

**CCA**  
**Cooperative Communicators Association**  
**2005 Communications Contest**

**Publications**

**Employee Newspaper/Magapaper/Magazine**

First Place: Mark E. Johnson, Tennessee Farmers Cooperative, "Spotlight"  
Second Place: Ann Mosby and Gail Miller, GROWMARK, "GROWMARK SPIRIT"

**Employee Newsletter**

First Place: Suzanne LaVerriere, Jackson Electric Membership Corporation, "Jemclips"  
Second Place: Penny Banks, Farm Credit Bank of Texas, "Common Ground"  
Third Place: Charlene M. Ryder, National Grape Cooperative/Welch's, "Welch's News"

**Member Newsletter, one or two colors**

First Place: Patricia Miller, Land O'Lakes, "The Link"  
Second Place: Amber DuMont, Maryland & Virginia Milk Producers Cooperative, "Pipeline"  
Third Place: Jean Kummer, Mid-Atlantic Dairy Association, "Milk Messenger"

**Member Newsletter, more than two colors**

First Place: Katrice Bryant and The Project Center, Jackson Electric Membership Corporation, "Jemco News"  
Second Place: Tania Kocmick, VistaComm, "VistaComm Views"  
Third Place: Patricia Miller, Land O'Lakes, "Dairy Foods Outlook"

**Member Newspaper/Magapaper/Magazine**

First Place: Janet Hunter and The Ag Agency, Farm Credit Bank of Texas, "Landscapes"  
Second Place: Joseph W. Richardson and Michael Barns, Southwestern Electric Cooperative, "The Southwestern"  
Third Place: Daniel Campbell, USDA Rural Development, "Rural Cooperatives"  
Honorable Mention: Steve Richter, CHS - Land O' Lakes, "Cooperative Partners"

**Online/Electronic Newsletter**

First Place: Beth Ann Johnson and Jason Steiner, NRUCFC, "Solutions - Electronic Version"  
Second Place: Jayne Sebright and Nadine Miller, Land O'Lakes, "Dairy Foods Leader Update"  
Third Place: Jamie O'Brien, VistaComm, "VistaComm e-Views"

**Annual Report, budget less than \$50,000**

First Place: Bonnie G. Jones and The Adsmith, Jackson Electric Membership Corporation, "2004 Annual Report"

Second Place: Sarah Dorman, West Central Cooperative, "Seeded With Principles"  
Third Place: Karen Endres, Alto Dairy Cooperative, "Alto Dairy Annual Report - Take a Clear Look"

**Annual Report, budget more than \$50,000**

First Place: Jim Rodenburg and Ed Woll, AGP, "Adding Value to Your Harvest"  
Second Place: Jeff Schweitzer, American Crystal Sugar Company, "American Crystal Sugar Company 2004 Annual Report"  
Third Place: Joan Behr, Foremost Farms USA, "2004 Foremost Farms USA Annual Report"

**Brochures, Pamphlets, One-time Publications, budget less than \$5,000**

First Place: Harriet Wegmeyer, The Fertilizer Institute, "Enhanced efficiency Fertilizer"  
Second Place: Beth Ann Johnson and Jason Steiner, NRUCFC, "CFC Branding Toolkit"  
Third Place: Katrice Bryant and The Adsmith, Jackson Electric Membership Corporation, "Right Choice High Tech Audit"  
Honorable Mention: Sarah Dorman, West Central Cooperative, "SoyPOWER Brochure"

**Brochures, Pamphlets, One-time Publications, budget more than \$5,000**

First Place: Ann Mann, CHS Inc., e Compass Navigation Guide  
Second Place: Kirk Welch - Marketing/PR Department, Panhandle Telephone Cooperative, G Graham Design: Gayla Graham, "PTC 50th Annual Meeting Program"  
Third Place: Beth Ann Johnson and Jason Steiner, NRUCFC, "RTFC Story Book"  
Honorable Mention: TFC Communications Department, Tennessee Farmers Cooperative, "2005 FFR Product Guide"

**Improved Publication**

First Place: Dawn Terpstra, SCE Sully Cooperative Exchange, "SCE Informer"  
Second Place: Christie Lincoln, Tillamook County Creamery, "Cheddar Chatter"  
Third Place: Deloris J. Foxworth, Owen Electric Cooperative, "Community Connection"

**Direct Mail Campaign**

First Place: Ann Mann, CHS Inc., CHS Propane "Until there's a tool like this"  
Second Place: Katrice Bryant and The Adsmith, Jackson Electric Membership Corporation, "Harar the Horrible & Right Choice High Tech Audio"  
Third Place: Sarah Dorman, West Central Cooperative, "Only Seeing Part of the Picture?"

