

Pennsylvania  
  
Dairy Princess  
&  
Promotion Services, Inc.

**2021**

**Program Handbook**

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[www.padairy.org](http://www.padairy.org)

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## **MISSION STATEMENT**

The mission of Pennsylvania Dairy Princess & Promotion Services, Inc. is:

- To plan and conduct the training of young people to serve as dairy industry promoters now; and the agricultural leaders of the future.
- To work with local county committees in their promotional efforts and their Dairy Princess Programs to promote the sale and consumption of milk and dairy products at the grassroots level throughout the state of Pennsylvania.
- To coordinate the selection and activities of the State Dairy Princess Royalty.

## **VISION STATEMENT**

The vision of Pennsylvania Dairy Princess & Promotion Services, Inc. is to grow passionate dairy leaders by creating educational and promotion opportunities that connect consumers with the dairy industry of today and tomorrow.



# BOARD OF DIRECTORS

## 2021 OFFICERS

**CHAIRPERSON**

**Penny Ulmer**

**VICE-CHAIRPERSON**

**Tanya Baldwin**

**SECRETARY**

**Donna Werley**

**TREASURER**

**Kathy Hartzell**

**PROGRAM DIRECTOR**

**Linda Gilbert**

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**ADMINISTRATIVE DIRECTOR**

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Webpage: [www.padairy.org](http://www.padairy.org)  
Facebook Page: [www.facebook.com/PDPPS](https://www.facebook.com/PDPPS)

**Visit the Dairy-Estore at [www.padairy.org](http://www.padairy.org)**  
Questions regarding merchandise should be sent to  
**[dairyestore@padairy.org](mailto:dairyestore@padairy.org)**

Incentive Reports and Questions should be sent to  
**[incentive@padairy.org](mailto:incentive@padairy.org)**

## BOARD OF DIRECTORS

<b><u>NORTHEAST</u></b>		<b><u>SOUTHEAST</u></b>	
<p><b>Susan Hauck</b> 541 Hauck Ln New Berlin, PA 17855 (570) 966-3760 H (570) 716-3760 C hauckcrest@dejazzd.com</p>	<p>Bradford, Columbia, Lackawanna, Luzerne, Monroe, Pike, Sullivan, SUN (Synder, Union, Norththumberland, Montour) Susquehanna, Wayne, Wyoming</p>	<p><b>Donna Werley</b> 338 Pine Road Hamburg, PA 19526 (610) 562-2070 H (610) 463-5695 C dwerley57@comcast.net</p>	<p>Adams, Berks, Bucks, Carbon, Chester, Cumberland, Dauphin, Delaware, Franklin, Fulton, Juniata, Lancaster, Lebanon, Lehigh, Montgomery, Northampton, Perry, Philadelphia, Schuylkill, York</p>
<b><u>NORTHWEST</u></b>		<b><u>SOUTHWEST</u></b>	
<p><b>Lisa Royek</b> 14540 Stewart Rd. Corry, PA 16407 (814) 873-9230 C lmroyek@verizon.net</p>	<p>Cameron, Crawford, Clarion, Elk, Erie, Forest, Jefferson, Lawrence, McKean, Mercer, Potter, Venango, Warren</p>	<p><b>Kathy Hartzell</b> 653 Franklin Rd. Slippery Rock, PA 16057 (724) 822-0334 C Hartzell5inSR@aol.com</p>	<p>Allegheny, Armstrong, Beaver, Butler, Fayette, Greene, Indiana, Somerset, Washington, Westmoreland</p>
<b><u>CENTRAL</u></b>		<b><u>AT- LARGE</u></b>	<b><u>EX-OFFICIO</u></b>
<p><b>Penny Ulmer</b> 950 Blanchard Street Bellefonte, PA 16823 (814) 353-0537 H (570) 233-2897 C g-pfarm@juno.com</p> <p><b><u>Incentive Recorder</u></b> <b>Carrie Anderson</b> (814) 448-3854 H incentive@padairy.org</p>	<p>Bedford, Blair, Cambria, Centre, Clearfield, Clinton, Huntingdon, Lycoming, Mifflin, Tioga</p>	<p><b>Tanya Baldwin</b> 3106 Turnpike Road Elizabethtown, PA 17022 (717) 361-0146 H (717) 278-4240 C baldwinhome@embarqmail.com</p>	<p><b>Janet Harding-Ruslavage</b> Juniper Village 1930 Cliffside Dr., Apt. 3 State College, PA 16801 (814) 229-5471 C chasjanrus@verizon.net</p>

## **MEMBERS- ONLY WEBSITE ACCESS**

The Pennsylvania Dairy Princess and Promotion Services, Inc. website [www.padairy.org](http://www.padairy.org) is equipped with a **Members-Only** area. This area was created to allow all program participants access to program information. User name and password should be distributed to all county royalty, parents of county royalty, committee members and prospective county royalty.

### **How to Sign-in:**

Go to: [www.padairy.org](http://www.padairy.org)

Click on **Members-Only**

Enter Password: **fuelupwithdairy**

**You will be directed to the Members-Only section, where you can find the following items:**

### **Forms**

Dairy Princess & Jr. Representative  
Application Links  
Handbook  
Committee List Contact Sheet  
County Royalty Team Form  
County Pageant Information  
Sash/Crown Order Form  
Incentive Form & Guidelines  
Seminar Information & Forms  
PDPPS Incentive Guidelines  
PDPPS Monthly Incentive Report

### **Promotional Materials**

Variety of Information for Promotional  
Activities

### **Meetings**

Dates of upcoming PDPPS Activities  
including Mini Seminar, Fall and  
Spring Meetings, and Pageant  
Resources from prior PDPPS Meetings

### **Sponsors**

Listing of PDPPS Sponsors

## CODE OF CONDUCT

Dairy Promotion participants on the county or state level are required to conduct themselves according to the Pennsylvania Dairy Princess and Promotion Services, Inc. Code of Conduct.

### THE FOLLOWING ARE STRICTLY PROHIBITED:

1. Possession and/or use of alcoholic beverages, tobacco products, and illegal drugs OR being present where individuals are partaking of alcohol, tobacco products and/or illegal substances.
2. Sexual interaction OR being present where individuals are participating in sexual interaction.
3. Possession of weapons or firearms
4. Behavior that violates federal, state or local laws.
5. Theft, misuse or abuse of public or personal property.
6. Setting off fire alarms or tampering with fire extinguishing equipment or other emergency equipment.
7. Gambling and betting.
8. Obscene and discriminatory language, roughhousing and insubordination.
9. Participants should never show disrespect to others, including PDPPS coordinators and staff.
10. When at Seminar, State Pageant, or other promotional events participants may not leave the grounds unless permission is secured from the Program Director or board member. An adult must accompany any participant. Adults must notify the Program Director before leaving the grounds. At Seminar and State Pageant social activities other than those with other dairy promotion participants are prohibited.
11. At overnight events, only participants may be in dormitory area. No one will be in sleeping areas of members of the opposite sex. Lounges may be used only for working committees and social activities.
12. Harassment, intimidation, bullying and cyber bullying of program participants, volunteers, and PDPPS coordinators and staff members is strictly forbidden.

If you are in the willful companionship of someone who violates any portion of the code of conduct, you are also subject to disciplinary action.

## Penalties for Infractions

Infractions of this Code of Conduct must be reported promptly by anyone observing them to the Program Director or adult in charge of the event who will bear final responsibility for disciplinary action. Penalties may include any or all of the following:

Sending a participant home; barring that participant from future events; assessing the participant the cost of damages and repairs in the event of damage/ destruction of property; releasing the participant to nearest law enforcement agency and/or the proper authorities; and termination of title.

Parents and County committees will be notified of action taken. If a participant is sent home, fees will not be refunded, and transportation will be at the participant's own expense.

The undersigned do forever release and agree to save and hold harmless and reimburse Pennsylvania Dairy Princess and Promotion Services, Inc. from all liability that may arise out of action or failure to act by any party arising from participation in any event or promotion.

We realize that these guidelines are not all inclusive and that the Program Director or adult in charge reserves the right to extend these policies.

In general, exercising good judgment will prevent occurrences which are not within the best interest of participants or the event.

We, the undersigned, have carefully read this document, know the contents thereof, and sign it as our own free act. Any infraction of the above may necessitate the participant's parent /guardian being notified and the event supervisor determining an appropriate penalty which may include the participant being sent home at parent's/guardian's expense and/or suspension from future activities.

By completing a Pennsylvania Dairy Princess and Promotion Services Dairy Princess and/or Jr. Dairy Promoter application, I am stating that I have read the Code of Conduct and agree to abide by its rules.

Participants are expected to conduct themselves in a manner which does not jeopardize themselves, other participants, staff, the facility or the dairy industry. The following procedures will be used to address disciplinary problems for participations who fail to abide by the code of conduct set by the Pennsylvania Dairy Princess & Promotion Services, Inc.

**1<sup>st</sup> Infraction:** Verbal Warning by staff or board of director. Parent/Guardian will be called by staff to discuss incident. Participant may be denied the right to participate in the next activity or special event. The individual will forfeit incentive credit for the event at which the incident occurred. County committee will be notified.

**2<sup>nd</sup> Infraction:** Written warning sent home. Parent/Guardian will be called by staff to discuss incident. Participant may be denied the right to participate in the next activity or special event. The individual will forfeit incentive credit for the event which the incident occurred. County committee will be notified.



3<sup>rd</sup> Infraction: A Parent/Guardian phone conference with staff, board of director(s), parent/guardian and county committee will be scheduled immediately to identify the problem and discuss solutions. The individual will forfeit incentive credit for the event which the incident occurred.

After the phone conference, if participant's behavior does not improve, participants may be expelled from the program. Participant forfeits all incentive credits earned and participation in the incentive program.

Note: Serious infractions may warrant immediate expulsion from the program.

## **MEDICAL AND PHOTO RELEASE INFORMATION**

By completing a Pennsylvania Dairy Princess and Promotion Services Inc. Dairy Princess and/or Jr. Dairy Promoter application online, I hereby grant permission to Medical or Hospital Personnel to treat the mentioned participant in any emergency which may arise while she is traveling or attending any activity associated with dairy promotion in her role as Dairy Princess, Alternate or Junior Dairy Promoter during their reign.

I give consent that by the receipt of the program application Pennsylvania Dairy Princess and Promotion Services, Inc., has full rights to release and publish all photographs in which the participant listed above appears in connection with her/his activities in the Pennsylvania Dairy Princess Program.

