

# Milk Promotion How To's Taught

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DENVER (Lancaster Co.) —

Maybe she's shy. Maybe she's unskilled and unknowledgeable about dairy promotion, but within a few months a dairy princess becomes a competent spokesperson for the dairy industry.

That's because the people behind the dairy princess program have the stuff that makes a dairy princess.

These people form the Pennsylvania Dairy Princess and Promotion Services, Inc. (PDPPS). Headed by Jan Harding and assisted by Arlene Wilbur, PDPPS has a network of district coordinators and committee people dedicated to dairy promotion at the grassroots level.

To train the committee people, PDPPS holds bi-annual workshops in five different regions of the state. At these workshops, participants receive specific instructions on how to plan and carry out promotion at the local level.

Much of this training is in overseeing the local dairy princess program. While the program has traditionally catered to females, Wilbur said, "We have several young men interested in dairy promotion. One county has several 18-year-old males working as ambassadors. We want their participation. They make excellent spokesmen for dairy farmers."

The male issue is a topic that PDPPS will need to address.

In a recent day-long meeting held in Denver for the southeast section of the state, committee members were given the tools and inspiration needed to make promotion easier and more effective.

Carolyn Weaver of Dairy Council in Southampton showed extensive materials the Dairy Council makes available for use in schools. Books, videos, classroom curriculum, and props include outstanding graphics, and colorful, creative layouts filled with facts and figures.

"These materials teach nutrition in creative ways in play format," Weaver said.

In addition, Dairy Council has educational brochures that explain the truth about lactose intolerance and other controversial issues that dairy princesses are often questioned about.

"You don't need to reinvent the wheel. We have lots of information from the Dairy Council to effectively get the message across," Weaver said.

Jayne Seabright and Rebecca Sonnen of Middle Atlantic Milk Marketing Association (MAMMA) told how the checkoff money goes for advertising. A coordinated method for promotion has been worked out recently.

"DMI advertising targets kids and MilkPEP advertising targets teens and adults," Seabright said.

Video clips of the new "Got Milk?" ads created for kids and by kids were shown for participants to review.

"If you don't understand them, that's because you're not suppose to," Sonnen said. "Kids made them and love them."

Sonnen talked about the Youth Soccer Campaign used to reach participating on soccer teams with the message: Drink Milk.

"Dairy promotion is essential to sell more milk and improve the farm image to the consuming public," Wilbur said.

Participants were given news release forms, official entry forms, presentation and speech guidelines, nutrition information, and information about some of those often overlooked issues such as insurance to cover promotional events.

Extensive paperwork is required to chronicle promotions so that princesses can receive reimbursement through incentive awards.

Wilbur apologized for the paperwork but said, "To succeed one must learn in life to follow guidelines and rules."

Wilbur cautioned committee members to keep the program fun



Jayne Seabright



Arlene Wilbur



Charlene Ranck

and to be flexible. "Use dairy maids and alternates so that the responsibility does not become overwhelming to your county dairy princess," she said.

The effectiveness of PDPPS would not be possible without the financial assistance of businesses. In addition to providing a \$1,000 scholarship for the state princess, Sire Power offers \$100 to each active county promotional program.

In addition to the meeting held in Denver for the southeast region, similar meetings were held for the southwest region at New Stanton, the northwest region at Clarion, the central region at State College, and the northeast region at Wyalusing.

Tammy Balthaser Weaver, industry relations director for the Pa. Beef Council, encouraged participants that they can make a difference and make their efforts

count.

A former dairy princess herself, Weaver credits much of her expertise in the public relations field to the training she received in the dairy princess program.

"No other industry matches the dairy industry for the involvement of producers promoting their own product," she said. She noted that committee persons seldom receive recognition for their many behind the scenes work to do the program.

She encouraged them not to become discouraged. "You are enriching many people's lives,"

Weaver said.

Attitude shows in everything we do, Weaver said of the hectic responsibilities many people handle. She encouraged committee people to assess their attitudes before contacting businesses and people when setting up promotions, because our attitudes show in our voices.

The quality of life can be improved by your attitude according to Weaver who lives by the philosophy: Life is 10 percent of what happens to you and 90 percent your attitude towards it.

## Mother's Day Tribute

Surprise your mother, wife or grandmother by sending one of her recipes to be included in a special tribute to mothers in the May 9th issue of *Lancaster Farming*.

Include a few sentences about her and a picture if you have one. Make sure that you include your name. Your address must also be included if you want the picture returned.

Submissions must be received in our office by May 4 to be included. Send the information to Lancaster Farming's Mother's Day Tribute. Attention Lou Ann Good. P.O. Box 609, Ephrata, PA 17522.

# Pa. State Grange Names Young Couple Of Year

**GETTYSBURG** (Adams Co.) — The Pennsylvania State Grange recently named Mark and Patti Sveda of Irvine its 1998-99 Young Couple.

