

2004 CCA Communications Contest Winners

Photography Awards

Photographer of the Year - David Lundquist

Photographer of the Year, Runners-up - Mark E. Johnson & Bob McEowen

Best of Show

David Lundquist, CHS-Land O' Lakes, "Big Hat Big Grin"

Portrait

First — David Lundquist, CHS-Land O' Lakes, "Big Hat Big Grin"

Second — David Shanks, Canadian Co-operative Association, "A Window on the Future"

Third — Gail Miller, GROWMARK, "Old Timer"

Honorable Mention — Heather Berry, Association of Missouri Electric Cooperatives, "Away to Be Sheep"

Honorable Mention — David Shanks, Canadian Co-operative Association, "School Days"

Scenic/Pictorial

First — Mark E. Johnson, Tennessee Farmers Cooperative, "Hanging Tin"

Second — Mark E. Johnson, Tennessee Farmers Cooperative, "Morning Moon"

Third — Bob McEowen, Association of Missouri Electric Cooperatives, "Missouri River Hideaway"

News

First — James Fashing, MFA, Inc., "Red Cross"

Second — Bob McEowen, Association of Missouri Electric Cooperatives, "Aftermath"

Third — Bob McEowen, Association of Missouri Electric Cooperatives, "Climbing School"

Feature

First — David Lundquist, CHS-Land O' Lakes, "Hanging for Hops"

Second — Allison Morgan, Tennessee Farmers Cooperative, "Feeding Time"

Third — Bob McEowen, Association of Missouri Electric Cooperatives, "The Pied Piper"

Honorable Mention — Sheryl Meshke, AMPI Inc., "Dairy Queen"

Honorable Mention — Bob McEowen, Association of Missouri Electric Cooperatives, "Wildcat"

Food Illustration

First — Glen Liford, Tennessee Farmers Cooperative, "BLT Bites"

Second — Glen Liford, Tennessee Farmers Cooperative, "Pudding Smores"

Third — Steve Richter, CHS-Land O' Lakes, "Tortilla Tailgating"

Photo Illustration

First — David Lundquist, CHS-Land O' Lakes, "Resource"

Second — Mark E. Johnson, Tennessee Farmers Cooperative, "Deep Roots"

Third — Mark E. Johnson, Tennessee Farmers Cooperative, "A Tale of Two Suttons"

Cover of the Year

First — David Lundquist, CHS-Land O' Lakes, "Cooperative Partners"

Second — David Lundquist, CHS-Land O' Lakes, "Cooperative Partners"

Third — Lori Weaver, Wisconsin Federation of Cooperatives, "Cooperative Living"

Photo Essay

First — David Lundquist, CHS-Land O' Lakes, "Big Skies, Golden Fields"

Second — Cooperative Living, Virginia, Maryland & Delaware Association of Electric Cooperatives, "Through the Lens"

Third — Bob McEowen, Association of Missouri Electric Cooperatives, "Branson: Same Song, New Refrain"

Best Use of Photos in a Publication

First — Steve Richter, CHS-Land O' Lakes, Cooperative Partners

Second — Jim McCarty, Jeff Joiner, Bob McEowen, Heather Berry, Association of Missouri Electric Cooperatives, Rural Missouri

Third — David Lundquist, CHS-Land O' Lakes, Cooperative Profiles

Honorable Mention — Janet Hunter, Farm Credit Bank of Texas, Landscapes

Honorable Mention — Allison Morgan, Glen Liford, Mark E. Johnson, Tennessee Farmers Cooperative, Tennessee Cooperator

Programs and Projects Winners

Best of Class - Claire Peters, Sunkist Growers, "sunkist.com"

Print Advertising

First — Linda Tank, CHS, "CHS. Resources for Enriching Lives-Boat Ad"

Second (tie) — Linda Tank, CHS, "CHS. Resources for Enriching Lives-Dinner Ad"

Second (tie) — Claire Smith, Sunkist Growers, "Better Snacking"

Honorable Mention — TFC Communications Department, Tennessee Farmers Cooperative, "This is Not a Cap"

Honorable Mention — TFC Communications Department, Tennessee Farmers Cooperative, "Co-op Celebrates the Farm Family"

Honorable Mention — Laura Paulus, MFA, Inc., "Cattle Charge Ad for Today's Farmer"

Honorable Mention — Laura Paulus, MFA, Inc., "Market Smarter/100,000 Health Track Calf"

Audio Advertising

First — Linda Tank, CHS, "'Gas' 'Flour' 'Oil'"

Second — Jo Ann Gumto, WFS, "February 2004 Rotating Radio Ads"