I further understand and agree, that Pennsylvania Dairy Princess & Promotion Services, Inc. may use, or cause to be used, all such photographs without any compensation to PDPPS, either now or in the future.

## DRESS CODE

A dairy princess and her court are chosen to be professional representatives of the dairy farmers of their county. For this reason the following guidelines are to be followed whenever they are on duty.

Wearing professional attire will help you make a positive first impression and help you gain respect for your position. As dairy royalty it's important to dress appropriately every day, as you may have the opportunity to meet media, public officials or dairy farmers. Appropriate attire supports your image as a person who takes your position seriously and understands the nature of the industry you represent.

<b>Events</b>	<b>Type of Attire</b>	<b>Appropriate Attire</b>
State Pageant, Gala	Formal	Gown, slips, and nylons
Banquets, Speaking Engagement	Formal or Business/Professional	Business suit (skirt or pants), nylons
School, Store & Community Promotions	Business Casual	Dress pants, skirt
Fair Promotions, Dairy Shows or Ice Cream Sundae Events, Outdoor Summer Events	Casual	Dress khaki/cotton pants, sun dresses with straps, flats
Fuel Up to Play 60 Promotions/Sporting Events	Casual	Dress khaki or cotton pants that allow for constant movement, cotton top/button up shirt, flat closed-toe shoes
Barn Party/Farm Tour	Casual	Dress khaki or cotton pants that allow for constant movement, cotton top/button up shirt, flat closed-toe shoes

### Shirts

Shirts, dress shirts, sweaters and turtlenecks are acceptable attire for promotions if they contribute to the overall appearance of being a representative of the industry. Suit jackets are desirable at professional events. Blouses and tops should not be low cut. Cleavage as well as midriffs and backs must be covered at all times—this includes when moving around at events. All tops should have backs as well as ½” wide straps at the shoulders. A sweater or jacket can be added to a top or dress with thin straps to make it appropriate. Inappropriate attire includes tank tops; midriff tops; shirts with potentially offensive words, terms, logos, pictures, cartoons or slogans; halter-tops; tops with bare shoulders or plunging necklines; sweatshirts/hoodies; and t-shirts. The only time t-shirts and polo shirts are permitted are at special working events only, with the shirts provided by the volunteer organization coordinating the event or custom made shirts for the group to wear for the specific event. Crown and sash are to be worn during the event for identification with the dairy promotion team. These T-shirts and polo shirts are to be worn with pants, khakis, capris, or skorts.

### Pants and Skirts

Skirts, skorts, dress capris and dresses should be of a reasonable length. The hemline and slits should be no shorter than the width of a dollar bill above the knee (sitting or standing). If the hemline or slit is higher than the dollar then it is too short. Nice dress pants or dress capris or dress khakis may be worn but the fabric should move freely. Pants should be ironed and preferably in a solid color (navy, black, gray, khaki

or brown). Overall, be aware how pants and skirts fit as you walk, sit and while squatting down. Leggings are not considered pants. No shorts or jeans are permitted.

## **Undergarments**

Proper undergarments should be worn at all times. Bras should never be seen over the shoulders or through armholes. Slips should be worn when wearing a transparent skirt or dress. Nylons should be worn in a business or formal setting; they are not required at school, community, store, fair and other casual events. Knee highs or dress socks can be worn when wearing pants.

## **Footwear**

Footwear should be chosen that is appropriate to the wearer, the activity and the weather. All shoes including sandals must have a back strap. Clogs, crocs©, ballet flats with no sole and flip-flops are not acceptable footwear. When attending events for several hours, tennis shoes/sneakers may be worn, use your discretion. Dress Boots with no lace will be accepted with appropriate dresses or skirts and pants must be outside the boot. Cowgirl/cowboy boots are not acceptable footwear.

## **Jewelry**

Jewelry may be worn in moderation. When wearing jewelry, it is best to maintain a conservative style that is not too flashy. Earring(s) in the ear should not be large enough as to attract attention. While wearing your crown, a maximum of two pairs of earrings are allowed. You are not permitted to wear earrings in any other part of the body while wearing your crown and sash. Such piercings must be removed or covered with a band-aid during a promotion.

## **Makeup, Nail polish**

Makeup and nail polish should be natural and conservative. Nail polish should not be chipped. The color should be conservative and not distracting. Any tattoos must be covered during a promotion.

## **Sashes**

Sashes should be in good condition and have only one small pin to hold the sash in place. No decoration on the sash is permitted. i.e. extra pins, stickers, name tags, etc., are not acceptable. Sashes should not be altered without the permission of the PDPPS Board. A full sash must be worn at all times. Sashes should be worn to promotions outside their county for recognition of their positions (Princess, Alternate, or Junior Dairy Promoter).

## **Crowns**

A crown should never be used as a hair band and should be worn so that combs are not visible. Only princesses are permitted to wear their crowns at state and district events. If a county gives their alternate(s) or Junior Dairy Promoters a crown, she is allowed to wear it at all promotions within her county except when the promotion is a state or district event. **Junior Dairy Promoters may not wear their crowns at state and district events.**

## **Formal Gown**

Formal, full length gowns are required for State Pageant. Gowns should be tasteful and not distracting to you or others. Gowns that are low-cut, backless or lacing up in the back must be altered to comply with

dress code. Dresses with high slits will not be permitted. Dress may not be transparent in any area. When wearing a formal gown you should not wear long gloves, nor have large decorations on the dress that would interfere with the display of your sash across the shoulder. All gowns must have two sewn in straps. Halter top gowns are acceptable. No bra straps should show, including across the back. All openings below the bra strap line in the front or the back of a gown must be covered with a panel. Slips must be worn under your gown as sometimes stage lights make it possible to see through your gown and can be embarrassing for the princess and spectators. For safety reasons, your gown should not touch the floor. Due to seating arrangements while on stage, crinolines are permitted but no hoop skirts. Gowns with long trains are discouraged due to the possibility of others stepping on the train. Cowgirl/cowboy boots are not acceptable footwear when wearing a formal gown.

**Non-acceptable Items:**

Jeans or any jean denim material of any kind, cargo pants (a pair of pants with 5 or more pockets), shorts and cowgirl/cowboy boots are never to be worn for a promotion.

## KEY MESSAGES FOR DAIRY PROMOTION

### Animal Care

- Dairy farmers' commitment to providing high-quality milk begins with taking good care of their cows.
- Dairy farmers care for their cows by providing a nutritious diet, good medical care and healthy living conditions.
- Dairy farmers work closely with veterinarians and nutritionists to keep their cows healthy and comfortable. Dairy cows receive periodic checks, vaccinations and prompt treatment of illness.

### Environment

- Dairy farmers live on or near the land that they farm. They understand the importance of protecting natural resources.
- Caring for the land, air and water are responsibilities dairy farmers share with the local community.
- Dairy farmers work with experts to find new ways to reduce the energy they use, conserve water and develop renewable energy sources.
- The best way to preserve land is to keep farms in business. Farmers understand and appreciate nature and take good care of their property.

### Food Safety

- From the dairy to you, milk goes through strict quality controls to ensure freshness, purity and great taste.
- Milking equipment delivers milk directly from the cows to a refrigerated holding tank to preserve freshness and safety. The milk is then quickly transported to processing plants for continued freshness and safety.
- Since its introduction more than a century ago, pasteurization has been recognized around the world as an essential tool for ensuring that milk and dairy products are safe.

### Health and Wellness

- Simple and natural, milk contains essential nutrients, including calcium, potassium, protein and phosphorus; plus, it's fortified with vitamins A and D.
- Milk's powerful nutrient package of calcium, plus eight other essential nutrients, helps nourish your body, not just your bones.
- The protein naturally found in milk helps to build strong muscles for your active lifestyle.
- Milk is high in calcium and vitamin D. It's a good source of protein, and one glass has as much potassium as a small banana.
- On average, Americans consume only about two servings of dairy daily. Adding one serving of dairy every day can help Americans get the nutrients they need in an easy and affordable way.
- Consuming three to four servings of milk and other dairy foods daily has a potential estimated health care cost savings of more than **\$214 billion** over five years.
- Dairy is irreplaceable in the diet as a source of essential nutrients. Milk, cheese and yogurt are nutrient rich and contribute significant nutrition to American's diets.
- Dairy foods offer high nutrition and economic value.
- Few foods deliver dairy's powerhouse of nutrients in such an affordable, appealing and readily available way. For example, milk, at about 25 cents a glass, is a nutritional bargain.

## **Community**

- Dairy farmers care about the health and well-being of their communities. They have been active members of their communities for many generations and create jobs that help sustain the local economy.
- America's dairy industry is an important contributor to our nation's overall economy. Dairy farmers purchase machinery, trucks, fuel and more from local companies. This creates jobs and produces revenue for their local communities.
- Where milk goes, jobs follow. In addition to providing and distributing nutritious products, the dairy industry generates substantial economic benefits at the local, regional and national levels through employment, local tax revenues and purchases of products and services. Jobs follow milk as it moves from farm to processing, distribution and retail. Jobs are also created within the supply and service sectors that support the industry.

## **JUNIOR DAIRY PROMOTER PROGRAM**

The Junior Dairy Promoter program is a complementary program which functions within a county to assist the dairy princess in carrying out her duties and to educate and train future dairy princess candidates and promoters. Or, it is a program which functions in its own right when there is no dairy princess serving within a county, which helps train future candidates and provides young promoters to help when needed with dairy promotion activities.

All Junior Dairy Promoters are members of the overall county dairy promotion team and are expected to function within the guidelines set by the local committee and state program. All Junior Dairy Promoters must complete a Jr. Dairy Promoter application and agree to the program Code of Conduct. County Chairpersons should fully inform the parents of prospective candidates as to program responsibilities, transportation arrangements, etc.

There will be no competition for Junior Dairy Promoters at the state level. The purpose of the Junior Dairy Promoter Program is to involve interested young people in the job of dairy promotion and to train future promoters. Counties are encouraged to include all qualified candidates.

## **Qualifications**

1. Must have a sincere desire to promote dairy products and be a user of REAL dairy products; and must be willing to learn about dairy products in order to become an informed promoter.
2. County committees shall set the age categories within their county. The following is a guideline for Junior Dairy Promoters:
  - a. Lil' Miss (4 - 8 years old)
  - b. Dairy Miss (9 - 12 years old)
  - c. Dairy Maid (13 - 16 years old)
  - d. Dairy Ambassador (16 years plus or male participants)

Each county committee will determine the eligibility of the candidates and the age categories.

