

2005 CCA Institute

Employee Newspaper / Magapaper / Magazine

Magazine, multi-page tabloid or broadsheet produced
regularly for employees.



Reaching Your Communications Peak



1. Employee Newspaper / Magapaper / Magazine

Second Place

**GROWMARK
SPIRIT**

Ann Mosby / Gail Miller

Growmark, Inc.



CCA 2005 Communications Contest



1. Employee Newspaper / Magapaper / Magazine

First Place

Spotlight

Mark E. Johnson

Tennessee Farmers
Cooperative




CCA 2005 Communications Contest

2005 CCA Institute

Employee Newsletter

Newsletter produced regularly for employees.



Reaching Your Communications Peak



2. Employee Newsletter

Third Place

Welch's® News
Charlene M. Ryder
National Grape Cooperative/Welch's



CCA 2005 Communications Contest



2. Employee Newsletter

Second Place

Common Ground
Penny Banks
Farm Credit Bank of Texas



CCA 2005 Communications Contest



2. Employee Newsletter

First Place

Jemclips

Suzanne LaVerriere

Jackson Electric
Membership Corp.



CCA 2005 Communications Contest

2005 CCA Institute

Member Newsletter, one or
two colors

One or two colors with limited graphics, not to
exceed 16 pages. Newsletter produced
regularly for members, clients, co-op
customers and/or prospective members.



Reaching Your
Communications Peak



3. Member Newsletter, one or two colors

Third Place

Milk Messenger

Jean Kummer

Mid-Atlantic Dairy
Association



CCA 2005 Communications Contest



3. Member Newsletter, one or two colors

Second Place

Pipeline

Amber DuMont

Maryland & Virginia Milk Producers Cooperative



CCA 2005 Communications Contest



3. Member Newsletter, one or two colors

First Place

The Link

Patricia Miller

Land O'Lakes, Inc.



CCA 2005 Communications Contest

2005 CCA Institute

Member Newsletter, more than two colors

More than two colors with generous graphics, not to exceed 16 pages. Newsletter produced regularly for members, clients, co-op customers and/or prospective members.



Reaching Your Communications Peak



4. Member Newsletter, more than two colors

Third Place

**Dairy Foods
Outlook**

Patricia Miller

Land O'Lakes, Inc.



CCA 2005 Communications Contest



4. Member Newsletter, more than two colors

Second Place

**VistaComm™
Views**

Tania Kocmick

VistaComm



CCA 2005 Communications Contest



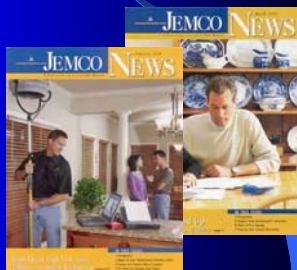
4. Member Newsletter, more than two colors

First Place

Jemco News

Katrice Bryant

Jackson Electric
Membership Corp.



CCA 2005 Communications Contest

2005 CCA Institute

Member Newspaper / Magapaper / Magazine

Multi-page tabloid, broadsheet or magazine produced regularly for members, clients, co-op customers and/or prospective members.



Reaching Your Communications Peak



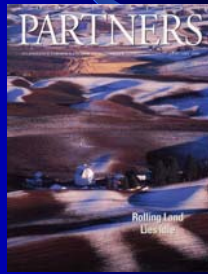
5. Member Newspaper / Magapaper / Magazine

Honorable Mention

Cooperative Partners

Steve Richter

CHS—Land O'Lakes, Inc.



CCA 2005 Communications Contest



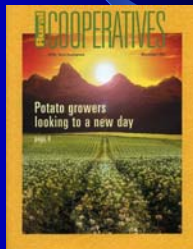
5. Member Newspaper / Magapaper / Magazine

Third Place

Rural Cooperatives

Daniel Campbell

USDA/Rural Development



CCA 2005 Communications Contest



5. Member Newspaper / Magapaper / Magazine

Second Place

The Southwestern

Joseph W. Richardson

Southwestern Electric
Cooperative



CCA 2005 Communications Contest



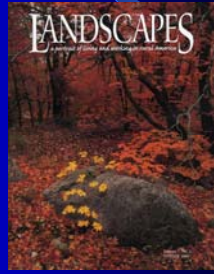
5. Member Newspaper / Magapaper / Magazine

First Place

Landscapes

Janet Hunter

Farm Credit Bank
of Texas



CCA 2005 Communications Contest

2005 CCA Institute

Online / Electronic
Newsletter

Online or electronic newsletter exclusively produced for
employees, members, clients, etc.



Reaching Your
Communications Peak



6. Online / Electronic Newsletter



Third Place

**VistaComm™
e-Views**

Jamie O'Brien

VistaComm

CCA 2005 Communications Contest



6. Online / Electronic Newsletter



Second Place

**Dairy Foods
Leader Update**

Jayne Sebright

Land O'Lakes, Inc.

