



2021 Princess Kay Finalist Selection Event Information

Greetings all Princess Kay candidates,

We are excited for the year as we embark on the journey to discover who the 68th Princess Kay of the Milky Way will be! In this email you will find a variety of information related to the Princess Kay Finalist Selection. Please read this email and attachment carefully.

Judging

The Princess Kay of the Milky Way competition judging will take place on Saturday, May 15, 2021 at the **Delta by Marriot Minneapolis NE, 1330 Industrial Blvd NE, Minneapolis, MN**. In early May, watch for further instructions regarding your specific judging time which will outline when to arrive. Candidates are advised to wear a business-type suit or professional dress for all judging sessions.

Please review the attached *Judging Information* sheet which includes this year's speech topic. As noted in the attachment, the Application must be completed by April 30. Applications are to be completed at:

https://dairymanagement.qualtrics.com/jfe/form/SV_4ZSeEuCjpVZzSjY

COVID-19

Midwest Dairy is committed to making sure that everyone stays safe and healthy while providing the Princess Kay of the Milky Way competition. All state guidelines will be followed. To reduce potential exposures and risk, we are asking you attend only during your designated judging window (which will be communicated to you in early May). This year, lunch will not be provided to contestants. As a reminder, a virtual judging option is available. Be sure to specify if you plan to be judged either in-person or virtually in the application form.

Leadership Sessions

Leadership sessions look a bit different this year but are available for your participation. We encourage you to [register](#) to join the webinars in real time and to quickly receive the recordings. Recorded webinars will be available soon at: <https://www.midwestdairy.com/young-dairy-leaders/dairy-princesses/minnesota-princess-kay-of-the-milky-way/>

- **April 13: Dairy Farmer Panel**
 - *Dairy farmers Andrew Miron, Ashley Swenson and Merri Post will share their perspectives of the princess program and discuss the importance of animal care through the FARM program as well as the importance of sustainability as it impacts the dairy community.*
 - [Watch here.](#)
- **April 20: Nutrition**
 - *Learn from Registered Dietician Amber Pankonin as she shares the power of dairy nutrition and demonstrates a quick and fun food demo.*
- **April 27: Connecting with Consumers Through Digital Communications**
 - *In this training session with DMI's Don Schindler, you'll learn the do's and don'ts of advocating using digital tools like Zoom/video conferencing, live social media platforms (Facebook/Instagram/TikTok/YouTube) and video through social media from what to wear, how to make sure you have a good connection and how to conduct yourself and what to do after it is over.*
- **May 4: Media Interview Tips**

- *The media training session will be led by Megan Anderson and Breanna Welke from Bellmont Partners. The Bellmont Partners team has been coordinating media interviews for the Princess Kay program for more than 15 years. During this session, Megan and Breanna will go over the basics of media interviews, including how to prepare, different types of interviews for different mediums (print, radio/podcasts, television, online), how to handle tough questions and how to best tell your dairy story.*

Please let us know if you have any questions, please email: princesskaycoordinator@midwestdairy.com or call Janet Bremer, Minnesota Dairy Princess Coordinator, at 651-341-8889. We're looking forward to meeting you at the Princess Kay Finalist Selection.

Best,

Jenna Davis
Farmer Relations Manager
Midwest Dairy
612-505-5815
jdavis@midwestdairy.com

Janet Bremer
MN Dairy Princess Coordinator
651-341-8889
Bremerjanet@gmail.com

