



IOWA DAIRY PRINCESS HANDBOOK

An informational guide for county and breed
dairy princess program coordinators

Revised February 2021

Table of Contents

Introduction	2
Planning Your County/Breed Princess Contest	3
Suggestions for Recruiting County/Breed Princess Candidates.....	4
Sample Press Release (Candidate Recruitment).....	5
Sample Social Media Posts.....	6
Sample Press Release (Candidate Announcement)	7
Selecting Contest Judges.....	8
Sample Judge Letter.....	9
Suggested Judging Format	10
Application	11
Sample Application	12
Interviews.....	13
Sample Interview Questions	14
Prepared Public Speaking	15
Professionalism	18
Sample Scoring Rubric.....	19
Princesses Are Crowned, Now What?	21
Notification Forms	21
County/Breed Princess and Princess Coordinator Notification Form.....	22
Compensating Your Princess.....	24
Youth Communications Workshop and Princess/Ambassador Orientation.....	25
Iowa Dairy Princess Request Form.....	26
Competing for Iowa Dairy Princess.....	27
Eligibility Requirements	28
Code of Conduct	30
Iowa Dairy Princess Program 2021-22 State Contest Overview	31

Introduction

Dear 2021-22 County/Breed Princess Program Coordinators:

For more than 65 years, the Iowa Dairy Princess program has been a highly visible and positive public relations program for our industry. Dairy princesses can be very effective at connecting with consumers about the dairy community and promoting the goodness of dairy products. Their work can amplify the work being done on behalf of dairy farmers through the dairy checkoff.

Throughout the year, a dairy princess has numerous opportunities to make public appearances. It is important, therefore, that her general attitude, personality, behavior, knowledge and appearance create a positive image for dairy products and Iowa's dairy community.

As a dairy princess, a young woman must be an excellent communicator who is able to interact with people of all ages. As a spokesperson for the dairy industry, she must be poised, articulate and confident during speeches and media interviews. Princesses who advance to compete in the Iowa Dairy Princess contest must also be capable of written communications, time management and personal responsibility for assignments.

While a dairy princess doesn't have to be a "dairy expert," she should have sufficient knowledge of dairy production and the importance of milk and other dairy foods in a healthy diet.

There are two primary purposes for this handbook:

1. To assist county and breed princess coordinators in their planning efforts
2. To provide uniform guidelines for use at all levels of dairy princess activity, thus ensuring consistency throughout the program.

For any questions regarding county/breed princess programs or the Iowa Dairy Princess program, please do not hesitate to contact me at (563) 379-8619 or IowaDairyPrincess@gmail.com.

Sincerely,



Mariah Busta
Coordinator, Iowa Dairy Princess Program

Planning Your County/Breed Princess Contest

- If you are new at coordinating your county or breed princess contest, invite people who have previously planned the contest to attend your first planning meeting.
- Ask past county or breed princesses to serve on the planning committee.
- Send a news release to area media to increase coverage and publicity of the contest. (See the sample release later in this handbook)
- Use social media to attract candidates. (See sample later in this handbook)
- Following the contest, schedule an evaluation meeting to discuss what worked and suggest plans for next year.
- Keep a scrapbook of notes, correspondence, clippings, contacts, etc. that can be passed on to next year's contest coordinators.
- A reminder, county or breed crowns must not be circular. A tiara style is preferred.
- Visit MidwestDairy.com>>Young Dairy Leaders >> Dairy Princesses >> Iowa for resources.
- Reach out to IowaDairyPrincess@gmail.com for questions or guidance as you are planning your contest.

Suggestions for Recruiting County/Breed Princess Candidates

- Send a news release to local newspapers and county extension offices announcing that candidates are being sought for your county's princess contest. (See the sample release later in this handbook)
- Use social media to recruit candidates. (See the sample posts later in this handbook) Encourage your county/breed dairy farmers and past princesses to share your post to seek candidates.
- Contact the school guidance counselor and agriculture teacher and ask them to promote to their students.
- Work with your local extension agents and 4-H coordinators.
- Encourage farmers to talk to their employees to let them know that they or their children may be eligible.
- Schedule an informal meeting for all interested candidates to attend. Explain the duties and benefits of being involved in the princess program. Have current or past princesses speak to the group.
- Use the current princesses as recruiting tools for younger candidates through 4-H, FFA, etc.

Sample Press Release (Candidate Recruitment)

Contact: (Name, phone number, email) (Date)

FOR IMMEDIATE RELEASE

(NAME OF COUNTY/BREED ORGANIZATION) DAIRY PRINCESS CANDIDATES SOUGHT

(County/Breed Organization) is seeking candidates to participate in this year's dairy princess program. Dairy princesses serve as goodwill ambassadors for the dairy industry through appearances that help explain dairy farmers' passion for taking care of their animals and land while providing nutritious food for people locally and throughout the world. The princess contest will be held (date) at (location).