What's remarkable is that the rural couple hasn't been active very long with the Grange, and only recently decided to make time to participate.

According to the couple, knowing last year's Grange young couple and desiring a better life for themselves provided the inspiration to become involved.

The Svedas went from hardly participating in Grange activities to applying for and being named the Pa. State Grange Youth Department's young couple of the year, during an annual Young Marrieds/Young Adults weekend getaway held at the Gettysburg Days Inn.

The Pa. State Grange Youth program is for young adults ages 14-35. It places emphasis on the development of leadership skills, recreational activities, community service and working to make Pennsylvania a better place to live.

The Pa. State Grange is an agricultural, rural and community service organization dedicated to improving the lives of rural Pennsylvanians through legislative action, offering member services

and participatin in community affairs.

"It's been a slow start," Patti said, "but we're ready to climb that hill and get active, and this seemed like a good place to start."

According to the Svedas, their best friends who live nearby, Jim and Terri Wertz, inspired them to become involved.

Both couples are members of the Brokenstraw No.407 Subordinate Grange in Youngsville, and last year the Wertzses were the state Grange young couple.

According to the Svedas, seeing the fun and effect the title had upon their friends convinced the Svedas to forward their names for consideration for the honor — even if they didn't win, they couldn't lose.

"(Winning) was somewhat unexpected," Mark said, "But we saw how happy Jim and Terri were and we decided to go for it."

Patti said, "They said it was a very good experience and we would have a wonderful time. I think being involved with the youth is going to be a wonderful experience."

Mark said he expects that they will grow from the experience.

"I feel we will become more outgoing and active instead of standoffish and taking a wait-and-see attitude toward participation,"

Mark said.

"Being in front of people will also help us be better public speakers," he said.

They are to get many opportunities to develop public speaking skills.

In addition to serving on the Youth Department Committee during the coming year, they are to represent the Grange Youth Department at Grange Leadership School in June; at the state session to be held in Crawford County in October; at the national session in Greensboro, North Carolina, this fall; and at the 1999 Pennsylvania Farm Show in January.

Additionally, they are to make visits as the state young couple to various subordinate and Pomona Granges across the state to discuss the programs.

Mark said their goal is to increase participation by all rural youth and eligible members.

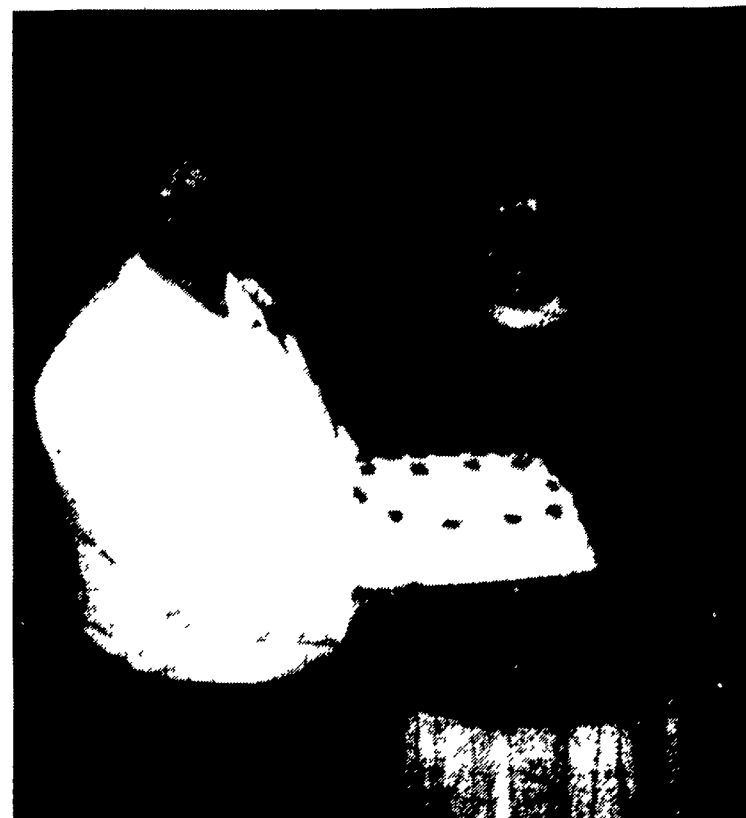
"We will try to get more young people to join Grange by talking to them and teaching them about the Grange," he said.

Mark, a laborer at a local tire company, and Patti, a secretary with a local petroleum company, said they will be putting some energy into drafting another Brokenstraw couple to be consid-

ered for the next young couple selection.

Since the Svedas are the second consecutive couple from the same

Grange to be named state young couple, they said they were going to work on getting another couple from the Brokenstraw Grange to apply.



Mark and Patti Sveda show a cake presented to them upon being named the Pa. State Grange Young Couple.