: Wayne County - Carrie Snyder; Saratoga County - Mary Ellen Pautler; and Broome County - Crystal Cornell.



Alternates for New York State. First row, left to right, Washington County - Lynn Yurschak; Chenango County - Krisen Tuller; Wayne County - Jessica Boise; St. Lawrence County - Gayle Delorne; Delaware County - Sandra Schaefer; Sullivan County Ambassador - Heather Bernhardt; Onondaga County - Becky Smith; Tioga County - Miranda Bellis; Steuben County - Charlotte Oakley; and Washington County - Heidi DePaul.

Second row, left to right, Chemung County - Marla Lant; Steuben County - Stacey Hann; Washington County - Judy Rouse; Cattaraugus County - Kim Graves; Washington County - Mary Lamplave; Rensselaer County - Samantha Harrington; Onondaga County - Julie Bloom; Cortland County - Shawna Strough; St. Lawrence County - Rachael Bullock; and Chenango County - Lisa Ives.

Third Row, left to right, Jefferson County - Katrina Eills; Lewis County - Ingrid Zehr; Allegany County - Andrea Elliot; Schoharie County - Melinda Wilcox; Allegany County - Karl Feuchrer; Herkimer County - Dana Schuyler; Chenango County - Kate Newbold; St. Lawrence County - Deanne Villnave; Onondaga County - Nichole Stephens.

Back row, left to right, New York State 1st Alternate - Lois Lewis; New York State Dairy Princess - Alison Littlefield; and New York State 2nd Alternate - Melissa Osgood.

MILK. IT DOES A BODY GOOD.™