A candidate must be at least (age) years old and not yet 24 years old by (date, year of contest). She or her parents must be actively engaged in the production of milk for sale to a licensed plant during the current year. A candidate also qualifies if she or her parents are employed on a dairy farm in a dairy-related capacity, or if a sibling has taken over the home farm.

The dairy princess program is sponsored by the (County/Breed Organization's) dairy farmers in conjunction with Midwest Dairy's Iowa Division and the dairy checkoff. Serving as a county/breed dairy princess is also the first step toward becoming Iowa Dairy Princess.

Candidates are judged on their communication skills, personality, enthusiasm for dairy promotion and general knowledge of the dairy industry.

For a complete rules and application form, contact (name, phone number, email).

Sample Social Media Posts

_____(County/Breed Organization)_____ is seeking applicants interested in being a dairy princess. Please contact _____(Name)_____ for more information.

Are you a young lady who loves dairy? Become a _____(County/Breed Organization)_____ dairy princess today to share your love of dairy with others. Contact _____(Name)_____ for more information

Three reasons to become a _____(County/Breed Organization)_____ dairy princess:

1. Network with peers and other leaders in the dairy industry
2. Learn how to share your dairy story with others
3. Learn life-long skills that will help you in your future career

Contact _____(Name)_____ to learn more

Social Tips

- Less is more when it comes to social, keep your points clear and concise
- Keep it fun, you don't need to share everything in one post
- Include an image whenever possible, images help your post get more views

Feel free to edit or customize as you would like. If you have any questions regarding the news release or the social posts, please contact IowaDairyPrincess@gmail.com.

Sample Press Release (Candidate Announcement)

Contact: (Name, phone number, email) (Date)

FOR IMMEDIATE RELEASE

(NAME OF COUNTY/BREED ORGANIZATION) DAIRY PRINCESSES TO BE CROWNED

The crowning of the new (name of county/breed organization) Dairy Princess will be held (date) at (location) . Dairy princesses serve as goodwill ambassadors for the dairy industry through appearances that help explain dairy farmers' passion for taking care of their animals and land while providing nutritious food for people locally and throughout the world. Judging and coronation activities will include (interview, public speaking contest, etc.) .

Princess candidates are: (name of candidate) , daughter of (parents' names) , of (town) , etc. (A bit of biographical information on each candidate may also be included) .

Princess candidates are judged on their communication skills, personality, enthusiasm for dairy promotion and general knowledge of the dairy industry.

Selecting Contest Judges

It is important to select judges from varying backgrounds to bring different perspectives to the judging panel. Judges might come from the dairy industry, print or broadcast media, extension offices, educational institutions, the public relations/marketing field or civic positions.

It is strongly recommended the judges you select do not all come from the same background, i.e., all dairy industry, etc. By incorporating judges with different backgrounds, you increase the chances of finding the contestant with a special blend of dairy knowledge, communication skills, poise, personality and character.

In appreciation of your judges' time and services, it is recommended that you provide them with an appropriate stipend and/or mileage reimbursement and offer them complimentary tickets to the coronation event.

Based on past experiences, a panel of three judges can select more efficiently than a larger group. It helps if at least one judge has previous dairy princess judging experience. However, that does not designate him or her as the "head judge." Reinforce that all judges are equal in the decision-making.

Prior to the contest, a princess committee member should meet with the judges to present them with an overview of the princess program. The information in this handbook may be helpful in doing this. It is important to explain to the judges that the intent of the princess program is to reach consumers. Stress that the contest is not a "pageant," nor a reward program for accomplishments, but rather part of a public relations program to select goodwill ambassadors for the dairy industry. Selection should be viewed much like a job interview, seeking the skills needed to represent dairy to the public.

Also, during this meeting, the princess committee member should review the scoring sheets with the judges. These scoring sheets should list the various categories that candidates are judged on with considerations listed for each category. The following pages contain sample scoring sheets. You may wish to use them or base your own scoring sheets on them. In addition, you may wish to have the judges provide the candidates with comments. Many candidates appreciate receiving such information. A sample comment sheet is included following the score sheets.

Even if you have one or two candidates, we still recommend going through a judging process. You may decide to only bring in one judge, if that is the case, but going through a round of judging is beneficial to those that are going to run for Iowa Dairy Princess. It is also great life experience for those girls that aren't competing for Iowa Dairy Princess.

