

New Spokespersons Crowned For New York Dairy Industry At 40th Anniversary Celebration

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 SYRACUSE, N. Y. — Andrea Smith, Balston Spa, New York, was crowned the 2003-2004 New York State Dairy Princess on February 18, at the Hotel Syracuse the site of the first NYS Dairy Princess Pageant 40 years ago.

Having served as the Saratoga County Dairy Princess since spring of 2002, Andrea will devote an additional year promoting milk and dairy products with the American Dairy Association and Dairy Council, Inc. (ADADC).

As state princess, Smith 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 40th annual coronation completed the year-long reign of Jordanna Dodge, former Herkimer County Dairy Princess.

Kristen Chambers, Winthrop, New York (St. Lawrence County) was named first Alternate State Princess, and Jessica Hula, Jordanville, New York (Herkimer County) was selected as second Alternate State Princess. They receive a \$700 scholarship and \$600 scholarship, respectively. Both young women will assist the State Dairy Princess with training, appearances and other duties.

Promotion of dairy products is the major focus of the dairy princesses throughout their reign as county princess. They are asked to meet specific requirements in order to compete for the crown. One of the ways ADADC awards them for their efforts is with the Public Relations Award. The girls are all given the opportunity to enter the selection of this award. They are asked to fill out an application on what they feel was their most visual public relations event. This is an award that is judged by ADADC and is given to the top three entries. The winners of this were: First Place receiving \$200 - Montgomery County - Nicole Swartz. Second Place receiving \$150 - St. Law-



New York State Dairy Royalty, from left, First Alternate Kristen Chambers, New York State Dairy Princess Andrea Smith, and Second Alternate Jessica Hula.

rence County - Kristen Chambers. Third Place receiving \$100 - Herkimer County - Jessica Hula.

Thirty county dairy princesses competed in the state pageant. Judging included a personal interview, an impromptu and prepared adult speech, a product 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.

The top three speech finalists were asked to present their speech at the pageant. They were awarded a \$100 check from Crowley Foods LLC. Winners were Herkimer County - Jessica Hula; Rensselaer County - Janet Buonanno; Chenango County - Maggie Newbold.

Top three awards were also given to the highest scores in the written communications and product knowledge exams. Product knowledge winners were awarded a \$100 check from NYS Dairy Foods Association and written communications from Country Folks. Product knowledge winners included first place - Cattaraugus County - Heather

Poch; second place - Broome County - Kelly Campbell; and third place - Wayne County - Jessica Boise.

Written communications first place winner was Herkimer County - Jessica Hula; second place - Cattaraugus County - Heather Poch; and third place - Madison County - Martina Duffee.

After the tests were taken, the judges selected seven girls as the semi-finalists before crowning their top three. The semi-finalists were Allegany County - Sara Hinz; Herkimer County - Jessica Hula; Niagara-Orleans County - Alyssa Ranney; Onondaga County - Brynn Gillen-Dennis; Saratoga County - Andrea Smith; St. Lawrence County - Kristen Chambers; and Wayne County - Jessica Boise.

The seven finalists were then asked an impromptu question, "What do you feel is your biggest accomplishment thus far in your life?" Each girl was given the opportunity to answer the question.

The Miss Congeniality title, which is awarded to a county dairy princess who shows excitement, enthusiasm, and an outgoing personality is awarded by the dairy princess participants at the pageant. The 2003 Miss Congeniality was Jessica Jackson from Lewis County. She received a \$100 check from Ron Trinca Photography.

Overall judges were Deidra Harkenrider, sales associate for Momentum-Media Sports Publishing, Ffeeville, NY; John Fullington, regional manager for ABS Global, Dundee, NY; and Lorrell Kenney, director of public relations for the New York Beef Industry Council, Chittenango, NY.

The pageant is also used as an opportunity to recognize those who have supported dairy promotion within their counties and who have gone above and beyond the call of duty where dairy promotion is concerned. The Golden Cow award is awarded

each year to recognize outstanding service and dedication to local dairy promotion in New York State. Recipients were nominated by their counties and later selected by ADADC. The 2003 recipients of this award were Tom Farnell of Herkimer County and Sally Rusby of Chemung County.

Presented annually, the Promoter of The Year award recognizes a county that has done an outstanding job promoting milk and dairy products. The award is presented in memory of Robert S. Turner, a former ADADC chief executive officer and dairy farmer who was a strong supporter of the dairy princess program. The \$500 scholarship is provided by the Turner Family and ADADC. Janet Bittner of Niagara-Orleans and her court achieved promotions with a dollar value totaling \$5,167, throughout the year the county attended 501 school programs, 11 farm meetings, and wrote 88 newspaper articles for a total of 600 promotions.

ADADC is an advertising and promotion agency representing farmers in New York, Northern New Jersey and Northeastern Pennsylvania.



2002-2003 New York State Dairy Princess Jordanna Dodge.



New York Dairy Princess Andrea Smith, left, receives congratulations from Second Alternate Jessica Hula.



Turn to page B12 to read about the Holstein Convention Ladies Day planned by, from left, Teresa Davis, Berks County; Andrea Semmel, Lehigh County; and Lisa Semmel, Lebanon County