WFU Student to Mix Her Studies With Promotion of Charolais

Miss Penny Nash, a Wake Forest University freshman, will be mixing her studies with trips across the country this year to convince farmers that they should raise Charolais cattle.

As "Miss Charolais U.S.A.," she will represent the American-International Charolais Association at various U.S. beef cattle and livestock functions.

"People tend to think cattle-raising is strictly a man's business," she said. Therefore, she finds that many interested women and young people, who may be reluctant to talk with cattlemen, are more inclined to ask her questions about the breed.

Although she may be called upon for some ceremonial duties, she says her job at these cattle meetings mainly is "to mingle in the crowds on an informal basis," talking with people and being prepared to answer their questions. She then can direct people who need further assistance to "the right person," she said.

Miss Nash owns five Charolais heifers which she says are "integrated" with her father's herd of 150 head on their 500-acre farm near Louisburg.

She also is president of the Virginia-Carolina Junior Charolais Association, a group she joined in the eighth grade. She became interested by attending association meetings with her parents, Mr. and Mrs. Willis Nash.

This weekend she will be at a regional Charolais meeting in Montgomery, Ala., and she will be at the International Livestock Exposition in Chicago on Nov. 21. She appeared at a Baltimore livestock show two weeks ago. Before making the trips, she confers with her professors in order to keep up her studies.

She doubts that she will go into cattle-raising after she graduates.

"What I plan to do is to go into public relations," she said.

This is why she competed last month for the "Miss Charolais" title, she said, to give her an opportunity to do some practical public relations.

Asked why the Charolais breed, which was first brought to the United States from France in the 1930s, has become such a popular breed only in the past few years, Miss Nash replied: "Probably because of a rigorous promotion. People are finding out more about them."