Sample Judge Letter

Dear Dairy Princess Judge,

Dairy princesses serve as goodwill ambassadors for Iowa's dairy industry. Throughout their reign, they make numerous public and media appearances on behalf of their local county/breed organization and dairy farm families. The dairy princess program is a well-established, visible public relations program for the dairy industry, funded by dairy farmers through Midwest Dairy and the local promotion organizations.

Because of the role's visibility, it is important that a young woman's general attitude, personality, behavior, knowledge and appearance create a positive image for dairy products and Iowa's dairy industry. She must also have excellent communication skills and an ability to interact with a variety of audiences, including adults, children, the media and dairy farmers.

Although a dairy background is a requirement for dairy princesses, consumers are the ultimate audience of the princess program. While knowing details about the dairy farm is important to a dairy farmer, a consumer relies on the princess's communications skills, credibility and values in order to make a judgment about dairy. Therefore, judging emphasis should be on a candidate's general knowledge of dairy farming and dairy products and ability to share them with consumers.

Here are some of the many activities a dairy princess may be involved in:

- being interviewed by the media
- Communicating through social media
- Visiting classrooms to explain where milk comes from
- Attending local fairs and trade shows
- Speaking to audiences at conventions or meetings
- Recording announcements with local radio stations
- Serving dairy products at public events
- Appearing in parades
- Assisting with tours of dairy farms

We appreciate your willingness to serve as a judge in the process of selecting these important representatives for our industry. In appreciation for your services as a judge, we will provide you with _____ (a stipend and/or mileage reimbursement, etc.) _____ and offer you a complimentary ticket to the princess coronation event on _____ (date/time) _____ at _____ (location) _____.

Sincerely,

_____ (Name of county/breed organization) _____ Princess Contest Committee

Suggested Judging Format

To promote consistency among Iowa county/breed organizations and the Iowa Dairy Princess contest, it is strongly recommended your judging session include more than just a professional interview as it is beneficial for the judges to see the candidates in various situations. It is also good practice if your princess decides to advance to the Iowa Dairy Princess contest. If you have a limited timeframe for your contest, or if you have several contestants, you may wish to modify this.

Judging Areas

- Application
- Interview
- Prepared Public Speaking
- Professionalism

Application

Each candidate should submit an application that will be used for judging. A sample of an application can be found later in this handbook. The application allows judges to understand the candidate's background prior to the contest. The judges are allowed to ask candidates questions from their application.

Mechanics: Judges are provided with a copy of the candidate's application prior to the contest judging.

Timing: N/A

What judges should look for: The candidate followed directions, filled out the application completely, typed or neat penmanship and use of proper grammar.

Sample Application

County/Breed Dairy Princess Contest Candidate Application

Please return this application to contact , county/breed Princess Program Coordinator, by date
Mail to address or email to email address .

Name: _____ Birthdate: _____

Mailing Address: _____

Email Address: _____ Phone: _____

High School Attended/Attending: _____ Year of Graduation: _____

If Applicable ... College or University Attending (or will be attending): _____

Area of Study: _____

Parent Name(s): _____ Farm Name _____

Number of Cows: _____ Number of Acres: _____ Where do you ship your milk? _____

Employer: _____

Describe your past and present leadership involvement in your school and community:

Describe your involvement on your farm/in the dairy industry:

Signature: _____ Date: _____

Interviews

Each candidate should be allowed a personal interview with the panel of judges. It's recommended the judges ask one or two simple "icebreaker" questions to help put the contestant at ease, such as "Describe your activities on the farm," or "What are your future career plans and why?" The judges should then ask more pertinent questions that will help them consider a contestant's qualifications.

Mechanics: One contestant at a time meets with all judges.

Timing: At least 10 minutes per contestant. All contestants must be allowed an equal amount of time.

What judges should look for: See sample scoring sheet later in this handbook.

Sample Interview Questions

1. Tell us about yourself, including your activities and future goals?
2. What are your responsibilities on the farm?
3. What is your favorite chore and why?
4. Where is your milk sold and what products is it made into?
5. What is your favorite dairy product and why?
6. What are your strengths and weaknesses?
7. Do you have a unique idea for promoting milk and dairy products to the public? What is it?
8. Why do farmers take the calf away from the cow?
9. If you're at a grocery store and you see someone debating between whole and skim milk or organic and conventional milk, which would you tell them to purchase and why?
10. What is your favorite characteristic or physical attribute of the dairy cow?
11. What are the seven breeds of dairy cattle in the United States?
12. Why is milk pasteurized?
13. How many daily servings of dairy products are recommended for the average adult/teenager/adolescent?
14. What are some critical steps dairy farmers follow to improve milk quality?
15. Are hormones added to milk?
16. Why do you want to be a Dairy Princess?
17. Do you have any questions for us?