Video Advertising

First — Linda Tank, CHS, "CHS. Resources for Enriching Lives"

Second — Sergio Martinez, Pedernales Electric Cooperative, "Community Kids TV Ad"

Third — Lisa Moorhouse, CHS, "FFA Day at the Dome"

Video, DVD or Film

First — Wayne E. Crane, Sulphur Springs Valley Electric Cooperative, "Great History, Bright Future"

Second — Lani Jordan, CHS, "The CHS Story DVD-Edition 2"

Third — Gala Siegel, CoBank, "The CoBank Difference"

Honorable Mention — Jeff Schweitzer, American Crystal Sugar Company, "Annual Meeting Opening Video"

Honorable Mention — Agnes Schafer, Dairy Farmers of America, "Passport to Progress"

Presentation

First — Dennis Cannon, Kentucky Association of Electric Cooperatives, "Cooperatives and Corporations"

Second — Julie Hide, CoBank, "2004 Customer Meetings PowerPoint Presentation"

Web Site-Internal

First — Brian Delgado, Land O' Lakes, Inc., "Land O' Lakes Employee Infocenter"

Second — Brian Kuhl, CHS-Land O' Lakes, "www.memberservices.com"
Third — Lisa Moorhouse, CHS, "Employee InSite"
Honorable Mention — Jo Ann Gumto, WFS, "WFS Employee Website"
Honorable Mention — Lori Weaver, Wisconsin Federation of Co-ops, "WECA Division Website"

Web Site-External

First — Claire Smith, Sunkist Growers, "sunkist.com"
Second — Brian Kuhl, CHS, Inc., "www.chsinc.com"
Third — Brian Kuhl, CHS, Inc., "www.cenex.com"
Honorable Mention — TFC Communications Department, Tennessee Farmers Cooperative, "www.ourcoop.com"
Honorable Mention — Harriet Wegmeyer, The Fertilizer Institute, "sharingcommonground.org"

Campaigns and Programs

First — Annette Degan, Agrilience, "APS Program Materials"
Second — Bonnie G. Jones, Green Power Electric Membership Corporation, "Green Power"
Third — Amy Murphy, Alaska Village Electric Co-op, "AVEC's New Power Plants"
Honorable Mention — Mack Barrett, Tennessee Farmers Cooperative, "Farm Science Genetics"
Honorable Mention — Lani Jordan, CHS, Inc., "Refinery 60th Anniversaries"

Exhibits

First — Cathie Deck, Northwest Iowa Power Cooperative, "What is a Cooperative? Display"
Second — Lisa Moorhouse, CHS, "CHS Corporate Display"

Miscellaneous

First — Chellie Phillips, South Alabama Electric Cooperative, "Co-op Youth Camp"
Second — Laura Dotson, Adams Electric Cooperative, "The Mystery of the Blackout"
Third — Brian Kuhl, Member Services-CHS/Land O'Lakes, "Cooperative Partners"
Honorable Mention — Leslie Shuler, CHS, Inc., "CHS Foundation Identity Plan"
Honorable Mention — Mark Reinart, Agland, Inc., "We're Serious About Safety"

Management Planning

No entries

Small Shop Portfolio First — Joseph Richardson, Southwestern Electric Cooperative, Inc.
Second — Sheryl Doering-Meshke, Associated Milk Producers Inc.
Third — Cheryl Crase, SD Wheat Growers Association

Writing Awards

Writer of the Year - Richard Biever

Informative/Investigative Feature

First (tie) — Steve Richter, CHS – Land O'Lakes, "Changing Face of Rural America"
First (tie) — Mark S. Johnson, CHS – Land O'Lakes, "Navigating with Lewis and Clark"
First (tie) — Catherine Merlo, USDA Rural Development, "Living with Sprawl"
Second — Allison Morgan, Tennessee Farmers Cooperative, "Fear no Weevil"
Third (tie) — Lisa Moorhouse, CHS, "Staying Ahead of the Pack"
Third (tie) — Allison Morgan, Tennessee Farmers Cooperative, "Beefing up the Economy"
Honorable Mention — Patricia Miller, Land O'Lakes, Inc., "Host It and They Will Come"

Entertaining Feature

First — Lani Jordan, CHS, "Six Decades of Fuel Quality"
Second — Joseph Richardson, Southwestern Electric Cooperative, Inc., "Passport to Adventure"

Third — Allison Morgan, Tennessee Farmers Cooperative, “Where the Journey Ended”
Honorable Mention — Glen Liford, Tennessee Farmers Cooperative, “Deep Roots”
Honorable Mention — Allison Morgan, Tennessee Farmers Cooperative, “Focused”