3. May qualify by being the daughter, granddaughter, niece or sister of a dairy farmer, dairy farm manager or someone employed fulltime in a dairy related industry.
4. The owner or leaser of at least one head of dairy cattle
5. Young men are welcome to participate as Dairy Ambassador in the program by meeting the above qualifications.
6. May qualify him/herself by becoming an informed promoter by learning about dairy products and the industry to the satisfaction of the local dairy promotion committee.
7. Before the county contest all Jr. Dairy Promoters must submit the following documents signed by his/her parent/guardian and himself/herself:
  - Official Junior Dairy Promoter Online Application, agree to the Medical Permission/Photographic Release Form and agree to the Code of Conduct via the online application.

ALL Junior Dairy Promoters should attend the one-day mini-seminar sponsored by PDPPS, Inc. to learn more about the promotion of dairy products to the public. This is required if the Junior Representative will be working toward completing the Incentive Award Program in her/his county.

Incentive Award requirements for a Junior Representative are the same as for a Dairy Princess.

## **General Information**

- The County Chairperson should fully inform the parents of candidates as to program responsibilities.
- If the Junior Dairy Promoter does not hold a driver's license, transportation should be provided by the parents. Transportation may also be available with a member of the county committee if arrangements are made in advance.
- A sash or appropriate identification badge will be provided by the committee and may be ordered through PDPPS, Inc.
- If crowns are provided by the county they may not be worn at state or district events or outside of the county.
- There will be no competition for Junior Dairy Promoters at the state level. Counties are encouraged to use all interested qualified candidates without competition.

## **Functions of a Jr. Dairy Promoter**

### County with Princesses

The Junior Representative Program will operate as part of the total promotion program headed up by the dairy princess and her alternate(s). It will function in a supportive manner as follows:

- Assisting dairy princess and alternate(s) as requested.
- Making school visitations or elementary school appearances for or with the dairy princess.

- Assisting at the promotion booth or handing out product samples.
- Participating in parades and special events.
- Attending the county promotion meetings as called by the committee or booking chairperson.
- Assisting at supermarket, mall or bank promotions.

### County without Princess

If desired by the county promotion committee, Junior Dairy Promoters may work to complete the Incentive Award requirements.

- All activities should be planned with the help and guidance of the county promotion committee and be coordinated by the chairperson or booking chairperson.
- Monthly reports must be completed and sent to the PDPPS office at the end of each month if the Junior Dairy Promoters are working toward the Incentive Award. Forms will be provided by PDPPS and should be made out in duplicate with one copy being kept on file in the county.
- Junior Dairy Promoters are urged to attend the one-day mini-seminar in June. Attendance is required for completion of Incentive Award. If a Junior Dairy Promoter cannot attend the one-day mini-seminar, they must submit the conflict excuse in writing to the PDPPS Board by June 1<sup>st</sup> and should attend the fall meeting for the promotions to count for incentive.

### **Mini Seminar**

PDPPS Inc. sponsors a one-day training seminar each summer for Junior Dairy Promoters. The seminar serves as an opportunity for promoters and committee members to learn the latest dairy promotion efforts, practice their skills and join in fellowship with fellow dairy enthusiasts.

All Junior Dairy Promoters must attend the one-day Mini Seminar sponsored by PDPPS, Inc. for their activities to count towards the county's incentive award program.

### **Incentive Award for Junior Representatives**

Incentive Award requirements for a county promotion team with only Junior Dairy Promoters are the same as for a county with a Dairy Princess. Counties may earn the Promoter of the Month Award but are not qualified for the Tina M. Shultz Memorial Scholarship.



## QUALIFICATIONS FOR DAIRY PRINCESS

- ❖ Resident of Pennsylvania.
- ❖ Be a female and a daughter, granddaughter, niece or sister of one of the following:
  - A dairy farmer, dairy farm manager or herdsman
  - Someone employed in a dairy related industryOr
  - Employed herself as one of the above
  - The owner or leaser of at least one head of dairy cattle  
(7 major dairy breeds in a 4-H or FFA project prior to May 1 of the contest year)Or
  - Participants with no dairy background must be a Jr. Dairy Promoter for at least 1 year before competing or serving as dairy princess.
- ❖ Be at least the age 16 to 24 as of June 1.
- ❖ If under 18, have her parents' consent.
- ❖ Be single, never married, have no children and must not marry or become pregnant during her reign.
- ❖ A County Princess must have not served as her county princess the previous year.
- ❖ A County Princess must not have been a former Pennsylvania Dairy Princess or Pennsylvania Alternate Dairy Princess
- ❖ Each contestant at the annual Pennsylvania Dairy Princess Pageant must be currently serving as a county Dairy Princess.
- ❖ Princesses & Alternates may not hold or compete for another commodity title while serving your Dairy Princess reign.
- ❖ **Attendance is REQUIRED during the entire PDPPS Training Seminar held in July and at the State Pageant in September. If the princess chooses not to attend pageant, she may risk the loss of her title. No exceptions!**
- ❖ County alternates must meet dairy princess qualifications and attend Seminar or Mini-Seminar to participate in the county incentive award program.
- ❖ All contestants must submit the following forms to their county chairperson before the county contest. Forms must be signed by the participant and her parent or guardian if under the age of 18.
  - Complete an official online Dairy Princess Application
  - Agree to the online Photographic Release Form
  - Agree to the PDPPS Inc. Code of Conduct online
  - Complete the Medical Release Form online

### Dairy related industries include:

- Dairy farm store
- Dairy cooperative
- DHIA supervisor
- Dairy feed supplier
- Veterinarian
- Milk inspector
- Hoof trimmer
- Raise dairy replacements etc.

## DAIRY PRINCESS TRAINING SEMINAR

**Roxbury Holiness Camp**  
**13763 Cumberland Hwy**  
**Orrstown, PA 17244**  
**July 6-9, 2021**

The Dairy Princess Training Seminar will be held at Roxbury Holiness Camp, Orrstown, PA. The Pennsylvania Dairy community is coming together to plan and execute an educational seminar, which will be both educational and exciting for all participants— young ladies and adults.

All county princesses are required to participate in the Dairy Princess Training Seminar and the Pennsylvania Dairy Princess Pageant September 23 – September 25, 2021 held at the The Premier Best Western in Harrisburg, Pennsylvania. PDPPS Inc. provides scholarships for all princesses and alternates to attend the Dairy Princess Training Seminar.

Seminar will start on Tuesday, July 6<sup>th</sup>, with registration at 12:30 pm) and conclude early afternoon Friday, July 9<sup>th</sup>, 2021. A tentative schedule will be available early summer.

Please note: All Alternates who will be participating in the Incentive Award program MUST attend either the Seminar or Mini-Seminar. Seminar is a great way to prepare for life and promotional activities throughout the year. Each Princess & Alternate is required to present a speech and presentation at Seminar to be critiqued but not judged.

Parents/Guardians are encouraged to attend seminar to learn about the PA Dairy Princess Program and dairy promotion efforts. The sessions include a dairy princess program overview, promotion update, additional ways you can be helpful as a parent/guardian. We will take time to answer any questions you may have about your daughter serving as a princess. Come prepared! During seminar adults will have the opportunity to meet with the regional coordinators to answer any questions or to discuss your local promotion team and efforts. Accommodations and meals will be the same for everyone. Adults will be roomed with another adult of the same gender. We encourage each county to send a parent/guardian and a committee person.

There will be a packet of information regarding Seminar and summer events for your County Princess and Alternates in the box with your sash and crown order.

**Reservations:** Seminar reservations are due no later than **June 1, 2021** **with a non-refundable registration fee of \$20.00 per registration.** If you can make your reservation earlier it will make our job much easier and be greatly appreciated! Pennsylvania Dairy Princess and Promotion Services, Inc. will pay the expenses of each Dairy Princess, Alternates, and one adult chaperone. The fee for additional person(s) will be **\$275.00** (\$255 after registration fee), which will include room, meals, and materials and is due with the reservation form or at registration. If you need to cancel your reservation, you MUST do so by 9:00a.m. June 30th, 2021 or you will be responsible for the attendance fee. If you register and fail to attend all of Seminar you will be responsible for paying the attendance fee of **\$275.00**. There is a \$30.00 late registration fee for ALL reservations received after June 1, 2021.

## **STATE PAGEANT CONTEST OVERVIEW**

**State Pageant is required for all County Princesses. If you are unable to attend State Pageant, September 23-25, you will need to run for County Princess another year or your County will defer all Princess incentive purposes for one year.** County Princesses will be given the opportunity to participate in six different contests at State Pageant. Each princess is required to take part in the Speech, Presentation, Dairy Promotion Knowledge Quiz, Royal Recipe and Scrapbook contest.

County Princesses may also participate in a radio spot and/or poster display contest at State Pageant. These contests will be judged, and winners will be recognized, however these contests do not play a role in the selection of State Royalty. Each contest is judged on its own merit and awards will be presented in each category. County Princesses, parents and committees should understand that winning a contest does not guarantee a princess a spot in the top seven; likewise, you do not have to win or place in any of the contest to earn a spot in the top seven. The top five category award winners receive a monetary scholarship.

### **Speech Required**

County Princesses should write a speech related to one of the speech topics. It is suggested that county pageants use the state speech guidelines. All county pageants and coronations should allow time for each dairy princess contestant to present their speech. This allows princesses to gain experience speaking in front of others before arriving at State Pageant. It is suggested that judges or county committee members time each speech and provide constructive feedback to each dairy princess contestant regarding their speech. All county princesses and alternates are expected to present their speeches at seminar to receive additional feedback.

### **Presentation Required**

Most presentations have been in the form of a skit. PDPPS has opened the contest to allow princesses to develop a presentation of any sort geared for school age children. No power point presentations will be allowed. It is suggested that judges or county committee members time each speech and provide constructive feedback to each dairy princess contestant regarding their presentation. All county princesses and alternates are expected to present their presentations at seminar to receive additional feedback. County Princesses requiring specific equipment use must notify the Program Director by September 1<sup>st</sup>.

### **Dairy Promotion Knowledge Quiz Required**

A dairy promotion knowledge quiz will be given on Friday of State Pageant. The quiz will be compiled from the information princesses received at the PA Dairy Princesses Training Seminar and other correspondence sent from PDPPS.

### **Scrapbook Required**

A scrapbook is a record of your journey as Dairy Princess. All princesses must submit a scrapbook on Thursday of state pageant at registration. There is one scrapbook category and should be a traditional scrapbook. Majority of your scrapbook should be a result of your own work. In past years many scrapbooks were disqualified for not following the requirements, use the checklist provided to make sure your scrapbook is eligible for an award at State Pageant.