Prepared Public Speaking

Each candidate should be asked to prepare a speech ahead of the contest. The guidelines for prepared public speaking should be included with the application. Prepared public speaking allows the judges to evaluate the candidate's ability to deliver clear dairy messages that are applicable to an intended audience. Judges will also be able to evaluate the candidates ease and confidence in speaking and ability to grab audience attention and hold interest. It is strongly recommended that county/breed contests incorporate prepared public speaking into their contest.

Mechanics: Individual speech in front of judges. Judges may ask questions

Timing: 4-6 minutes per presentation.

What judges should look for: See sample scoring sheet later in this handbook.

Prepared Public Speaking Guidelines

Each speech is to be between 4 and 6 minutes and address a topic from the following list related to the dairy industry or dairy farming:

Animal well-being/care	Dairy nutrition	Dairy imitators/substitutes
Chocolate milk/school programs	Sustainability	Organic/local foods
Lactose intolerance	Milk quality/safety	Antibiotics/hormones

At the beginning of each speech, the candidate should introduce herself, explain who her audience is and the communications goal. (Example: "I am speaking to a community club meeting about the nutritional value of milk and dairy products. My goal is that they understand that dairy products are an important part of a healthy lifestyle.") This introduction will NOT count as part of the 4-6 minute presentation time.

Candidates will not be permitted to use any costumes, props, gadgets, or audio-visuals of any sort.

Notes on 3x5 cards may be used during delivery, however excessive use will detract from effectiveness of the speech.

Judges will be evaluating the speech for the elements in the chart below. **Most importantly, they will be evaluating how well the candidate met the stated communications goal and audience needs.**

Content	• Providing an adequate amount of information relating to the topic with substantial message • The materials and information presented are factual, understood and well-researched • Information presented with a purpose to meet stated communications goal and in language/terms that are appropriate for the stated audience • Candidates are encouraged to reference sources of information during speech or at the end of speech
Composition	• Speech is organized with an introduction, body and conclusion with main points and transitions • Uses correct sentence structure, proper language and grammar • Demonstrates creativity and originality • Skillful use of facts to engage audience with examples, descriptions and analogies • Material presented is developed by the speaker
Style	• Develops a rapport with audience • Easy to listen to and appealing presentation style • Conveyance of thought and meaning • Enthusiasm and conversational attitude • Articulate, good use of emphasis and volume

- Confident poise and posture, makes eye contact and uses hand gestures in good taste
- Professional appearance

**Response to
Questions**

- Demonstrates a comprehensive knowledge of subject matter
- Answers questions accurately and demonstrates originality
- Quickly organizes thoughts and expresses them clearly

Professionalism

Professionalism is an essential part of the dairy princess program. The key is to evaluate professionalism and personality, including attitude, poise and enthusiasm. This also allows the judges to evaluate the candidate's ability to communicate with organizers and groups, attend events, conduct interviews, engage audiences and represent the dairy industry.

Mechanics: Evaluated throughout the contest.

Timing: N/A

What judges should look for: See sample scoring sheet later in this handbook.

Sample Scoring Rubric

(County/Breed) Dairy Princess Contest Candidate Score Sheet

The (County/Breed) Dairy Princess will make appearances while representing (County/Breed) , so it is important to select a princess whose general attitude, personality, behavior, knowledge and appearance will create a positive image for dairy products and the dairy industry.

Candidate Name: _____

Communications

75 points _____

Group Interview & Individual Interview

40 points

- **Dairy Industry Knowledge** *including general awareness of current events, both inside and outside of the dairy industry*
- **Responses to Questions** *that are consistent and accurate with high quality information, sharing appropriate insights and experiences*
- **Ability to Deliver Key Messages** *credibly, naturally, and genuinely*
- **Communication Skills** *including proper grammar, enthusiasm, expresses ideas confidently and easily*

Comments/Notes on Individual Interview

Public Speaking

35 points

- **Ease and Confidence in Speaking** *including good eye contact, natural movements, not dependent on notes*
- **Clear Dairy Message** *delivered with factual statements and consistent with dairy industry messages; messages should be applicable to the target audience identified by the candidate*
- **Originality and Creativity** *in delivery and content to grab audience attention and hold interest*

Comments/Notes on Public Speaking

Professionalism

25 points

- **Completed Application** *that followed directions, filled out completely, typed or neat penmanship, use of proper grammar*
- **Initiative and Personal Responsibility** *to be able to communicate with organizers and groups, attend events, conduct interviews, engage audiences and represent the dairy industry*
- **Communication Skills** *to interact confidently with fellow contestants, parents, speakers and judges during meals and social situations*
- **Personality** *including attitude, poise, and enthusiasm*
- **Appearance** *including general neatness, body posture, and ability to portray a positive image for dairy*

General Comments

Total Possible Points = 100

Princesses Are Crowned, Now What?