**Words and Pictures**

First Place: Glen Liford, Tennessee Farmers Cooperative, Prawn Shop  
Second Place: Emily Schilling and Richard G. Biever, Indiana Statewide Association of Rural Electric Cooperatives, "Electric Consumer (Our Grand Old Game)"  
Third Place: Joseph W. Richardson, Southwestern Electric Cooperative, "The Southwestern - Lineman Rodeo"  
Honorable Mention: Glen Liford, Tennessee Farmers Cooperative, "Art In Motion"

**Publication of the Year**

Bonnie G. Jones, Jackson Electric Membership Corporation, "2004 Annual Report"

## Writing

### Informative/Investigative Feature

First Place: Catherine Merlo, USDA Rural Development, “Flying the Coop”

Second Place: Nancy R. Nixon, Association of Illinois Electric Cooperatives, “It’s Not Business As Usual in Mayberry”

Third Place: Joseph W. Richardson, Southwestern Electric Cooperative, “Exploring the Land of Lincoln”

Honorable Mention (tie): Suzanne LaVerriere, Jackson Electric Membership Corporation, “Customer Service Philosophy and Practice Shape JEMC’s Reputation”

Honorable Mention (tie): Allison Morgan, Tennessee Farmers Cooperative, “Witness to History”

### Entertaining Feature

First Place: Joseph W. Richardson, Southwestern Electric Cooperative, “Groundhog Days”

Second Place: Mark E. Johnson, Tennessee Farmers Cooperative, “The Long Row Home”

Third Place: Jim McCarty, Association of Missouri Electric Cooperatives, “Mingo: Last of the Bootheel Swamps”

Honorable Mention: Heather Berry, Association of Missouri Electric Cooperatives, “Singing Their Thanks”

### News Story

First Place: Joseph W. Richardson, Southwestern Electric Cooperative, “Return on Investment”

Second Place: Glen Liford, Tennessee Farmers Cooperative, “Sevier Farmers ‘Cleans Up’”

Third Place: Brian L. Delgado, Land O’Lakes, “Land O’Lakes Company Makes Major Contribution to the Masters “

### News Release

First Place (tie): Tamara Eck, Cuivre River Electric Cooperative, “Cuivre River Grant Touches Two Generations of Emmaus Homes Clients”

First Place (tie): Art Jaeger, National Cooperative Business Association, “Missed Opportunity? .Coop Names Now Available”

Second Place: Sheryl Doering Meshke, Associated Milk Producers Inc., “Dairy Producers Send Message to Congressmen”

Third Place: Allison Morgan, Tennessee Farmers Cooperative, “Old Friends, new Beginnings”

### Technical Writing

First Place: Suzanne LaVerriere, Jackson Electric Membership Corporation, “Mobile Mapping Replaces Paper Map Sets”

Second Place: Katrice Bryant, Jackson Electric Membership Corporation, “New Right Choice High Tech Audit Backed by Energy Star”

Third Place: Greg Brooks, Walton Electric Membership Corporation, “Living with Unsightly Wall Warts”

### **Corporate Public Relations**

First Place: Glen Liford, Tennessee Farmers Cooperative, “Finely Honed Reputations”

Second Place: Allison Morgan, Tennessee Farmers Cooperative, “Deputy Dog”

Third Place: Katrice Bryant, Jackson Electric Membership Corporation, “Worlds Apart— Except When it Comes to Their Energy Provider”

Honorable Mention: Catherine Merlo, CoBank, “Cobank Annual Report Customer Vignettes”

### **Editorial**

First Place: Richard G. Biever, Indiana Statewide Association of Rural Electric Cooperatives, “Co-ops, Consumers and Conservation”

Second Place: Art Jaeger, National Cooperative Business Association, “From a Handout to a Hand Up in South Asia”

Third Place: Paul Wesslund, Kentucky Association of Electric Cooperatives, “When Smart Guys Go Bad”

### **Speechwriting**

First Place: Lani Jordan, CHS Inc., “Adding Value Every Day”

Second Place: Patricia Miller, Land O’Lakes, “Proud Past, Present and Future”

Third Place: Agnes Schafer, Dairy Farmers of America, “DFA: Building Bridges through Cooperation”

Honorable Mention: David Karpinski, Land O’Lakes, “Sharpening Our Cooperative Edge”

### **Column**

First Place: Harriet Wegmeyer, The Fertilizer Institute, “President’s Column”

Second Place: Jim McCarty, Association of Missouri Electric Cooperatives, “Hart to Heart”

Third Place: Paul Wesslund, Kentucky Association of Electric Cooperatives, “Plugged In”