### **Recipe Contest Required**

Each Princess is required to submit three (3) dairy recipes to Pennsylvania Dairy Princess and Promotion Services, Inc, with their princess application by June 1, 2020. Each recipe submitted will be judged for uniqueness, organization, at least two (2) dairy products, and taste. There will be a winner and runner-up

winner and three honorable mentions. One recipe per princess will be compiled into the Royal Recipe Book; however, if not submitted by the deadline, your recipe may not be the book.

### **Radio Spot**

**Optional**

Each County Princess will have the opportunity to record one 30 second radio spot at pageant. Radio spots must be original and written by the county princess. Radio spots will be judged by a panel of judges and awards will be presented. The two winning radio spots will be presented on stage during pageant.

### **Poster Display**

**Optional**

Each County Princess will have the opportunity to set up a display board at pageant. Display boards should be original and created by the County Princess. The displays will remain up through pageant evening for guests to view. The display boards will be judged by a panel of judges and awards will be presented.

## **State Royalty Judging**

For a position on the State Royalty Team, special emphasis will be focused on the candidate's knowledge of all aspects of the industry and ability to speak clearly and intelligently for the dairy industry and on her general scorecard.

Since the majority of State Royalty appearances are with adult groups, a candidate needs to be able to perform as a public relations individual. Her audience should always feel she is extremely happy to be at their function. She should always be able to deliver a short appropriate speech, if asked, whether or not she has had previous notice.

She must be well informed regarding the activities of all the dairy check-off agencies, which serve Pennsylvania.

## **State Royalty Responsibilities**

All members of the state dairy royalty team should consider their reign a great honor and wonderful opportunity. Each of them will be serving as a role model for the other members, they shoulder the responsibility of setting the best examples possible.

The following guidelines are written to help the State Royalty approach the year with a clear understanding of what is expected of each of them.

- State Royalty must adhere to the dress code as set forth in this handbook
- Be committed to dairy promotion and the agriculture industry.
- Be free of military commitments that would interfere with your reign.
- Become knowledgeable and current about issues concerning the dairy industry and agriculture.

- Attempt through preparation and practice, to develop yourself into an effective public speaker.
- Be prompt and consistent in writing all letters, thank you notes and correspondence that are necessary and desirable.
- Periodically take time to evaluate yourself, making every effort to improve.
- Treat all state and county royalty equally.
- Behave in a manner that conveys and commands respect, while being personable, concerned, and interested in the people around you.
- Consider dating relationships, extra-curricular activities and jobs flexible to your state royalty responsibilities.
- Avoid participation in and actively discourage any conversations which belittle or downgrade fellow royalty and adults.
- Serve as a member of the team, always maintaining a cooperative attitude.
- Achieve 2<sup>nd</sup> level Incentive in your county
- Understand a member of the team could be away from home around 100 days of the year.
- Be committed to checking/responding to e-mail/phone calls every 24-48 hours.

Additionally, the State Royalty Team will be required to review, and sign, a Code of Conduct presented to her the morning after the State Pageant. A breakfast/brunch will be held for the new State Royalty Team (SRT) and her parents/guardians Sunday after State Pageant to review the PDPPS guidelines and expectations.

## Speech Contest

You are asked to choose one of the suggested topics or may choose one and compose a 3-5 minute speech. To help develop your speech you are allowed to use any sources available to you, however the speech must be written by the county princess.

Each County Princess is **required** to participate in the speech contest at State Pageant in September. You will give your speech in front of the four main judges and an audience. Any speech under/over the 3-5 minute allotted time will be disqualified. There will be timekeepers on hand. The speech room will be equipped with a podium with a microphone or wireless lavalier.

County princesses should bring their speech to seminar to be critiqued.

Remember to target the audience described in the speech topic you choose. As a potential state dairy princess, you will need to be a comfortable, confident public speaker – Prepare and be confident! Again, you choose your speech style either at the podium or free-standing.

If you have any questions concerning the speech topics, please feel free to call Linda, Laura or a regional coordinator.

### SPEECH SCORECARD

#### **Content of Speech - 40%**

Appropriate subject for audience  
Accurate information/statistics  
Informative  
Spontaneous introduction  
Correct sequence of ideas  
Use of specific details  
Use of illustrations - give examples  
Summary of main point at the end

#### **Delivery - 25%**

Identifies with audience  
Eye contact with audience  
Correct use of microphone  
Proper use of note cards  
Correct use of hand movements  
Use of visual aids, no power point  
Moderate speaking speed  
Respects time limit  
Respect for the audience

#### **Speaking Ability - 20%**

Good Vocabulary  
Correct Pronunciation  
Correct Grammar  
Clear, strong voice  
Flexible use of voice  
Dramatic  
Sincere  
Convincing

#### **Poise and Appearance - 15%**

Stands erect  
Smiles - pleasant expression  
Exuberates confidence  
Shoulders back  
Hands relaxed at side when not in use  
Personal Appearance  
Naturalness & Ease before audience

Remember! Every opportunity you have to appear before an audience is an opportunity to promote our product. As a Dairy Princess, you have a unique opportunity to reach many types of audiences. When you are allotted a time limit, use it wisely.

## 2021 State Pageant Speech Topics & Prompts

**You may choose your Speech Style: A Podium Speech or Free-Standing Speech. Please contact PDPPS with any questions on style or speech topic.**

**Note: These are suggested speech topics – you are not required to choose one of these speech topics. If you have another speech topic - please contact your regional coordinator for confirmation approval.**

1. The guidance counselor has requested you to attend their "Career Day/Assembly". Provide a 3-5-minute presentation on "Careers within the Dairy Industry". Include related subjects and personality traits which would be good matches for students to consider their future careers in the dairy industry. Audience: School age children – Group 1, Elementary – Group 2, Middle school – Group 3, High School. Choose 1 age group.
2. You have been chosen to participate with a "Creative Marketing Team", "What new idea would you pitch to dairy farmers and the leaders of dairy to advertise dairy products to boost dairy consumption?" Prepare a 3-5 minute speech. Audience: Dairy Leaders – Cooperatives and Dairy Farmers.
3. As a high school athlete, you have spoken with your athletic trainer/athletic director to share 3-5 minutes with each sports group the benefits of refueling your body with "Chocolate Milk" after being active on and off the field. Audience: Elementary, Middle School and High School Students.
4. One of the programs with Center for Dairy Excellence is "Discover Dairy" which meets the PA Educational core standards for teachers to utilize within their classroom to teach dairy. You have contacted your local principal to present at one of their staff meetings about the "Discover Dairy Program". Prepare a 3-5-minute presentation about the program and benefits of this program to be utilized by teachers in the classroom to teach dairy and agriculture. Audience: Principals, Teachers and School Curriculum Advisors.
5. Your 4-H/FFA Advisor has asked you to participate in the speech contest. Prepare a 3-5 minute speech ~ "How Could Generational Farmers transition and partner with younger generations who want to pursue the dairy industry"? Audience: Adult -Speech Judges
6. Your health teacher has asked you to educate your fellow students about Milk versus Alternative Beverages and the health benefit of including whole milk in your diet. Prepare a 3-5-minute speech. Audience: Teachers and High School Students
7. Prepare a 3-5 minute speech, "What you have personally learned and gained during the Covid-19 pandemic from the dairy industry." Audience: High School Students and Adult groups.
8. A student who is pursuing a career in the medical field – Prepare a 3-5 minute speech on how your career field can make an impact on the dairy industry. Audience: Middle – High School students and Adult Groups
9. As a marketing student pursuing a marketing career, prepare a 3-5 minute speech on "How you would brand the state organization, Pennsylvania Dairy Princess & Promotion Services, Inc., so others would recognize the mission and vision to grow involvement of all age levels?" Audience: Adults - The Pennsylvania Dairy Princess & Promotion Services, Inc. board and staff.
10. Prepare a 3-5-minute speech on a subject you are passionate about within the dairy industry. Audience: your choice **(Need approval from one of the board of directors).**

## Presentation Contest

You are asked to give a presentation to a group of school aged children or adults. You have been allotted 3-5 minutes for this presentation. The way you deliver your presentation is left up to your imagination; do not be limited to presentations you may have seen in the past. Your presentation may be delivered via a traditional skit, demonstration, dramatic interpretation, song, musical rendition, poetry, game, or any other creative means which you can develop.

Presentations must be performed by the contestant individually on stage without onstage assistance. *You may use props, however, please let Linda know by September 1<sup>st</sup> if any materials such as easels, etc. will be needed.* Live animals cannot be used.

Remember that this presentation should be portable for you to take into schools; therefore, limit your props to those that you can carry yourself in one trip. If your presentation requires a costume and it must be appropriate for all audiences.. You may not wear your crown and sash with your costume and must change after presenting. Engaging the audience is permitted.

County Princesses should bring their presentation to seminar to be critiqued.

All County Princesses are **required** to give a presentation at State Pageant in front of a panel of judges and an audience. If you have any questions concerning the presentation, please feel free to call Linda, Laura, or a regional coordinator.

**It is highly recommended that your presentation be related to a current dairy promotion campaign. For example: Your Milk Comes From a Good Place, Refuel with Chocolate Milk, 3 Every-Day, Fuel Up to Play 60, Undeniably Dairy, Choose PA Dairy- Goodness that Matters, etc.**

**You will need to select the age group your presentation is geared for:**

- Preschool
- Elementary School
- Middle School
- High School
- Adults

### DAIRY PRINCESS PRESENTATION CRITERIA

#### Presentations

40%	Content
25%	Appropriateness
15%	Delivery
10%	Originality / Creativity
10%	Poise and Appearance



## Scrapbook Contest

An effective and efficient way of keeping information pertaining to your year's reign as County Dairy Princess is through a scrapbook. All county princesses are required to submit a scrapbook for judging at state pageant. Awards will be made during the State Pageant in September for outstanding scrapbooks.

This scrapbook can be a valuable aid with your dairy promotion efforts and will serve as a lifelong memento of your year as Dairy Princess. The majority of your scrapbook should be a result of your own work.

County Princesses are encouraged to send their updated scrapbooks to the Senior Holstein Convention in February. **Those scrapbooks on display at the convention will receive a monetary gift from the Pennsylvania Holstein Association.**

One traditional scrapbook is required of all county dairy princesses and must be submitted Thursday evening at State Pageant.

### DAIRY PRINCESS SCRAPBOOK SCORECARD

Creativity and Originality	30%
Appearance	30%
Content	40%

#### **CREATIVITY AND ORIGINALITY - 30%**

- Develop a theme, introduce it early, and carry it throughout the book.
- A color scheme may be used to enhance your book.
- The cover should be eye-catching but simple.