Notification Forms

After your county/breed princesses are crowned, please fill out princess and princess coordinator notification forms. Doing so allows for efficient communication about the Youth Communications Workshop, Princess & Ambassador Orientation and the Iowa Dairy Princess Contest. Notification forms can be submitted online and found on the Midwest Dairy website [Young Dairy Leaders >> Dairy Princesses >> Iowa >> 2021 Dairy Princess Form/2021 Princess Coordinator Form](#). Forms can also be found later in this handbook.

County/Breed Princess and Princess Coordinator Notification Form

This form is to be completed by all county/breed princesses and alternates.

Congratulations!

As you begin your reign as a county or breed association dairy princess or alternate, let me be one of the first to congratulate you and wish you well this year. My name is Mariah Busta and I coordinate the Iowa Dairy Princess Program on behalf of Midwest Dairy. I would like to share some information so you can plan ahead for your year.

1. **Please complete the New Princess Notification form as soon as possible.** This ensures that you will be on mailing lists for future state program updates.
2. **Plan to attend the annual orientation session for all new princesses, ambassadors, and alternates to be held in June 2021.** This training session will be an interactive workshop with strategies and tips for successful communications including presentations and social media outreach. We will also provide an overview of the 2021-22 Iowa Dairy Princess contest and answer any questions that you may have. Watch for more details!
3. **Begin keeping track of all your activities.** As a princess or alternate, you are eligible for the incentive program that will allow you to earn money for the activities you complete for your reign. The details of the incentive program will be provided at the orientation session.
4. **Watch the Iowa Dairy Princess page on Facebook** for announcements of upcoming events and notifications when orientation or state contest forms are available.
5. **If you are planning to participate in the state contest, mark your calendar.**
The 2021-22 Iowa Dairy Princess Contest will be held August 10-11 at the Courtyard by Marriott in Ankeny, Iowa. The coronation ceremony will be the evening of August 11 at the Iowa State Fairgrounds in Des Moines.

Feel free to contact me with any questions. You can reach me at (563) 379-8619 or IowaDairyPrincess@gmail.com.

Sincerely,



Mariah Busta
Coordinator, Iowa Dairy Princess Program

Iowa Dairy Princess Program Notification of New Princess or Ambassador

Please complete this form so that new county and breed princesses and ambassadors can be invited to state orientation program, receive information about the state competition, and be eligible for county princess/ambassador incentive program. Form should be returned to Mariah Busta via email (IowaDairyPrincess@gmail.com), mail (PO Box 264, Fort Atkinson, IA 52144) or be completed online at the Midwest Dairy website Young Dairy Leaders >> Dairy Princesses >> Iowa >> 2021 Dairy Princess Form/2021 Princess Coordinator Form

County or Breed Promotion Group: _____

2021-22 Princess

Name: _____

Reign Begin Date: _____ **Reign End Date:** _____

Mailing Address: _____

Email: _____ **Phone:** _____

Parents or Guardian Name, Address and Phone: _____

2021-22 Alternate

Name: _____

Reign Begin Date: _____ **Reign End Date:** _____

Mailing Address: _____

Email: _____ **Phone:** _____

Parents or Guardian Name, Address and Phone: _____

2021-22 Princess Program Contact

Name: _____

Mailing Address: _____

Email: _____ **Phone:** _____

Comments: _____

Compensating Your Princess

County/breed princesses are eligible for compensation through the Iowa Dairy Princess Incentive Program. The Incentive Program is designed to provide communications training for county and breed princesses and alternates who have been chosen by a formal promotion group, then encourage positive interactions with consumers, students and dairy farm families throughout their reign. Princesses can receive up to \$300 and alternates can receive up to \$200 by completing all elements of the program. More information on the Incentive Program will be shared at the Youth Communications Workshop and Princess & Ambassador Orientation held in June 2021.

Some county/breed organizations may also choose to compensate their princesses with a stipend at the end of her reign, by matching funds received through the Incentive Program or with a scholarship. County/breed organizations may determine their own compensation policies.

Youth Communications Workshop and Princess/Ambassador Orientation

All county/breed princesses are expected to attend the Youth Communications Workshop and Princess/Ambassador Orientation hosted through the Iowa Dairy Princess Program. The workshop and orientation will be held in June 2021. Event details and registration will be communicated to the princess and princess coordinator through the contact information provided on the notification form.

