



The 2021 Nebraska Dairy Princess Contest

Contest Date: Thursday, March 18th, 2021

Location: Nebraska Dairy Convention
Ramada Inn, Columbus, Nebraska

Time: TBD

Coronation Event: Banquet Reception,
March 18th, Evening

Midwest Dairy is excited to promote the 2021 Nebraska Dairy Princess contest. The Nebraska Dairy Princess program was established as an opportunity to grow and develop young dairy leaders in the state of Nebraska to serve the dairy community throughout their year-long leadership experience. The princess and runner up will be asked to participate and attend 6 to 8 promotion events and engagements during their reign in 2021. These events will primarily be consumer facing public appearances that have high attendance by the general public. Examples of these events may include: Moo at the Zoo, NE State Fair public events, large public events in conjunction with county fairs and other public events where the young dairy leaders will be able to reach the public to promote and represent the dairy industry.



The Nebraska Dairy Princess contestants will be introduced at 6:30 pm at the start of the Nebraska Dairy Convention banquet on March 18th, 2021 with the coronation to follow.

How to apply:

Step 1: All contestants must meet the eligibility criteria as outlined on the contest rules document found on MidwestDairy.com

Step 2: Interested candidates should complete the **Nebraska Dairy Princess information form** and **Nebraska Dairy Princess application** found on MidwestDairy.com. Both documents need to be mailed or emailed to Jodi Pulfer using the contact information provided on each document by February 3rd, 2021.



2021 Nebraska Dairy Princess Guidelines

PURPOSE

The Nebraska Dairy Princess program was established as an opportunity to grow and develop young dairy leaders in the state of Nebraska to serve the dairy community throughout their year-long leadership experience. The Nebraska Dairy Princess represents the dairy producers and the dairy community in Nebraska through meetings, demonstrations, talks, radio and television interviews, school presentations, public events and promotional opportunities. **The Nebraska Dairy Princess and in some cases the runner up are expected to attend 6 promotional engagements throughout her reign.**

CALENDER OF EVENTS - BOTH THE DAIRY PRINCESS AND RUNNER UP WILL PARTICIPATE

Both the princess and in some cases the runner up, will be asked to participate and attend 6 to 8 promotional events or engagements during her reign. These events will primarily be consumer facing public events that have high attendance by the general public. These events are to be determined by Kim Clark, Nebraska Dairy Extension who serves as the Nebraska Dairy Princess Coordinator. The princess may attend other public dairy events if she chooses; however, the events need to be approved prior to participation in order to receive reimbursement for the activities. If the princess is unable to attend, the runner up will be asked to participate. In some cases, both young dairy leaders will be asked to attend the event or promotion. In some cases, it may be more appropriate for the runner up to attend an event depending on travel time and distance to an event or engagement.

The following is a list of events that the Dairy Princess or runner up along with the Nebraska Dairy Ambassadors will be participating in.

Event

Date

NSDA Annual Convention

March 18

Ag Day

Unknown

Husker Food Connection, Lincoln

Unknown

UNL rodeo Kid's Day, Lincoln

Unknown

Lancaster Co. Ag Literacy Festival, Lincoln

Unknown

Ag Literacy Festival-Washington Co, Arlington

Late April

Seward County Ag Literacy Festival, Seward

May

Moo at the Zoo, Omaha

June

NAYI, Lincoln

July

Nebraska State Fair, Grand Island

End of Aug/Beginning September

Husker Tailgate, Lincoln

October

Midwest Dairy Meeting

November

TV interviews

As needed



Radio interviews	As needed
County fairs	As needed/requested

****Both the princess and the runner up will be active for the year they are crowned. If you are runner up, please plan to be an active participant throughout the year of your reign.**

GENERAL APPEARANCE AND CONDUCT

Dress for the occasion you are to attend:

Your crown and banner must be worn anytime you are representing your title in ceremonies, agriculture, dairy education and promotional activities. Professional dress and a nametag should be worn when making business, school, or professional contacts. Slacks or a good length skirt will be acceptable when around animals, however, no blue jeans, short shorts, short skirts or cropped tops are allowed.

The Nebraska Dairy Princess should conduct herself in a professional, mature manner at all times. Consumption of alcoholic beverages or smoking is not allowed. Attending wine and cheese parties given by dairy industry promoters will be permitted with discretion.

She should always make an effort to promote her title, dairy products and the dairy industry. She should meet the public and not be afraid to talk about dairy and dairy products. Her crown and banner will draw immediate attention; giving her an opportunity to be friendly and enthusiastic. She represents the dairy men and women of the State of Nebraska and the TOTAL dairy community.

EXPENSES

When Midwest Dairy– NE division requests the Nebraska Dairy Princess and/or runner up to attend promotional, and/or education and agriculture related activities, Midwest Dairy – NE division will reimburse mileage (at the current IRS rate) as well as pay a \$75 per diem for each day they participate in events. Each young dairy leader will submit an expense form to Kim Clark, Nebraska Dairy Extension who will submit it to Midwest Dairy for processing. A signed princess contract and W9 form must be on file in order to process expenses. This form will be emailed to you, there are two tabs on the bottom of the spreadsheet, one tab for expenses and the other tab for a summary of the event.

CHAPERONE

The use/need of a chaperone at events will be decided upon by the Dairy Princess and her parents.

SCHOLARSHIP AWARD

The Nebraska Dairy Princess will be awarded a \$1,000 scholarship to perform her promotional activities. The runner up will receive a \$500 scholarship. These will be awarded at the end of the princess term or the end of the year.

HOW IS YOUR SCHEDULE CREATED?

Activities for the Dairy Princesses and the Dairy Ambassadors will be coordinated by Kim Clark, Nebraska Dairy Extension who serves as the Nebraska Dairy Princess Coordinator. If a group would like to schedule or request the Dairy Princesses to visit this may be arranged by contacting Ms. Clark. Please communicate regarding your availability for events as soon as possible so that scheduling of the princesses and the ambassadors may be coordinated.



PUBLIC SPEAKING AND TRAINING

The Nebraska Dairy Princess must be knowledgeable in a variety of dairy related topics including general dairy related nutrition and current events. Midwest Dairy – NE division will act as a resource for training in this area. Don't be afraid to ask questions or ask for advice from former Nebraska Dairy Princesses. When speaking to the public about the industry, you must remember that not everyone has the same dairy industry knowledge (i.e. a speech presented to a group of dairymen will differ from a speech presented to a consumer group.) It is a responsibility of the Nebraska Dairy Princess to help people understand the dairy community and dairy products.

OTHER SUGGESTIONS

The Nebraska Dairy Princess should be open and honest in her communications and not be afraid to ask questions or ask for advice. She should keep in close contact with Ms. Clark concerning her schedule. She should make notes for contest improvements, program ideas for future princesses, and other ideas that would benefit the total Nebraska Dairy Princess program and submit them to the coordinator.

PRIVILEGE vs. OBLIGATION

Representing the Dairy Community as the Nebraska Dairy Princess is a privilege. Remember your priorities.

A commitment is a commitment and must be followed through.