#### **APPEARANCE - 30%**

##### The Book

- Standard, commercial size scrapbook
- White pages are most impressive - crisp, clean appearance; however other page colors may be used

##### Cover

- **Your name and county must be on the cover, a photo is optional**
- Be original but not overdone
- Should be well attached. Use extenders if necessary
- Not so cumbersome as to hinder easy paging through

##### Layout

- Title page should include both your name, county and your photo, if your photo is not on the cover
- Title page should acknowledge any assistance you received on your scrapbook
- Table of contents must be included
- Page numbers are required
- All photos should be captioned as to the event and who is with you, using proper grammar and English
- All blank pages should be removed

##### Neatness

- Pictures and all articles should be neatly cut and trimmed. If possible, cover newspaper clippings with clear contact paper or laminate them. They can also be photo copied on acid free paper and attached in your book.
- All items should be well secured but glue should not be evident
- Pictures and letters may be overlapped and articles neatly folded to gain maximum space
- Printing should be neat, even and consistent. Typed, computer print or calligraphy is preferred but not required. If handwritten it must be very clean and neat
- Ball point pen should be avoided. Be concerned about markers bleeding through onto the reverse side
- Bows, rick-rack, lace and stickers are optional but should be used in good taste. No flaky glitter should be used

### **CONTENT - 40%**

- Scrapbooks should contain a complete story of your dairy princess activities
- Pictures and news articles should be included. Captions can be used to tell your story. Incorporate your feelings and emotions in addition to names and dates of the event you are showing
- Include a separate listing for any activities for which pictures and news articles were not included.
- Include **ONLY** clippings, pictures, letters and mementos pertaining to your activities as Dairy Princess and your local contest. You may include a brief section about your farm, your relationship to the dairy industry and any previous experience in dairy promotion.
- Be sure to check spelling, grammar and punctuation.

Remember, preparing a scrapbook is time consuming but it can be fun and very rewarding. Try to keep it up to date as you go through the year so it doesn't become a chore. You will treasure the memories it will hold for you in the many years to come.

**Each year at state pageant many scrapbooks are disqualified for missing different components...use this check list as a way to make sure your book is eligible for the scrapbook contest:**

#### **Scrapbook Checklist**

- Name on cover
- County on cover
- Photo on cover or title page
- Title page includes acknowledgments of any assistance
- Table of contents
- Photos are captioned
- Blank pages are removed

## Poster Display Contest

This contest is optional.

You have been asked to create an educational display for consumers. You may choose any topic related to dairy products or the dairy industry. Your topic must be related to at least one of the Key Messages.

Displays will be placed on a table top and must be able to stand by itself. Display should be no larger than 4' x 6', which includes the header. Fifteen points will be deducted from the total score for displays exceeding the size requirements. Display must be original and put together by County Princesses. Simplicity is key.

Your display should be something that can be used throughout your reign.

### POSTER DISPLAY SCORECARD

Content	30%
Organization	25%
Neatness	25%
Originality	20%



## Radio Spot Contest

A radio spot is an advertisement promoting dairy. Pretend you're a "DJ" and you're doing a commercial for the dairy industry.

Radio spots should be exactly 30 seconds in length and may include a musical or sound effect introduction and/or background but may not include a spoken introduction or "tag" by someone other than the contestant. If music or sound effect is used, the contestant must provide and operate the sound-making device. The contestant will provide a complete written script (including notations about music/sound effects) to the timekeeper to aid in timing accuracy. Musical/sound effect introductions and endings are considered a part of the radio spot and must not cause the 30 second time limit to be exceeded. The spot should relate to dairy promotion, be original and created by the contestant.

### Radio Spot

*\*You will need to prepare a thirty second radio spot. The spot should be promoting milk and milk products.*

#### **Delivery - 25%**

Naturalness  
Articulation and pronunciation  
Projection — clear voice, volume, voice modulation

#### **Timing- 25%**

Meets established time limits  
Adjusts speed as necessary

#### **Content- 25%**

Statements are factually correct and up-to-date  
Topic is interesting to listener  
Material is appropriate

#### **Originality/Creativity - 25%**

## Royal Recipe Contest

As dairy promoters, we wish to show our neighbors and friends that dairy foods are vital to our diets and can be consumed in a variety of ways. In presenting a new “Royal Recipes” booklet, we introduce time-tested ideas for putting dairy on the table that feature your family recipes.

**Awards will be presented at State Pageant for 1<sup>st</sup> Place, 2<sup>nd</sup> Place and three Honorable Mentions. Recipes will be evaluated for the most unique, tasty recipe that closest met the guidelines (see below).**

### **Please follow these guidelines when selecting recipes:**

- Each princess must submit a total of 3 recipes with their online application.**
- It must be uploaded to jotform in a word document, size 12 and Times New Roman font. Bold each dairy product. After each recipe include your name and County.**
- Each recipe must contain significant quantities of two (2) or more dairy products or a large quantity of one (1).** To help determine if your recipe contains enough dairy to qualify, compare the recommended serving size for each dairy food to the number of people served by the recipe. This should reveal how much dairy each person will be consuming and as a bonus, help you understand if the recipe can be considered low calorie or not.
- Recipes should be easy to make and economical.** Each recipe will be tested in a real restaurant setting to determine ease of preparation and cost. Try to find unique family recipes that are uncommon. Remember - include family tips or tell how your family best enjoys the recipe!
- Recipes must be pleasing in texture and taste while highlight dairy’s nutritious qualities.** Recipes that include milk, cheese and yogurt provide the most nutritious value but recipes which contain sour cream, buttermilk and butter, hard or aged cheeses and protein-rich cottage and ricotta cheese are valuable to meet a variety of taste preferences.
- Do not submit more than one dessert recipe.** Recipes are needed for to-go snacks, appetizers, soups, breads, main dishes, side dishes and salads. These recipes show the versatility of dairy foods.

**IMPORTANT:** Do not submit recipes using margarine, Cool Whip, Dream Whip, Farm Fresh or other non-dairy or imitation products.

Submission Deadline: **May 31, 2021 with your princess application.**

## Incentive Program

Each year, Pennsylvania Dairy Princess and Promotion Services, Inc. conducts an Incentive Program for counties and their royalty teams. *This program is designed to encourage, guide and reward local teams, led by their dairy royalty, in conducting promotions which grow consumer knowledge and increase the consumption and sale of milk and dairy products.*

This program has two levels for completing and properly filing the report. Each receives a monetary reward when accomplished:

<u>Category</u>	<u>1<sup>st</sup> Level (\$300)</u>	<u>2<sup>nd</sup> Level (\$600)</u>
<u>School &amp; Youth</u>	<u>20</u>	<u>35</u>
<u>Media/ Social Media</u>	<u>24</u>	<u>36</u>
<u>Booth/Store Promotions</u>	<u>10</u>	<u>20</u>
<u>Adults/Groups</u>	<u>9</u>	<u>18</u>
<u>Special Events</u>	<u>10</u>	<u>20</u>
<u>State Events</u>	<u>2</u>	<u>4</u>

Credits will be assigned to each category. The Incentive year for all counties will be: June 1<sup>st</sup> through May 31<sup>st</sup> of the following year. **To qualify for the incentive program, (Princess's, Alternates and Junior promoters) each individual MUST attend Seminar, Mini Seminar or the Fall Training meeting.** For activities of the county committee members to count for credit in the incentive program, an adult committee representative must attend the Spring Leadership Retreat and the Fall Training Meeting. Attendance by the same person is not required at both meetings. Each promotion must feature at least one **Key Promotional Message**. They include:

- Animal Care
- Environment
- Food Safety
- Health and Wellness
- Community

The key message topics are to provide consistent messaging with consumers across the state and are aligned with regional and national dairy promotion efforts.

### **Submission of Monthly Reports:**

Incentive directions and forms can be found on the PDPPS website in the **Members Only** section.

**Webpage:** [www.padairy.org](http://www.padairy.org)    **Password:** fuelupwithdairy

**Email:** [Incentive@padairy.org](mailto:Incentive@padairy.org)

To be qualified for “Promoter of the Month” - Reports MUST be submitted by the 7<sup>th</sup> of the month following the promotions.

Every county is requested to submit twelve (12) monthly reports on the website form to the Incentive Recorder.

Monthly reports are to include on the appropriate page:

- Name of the county
- Month to be recorded
- Name of the county princess/team
- Alternates, Jr. Representatives and/or county committee representative(s) involved in promotion for the month
- Name of organization or group from your presentation
- Number of people impacted
- Description of the promotion (speech, presentation, skit, appearance, etc.)
- Key message topic
- There is a place to record the totals for the month at the end of each category.
- The date received will be inserted by the Incentive Recorder.

**Incentive reports must be submitted via email to [incentive@padairy.org](mailto:incentive@padairy.org).**

### **Awards Process:**

Recognition of the counties completing the requirements for each level will be at state pageant with award checks mailed to the county treasurer or designated county officer following state pageant. Each county is responsible for the distribution/handling of the earned incentive money.    **PLEASE NOTE:** If a county has ANY outstanding invoices, including late fees, they will be deducted from the Incentive check.

### **Promoter of the Month:**

In cooperation with the American Dairy Association North East (ADANE) we will be recognizing a “PROMOTER OF THE MONTH” and a runner-up. **To qualify as “Promoter of the Month” or runner-up, the forms must be submitted/postmarked by the 7<sup>th</sup> of the following month.**

The award each month will be:

\$50.00 for Promoter of the Month

\$25.00 for Runner-up

Checks will be sent directly from ADANE to the county treasurer. In addition, the Promoters of the Month will be recognized in the following year’s State Pageant Booklet.

## **Incentive Status Reports:**

Twice a year the PDPPS incentive recorder will calculate the current standings for each county and send a report to the county committee. There will be a two week window of opportunity for review and questions about that report and the number of promotions included. At the completion of the two weeks, if no response is received, the county standings will be official. Please communicate any questions or concerns with the incentive recorder.

## **Bonus Credits:**

PDPPS Inc. may award credits throughout the year for participation in additional events.

- **EXAMPLE: Fill-A-Glass with Hope** ---Money raised by a county promotion team for this program will be given credits to be applied to a category of the counties choice.
- Two (2) credits will be awarded for each \$500 raised, up to eight (8) credits (\$2000.00) or above.
- Donations must be submitted to a Feeding PA participating food pantry or program.
- Must include a photo of the princess or county person presenting the check
- Report of the amount given
- Name of the organization the receiving the funds.

