



First row from left, Sarah Blood, Schoharie; Irene Reed, Ontario; Jennifer Getman, Jefferson; Andrea Milleville, Niagra-Orleans; Natalie Fonda, St. Lawrence; Kelly Ann Coyle, Chemung; Jacqueline Wool-schlager, Lewis; Elizabeth Newbold, Chenango; Nicki Boger, New Jersey State Princess; Cairy Norman, NYS First Alternate; Marianne Moody, NYS Princess; Christine Weissmann, NYS Second Alternate; Trista Hughes, Columbia; Ashley Clark, Madison; Katy Furner, Oneida; Amy Howard, Tompkins. Second row from left, Cassandra Martin, Herkimer; Representative from Oswego County; Sarah Knapp, Cortland.

Third row from left, Crystal Richards, Wyoming; Colleen Fanton, Genesee; Melissa Mark, Livingston; Jessica Nielson, Rensselaer; Kendra Inman, Delaware; Erin Sweezey, Washington; Casey Wlasniewski, Allegheny; Kathy White, Chautauqua; Molly Austin, Seneca; Jamie Land, Cattaraugus; Carolee Glassel, Sullivan; Barbara Gibbs, Orange; Erica Gansz, Wayne; Erin Young, Cayuga; Jennifer Godin, Franklin; Suzie Shirley, Hunterdon (NJ); Holly Aker, Montgomery; Erica Worden, Broome; Stacey Klingman, Otsego; Heather Howland, Tioga; Warrnen (NJ) dairy princess.

Dairy Princesses Learn Skills Behind Effective Promotion

HAMILTON, N.Y. — Sunny skies welcomed 33 new county dairy princesses to the American Dairy Association and Dairy Council's (ADADC) annual training seminar. Held at the White Eagle Conference Center in Hamilton July 6-7, the two-day event prepared girls for their role in increasing milk and dairy product consumption throughout

the coming year. Throughout their year-long reign, dairy princesses are asked to make school presentations, generate newspaper publicity for dairy products, attend farm meetings, and make appearances at special events. At the seminar, promoters attended interactive workshops on public speaking, school presentations, newspaper

and media relations, product knowledge, and heard an update from the Madison Co. Health department. The seminar allowed girls to meet fellow dairy promoters across New York and New Jersey who are interested and enthusiastic about increasing dairy product consumption, and offered the girls ample opportunity to ask one-on-one questions.

Former New York State Dairy Princess, Alison Littlefield, taught the school program and public speaking workshops. Littlefield stressed the importance of reaching school-aged children, saying, "School programs teach children at a young age to continue to consume dairy products their entire life."

Reigning Tioga County dairy princess Heather Howland felt that Littlefield's workshops were the most beneficial to her. She commented, "Alison's experience with the dairy princess program and knowledge of the dairy industry gave me a better idea of how to present my message." During her public speaking workshop, Alison put many girls on the spot, drilling them with controversial questions frequently asked by media and the public, and offered tips for how to respond.

Scott Hallman, ADADC director of communications, and Beth Meyer, ADADC public relations specialist, presented a newspaper and public relations workshop.

The pair offered tips for getting news articles published, what constitutes an effective article, and dealing with the public. To put the newly learned skills into practice, princesses were asked to edit a mistake-ridden news article, and were given 10 minutes to write a news release about a special event. Their submissions were corrected and returned in the hopes that the constructive criticism would improve communication skills.

Serving as role models for the new county dairy princesses, reigning New York State Dairy Princesses Marianne Moody, Cairy Norman, and Christine Weissmann drilled product knowledge to the girls.

According to State Second Alternate dairy princess Christine Weissmann, "Knowledge is the key to success. You must believe in the magic of milk."

The seminar provides a foundation for the 2001 New York State Dairy Princess pageant to be held February 20 at the Four Points Hotel in Syracuse.

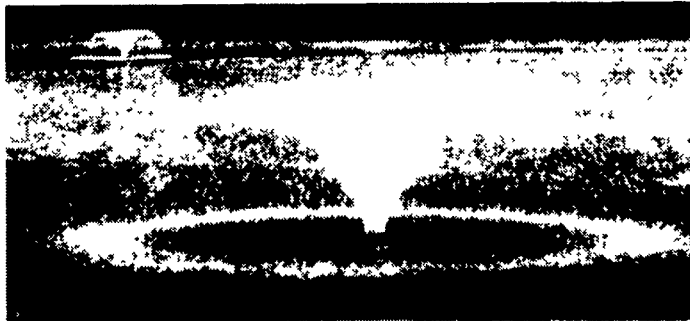
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ADADC Uses Hot Teen Star To Sell Cold Milk

SYRACUSE, N.Y. — One of the hottest young teen performers in the country is doing it "one more time" for dairy farmers, and local dairy promotion teams are taking advantage of the opportunity to spread positive milk messages.

This summer, "got milk?" is sponsoring teen sensation Britney Spears' national concert tour. To help drive home the milk consumption message, American Dairy Association and Dairy Council, Inc. (ADADC) is using its allotment of tickets to her concerts in the region to create local promotions with the cooperation of television stations, hoping to capitalize off the star's populari-

ty. Britney continues to turn heads in the dairy department, as key supermarket chains throughout ADADC's marketing area have agreed to participate in a promotion this fall featuring: point of purchase materials and special locker-sized Britney posters. To get the posters, consumers need to purchase two gallons of milk. On the back of the posters are also directions on how to enter a special chocolate milk sweepstakes.

Consumers can call an 800 number and win prizes instantly, including a grand prize of a day with Britney.