News Story

First — Ann Orowski, Georgia EMC, “Small Change Changes Lives”
Second — Bill Sherrod, Virginia, Maryland, and Delaware Association of Electric Cooperatives, “Coping with Isabel the Cooperative Way”
Third — Lynette Cockerell, Plains Cotton Cooperative Association, “Texas Family Land Heritage Program”

News Release

First — Doug DiMento, Agri-Mark, “Agri-Mark Farmers to Receive \$11.4 Million”
Second — Joseph Richardson, Southwestern Electric Cooperative, Inc., “No-cost November”
Third — Sheryl Doering-Meshke, Associated Milk Producers Inc., “AMPI Will Showcase the Big Cheese”

Technical Writing

First — Steve Fairchild, MFA Incorporated, “New Measures of Soil Writing”
Second (tie) — Steve Fairchild, MFA Incorporated, “Avoid the Throes of Sudden Death Syndrome”
Second (tie) — Jessica Lamker, CHS – Land O’Lakes, “Policing Credit”
Second (tie) — Allison Morgan, Tennessee Farmers Cooperative, “Growers Remain Vigilant in Battling Soybean Pests”

Corporate Public Relations

First — Mark E. Johnson, Tennessee Farmers Cooperative, “Behind the Beans”
Second — Allison Morgan, Tennessee Farmers Cooperative, “Feedlot Feedback”
Third — Catherine Merlo, National Cooperative Bank, “Tennessee Transformation”
Honorable Mention — Greg Brooks, Walton EMC, “Shining Bright”

Editorial

First — Richard G. Biever, Indiana Statewide Association of RECs, Inc., “Lessons from New Orleans”
Second — Richard G. Johnstone Jr.; Virginia, Maryland, & Delaware Association of Electric Cooperatives, “Travels with Steinbeck”
Third — Steve Fairchild, MFA Inc., “People from Pavement”
Honorable Mention — Ann Orowski, Georgia EMC, “Electric Reliability: A Reasonable Solution”

Speechwriting

First — Glen Liford, Tennessee Farmers Cooperative, “TNSTAAFL”
Second — David Karpinski, Land O’ Lakes, “Work-Life Balance”
Third — Sheryl Doering-Meshke, Associated Milk Producers Inc., “The AMPI Recipe”
Honorable Mention — Ann Mosby, GROWMARK, “Through the Lens”
Honorable Mention — Lani Jordan, CHS, “Walking the Tightrope: Serving Multiple Stakeholders”

Column

First — Art Jaeger, National Cooperative Business Association, “Our View-From the CEO”
Second — Steve Fairchild, MFA Inc., “Country Corner”
Third — Jerry Kirk, Tennessee Farmers Cooperative, “As I Was Saying”

Cooperative Education

First — Joseph Richardson, Southwestern Electric Cooperative, Inc., “Southwestern Electric Cooperative Pledges \$35,000 to Campus Development”

Second — Catherine Merlo, National Cooperative Bank, “NCB Co-op 100”
Third — Ron Grusenmeyer, Dairy Farmers of America, “What was it Like for Grandpa?”
Honorable Mention — Katrice Bryant, Jackson Electric Membership Corporation, “We’re People Driven”
Honorable Mention — Julie Hogeland, USDA Rural Development, “How Business Culture Drives Economic Behavior in Co-ops”

Publication Awards

Publication of the Year - Jeff Schweitzer, American Crystal Sugar Company

Employee Newsletter/Newspaper/Magapaper

First — Penny Banks, Farm Credit Bank of Texas, “Common Ground”
Second — Annette Degnan, Agriliance, “Connection”
Third — Lisa A. Moorhouse, CHS, “Directions”
Honorable Mention — Lisa Miller, Central Alabama Electric Cooperative, “The Power Line”

Employee Magazine

First — Ann Mosby, GROWMARK, Inc., “Growmark Spirit”
Second — Mark E. Johnson, Tennessee Farmers Cooperative, “Spotlight”

Member Newsletter, one or two colors First — Brenda G. Heald, Canadian Co-operative Association, “InterSector” Second — Laura Dotson, Adams Electric Cooperative, “Adams Outlet”
Third — Amber DuMont, Maryland and Virginia Milk Producers Cooperative, “Pipeline”
Honorable Mention — Doug DiMento, Agri-Mark, “Viewpoint”

Member Newsletter, more than two colors

First — Karen Murphy, Financial Partners, Inc., “Financial Partner”
Second — Katrice Bryant, Jackson Electric Membership Corporation, “JEMCO News”
Third — Greg Brooks, Walton EMC, “Walton EMC Realite”
Honorable Mention — Cheryl Crase, SD Wheat Growers Association, “Member News”