## **INCENTIVE CATAGORIES:**

### **SCHOOL AND YOUTH:**

~1<sup>st</sup> Level~ 20

~2<sup>nd</sup> Level~ 35

- *Please see the last page of the Incentive Form for guidance*
- Any organization from a day care to college age is a part of this category
- All presentations, book readings, speeches, activities, etc. must be a minimum of fifteen to twenty minutes in length to count as a promotion
- Activities where groups (or the promoter) are (is) rotated, every time a new audience is being instructed a minimum of 15 to 20 minutes can be counted for one (1) promotion. *Example: a school where presentations are given to 5 different classes for 15-20 or more minutes each, will be considered 5 promotions.*
- Each shift at the PA Farm Show will earn double credits. Indicate number of shifts worked and the total will be calculated by the incentive recorder. Each Promoter at the Farm Show is counted for those credits.

### **MEDIA/PRINT/PSA'S:**

~1<sup>st</sup> Level~ 24

~2<sup>nd</sup> Level~ 36

- *Please see the last page of the Incentive Form for guidance*
- The media category has two parts and includes printed or broadcast media which must share a positive and /or educational key message regarding the dairy industry and/or dairy products.



- Written, printed media refers to published articles by the promotion team, recipes accompanied by a key message, social media posts sharing a key message or image and/or the monthly updating of a website. Social media and blogs must include the #PADairyPrincess to be counted as a promotion.
- The entirety of the article must be included in the incentive report with the dairy message highlighted for ease of review.
- All newspaper articles should be sent in as an attachment with the name of the paper and the date attached as it is presented to the public viewing audience.
- Recipes that appear on the same date in the same paper with a dairy message, are considered one (1) article.
- Credit for articles and website updates regarding the selection and coronation of county royalty shall be limited to one credit per event.
- PSA's (Public service Announcements), radio spots and TV appearances should be counted by the number of actual interviews or tapings made not by the number of times played.
- Every time an opportunity to share via a microphone at an event or function with a key dairy message presented is a promotion.
- Use the Radio, TV and PSA form to verify the message presented by having it signed by a radio/TV representative; submit it with monthly incentive report. If the verification form is not accessible, be creative- use a business card, show catalog title page, index card, etc. The form can be found in Incentives Guidelines, PDPPS Inc. handbook, and website. If a radio station shares all of their PSA's with their sister stations, you will receive 1 credit per sister station, not per recording. List the sister station call letters on the form.
- Dairy Public Service Announcements (PSA)'s delivered over loud speaker at events such as schools, fairs, etc. may be counted as one (1) credit for each occurrence.
- County websites may be linked to the state program website, to establish this link contact the PDPPS office. One update per month in the content area of the county website will receive one credit. A copy of the updated webpage must be included with the incentive report.
- Social Media Posts from Facebook, Instagram, Twitter, and/or TikTok will be accepted as: video form, written form, shared, and recipes. All posts must be from your County Promotion page.
  - Video form must be 30 seconds or more to be counted as one credit.
  - Written form must be 75 words or more to be counted as one credit.
  - Shared posts and recipes (with a personal key message on why you are sharing it) will be counted as 10 posts to equal one credit. Recipes must include 2 real dairy products. These posts must be included in the incentive report as attachments to be reviewed. The posts must include hashtag #PADairyPrincess.
- Posts that do not accumulate to 10 will not be carried over to another month. These posts must be included in the incentive report as attachments to be reviewed. No more than 30 posts will be counted per month to equal 3 credits
- Blogs must be a minimum of 500 words and the hashtag #PADairyPrincess One (1) credit will be given for each blog. Copies of the blog must be submitted.

**BOOTH/STORE PROMOTIONS: ~1<sup>st</sup> Level~ 10**

**~2<sup>nd</sup> Level~ 20**

- Please see the last page of the Incentive Form for guidance
- This category includes ALL booth type promotions.
- Attending an activity, walking around the crowd and handing out samples or promotional handouts without engaging in conversations that include key messaging is **NOT** a booth promotion.
- An event with small groups that come to a “station” for five to ten minutes per group can be counted as one (1) promotion for every 4 hours of activity. Each group is **NOT** considered a promotion in this type of setting. **NOTE:** Each day (4 hours) of promotion should be counted as one appearance even though both the princess and the alternate attend at the same time. The only exception to this rule is at a PDPPS, Inc. sponsored event-i.e. Farm Show, Ag Progress Days, etc.-a credit will be given for each person attending.
- If attending a promotion with a poster or display, it must be accompanied by a person from the promotion team for four hour segments to be considered a promotion. If the display is **NOT** accompanied by anyone from the team, credit is not given.
- Any promotion that is active for four (4) hours can be counted as one (1) promotion.
- Each day that an activity is done can be counted. The more information shared in the incentive report the easier it is to be tallied accurately.

*Example: A stand selling milkshakes is open at 10 am and closes at 10 pm---12 hours= three (3) credits in the booth category. Each person is not counted as a promotion but the hours open determines the credits given.*

**ADULTS/GROUPS:**

**~1<sup>st</sup> Level~ 9**

**~2<sup>nd</sup> Level~ 18**

- Please see the last page of the Incentive Form for guidance

**SPECIAL EVENTS:**

**~1<sup>st</sup> Level~ 10**

**~2<sup>nd</sup>Level~ 20**

- Please see the last page of the Incentive Form for guidance
- ”FUN” activities are this category.
- If unsure in reporting, request for direction and assistance will be given.

**STATE EVENTS:**

**~1<sup>st</sup> Level~ 2**

**~2<sup>nd</sup> Level~ 4**

- Please see the last page of the Incentive Form for guidance
- This category is any event required or hosted by PDPPS, Inc. including Seminar, State Pageant, Mini Seminar, Fall Meeting, Spring Meeting, PDPPS sponsored webinar trainings with quizzes and will count for one (1) credit per person
- All county princess are **REQUIRED** to reach 1<sup>st</sup> level in the State Events category.

**SUMMARY~~ ALL PRINCESS MUST ATTEND DAIRY PRINCESS TRAINING SEMINAR, STATE PAGEANT AND SUBMIT A MONTHLY INCENTIVE REPORT**

## PSA/Radio/TV Appearance Form

This form must be completed for each PSA/Radio or TV appearance or recording and submitted along with the monthly report.

County: \_\_\_\_\_ Date: \_\_\_\_\_

Name & Role of Participants: \_\_\_\_\_

Ie: Emily Teal, Princess; Summer Smith, Maid

Type of Promotion: \_\_\_\_\_

Ie: PSA, Interview, Talk Show,

Actual Radio/ TV Station Visited: \_\_\_\_\_

Radio/ TV Station Address: \_\_\_\_\_

Estimated Listening Audience: \_\_\_\_\_

Number of Recorded Promotions: \_\_\_\_\_

How many different PSA or interviews were actually recorded?

Will the PSA, interview, Talk Show, etc. be shared with any other sister station?    Yes    No

If Yes, what other stations will it be shared with: \_\_\_\_\_

Dairy Promoter Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Radio/TV Station Signature: \_\_\_\_\_ Date: \_\_\_\_\_

List the Title of Each PSA/Radio Spot:

Key Topic

List the Title of Each PSA/Radio Spot:	Key Topic
_____	_____
_____	_____
_____	_____
_____	_____

## **TINA M. SHULTZ MEMORIAL AWARD**

### **Tina Marie Shultz**

#### **1968-1986**

Tina Marie Shultz was a member of the 1985-86 class of county dairy princesses. Selected to serve as Huntingdon County's Dairy Princess in June of 1985, she did an outstanding job of promoting the dairy industry and its products under extremely difficult personal complications.

Just three months before her county pageant she lost her left leg to cancer and throughout her reign she battled the insidious disease. Except when she was hospitalized, Tina seldom missed an engagement or opportunity to promote. As Beth Heald, 1985-86 Pennsylvania Dairy Princess, wrote "Tina represented the dairy industry with a sense of pride and devotion that was admired by everyone who knew her. . . (she) fulfilled her role as Dairy Princess with as much enthusiasm and hard work as those of us who are healthy."

Following Tina's death in May of 1986, her sister princesses established a fund for an award to be given in her honor. It seemed fitting that the "Outstanding County Promoter Award" initiated in 1985 be designated the "Tina Shultz Memorial Award". In 1993, a second memorial was attached to the "Tina M. Shultz Memorial Award" in memory of Margaret Shultz of Montgomery County, also a member of the Princess Class of 1985-86 who succumbed to cancer in 1993. The award was changed to be a scholarship application in 2019.

The Princess must meet second level incentive and complete and submit the Tina M Schultz Memorial Scholarship application by June 20<sup>th</sup> to the PDPPS office, directly following their County Reign. Applications are available on the members-only section or email Laura at [laura@padairy.org](mailto:laura@padairy.org).

The recipient of the Tina M. Shultz is determined by a review panel. The panel reviews only the activities of the princess listed on the application. The Tina M. Shultz Award recipient is announced, recognized annually at State Pageant and provided a monetary scholarship.

## **JAN HARDING-RUSLAVAGE PERSERVERANCE AWARD**

The Jan Harding-Ruslavage Perseverance Award will recognize one county princess who has achieved 2<sup>nd</sup> level incentives within her county while accomplishing the highest percentage of involvement of the promotions. This award is to encourage the county princesses to be the leaders of dairy promotions, excel in dedication and preserve through challenges of involvement of school, church, and other community involvements while representing and being the voice of the dairy industry.

## **ALLIED MILK PRODUCER'S SPECIAL INCENTIVE AWARDS**

This incentive is open to all county dairy princesses and alternate county dairy princesses.

**The mission of the Allied Milk Producers' Cooperative is to teach people of all ages the need to enhance and preserve their nutritional health through the consumption of vitamins and minerals from the five food groups, with emphasis on three daily servings from the milk group.**

To encourage the development and use of a wider variety of dairy promotions Allied Milk Producers' Cooperative sponsors a Special Incentive Award open to all Pennsylvania County Princesses and Alternates. Allied Milk Producers will reward any county Princess/Alternate for carrying out one or more of the promotions outlined on the "Ideas for Special Promotions" sheet. The promotion must be identifiable from the idea sheets but may be expanded or elaborated on. Other original activities are encouraged but must be approved in advance by Allied Milk Producers.

Princesses/Alternates will need to send the completed "Allied Milk Producers Special Incentive" form to **Allied Milk Producers**. The form must be filled out completely. Supporting materials such as photos, news releases, copies of letters, etc. should be included with the form.