CCA 2005 Communications Contest



6. Online / Electronic Newsletter



First Place

**Solutions-
Electronic
Version**

Beth Ann Johnson /
Jason Steiner

NRUCFC

CCA 2005 Communications Contest

2005 CCA Institute

Annual Report, budget less than \$50,000

Includes annual reports produced entirely by staff or with assistance from any outside source, such as an advertising agency, freelance writer or photographer or design agency.



Reaching Your Communications Peak



7. Annual Report, budget less than \$50,000

Third Place

Alto Dairy Annual Report – Take a Closer Look

Karen Enres

Alto Dairy Cooperative



CCA 2005 Communications Contest



7. Annual Report, budget less than \$50,000

Second Place

Seeded With Principles

Sarah Dorman

West Central



CCA 2005 Communications Contest

 7. Annual Report, budget less than \$50,000

First Place

2004 Annual Report – The Power to Improve Your Life

Bonnie G. Jones
Jackson Electric Membership Corp.



CCA 2005 Communications Contest

2005 CCA Institute

Annual Report, budget more than \$50,000

Includes annual reports produced entirely by staff or with assistance from any outside source, such as an advertising agency, freelance writer or photographer or design agency.

 **Reaching Your Communications Peak**

 8. Annual Report, budget more than \$50,000

Third Place

2004 Foremost Farms USA Annual Report

Joan Behr
Foremost Farms USA



CCA 2005 Communications Contest



8. Annual Report, budget more than \$50,000

Second Place

American Crystal Sugar Company
2004 Annual Report

Jeff Schweitzer

American Crystal Sugar Company



CCA 2005 Communications Contest



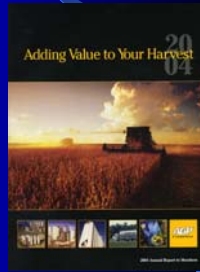
8. Annual Report, budget more than \$50,000

First Place

Adding Value to Your Harvest 2004

Jim Rodenburg/Ed Woll

AGP



CCA 2005 Communications Contest

2005 CCA Institute

Brochures, Pamphlets and One-Time Publications, budget less than \$5,000



The winning entry will have successfully promoted an idea, concept or product to a targeted audience. Judges will consider planning, creativity, originality and effectiveness as well as writing, editing, design and whether the project focused on stated objectives.

Reaching Your Communications Peak

9. Brochures, Pamphlets and One-Time Publications, budget less than \$5,000



Honorable Mention
SOYPOWER Brochure
 Sarah Dorman
 West Central

CCA 2005 Communications Contest


9. Brochures, Pamphlets and One-Time Publications, budget less than \$5,000



Third Place
Right Choice High Tech Audit
 Katrice Bryant
 Jackson Electric Member Corporation

CCA 2005 Communications Contest

9. Brochures, Pamphlets and One-Time Publications, budget less than \$5,000



Second Place
CFC Branding Toolkit
 Beth Ann Johnson/
 Jason Steiner
 NRUCFC

CCA 2005 Communications Contest

 9. Brochures, Pamphlets and One-Time Publications, budget less than \$5,000




First Place
Enhanced Efficiency Fertilizer
 Harriet Wegmeyer
 The Fertilizer Institute

CCA 2005 Communications Contest

2005 CCA Institute

Brochures, Pamphlets and One-Time Publications, budget more than \$5,000



The winning entry will have successfully promoted an idea, concept or product to a targeted audience. Judges will consider planning, creativity, originality and effectiveness as well as writing, editing, design and whether the project focused on stated objectives.

Reaching Your Communications Peak

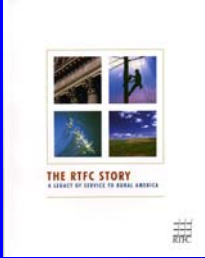
 10. Brochures, Pamphlets and One-Time Publications, budget more than \$5,000



Honorable Mention
2005 FFR Product Guide
 TFC Comm. Dept.
 Tennessee Farmers Cooperative

CCA 2005 Communications Contest

10. Brochures, Pamphlets and One-Time Publications, budget more than \$5,000



Third Place
RTFC Story Book
 Beth Ann Johnson/
 Jason Steiner
 NRUCFC

CCA 2005 Communications Contest

10. Brochures, Pamphlets and One-Time Publications, budget more than \$5,000



Second Place
PTC 50th Annual Meeting Program
 Kirk Welch-Marketing/PR Dept.
Panhandle Telephone Cooperative, Inc.

CCA 2005 Communications Contest

10. Brochures, Pamphlets and One-Time Publications, budget more than \$5,000



First Place
eCompass Navigation Guide
 Ann Mann
 CHS Inc.

