

December, 2011

Dear Contestants and Directors,

Congratulations on your accomplishment of representing one of the special crowns to compete in the 2012 Miss Oklahoma Scholarship Pageant. I know that many of you are already putting tireless hours into your preparation for getting the most out of your week in June.

However, did you know that with a few phone calls to family, friends and acquaintances, you could already have tuition and/or books paid for? Money aside, do you realize that salute pages are the ultimate way to get a contestant prepared for interview? What a great way to practice public relations skills while getting to know the community you represent. By setting up appointments, sitting down with prominent business leaders and expressing your excitement about the power of your crown, you will be one up on the biggest challenge of the system, convincing others why you will be the best candidate to represent Oklahoma.

Of course, a little incentive on the side doesn't hurt! There are some exciting reward packages that could benefit your family's stay in Tulsa during pageant week (see enclosed information). Incentives begin with 5 sold ads for contestants and additional incentives for local directors. If nothing else, every sold congratulatory ad benefits you, the local pageant and the community you represent by adverting to the many thousands of people looking through the 2012 Miss Oklahoma Scholarship Pageant program book.

New this year – **Color Salute Pages offered.** Also, back by popular demand ... **Choosing Your Own Placement** at Contestant's Day as a reward for ad page sales!! Please see enclosed details.

What separates those that come away with all the benefits of the system and those that don't? It would be the ones that weren't afraid to use the Miss Oklahoma Scholarship Pageant to their advantage and ask.

Best wishes to you all!

Sincerely,



Kendall Minnix
Miss Oklahoma Pageant



Herb Kelley
Meeks Group