This "special promotion" can also count towards your PDPPS incentive levels, it must also be logged on your PDPPS incentive sheet and incorporate a Dairy Promotion Key Message(s). A copy of the Allied Milk Producers Special Incentive form should also be submitted along with the PDPPS monthly incentive reports.

For each reported activity Allied Milk Producers will pay \$40.00. Princesses/Alternates are encouraged to do one different promotion each month with the potential of earning up to \$480.00 during their 12-month reign.

Reports must be submitted within two months of completing the promotion. For example, if you complete the promotion on August 1, your report must be received by Allied Milk Producers no later than October 1.

Allied Milk Producers will review each report and checks will be sent directly to the participating Princess/Alternate.

**Please address any questions to:**

**Allied Milk Producers  
1360 Eisenhower Boulevard, Suite 100  
Johnstown, PA 15904-3307  
manager@alliedmilkproducers.com  
(814) 254-4814 Office  
(814) 254-4815 (Fax)**

## Ideas for Allied Special Promotions

1. Construct and use various costumes to promote June Dairy Month, July Ice Cream Month and/or October Cheese Month. Example: a cow, a piece of cheese, a milk shake, or a dairy barn. Use your imagination. Sandwich boards can be used to announce an event or promote a product.
2. Do a milk-drinking contest, relay style. Everyone gets an 8 oz. serving. First person drinks from glass or cup; second must use a small straw; third must use a spoon; and fourth, a baby bottle with nipple.
3. Make a pre-determined number of thank you cards then visit a restaurant and reward every child (up to 12 years old) having dairy (milk, yogurt, ice cream) with a thank you card. Wording may be something like “Thank you for purchasing and consuming dairy with your meal. And supporting local dairy farmers and the dairy industry. In appreciation, I am giving you this one-dollar bill to cover your dairy item. Name: County Dairy Princess.
4. Arrange with the supermarket manager to place a sticker on the front of several shopping carts, and then watch for them to come to the checkout line. Surprise them by offering to pay for their dairy product purchases. If no dairy items, wait for the cart to be used again.
5. Offer to provide dairy facts to organizations holding “annual meetings” such as DHIA, 4-H Achievement, FFA groups, Holstein or other breed groups. Ask them to include the facts in the program booklet.
6. Organize and set up a guessing contest offering opportunity to win prizes by guessing. Example: weight of a cheese wheel in a store/bank window. Closest guess receives a prize.
7. How many words can be made from “milk”, “butter”, or “cheese”? Design a contest for use in schools, service clubs, scouts or 4-H.
8. July- Ice Cream Month. Prepare sheets with about 20 different flavors of ice cream with the letters scrambled. Give contestants a set amount of time to see how many they can get. Give prizes.
9. Set up a display in a bank, courthouse, or store window featuring locally distributed dairy products with articles telling of the product’s history and nutritional value. Offer free sampling during certain hours.
10. Select a “Dairy Farm Family of the Week” (month) with newspaper articles and pictures about the operation, family involvement, and responsibilities.
11. Organize a dairy food silent auction. Participants (4-H club, etc.). Make dairy food recipes; invite bids to be placed under the food items. Highest bidder buys the food.
12. Nursing home residents like to take part in activities. Give them a milk mustache and take pictures. Let the residents themselves vote for the “best” mustache.
13. Ask the mayor of your town to proclaim a “milk break” for all government offices and public places at a designated time.

14. Most banks and implement dealers have Customer Appreciation Days. Ask if you can set up a display during that time and give samples of dairy that enhance their refreshment table. If you make a dairy dish, be sure the recipe is available.
15. Conduct a survey in a neighborhood by going house to house asking questions regarding dairy products on hand. Give a prize for each product on hand at that time.
16. Organize a special dairy parade. Can be a bicycle or walking floats.
17. Provide local businesses with a quantity of dairy recipes to be included with their monthly billings.
18. At the fair, pick an appropriate night; be at the entrance to the grandstand with samples of milk punch, butter cookies, cheese fudge, ice cream salad or popcorn with real butter. Have recipes available.
19. Similar to No. 8 make a list of common dairy dishes with letters scrambled and have contestants figure them out, in a certain amount of time. Ex: Buchgeresere = cheeseburger.
20. Visit and ask local dentists to display June Dairy month posters and dairy calcium information during June. Or, ask to make a display in February to observe Dental Health Month.
21. Arrange with County Commissioners to visit all courthouse offices and give a dairy treat to employees. Suggestions: flavored milk with butter cookies, ice cream, eggnog and snack mix, cheese and crackers, yogurt and fruit. Include recipes.
22. Arrange with your school administration to share a “dairy food fact” one day a week (or more often) along with the school’s morning announcements. Do it at least 4 times to qualify.
23. Plan a June Dairy Month breakfast, brunch or similar event at your farm. Invite local government officials and the press.
24. Help a 4-H club sponsor a “Dairy Dance” crowning a “King” and “Queen”.
25. Organize an “Ice Cream Social” in conjunction with a crowd-gathering event (band concert, homemaker’s meeting, dairy day at the fair). Use dairy posters, place mats, etc. Draw for dairy prizes.
26. On half sheets of paper put a dairy word, then pin or tape it to the back of each person. The participants must ask questions of the others that can be answered “yes” or “no” to try to determine the word on their back. Ex: Do I have to be kept cold? Do I have four legs? Do kids like me?
27. Give a dairy recipe book or dairy food basket to each couple applying for a marriage license during June.
28. Make and place table tents suggesting “dairy with your dinner” in local motel/hotel rooms.
29. Hold a contest to find the oldest active dairy couple in the community and crown them “King” and Queen” at a special event. Award gifts. Excellent chance for publicity.
30. Sponsor a cheese auction with a real auctioneer and a variety of types and sizes of cheese. Profit may be divided between youth or community project and dairy promotion committee.
31. Hold an Ice Cream Eating Contest. Set age limits. See which contestant can eat a half pint, pint or more of ice cream in the shortest time. Give prizes.
32. Organize a “photo shoot”. Charge a nominal fee for a photo with a cow, calf, or milk mustache.

33. Volunteer to participate in a walk-a-thon for CROP, or cancer awareness, by passing out milk chugs or cheese sticks.
34. Help organize a June Dairy Month or July Ice Cream Festival. Give dairy prizes. Hold “Hee Haw” type show with cow jokes, booths, or Dairy Bowl contest with several teams competing to answer dairy related questions.
35. Organize an “Open House” or “Open Barn” or “Night at the Farm”. Display farm equipment with replacement costs, labor and feed requirements along with animals. Could also include a barn dance and/or barbecue.
36. Conduct a survey in school on the use of various dairy products in the students’ homes. Can also offer samples of various less used products- yogurt, sour cream, cream cheese, flavored milks, or Parmesan cheese.
37. Conduct food-tasting clinics to compare REAL versus imitation products. Example: popcorn with butter vs. margarine; pudding with whipped cream or non-dairy topping, hot chocolate made with milk or water, etc.
38. Hold a dairy food scavenger hunt. Prepare maps with clues to locations of foods. First individual to find all clues and return receives a prize. Good for adults or children.
39. Make up dairy words to old familiar tunes, have copies made and use them for group singing at meetings you attend.



## Allied Milk Producers Special Incentive Award Application

Name: \_\_\_\_\_

County: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Please complete this form as fully as possible, attach supporting materials (photos, news releases, copies of letters, etc.) and send to:

Allied Milk Producers  
1360 Eisenhower Boulevard, Suite 100  
Johnstown, PA 15904-3307  
manager@alliedmilkproducers.com

The number of the activity from the "Ideas for Special Allied Promotions" handout \_\_\_\_\_

Date(s) completed: \_\_\_\_\_

Estimated number of Consumer contacted \_\_\_\_\_

List of material used

Name of Helpers

Description of your activity: (Include advance preparations, descriptions of the activity, results, etc.)  
If more space is needed please use reverse side or extra sheets.)

List of Supportive Materials attached:

Signature \_\_\_\_\_

Date \_\_\_\_\_

## POLICIES FOR COUNTY PROGRAMS

The PDPPS board has created the following policies to ensure that young dairy promoters across Pennsylvania are having the same experience in the program regardless of the county they reside in.

Selection of county dairy princesses must be held between April 15 and May 31.

It is strongly suggested that county pageants use the overall, speech and presentation scorecards provided by the state. These are the same scorecards used at State Pageant.

A county committee shall allow ALL qualified young women in their county/region to compete for dairy princess. In cases where more than one young lady is interested in serving as dairy princess in a given year, a contest must be held. Counties must use the Dairy Princess Qualifications for all princess and alternate candidates, these qualifications may not be altered in any way. A county must have a County Dairy Princess in order to have County Alternate Dairy Princesses.

If only one young woman is interested in serving as dairy princess the county should hold a coronation. At the coronation the young lady shall be given the opportunity to participate in an interview process and give a speech and/or presentation in preparation for her role as dairy princess.

If a county committee member is related to a dairy princess contestant, then the county should request the state office to make arrangement for judges

Before removing a County Dairy Princess, Alternate Dairy Princess or Junior Dairy Promoter from the county promotion team for any reason the county must contact the state office.

The Sash and Crown Order Form also serves as your order invoice. *Sash and Crown orders must be accompanied by a check and will not be sent until payment is received.* If payment is not received with your Sash and Crown order form, your order will not be sent. If additional invoices must be sent, a \$30.00 fee will be assessed for each additional invoice sent.

Once you have registered for a PDPPS meeting, if you must cancel, you must do so within 96 hours of the event. If cancelation is made with less than 96 hours notice or you fail to attend the meeting for any reason, your county program will be held financially responsible.

Since reservations for Seminar and State Pageant are made in May, if a county princess fails to attend Seminar or State Pageant, she will be held financially responsible. If an adult needs to cancel their Seminar registration, they must do so by 9:00 am on July 1, 2020 or they will be held financially responsible. (i.e. Fall/Spring Meeting \$20.00; Mini-Seminar \$15.00; Seminar \$250.00; State Pageant \$400.00)

***Princesses will not be given any exceptions for not attending PDPPS Training Seminar or State Pageant. If they are unable to attend these two events, they must postpone their reign to another year. They will also be financially responsible for the amounts indicated above.***

All invoices not paid within 30 days will be assessed a \$30.00 late fee. A \$30.00 late fee will be assessed for every 30 days an invoice is not paid.

Incentive award checks are mailed directly to county chairperson/treasurer following State Pageant. Each county is responsible for having their own policy regarding the handling of the earned incentive monies. It is recommended the county provides this money to the retiring princess to help offset any cost she may have accrued during her reign. If a county has any outstanding invoices, their incentive check will be deducted the amount of the invoice, including any late fees assessed.