CCA 2005 Communications Contest

2005 CCA Institute

Improved Publication

Submit two consecutive issues of both old and new versions. Clearly state implementation of change, reason for change, procedure, cost and type help received. List specific items that have changed.



Reaching Your Communications Peak



11. Improved Publication

Third Place

Community Connection

Deloris J. Foxworth
Owen Electric Cooperative



CCA 2005 Communications Contest



11. Improved Publication

Second Place

Cheddar Chatter

Christie Lincoln
Tillamook County Creamery



CCA 2005 Communications Contest



11. Improved Publication

First Place

SCE Informer

Dawn Terpstra

SCE Sully
Cooperative
Exchange



CCA 2005 Communications Contest

2005 CCA Institute

Direct Mail



Reaching Your
Communications Peak



12 & 13. Direct Mail


Third Place

Only Seeing Part
of the Picture?

Sarah Dorman

West Central




 12 & 13. Direct Mail

Second Place

Hagar the Horrible & Right Choice High Tech Audit

Katrice Bryant
Jackson Electric Membership Corp.



Get energized about lowering your home heating bills...

GET A RIGHT CHOICE HIGH TECH AUDIT FROM JACKSON EMC!

It's time to call for a Right Choice High Tech Audit. You have... high bills, comfort problems, excessive draft!

 12 & 13. Direct Mail

First Place

CHS Propane "Until there's a tool like this"

Ann Mann
CHS Inc.




UNTIL THERE'S A TOOL LIKE THIS

PULL FOR EXTRA-LONG-TOE-NUMBING-SNOT-FREEZING WINTER

2005 CCA Institute

Words and Pictures

Enter published stories in which one person produced both the pictures and writing. Entries will be evaluated on writing quality as well as quality of photographs and their appropriateness for the story.

 **Reaching Your Communications Peak**



14. Words and Pictures

Honorable Mention

Art in Motion

Glen Liford

Tennessee Farmers
Cooperative



CCA 2005 Communications Contest



14. Words and Pictures

Third Place

Lineman Rodeo

Joseph W. Richardson

Southwestern Electric
Cooperative



CCA 2005 Communications Contest



14. Words and Pictures

Second Place

Our Grand Old Game

Emily Schilling and
Richard G. Biever

Indiana Statewide
Association of RECs



CCA 2005 Communications Contest



14. Words and Pictures

First Place

Prawn Shop

Glen Liford

Tennessee Farmers
Cooperative



CCA 2005 Communications Contest



Publication of the Year

Judges will select a publication of the year based on overall excellence in writing, design, photography and ability to meet goals within available budget.

The Envelope

Please!



CCA 2005 Communications Contest



Publication of the Year

Bonnie G. Jones



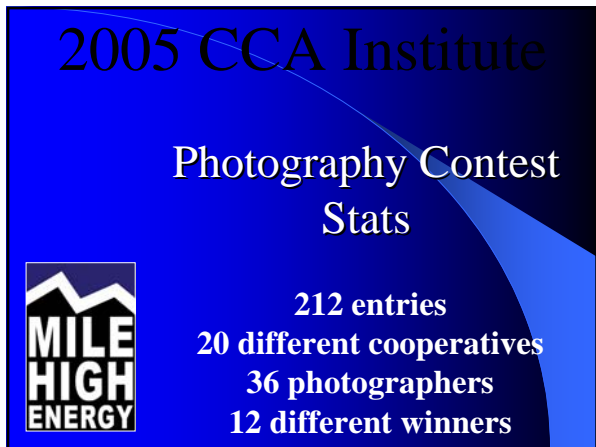
**2004 Annual
Report – The
Power to Improve
Your Life**

Jackson Electric
Membership Corp.

CCA 2005 Communications Contest









Portrait

Third Place

Double-Take
David Lundquist
CHS-Land O Lakes



CCA 2005 Communications Contest



Portrait

Second Place

Celebrating 40 Years of
the Playhouse
Robin Conover
The Tennessee
Magazine



CCA 2005 Communications Contest



Portrait

First Place

The New Owner's
Jim McCarty
Association of Missouri
Electric Cooperatives



CCA 2005 Communications Contest

 Scenic/Pictorial

Third Place

Blue Bayou
Joseph W. Richardson
Southwestern Electric
Cooperative



CCA 2005 Communications Contest

 Scenic/Pictorial

Second Place

Sand Patterns
David Lundquist
CHS-Land O Lakes



CCA 2005 Communications Contest

 Scenic/Pictorial

First Place

King of the Hill
Gail Miller
Growmark, Inc.



