

This Month's Contents Celebrating 90th Edition

From Gumboots To Glam! - page 2

eLocal Beauties! Who Would You Vote For?
page 6

Interview: Franklin's own Kahurangi Taylor
page 14

Exclusive: Who Walked NZ Pre-Maori? Page 16
Part 1 of 3.

Community: Teen Graffiti Busters Take It To The Streets - page 22

Travel: Exiled in the US - page 32

Franklin Roundup: 'A roundup of newsy events' page 28

Marine Sport: A passion for all things nautical with Brett McQuarrie - page 34

What's On: 'A list of coming events in Franklin'
page 36

Event: Viva l'Italia! Paolo's Italian Restaurant is now open! - page 37

Motorcycle Sport: Dream Ride USA - page 38

Opinion: CRIME How To Change It! Part 2

Conclusion. - page 40

Discount Coupons - page 41

eLocal Business Directory - page 42

Cover shot Kahurangi Taylor



From Gumboots to Glam

The Butterfly Effect Transformations!

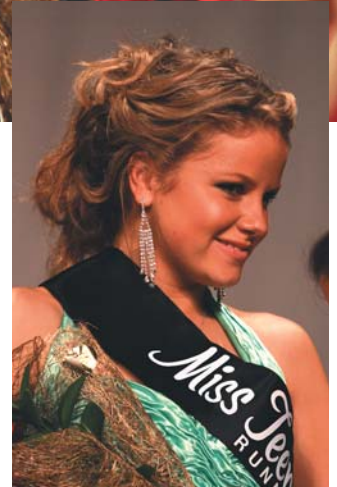
It's backstage at the beauty pageant and a bevy of nervous young women are putting the finishing touches to makeup and gowns. Excitement is high and faces glow with eager anticipation. For six weeks, girls from all walks of life have learnt what they need to take the stage and shine. Now is their moment and their chance to step confidently forward to claim the title - and to change their lives.

Dianne Foley believes in the power of self-esteem. And her faith is reflected in major success stories among her girls, many of whom begin the beauty pageant adventure fresh from the country and go on to breath-taking transformations.

Helping women achieve self-esteem was the major reason well-known event organiser Dianne first became involved with beauty pageants - and after 25 years, that reason is still a major factor.

The Franklin beauty pageant story began when Dianne was asked to organise a Harvest Queen contest for Franklin. The winner went onto Miss Franklin and until two years ago, those winners went to Miss Earth and Miss Asia Pacific. As success stories built, more local girls began to realise that pageants offered something unique.

"I talked to girls at local high schools because so many don't believe they are beautiful. They have never thought about entering a beauty pageant, but we teach them what they need to take part in a pageant - how to speak into a microphone, what colours and styles best suit them, how to best present themselves on stage, how to walk. There are three walks, for



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page 4

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