### **Cooperative Education**

First Place: Jim McCarty, Association of Missouri Electric Cooperatives, “A Say in What You Pay”

Second Place: Paul Wesslund, Kentucky Association of Electric Cooperatives, “Manager Column: Your Annual Meeting”

Third Place: Joseph W. Richardson, Southwestern Electric Cooperative, “Where the Road Curves”

Honorable Mention: Joseph W. Richardson, Southwestern Electric Cooperative, “Ivan the Terrible”

## **Writer of the Year**

**(tie):** Mark E. Johnson, Tennessee Farmers Cooperative

**(tie):** Allison Morgan, Tennessee Farmers Cooperative

Honorable Mention: Richard G. Biever, Indiana Statewide Association of Rural Electric Cooperatives

Honorable Mention: Joseph W. Richardson, Southwestern Electric Cooperative

## **Programs and Projects**

### **Print Advertising**

First Place: TFC Communications Department, Tennessee Farmers Cooperative, "Bring on the Rain"

Second Place: Annette Degnan and Bob Herzfeld, Agriliance, "Interlock Fine Line"

Third Place: Annette Degnan and Nathan Wright, Agriliance, "Actellic Acid"

Honorable Mention: Greg Brooks & Katie Woodall, Walton Electric Membership Corporation, "My Dad Knows Safety"

### **Audio Advertising**

First Place: Becky Ropp, Beverly Long, and FS Seed Division, GROWMARK, "PICK WIN. FS Seed Corn Spot & Soybeans Spot"

Second Place: Jo Ann Gumto, WFS (Watowan Farm Service), "WFS Farm Success Minute"

Third Place: Jo Ann Gumto, WFS (Watowan Farm Service), "October 2004 Rotating Radio Ads"

### **Video Advertising**

First Place: Becky Ropp, Beverly Long, and FS Seed Division, GROWMARK, "PICK WIN. FS Seed Corn Television Spot"

Second Place (tie): Jack Blair, Russ Tyau, and Greg Booth, Sulphur Springs Valley Electric Cooperative, "Shredding"

Second Place (tie): Jack Blair, Russ Tyau, and Greg Booth, Sulphur Springs Valley Electric Cooperative, "Advice"

### **Video, DVD, or Film**

First Place: Beth Ann Johnson, RTFC, "RTFC Story DVD"

Second Place: Jeff Schweitzer, American Crystal Sugar Company, "Annual Meeting Opening Video"

Third Place: TFI Communications Department, The Fertilizer Institute, "Best of Fertile Minds"

### **Presentation**

First Place: Lani Jordan, CHS Inc., "Where in the Heck is Bahrain"

Second Place: Dennis L. Cannon, Kentucky Association of Electric Cooperatives, "Why Electric Cooperatives are Special"

Third Place: Sarah Dorman, West Central Cooperative, "2004 Annual Meeting Re-Cap"

### **Web Site Internal**

First Place: Lisa Moorhouse and Colle + McVoy, CHS Inc., “www.employeeinsite.com”

Second Place: Agnes Schafer, Chris Ehresman, and Linda Burns, Dairy Farmers of America, “DFA Help (DFA Crisis Site)”

Third Place: Patricia Miller, Nadine Miller, and Jayne Sebright, Land O'Lakes, “Milk Producers Online”

Honorable Mention: Brian Kuhl, CHS-Land O'Lakes, “www.mbrservices.com”

### **Web Site External**

First Place: Brian J. Kuhl, CHS Inc., “Cenex Brand Site”

Second Place: Jo Ann Gumto, WFS (Watonwan Farm Service), “wfsag.com”

Third Place: Ann Mann, CHS Inc., “CHS Lubricants Electronic Media Kit”

Honorable Mention: Brian L. Delgado, Land O'Lakes, Inc., “Land O'Lakes Corporate Web Site”

### **Campaigns and Programs**

First Place: Bonnie G. Jones, Amy Bryan, and The Adsmith, Jackson Electric Membership Corporation, “Right Choice New Home Program”

Second Place: Ann Mann, CHS Inc., Cenex "Helpful" Campaign

Third Place: Christie Lincoln, Tillamook County Creamery, “Tillamook Cheese 95th Anniversary Event”

Honorable Mention: Janet H. Schoniger, CoBank, "Delivering the Difference in Rural America (CoBank Customer Meeting Campaign)”

### **Exhibits**

First Place: Karen Murphy, Farm Credit Financial Partners, “New York Farm Show”

Second Place: Laura Paulus, MFA Incorporated, “SER Safety Exhibit”

Third Place: Gala Stude and Karen Meyer, CoBank, “Biodiesel Display”