CCA 2005 Communications Contest



News

Third Place

Window of Gratitude

Jeff Joiner

Association of Missouri
Electric Cooperatives



CCA 2005 Communications Contest



News

Second Place

Midnight Blaze

Sheryl Doering Meshke

AMPI



CCA 2005 Communications Contest



News

First Place

Croplan Plot Day

Steve Richter

CHS-Land O Lakes



CCA 2005 Communications Contest



Feature

Honorable Mention

Wannabe Cowboys

Steve Richter

CHS - Land O Lakes



CCA 2005 Communications Contest



Feature

Third Place

Farm Girl

David Lundquist

CHS- Land O Lakes



CCA 2005 Communications Contest



Feature

Second Place

Where Everyone
Knows Your Name

Jim McCarty

Association of Missouri
Electric Cooperatives



CCA 2005 Communications Contest

 Feature

First Place

Searching for Stragglers
 Glen Liford
 Tennessee Farmers
 Cooperative



CCA 2005 Communications Contest

 Food Photo Illustration

Second Place

An Apple A Day
 Robin Conover
 The Tennessee
 Magazine



CCA 2005 Communications Contest

 Food Photo Illustration

Third Place

Scone Age
 Robin Conover
 The Tennessee
 Magazine



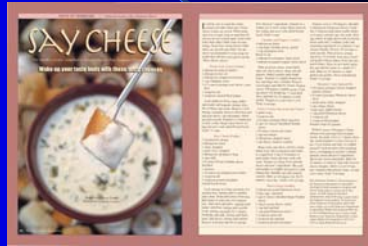
CCA 2005 Communications Contest



Food Photo Illustration

First Place

Say Cheese
Robin Conover
The Tennessee
Magazine



CCA 2005 Communications Contest



Photo Illustration/Digitally Manipulated

Third Place

Bank Vault/Farm
Stephen Thompson
USDA Rural
Development



CCA 2005 Communications Contest



Photo Illustration/Digitally Manipulated

Second Place

Looking Close at
Equity
David Lundquist
CHS-Land O' Lakes



CCA 2005 Communications Contest



Photo Illustration/Digitally Manipulated

First Place

Reclaiming the Ranch

Lora Blume

Farm Credit Bank of Texas



CCA 2005 Communications Contest



Cover

Third Place

January 2005

Robin Conover

The Tennessee Magazine



CCA 2005 Communications Contest



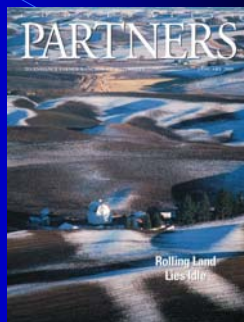
Cover

Second Place

Rolling Land Lies Idle

Steve Richter

CHS-Land O' lakes



CCA 2005 Communications Contest



Cover

First Place

Finding a Fast Track

Steve Richter

CHS-Land O' lakes



CCA 2005 Communications Contest



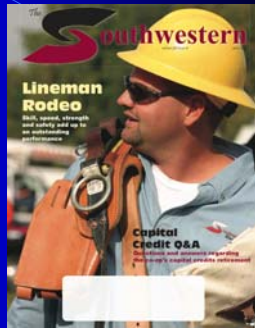
Photo Essay

Third Place

Lineman Rodeo

Joseph Richardson

Southwestern Electric
Cooperative



CCA 2005 Communications Contest



Photo Essay

Second Place

Our Grand Old Game

Richard Biever

Indiana Statewide
Association of REC's



CCA 2005 Communications Contest



Photo Essay

First Place

Learning By Fire
Robin Conover
The Tennessee
Magazine



CCA 2005 Communications Contest



Best Use of Photos

Third Place

Rural Missouri
Jim McCarty
Association of Missouri
Electric Cooperatives



CCA 2005 Communications Contest



Best Use of Photos in a Publication

Third Place

Rural Missouri
Jim McCarty
Association of Missouri
Electric Cooperatives



CCA 2005 Communications Contest



Best Use of Photos in a Publication

Second Place

The Tennessee
Magazine

Robin Conover

The Tennessee
Magazine



CCA 2005 Communications Contest



Best Use of Photos in a Publication

First Place

Cooperative Partners

Steve Richter and
David Lundquist

CHS - Land O' Lakes



CCA 2005 Communications Contest



Best of Show

The New Owner's

Jim McCarty

Association of Missouri
Electric Cooperatives



CCA 2005 Communications Contest


 **Photographer of the Year**

Honorable Mention

Jim McCarty
Association of Missouri
Electric Cooperatives




CCA 2005 Communications Contest

 **10. Photographer of the Year**

Judges will choose a 2005 photographer of the year based on a portfolio review.

The Envelope
Please!



CCA 2005 Communications Contest

 **Photographer of the Year**

Robin Conover
The Tennessee
Magazine



CCA 2005 Communications Contest
