



## Iowa Dairy Princess Program 2023-24 Incentive Program for County & Breed Princesses and Ambassadors

Congratulations! You've been selected by your local promotion board to represent them as a princess, ambassador, or alternate for 2023-24.

The Incentive Program is designed to provide communications training for county and breed princesses, ambassadors and alternates who have been chosen by a formal promotion group, then encourage positive interactions with consumers, students and dairy farm families throughout your reign. Princesses and ambassadors can receive up to \$300 and alternates can receive up to \$200 by completing all elements of the program.

### How Does It Work?

There are five elements that must be completed to earn an incentive program payment:

1. Participate in annual orientation session and communications workshop on June 6, 2023. If you are unable to attend this session, contact Heidi Lantzky in advance to discuss options.
2. Complete communications planning worksheet no later than July 1, 2023.
3. Track activities throughout the year on provided Word template or in your own Excel or other spreadsheet using a similar format.
4. Complete final report at the end of your reign, including photos of activities. Report will be shared with Iowa Dairy Princess Program Advisory Council, Midwest Dairy Iowa Division Board, and other members of Midwest Dairy staff and leadership.
5. Provide a signed affidavit from county or breed association leadership or princess program contact that all the information in the tracking report and final report are accurate and complete.

Items 3, 4, and 5 must be submitted no later than May 1, 2024, unless other arrangements have been made in advance with Program Coordinator.

### Helpful Hints

- If completed materials are not submitted by deadlines noted above, the princess, ambassador or alternate will not be eligible for the incentive program payment that year. If there are circumstances that prevent the completion of materials by the deadline, contact Mariah Busta immediately to make arrangements.
- Incentive payment amounts can be reduced at discretion of program coordinator and advisory council based on incomplete paperwork or missed deadlines.
- Completed materials will not be judged or graded, but they will be reviewed by a committee of advisory council members, shared with dairy farmer and Midwest Dairy leaders, and will be a reflection on your role as ambassador for the dairy industry.
- The program should not be considered a part-time job or as a reimbursement for travel expenses.
- Please allow three weeks to process the incentive program forms and issue a check. The check will be mailed to the address you provide in the final materials.
- Activities that involve county princesses/ambassadors should take place in the county or counties that they represent. If asked to participate in an event outside the county, be sure to avoid a conflict with other county princesses/ambassadors or breed princesses/ambassadors.

## **Iowa Dairy Princess Program 2023-24 County & Breed Incentive Program Checklist**

The following materials provide information on the incentive program designed for county and breed princesses, ambassadors, and alternates who have been chosen by a formal promotion group.

No later than July 1, 2023

- \_\_\_\_\_ Attend June 8 orientation session (unless there is a conflict that has been discussed with Program Coordinator in advance)
- \_\_\_\_\_ Complete 2023-24 communications plan worksheet.
- \_\_\_\_\_ Submit communications worksheet to Program Coordinator no later than July 1, 2023.

Throughout year:

- \_\_\_\_\_ Track activities using provided worksheet. You can create your own template as long as the same information is included.

No later than May 1, 2024:

- \_\_\_\_\_ Finish activities worksheet.
- \_\_\_\_\_ Complete final report.
- \_\_\_\_\_ Request that the princess program contact or other officer from your county or breed association review your list of activities and final report and sign the certification form.
- \_\_\_\_\_ Complete IRS W-9 form.

Submit all documents to Program Coordinator no later than May 1, 2024 (unless later deadline is discussed with coordinator in advance)

The check will be mailed directly from Midwest Dairy to the princess or ambassador.

**Materials must be sent to:**  
**Heidi Lantzky**  
**Mail: 101 NE Trilein Dr, Ankeny, IA 50021**  
**Email: IowaDairyPrincessCoordinator@midwestdairy.com**

**Iowa Dairy Princess Program  
2023-24 Communications Planning Worksheet**

*Worksheet to be completed following June 6, 2023, communications workshop and must be submitted to Heidi Lantzky by July 1, 2023, to be eligible for incentive program payments.*

**Name:**

**Title and Association Represented:**

**How will you introduce yourself as a dairy princess, ambassador or alternate?**

**What stories will you tell on behalf of your county or association's dairy farm families?**

- 1.
- 2.
- 3.

**List three goals to complete during your reign:**

- 1.
- 2.
- 3.

**List three difficult questions or issues that you may encounter as a spokesperson for dairy farm families, and how you can respond to them:**

- 1.
- 2.
- 3.

**Materials must be sent to:  
Heidi Lantzky  
Mail: 101 NE Trilein Dr, Ankeny, IA 50021  
Email: [IowaDairyPrincessCoordinator@midwestdairy.com](mailto:IowaDairyPrincessCoordinator@midwestdairy.com)**

**Iowa Dairy Princess Program  
2023-24 County and Association Tracking Sheet**

Track activities using the worksheet format below. You can also create your own template as long as the same information is included.

Name \_\_\_\_\_

County or Association Represented \_\_\_\_\_

Email Address and/or Phone \_\_\_\_\_

Date	Event Name	City	Activities Completed or Other Comments

**Materials must be sent to:  
Heidi Lantzky  
Mail: 101 NE Trilein Dr, Ankeny, IA 50021  
Email: IowaDairyPrincessCoordinator@midwestdairy.com**

## **Iowa Dairy Princess Program 2023-24 Guidelines for County or Association Princess Report**

The final requirement for the incentive program is to complete a report outlining the highlights of your term as county or association princess, ambassador or alternate.

The report must be typed and is recommended to be 2-3 pages in length. Photos of activities completed during reign are also recommended and can be included in the 2-3 pages. Provide a summary or highlights of your activities – remember that the complete list will be turned in on the activity tracking worksheet, so you don't need to list them all.

The report can address (but isn't limited to) the following questions:

- What were your goals for your year? Did you accomplish those goals?
- How did you represent the dairy farm families of your county or association during the year?
- What were the highlights of your year?
- What challenges did you face?
- What did you learn about Iowa's dairy industry during your term?
- What did you learn about communications skills during your term?
- What skills or learnings from your term as princess or ambassador will benefit you in the future?

The report must be provided in a format that can be easily printed or photocopied for sharing with members of the Midwest Dairy Iowa Division Board and Iowa Dairy Princess Program Advisory Council.

**Materials must be sent to:  
Heidi Lantzky  
Mail: 101 NE Trilein Dr, Ankeny, IA 50021  
Email: [IowaDairyPrincessCoordinator@midwestdairy.com](mailto:IowaDairyPrincessCoordinator@midwestdairy.com)**

**Iowa Dairy Princess Program  
Certification by County or Association Program Contacts**

By signing this form, I verify that the 2023-24 activities reported by \_\_\_\_\_

in his/her role as dairy princess, dairy ambassador, or alternate on behalf of

\_\_\_\_\_ are accurate and complete.

I also confirm that \_\_\_\_\_ completed his or her term as a goodwill

ambassador for our county or association's dairy farm families in good standing.

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

**Title:** \_\_\_\_\_

**Association/Group:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Materials must be sent to:  
Heidi Lantzky  
Mail: 101 NE Trilein Dr, Ankeny, IA 50021  
Email: IowaDairyPrincessCoordinator@midwestdairy.com**