Member Newspaper/Magapaper

First — Jim McCarty, Association of Missouri Electric Cooperatives, “Rural Missouri”
Second — Art Jaeger, National Cooperative Business Association, “CBJ-Cooperative Business Journal”
Third — TFC Communications Department, Tennessee Farmers Cooperative, “Tennessee Cooperator”
Honorable Mention — Mark Higgins, Atlantic Co-operative Publishers, “The Atlantic Co-operator”

Member Magazine

First — Steve Richter, CHS-Land O’ Lakes “Cooperative Partners”
Second — Jessica Lamker, CHS-Land O’ Lakes, “Cooperative Profiles”
Third — Sheryl Doering-Meshke, Associated Milk Producers Inc., “Dairyman’s Digest”
Honorable Mention — Dan Campbell, USDA Rural Development, “Rural Cooperatives”
Honorable Mention — Teri Ditsch, AMAROK, “MarketTracks”

Online/Electronic Newsletter

First — Mark S. Johnson, CHS-Land O’ Lakes, “ePreview”
Second — Jayne Sebright, Land O’ Lakes, Inc., “Eastern MPS Update”
Honorable Mention — Tom Leiting, River Valley Cooperative, “River Valley Grain eNewsletter”
Honorable Mention — Gail Miller and Ann Mosby, GROWMARK, Inc., “Spirit Online”

Annual Report, budget less than \$50,000

First — Janet Hunter, Farm Credit Bank of Texas, "Positioned for Success-2003 Annual Report"

Second — Greg Brooks, Walton EMC, "The Real Power of Membership"

Third — Karen Endres, Alto Dairy Cooperative, "Renewed. Responsive. Refocused."

Honorable Mention — Joan Behr, Foremost Farms USA, "Repositioning for Growth"

Honorable Mention — Janet Schoniger, CoBank, "Demonstrating the CoBank Difference"

Annual Report, budget more than \$50,000

First — Jeff Schweitzer, American Crystal Sugar Company, "American Crystal Sugar Company"

Second — Bonnie G. Jones, Jackson Electric Membership Corporation, "2003 Annual Report"

Third — John Johnson, Plains Cotton Cooperative Association, "PCCA Annual Report-50th Anniversary Edition"

Honorable Mention — Lani Jordan, CHS, "Resources"

Brochures, Pamphlets and One-Time Publications, budget less than \$10,000

First (tie) — David Shanks, Canadian Co-operative Association, "Overcoming Poverty Through Co-operation"

First (tie) — Anita Travis, Kentucky Association of Electric Cooperatives, "Sundown on Bardstown Road"

Second — Laura Paulus, MFA, Inc., "Cache River Seed Brochure"

Third — TFC Communications Department, Tennessee Farmers Cooperative, "2004 FFR Product Guide"

Brochures, Pamphlets and One-Time Publications, budget more than \$10,000

First — Annette Degnan, Agriliance, "'Know How' Folder and Sell Sheets"

Second — Karen Murphy, Financial Partners, Inc., "Product Brochures"

Third — FS Seed Team, GROWMARK, Inc., "FS Seed Guide 2004"

Improved Publication First — Mark E. Johnson, Tennessee Farmers Cooperative, "Spotlight"

Second — Penny Banks, Farm Credit Bank of Texas, "Common Ground"

Third — Sarah LaBreche, West Central, "Today's Eagle"

Honorable Mention — Sheryl Doering-Meshke, Associated Milk Producers Inc., "Darymen's Digest"

Honorable Mention — Moriah Morris, Goldstar Cooperative, "Goldstar Hilites"

Direct Mail Campaign

First — Rebecca Ropp, GROWMARK, Inc., "FS Seed Central Illinois Yield Results"

Honorable Mention — Annette Degnan, Agriliance, "Cotton Direct Mail"

Direct Mail, One-Time Mailing

First — Linda Tank, CHS, "CHS Posters/Corporate Ad Reprints"

Second — Patricia Miller, Land O' Lakes, Inc., "Sharpening Our Focus"

Third — Bonnie G. Jones, Jackson Electric Membership Corporation, "Members of the Communities We Serve"

Words and Pictures

First — Allison Morgan, Tennessee Farmers Cooperative, "Hanging On To Her Hats"

Second — Bob McEowen, Association of Missouri Electric Cooperatives, "Saved by the Bottle"

Honorable Mention — Glen Liford, Tennessee Farmers Cooperative, "Fueling Conservation"

Honorable Mention — Mark E. Johnson, Tennessee Farmers Cooperative, "Inside the Chocolate Factory"