Attendance at the workshop and orientation is required of princesses to receive funds through the Iowa Dairy Princess Incentive Program. Information regarding the Incentive Program will be shared at the event. If you are unable to attend the session, please contact Mariah Busta at iowaDairyPrincess@gmail.com or (563) 379-8619 in advance to discuss options.

Iowa Dairy Princess Request Form

County/breed organizations are encouraged to request the Iowa Dairy Princess or Alternate to attend events. Examples of recommended events for the Iowa Dairy Princess or Alternate to attend include dairy banquets, on-farm events like Breakfast on the Farm, etc. If you wish to request the Iowa Dairy Princess, please complete and submit the Iowa Dairy Princess Appearance Request Form found on the Midwest Dairy website [Young Dairy Leaders >> Dairy Princesses >> Iowa >> Request a Princess](#)

Competing for Iowa Dairy Princess

The Iowa Dairy Princess represents Iowa dairy farmers at events across the state. As a goodwill ambassador, the Iowa Dairy Princess and Alternate connect with consumers to share information about the care and dedication dairy farmers take in producing wholesome, nutritious dairy foods for all to enjoy.

Those wishing to compete must meet the eligibility requirements. If eligible, candidates must submit application materials and participate in the Iowa Dairy Princess contest. The 2021-22 contest will be held August 10-11 in Ankeny.

Application materials will be made available at MidwestDairy.com>>Young Dairy Leaders >> Dairy Princesses >> Iowa. Candidates will also receive application materials at the 2021 Youth Communication Workshop and Princess Orientation held in June. Applications are due by July 1, 2021.

For questions regarding candidate eligibility or the Iowa Dairy Princess Contest, please contact Mariah Busta, Iowa Dairy Princess Program Coordinator, at (563) 379-8619 or IowaDairyPrincess@gmail.com.

Eligibility Requirements

Candidates can compete in the state dairy princess contest representing a county or breed association. There are three ways a candidate can be eligible to compete in the Iowa Dairy Princess Contest:

1. Candidate represents a county promotion board or state dairy cattle breed association.
2. Candidate participated in the 2020-21 Iowa Dairy Princess contest representing a county promotion board or state dairy cattle breed association and is eligible to participate in the 2021-22 contest again representing the same association.
3. Candidate resides in a county where there is not an active dairy promotion board that holds a dairy princess contest and meets all the eligibility requirements and would like to enter to represent the county where she lives. If more than one candidate from that county applies, the Iowa Dairy Princess Advisory Council will make a selection from the written applications.

Additionally, candidates must have an active interest in the Iowa dairy industry. To meet this requirement, they must meet one of the following criteria:

1. Either the candidate or the candidate's parents or guardians must be actively engaged in the production of milk for sale to a licensed plant at some time during the current year prior to the county or breed association contest. Candidate can still qualify if a brother or sister has taken over the family farm. The farm must contribute to the Iowa dairy promotion checkoff.
2. Either the candidate or the candidate's parents or guardians must own dairy cattle that are actively engaged in the production of milk for sale to a licensed plant at some time during the current year prior to the county or breed association contest.
3. The candidate's parents or guardians are employed on a dairy farm. Employment for the parent or guardian must be regular part time or full time (at least 10 hours per week) in the year of the contest. The farm must contribute to the Iowa dairy promotion checkoff.
4. The candidate is employed on a dairy farm. Employment must be regular part time or full time (at least 10 hours per week) in the year of the contest. The farm must contribute to the Iowa dairy promotion checkoff.

Finally, candidates must meet all the following criteria and maintain these requirements throughout reign as Iowa Dairy Princess or Alternate. If there are any questions about these criteria, contact the Program Coordinator. The Midwest Dairy – Iowa Division Board has final decision-making authority on any questions of eligibility.

- Must not have been Iowa state dairy princess or Iowa state dairy princess alternate in any previous year.
- Must be single, never married.
- Must not be pregnant or have had any children at any time prior to the contest or during her reign.
- Must be at least 17, but not older than 24 years of age by August 1, 2021.
- Must have completed at least junior year of high school prior to participation in state contest.
- Must not have a felony conviction or be on probation for crimes of moral turpitude (conduct considered contrary to community standards of justice, honesty or good morals); or have any current offenses involving the use or possession of alcohol, illegal drugs or tobacco.
- Must be a genuine user of dairy products and a passionate supporter of the dairy industry.
- Must not participate or be associated with the sale of raw milk directly to consumers.
- Must be an Iowa resident. If the candidate is attending college out of state, she will still qualify if she considers her parent's home her permanent address.