## **County Promotion/Princess Committee Organization Structure**

### **Requirements for Membership on a Committee:**

- Should be dedicated to the promotion of milk and dairy products at the local level.
- Able to volunteer time, talent and energy to the program.
- Be willing to speak up for the dairy industry.

### **Suggested Organizational Set-Up:**

For a smooth functioning committee, officers and members should meet on a regular basis to maintain continuity of programming and maintain communications among the membership. If there is a separate dairy promotion program operating within the county, the princess and booking chairperson should attend all regularly called meetings.

- Elect officers every year. This avoids anyone feeling overburdened while keeping the committee vital, active and fresh.
- Establish sub-committees as necessary for special projects or activities.

### **Suggested Officers**

Chairperson, Co-Chairperson, Secretary, Treasurer, Booking Chairperson(s), Publicity Chairperson(s)

#### **Duties of the Chairperson:**

- Call regular meetings of the full committee.
- Conduct the meeting, present any new business.
- Make a personal contact with members as necessary by phone, mail or e-mail.
- Coordinate the county's activities.
- Be a morale builder.

#### **Duties of the Co-Chairperson:**

- Conduct meetings in the absence of chairperson.
- Assist chairperson wherever and whenever necessary.

#### **Duties of the Secretary:**

- Maintain a membership list.
- Take the minutes of each meeting / read previous month's minutes.
- Mail notices as necessary and handle all correspondence.
- Maintain records that pertain to the organization.

#### **Duties of the Treasurer:**

- Maintain financial records, pay bills and keep accurate data of finances.
- Report financial standing of committee at regular meetings.
- Assume chairmanship of the fundraising committee.

### **Duties of the Booking Chairperson:**

- Schedule appearances for dairy royalty.
- Maintain a record of contacts at radio stations, newspapers, supermarkets, etc. Names and phone numbers would be helpful to princesses and committees in the future.
- Assist dairy royalty as necessary.
- Send monthly incentive reports on county activities to the PDPPS office.
- Meet regularly with dairy royalty.

### **Duties of the Publicity Chairperson(s):**

- Write news articles for newspaper publications.
- Send news articles and public service announcements to local radio stations.
- Appear on radio or television shows to publicize local events.
- Oversee the printing or making of posters to publicize local events.

## **Suggested Sub-Committees**

### **Contestant Chairperson(s):**

- Locate eligible contestants for the princess program.
- Hold a “Princess Tea” or meeting to talk with the contestants and parents to explain the program to them. Show slides of what has been done in the county with the princesses. Have your reigning princess tell them of the advantages of serving the industry in this position. Have reigning princess bring her scrapbook to show princess candidates. It is highly suggested the Princess Tea informational meetings are held after spring meetings take place.

### **Banquet/Pageant Committee:**

- Once the date for the pageant is set, locate a restaurant or other facility in which to hold the county pageant. Get prices, fees and quotes.
- Arrange for table favors, flowers and other decorations.
- Seeks donations of product if appropriate to do so.
- Assist the publicity chairperson with invitations and any other preparations.

### **General Duties of Committee Members:**

- Attend meetings regularly.
- Assist other committee members and dairy royalty at promotional events.
- Assist with transportation to an event if needed.

- Help solicit funds or materials and be willing to serve on a committee. All committee members and parents of junior representatives should be listed on the committee list and submitted to PPDPS office.

### **PDPPS Suggests Counties Adopt Policies Regarding:**

- Jr. Dairy Promoter Ages and Expectations
- Dairy Princess Expectations
- How incentive monies will be distributed (i.e. Princess, % based on performance, county)
- How expenses will be handled
- Reimbursable expense (if any)
- How donations will be handled
- If a princess should resign before state pageant
- If a princess should resign after state pageant

### **County Dairy Promotion Program Booklet**

Might include:

- Meeting schedule
- Encourage each county to meet at bi-monthly
- Dates of promotions, meetings and social events
- State Program schedule
- Committees with chair and members
- List of members with names, addresses, emails, and phone numbers
- List of volunteers with names, addresses, emails, and phone numbers
- Code of Conduct
- Dress Code
- Organization Goals
- Organization Policies
- List of previous dairy promotions and community contacts

PDPPS, Inc. strongly recommends that each county adopt and incorporate their own set of county by-laws that outline requirements of committee members, princesses, alternate and junior promoters.

PDPPS, Inc. also asks that each county committee person read and review the Code of Conduct and understand that their behavior and conduct applies to the same rules that are established for dairy royalty.

## YEARS OF SERVICE VOLUNTEER RECOGNITION

Your County Dairy Promotion Committee can show its pride in and gratitude to your volunteer(s) by recognizing one (or more) persons for their years of service. Nominating valued volunteers from your county dairy promotion committee not only shows your appreciation, it also highlights them and the county to the community for their outstanding service.

Volunteers are critical to our dairy promotion efforts and undoubtedly there are individuals within your counties that have been the backbone of your organization for many years, or are currently one of the key drivers in making everything happen. Through PDPPS's Years of Service Recognition Program, county committees will have the opportunity to publicly thank some of these important individuals.

The PDPPS Years of Service recognition program will recognize those volunteers that have dedicated 15, 25, 35 and 50 or more years of service to the county dairy promotion program. Counties are responsible for determining when volunteers are eligible for recognition and submitting the nomination form on time. It is the goal of PDPPS to have a Board Member or the Program Director honor the volunteers at each county pageant. Recipients will receive a Certificate of Appreciation and a lapel pin marking their service.

To nominate your volunteer(s), please complete and return the attached form to the PDPPS office no later than **ten days before your county pageant**. Nomination form attached.

A photo of the award recipient should be emailed to the Administrative Director no later than June 1, for inclusion in the State Pageant program booklet.

Now is the time to show the community and individual(s) your appreciation. Most of our county programs would not exist without our talented, dedicated volunteers.

# Years of Service Recognition Nomination Form

Nominations are due to the PDPPS Office no later than **April 1, 2021**. Nominations must be completed on this form and should be typed, if at all possible. The nominator is responsible for verifying the accuracy of the information. Please provide the following information in as much detail as possible. You may attach any additional materials you deem necessary (i.e. Letters of Recommendation, Newspaper Articles). The information below will be used to honor the individual at the county pageant as well as in press releases. This form must be completely filled out.

## Nominator Information:

Full Name:

County:

Home Address:

Email Address:

Telephone:

Position with County Committee (if any):

## Nominee Information:

Full Name: \_\_\_\_\_ County: \_\_\_\_\_

Home Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Gender: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Spouse's Name: \_\_\_\_\_

Children's Name(s) and their role if any in the Dairy Promotion Program (i.e. Susan, Dairy Princess 2008):

Individual's connection to the Pennsylvania Dairy Industry: \_\_\_\_\_

Dairy Farmer

Dairy Farmer's Spouse

Allied Industry Employee

Manage/Work on a Dairy Farm

Other (Specify)

## Farm:

\_\_\_\_\_  
Name Total Acres Years on Farm

## Cows:

\_\_\_\_\_  
Breed(s) Herd Size No. Milking



**Where do/did they ship their milk?** \_\_\_\_\_

**Total Years of Service:** \_\_\_\_\_

**Dates of active participation in the program:** \_\_\_\_\_

**Current Position with County Committee (if any):** \_\_\_\_\_

**Positions the individual has held in the county dairy promotion program and dates:**

**Brief description of nominee's background and relationship with the Dairy Promotion Program:**

**Briefly describe contributions the individual has made on county, district, or state level.**

**I confirm the above information is valid and true to the best of my knowledge and that the nominee has been notified. Please provide your consent to the PDPPS program, to release your comments to the nominee upon request.**

\_\_\_\_\_  
**Nominator's Signature**

\_\_\_\_\_  
**Date**

A photo of the award recipient should be emailed to the PDPPS office no later than June 1, for inclusion in the State Pageant program booklet.

## DAIRY PROMOTIONAL MATERIALS SOURCES

Dairy Princesses and their helpers need a variety of materials to complement any appearance or program. The best source for these materials is the Promotion Agency / Dairy Council.

In addition, anyone, regardless of geographic location, may purchase materials from the following:

### **Spartan Promotional Group, Inc.**

Julie Parrow 1-800-441-1333 (651) 735-1333  
711 Hale Avenue, North Oakdale, MN 55128  
[www.co-store.com/gotmilk](http://www.co-store.com/gotmilk)

### **Seaboard Graphics**

Jenny Fitzgerald (315) 652-4200  
<http://server.seaboardgraphics.com/v5fmsnet/oe.asp?pos=gomilk&v=2>  
7570 Oswego Road Liverpool, NY 13090

## ALLIED MILK PRODUCERS' COOPERATIVE, INC.

1360 Eisenhower Boulevard, Suite 100  
Johnstown, PA 15904-3307  
(814) 254-4814 \* FAX 814-254-4815  
Website: [www.alliedmilkproducers.com/](http://www.alliedmilkproducers.com/)

Eva Strang  
Education Coordinator  
Email: [manager@alliedmilkproducers.com](mailto:manager@alliedmilkproducers.com)



## AMERICAN DAIRY ASSOCIATION NORTHEAST

Interstate Place II, 100 Elwood Davis Road  
North Syracuse, NY 13212  
Email: [DHouppert@milk4u.org](mailto:DHouppert@milk4u.org)  
315-472-9143 Office \* FAX 315-472-0506  
Website: [www.americandairy.com](http://www.americandairy.com)

Dawn Houppert

Click on "For Farmers then Promotional Materials"

# PDPPS, INC. REGIONAL MAP

## PDPPS BOARD OF DIRECTORS



**Northwest Region**  
**Lisa Royek**  
 814-873-9230  
 lmroyek@Verizon.net



**Southwest Region  
 & Treasurer**  
**Kathy Hartzell**  
 724-822-0334  
 Hartzell5inSR@aol.com



**Central Region & Chairperson**  
**Penny Ulmer**  
 814-353-0537 (Home)  
 570-233-2837 (Cell)  
 g-pfarm@juno.com



**Southeast & Secretary**  
**Donna Werley**  
 610-562-2070 (Home)  
 610-463-5695 (Cell)  
 dwerley57@comcast.com



**Northeast Region**  
**Susan Hauck**  
 570-966-3760 (Home)  
 570-716-3760 (Cell)  
 hauckcrest@dejazzd.com



**At-Large & Vice-Chair**  
**Tanya Baldwin**  
 717-361-0146 (Home)  
 717-278-4240 (Cell)  
 baldwinhome@embarqmail.com

