

Spokesperson Crowned For New York Dairy Industry

SYRACUSE, N.Y. - Julie Kelsey, from Canastota, N.Y., was crowned the 1998-1999 New York State Dairy Princess on February 17, at the Four Points Hotel by Sheraton, Liverpool, N.Y.

Having served as the Madison County Dairy Princess since spring of 1997, Kelsey will devote an additional year promoting milk and dairy products, in conjunction with the American Dairy Association and Dairy Council, Inc. (ADADC). As state princess, Kelsey received a \$1,200 scholarship, and will represent ADADC at county dairy princess pageants, farm meetings, and a variety of special events. In addition, she will help train new county promoters at seminars and workshops. Sponsored by ADADC, the 35th annual coronation completed the year long reign of Alison Littlefield of Jefferson County.

Megan Fullerton, of Brewerton, N.Y., was named first alternate state princess, and Roxanne Herman, Sou; Dayton, N.Y., was selected as second alternate state princess. They received a \$700 scholarship and \$600 scholarship, respectively. Both alternate princesses will provide training to new promoters, represent ADADC at farm meetings, and assist the princess with a variety of special events.

Twenty-eight county dairy princesses competed in the state pageants, including a personal interview, both impromptu and prepared adult speeches, a prod-

uct knowledge exam, writing skills test, and informal interaction with others. Judges evaluated the contestants on their communication skills, knowledge of the dairy industry, poise, and personality.

Overall judges were Lois Gray, Gray & Gray Trucking, Milk Hauling; Stephanie Meyers, director of communications and education for MD-VA Milk Producers, Reston, Va.; and Randall Sawyer, director of communications for New York Farm Bureau, Albany, N.Y.

Three awards of \$100 were presented to Megan Fullington of Brewerton, N.Y.; Patricia Furner of Sauquoit, N.Y.; and Julie Kelsey of Canastota, N.Y. for their winning speeches. The Leo Burnet Agency sponsored the award.

The NYS Dairy Foods Association sponsored three product knowledge awards. Sarah Kent of Pine Valley, N.Y.; Patricia Furner of Sauquoit, N.Y.; and Sally Swartley of Romulus, were each presented with a \$100 check for their performance on a written product knowledge test taken during the two-day competition.

Other testing included a written communications test. Brandi Pudney of Cincinnatus, New York; Bambi Horton of Middleport, New York; and Sheila Brice of DeKalb Junction, each received a \$100 check, courtesy of Country Folks newspapers.

Three girls were recognized for outstanding promotions at the county level during their reign. Mindy Cornell of North Bango, N.Y. received \$200; Amanda Schneck of Greenwood, N.Y. received \$150; and Julie Kelsey of Canastota, N.Y. received \$100, courtesy of Latorra, Paul and McCann advertising.

Finally, the contestants chose "Miss Congeniality." Stacy Brink, of Neward Valley, N.Y. as the dairy princess who demonstrated the most friendliness and cooperative spirit of competition. She received a check for \$100, courtesy of Ron Trinca photography.

The dairy princess program is designed to promote the consumption and sale of milk and dairy products to consumers through one-on-one contact at the local level. Focused on the most effective ways to increase milk consumption, the program is designed to complement the goals of ADADC. Promotional activities include presenting elementary school programs, and generating newspaper articles containing positive milk messages and dairy product recipes and serving suggestions.

The American Dairy Association and Dairy Council, Inc. is a dairy promotion organization funded by dairy producers in New York, New Jersey, and Pennsylvania.



New York State Dairy Princess Julie Kelsey, center, will be assisted in dairy promotion by Roxanne Hermann, left, and Megan Fullington.

Top Promoters Honored At New York Dairy Industry

SYRACUSE, N.Y. - The American Dairy Association and Dairy Council, Inc. (ADADC) presented several awards at the 35th Annual New York State Dairy Princess Pageant held on Tuesday, February 17, at the Four Points Hotel by Sheraton, Liverpool, NY. Promoters of the Year, Golden Cow Award winners, and two college scholarship winners were recognized for their outstanding achievements.

Promoter of the Year:

Tina Rataulowski, of Bergen, New York, the 1996-97 Genesee County Dairy Princess received the Robert S. Turner Promoter of the Year Award, presented to the team of dairy promoters who achieved the most number and types of activities during their promotional year. With the help of her court members, Tina achieved 1,757 promotions including:

- 161 school programs
- 37 newspaper articles
- 15 farm meetings
- 41 special events
- 1502 radio and television programs
- 8 state-sponsored events

In addition, the Genesee County Promotion team was named Promoter of the Month for February, July, August, September, October, and Runner-up Promoter of the Month for November. Tina was joined in promotion efforts by Alyson Tardy, ambassador; Brandy Padon, ambassador; and Shanna Castle, ambassador.

Golden Cow Award

Virginia Meyers of Alexander, N.Y. received the Golden Cow Award, presented to adult county promotion committee members for outstanding service and dedication to local dairy promotion in New York State. Meyer is a 17-year member of the Genesee County Dairy Promotion Committee.

College Scholarships

Windy Rosiczkowski, from Turin, N.Y., and Kelly West from Varysburg, N.Y., received the ADADC Memorial Scholarship and Leo Briggs Memorial Scholarship, respectively. Both \$500 scholarships are based on grade-point average, extracurricular activities, future plans, and a 400-word essay discussing the applicant's commitment to a career in the dairy industry.

Rosiczkowski, in her senior year at SUNY Morrisville, is studying animal science. She served as the 1994-95 Lewis County Dairy Princess and is active in Jr. Holstein Club, NYS and National Holstein Associations, and SUNY Morrisville Dairy Club.

West is also a senior at SUNY Morrisville, studying Ag Science. She served as 1995-96 Wyoming County Dairy Princess and was crowned the 1996-97 New York State Dairy Princess. She is a member of the agricultural club, the dairy club, and the SUNY Morrisville Dairy Judging Team.



In addition to New York Dairy Princess Julie Kelsey, center, and alternates Roxanne Hermann, front left, and Megan Fullington, front right; finalists include from back left, Amanda Fugle, Wyoming Co.; Patricia Furner, Onondaga Co.; Brandi Pudney, Cortland Co.; and (missing from the picture) Sheila Brice, St. Lawrence.

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