Code of Conduct

Although it is not the purpose or intent of the program to restrict or infringe upon personal freedoms of the dairy princesses, the following Code of Conduct is established to uphold the integrity and success of the Iowa Dairy Princess Program. Your conduct must be exemplary at all times in accordance with the proper image of a dairy princess. In the event that Midwest Dairy, the Iowa Dairy Princess Advisory Council, or the Midwest Dairy – Iowa Division Board determine that your conduct is not in accordance with the foregoing standards, the Board reserves the right to request additional information and/or remove you at any time from your position, whether it be as a candidate, dairy princess or dairy princess alternate.

In addition to maintaining the eligibility requirement described above, each eligible candidate must adhere to the following Code of Conduct if selected as the Iowa Dairy Princess or Alternate:

- Project and deliver dairy messages with enthusiasm and positive attitude
- Be considerate and respectful of other princesses, and other dairy industry leaders
- Be on time to all scheduled appearances and activities requested
- Will not receive a conviction of any felony offense involving crimes of moral turpitude; be on probation; or any offenses involving the use or possession of alcohol, illegal drugs or tobacco.
- Will not consume alcohol or tobacco during a princess event
- Social media activity must include respectable speech and appropriate photos at all times as you are representing the dairy industry to others
- All body piercings (excluding earrings) and tattoos must be covered during appearances as a dairy princess
- Be neat, well-groomed and wear appropriate and professional clothing for all appearances

If selected as the Iowa Dairy Princess or Alternate:

- You will receive a \$1,000 scholarship at the end of your reign to be used at the school of your choice
- You must be willing to enter into an agreement agreeing to serve as Iowa Dairy Princess or Alternate
- You must be willing to reign for an entire year beginning September 1, 2021
- All appearances as Iowa Dairy Princess or Alternate must be approved by the princess program coordinator prior to the event or interview
- You will receive a per diem payment as well as reimbursement for travel, food and lodging at the discretion of Midwest Dairy for approved and scheduled appearances as Dairy Princess or Alternate



Iowa Dairy Princess Program 2021-22 State Contest Overview

2021 Dates to Remember

July 1	Application Materials Due	August 10-11	Contest Judging, Ankeny
July 15	References Due	August 11	Coronation, Des Moines
		September 1	New State Princess and Alternate Reigns Begin

Contest Basics & Overview

Contest judging will be held at the Courtyard by Marriott, 2405 SE Creekview Dr, Ankeny, Iowa. (Hotel is just off I-35 at the Oralabor Road Exit)

Contest Coronation will be held at the Multi-Media Room of the Cattle Barn at the Iowa State Fairgrounds. Detailed directions, parking passes and other information will be provided to all candidates.

Midwest Dairy will cover the costs of all meals and hotel lodging on August 10 for the candidate and one chaperone.

- Candidates and families are welcome to stay additional nights at your own cost. Room cost is \$117.00* (plus taxes) per night. Additional room nights must be requested by July 29 to ensure reservation. Contact Mariah Busta for reservations. *Room rates subject to change
- Additional family members or friends are invited to attend the contest banquet on Tuesday evening for \$30 each. RSVPs for banquet are needed by July 31.
- Additional family members can also join other meals at their own expense. A list of meals and costs will be provided to candidates in the final contest details.

Times and schedules for all contest activities will be finalized by July 31. A package of materials will be sent to candidates following that date. Princess contest check-in for candidates will be at 11:30 a.m. on August 10 at the hotel. We ask that candidates do not leave the hotel until after coronation on August 11.

Professional attire (suit, dress, skirt and blouse, etc.) is expected for interviews and presentations on both days. **Formal attire** is expected for both the photos and dinner on Aug. 10 and the coronation ceremony on Aug. 11. Most candidates wear the same gown both evenings – no need to bring two gowns.

The names and contact information for all candidates will be provided to editorial staff at *Dairy Star* for profiles in contest special issues. All candidates are expected to respond in a timely and professional way to editorial requests and deadlines from these publications. Midwest Dairy will also send a news release announcing the contest and candidates to state and local newspapers, so you may receive interview requests from local reporters as well.

Candidates will be provided with a nametag, so do not wear your county/breed association tiara or sash during the contest.

Salon I will be used for most candidate meals and will be available for candidates to socialize in between interviews and other contest activities.