Honorable Mention: Agnes Schafer, Dairy Farmers of America, “DFA 2005 Annual Meeting Trade Show”

### **Miscellaneous**

First Place: National Cooperative Business Association and Triangle Park Creative, National Cooperative Month Planning Committee, “On-Line Coop Month Tool Kit”

Second Place: Richard G. Biever, Indiana Statewide Association of Rural Electric Cooperatives, “Willie's Adventure Team”

Third Place: Ann Mann, CHS Inc., “E Compass Navigation Guide/Website”

Honorable Mention: Amy Rosier, White River Valley Electric Co-op, “Touchstone Energy: Maximizing its Value on Corporate Culture”

### **Management Planning**

First Place: Leslie Shuler, CHS Foundation, “CHS Foundation Tsunami Relief Plan”

Second Place: Nadine Miller, David Karpinski, Jayne Sebright, and Patricia Miller, Land O'Lakes, “Dairy Member Communications Survey”

Third Place: Chellie Phillips, South Alabama Electric Cooperative, “SAEC Marketing & Communications Program”

**Small Shop Portfolio**

First Place: Joseph W. Richardson, Southwestern Electric Cooperative, “Southwestern Electric Portfolio”

Second Place: Amber DuMont and Jessica Pomraning, Maryland & Virginia Milk Producers Cooperative, “Small Shop Portfolio”

Third Place: Jo Ann Gumto, WFS (Watowwan Farm Service), WFS Small Shop Portfolio

**Best of Class**

Joseph W. Richardson, Southwestern Electric Cooperative, “Small Shop Portfolio”

## Photography

### Portrait

First Place: Jim McCarty, Association of Missouri Electric Cooperatives, "New Owners"

Second Place: Robin Conover, *The Tennessee Magazine*, "Celebrating 40 years of the Playhouse"

Third Place: David Lundquist, CHS - Land O'Lakes, "Double-Take"

### Scenic/Pictorial

First Place: Gail Miller, GROWMARK, "King of the Hill"

Second Place: David Lundquist, CHS - Land O'Lakes, "Sand Patterns"

Third Place: Joseph W. Richardson, Southwestern Electric Cooperative, "Blue Bayou"

### News

First Place: Steve Richter, CHS - Land O'Lakes, "Cropland Plot Day"

Second Place: Sheryl Doering Meshke, Associated Milk Producers Inc., "Midnight Blaze"

Third Place: Jeff Joiner, Association of Missouri Electric Cooperatives, "Window of Gratitude"

### Feature

First Place: Glen Liford, Tennessee Farmers Cooperative, "Searching for Stragglers"

Second Place: Jim McCarty, Association of Missouri Electric Cooperatives, "Where Everyone Knows Your Name"

Third Place: David Lundquist, CHS - Land O'Lakes, "Farm Girl"

Honorable Mention: Steve Richter, CHS - Land O'Lakes, "Wannabe Cowboys"

### Food Photo Illustration

First Place: Robin Conover, *The Tennessee Magazine*, "Say Cheese"

Second Place: Robin Conover, *The Tennessee Magazine*, "An Apple a Day"

Third Place: Robin Conover, *The Tennessee Magazine*, "Scone Age"

### Photo Illustration/Digitally Manipulated

First Place: Lora Blume, Farm Credit Bank of Texas, "Reclaiming the Ranch"

Second Place: David Lundquist, CHS - Land O'Lakes, "Looking Close at Equity"

Third Place: Stephen Thompson, USDA Rural Development, "Bank Vault/Farm"

### Cover of the Year

First Place: Steve Richter, *Cooperative Partners*, "Finding a Fast Track"

Second Place: Steve Richter, *Cooperative Partners*, "Rolling Land Lies Idle"

Third Place: Robin Conover, *The Tennessee Magazine*, "January 2005"

### Photo Essay

First Place: Robin Conover, *The Tennessee Magazine*, "Learning by Fire"

Second Place: Richard Biever, Indiana Statewide Association of RECs, “Our Grand Old Game”

Third Place: Joseph W. Richardson, Southwestern Electric Cooperative, Lineman Rodeo

**Best Use of Photos in a Publication**

First Place: Steve Richter and David Lundquist, *Cooperative Partners*

Second Place: Robin Conover, *The Tennessee Magazine*

Third Place: Jim McCarty, *Rural Missouri*

**Best of Show**

Jim McCarty, Association of Missouri Electric Cooperatives, “New Owners”

**Photographer of the Year**

Robin Conover, *The Tennessee Magazine*

Honorable Mention: Jim McCarty, Association of Missouri Electric Cooperatives