Contest Overview

Tuesday, August 10

Contest Check In	Candidates should arrive at hotel and check in outside Salon I in the Courtyard by Marriott conference center.	
	Hotel rooms are not guaranteed to be ready for check in until mid-afternoon, so arrive dressed in professional attire appropriate for interviews and presentation. The hotel does try to accommodate early check in requests, but we won't know room availability in advance.	
Welcome Lunch	The welcome lunch provides an informal opportunity to meet and socialize with other contestants and chaperones before the contest begins. The program coordinator will also review the schedule and answer any questions from candidates or chaperones.	
	Judges will be at the hotel, but eat separately. This will be their opportunity to socialize and prepare for the contest as well.	
Introductions	The judges will join the candidates. Each candidate will have an opportunity to introduce herself, her chaperone and the association that she is representing.	
	This is the official launch of the contest and the judges' first impression of each candidate.	
Group Interviews	Groups of 3-5 candidates will meet with the judges for 12-15 minutes.	
	The judges will be observing how well you communicate, think on your toes, and how well you present yourself. Remember that you will be judged not only your answers, but also your interaction with other candidates and allowing everyone to participate.	
Prepared Public Speaking	Each speech is to be between 4 and 6 minutes and address a topic from the following list related to the dairy industry or dairy farming:	
	Animal well-being/care	Dairy nutrition
	Chocolate milk/school programs	Dairy imitators/substitutes
	Lactose intolerance	Organic/local foods
	Sustainability	Antibiotics/hormones
	Milk quality/safety	Role of dairy industry in local economies

At the beginning of each speech, the candidate should introduce herself, explain who her audience is and the communications goal. (Example: I am speaking to a local Kiwanis Club meeting about how dairy farmers care for their animals and the land. My goal is that they understand that dairy farming is an important part of rural economies and dairy farmers care for animals and environment.) This introduction will NOT count as part of the 4-6 minute presentation time.

Judges will be evaluating your speech for content, composition, and delivery. Most importantly, they will be evaluating how well you met your stated communications goal and audience needs.

Other guidelines:

- You will receive a signal at the 4-minute and 5-minute mark of your presentation, with time called at 6 minutes. At the 6-minute mark, you will be allowed to finish your sentence.
- Five minutes will be provided at the end of each presentation to allow the judges to ask questions.
- Candidates will not be permitted to use any costumes, props, gadgets, or audio-visuals of any sort. A podium will be available.
- Notes on 3x5 cards may be used during delivery, however excessive use will detract from effectiveness of the speech.
- Speeches should provide an adequate amount of information relating to the topic; information presented should be factual, understood and well-researched.

Once a candidate begins a speech, the door will be closed and no one will be able to enter the room until after the presenter has completed her speech and judges have finished questions.

The Public Speaking winner will be announced at the banquet on Tuesday evening. The winner will give her speech at the coronation ceremony on Wednesday.

Group and Individual Photos

Candidates will have time to change into formal attire for professional photos.

Time and location will be provided in the letter to candidates before the contest. Group and individual photos will be taken by a professional photographer. Each candidate will receive a copy of the group photo, and additional photos can be purchased directly from the photographer.

Banquet

Banquet will be held at the Des Moines Area Community College campus in Ankeny.

Candidate groups will dine with an assigned judge. Candidates and chaperones and guests will be at separate tables.

Meal costs for each candidate and one chaperone will be covered. Additional family members or guests are welcome to attend for \$30.00 each.

Princess Reception

Following the banquet, candidates will return to the hotel and change into casual attire for a group activity planned by current princess and alternate.

Wednesday, August 11

Breakfast	All candidates are expected to be dressed in <u>professional attire</u> and on time for breakfast. Candidate groups will dine with an assigned judge.
Personal Interview	Each candidate will have a 12-15 minute individual interview with the judges. The judges will be observing how well you communicate, think on your toes, and how well you present yourself.
Essay Questions	Following breakfast, each candidate will have 15 minutes to write answers to 2-3 dairy-related essay questions. These answers will be reviewed by the judges in the event of a tie breaker situation.
Candidate Activities	During personal interviews, candidates are encouraged to stay in Salon I for activities planned by current state princess and alternate.
Lunch	This is the final meal before contest judging adjourns. Candidate groups will dine with an assigned judge. Miss Congeniality ballots should be turned in by the end of lunch.
Contest Adjourns	After lunch, you are free to participate in the other dairy events at the state fairgrounds.
Coronation Ceremony	Be at Multi Media Center of Cattle Barn NO LATER THAN 7:10 P.M. dressed in formal attire. Ceremony will begin at 7:30 p.m., typically lasting one hour. Candidates will each have an opportunity to introduce herself and the association she represents. The Presentation Winner will give her presentation and Miss Congeniality will be announced. All candidates will be recognized, then the State Alternate and State Princess will be named. The new princess and alternate will represent the dairy industry from September 1, 2021, through the 2022 Iowa State Fair. Following the coronation ceremony, the Program Coordinator will schedule an orientation session with the new princess and alternate.