

**CCA**  
**Cooperative Communicators Association**  
**2006 Communications Contest Winners (766 Entries)**

**Writing (228 entries)**

**Informative/Investigative Feature**

- 1<sup>st</sup> Place:** Allison Morgan, Tennessee Farmers Cooperative, “Defining Agriculture”  
**2<sup>nd</sup> Place:** Bob McEowen, Association of Missouri Electric Cooperatives, “The Un-Nut”  
**3<sup>rd</sup> Place:** Brian Delgado, Land O’Lakes, “Providing Food for Thought”

**Entertaining Feature**

- 1<sup>st</sup> Place:** Heather Berry, Association of Missouri Electric Cooperatives, “Taking the Bull by the Horns”  
**2<sup>nd</sup> Place:** Ann Orowski, Georgia Electric Membership Corporation, “Funny Radio”  
**3<sup>rd</sup> Place:** Chris Kirk, The Tennessee Magazine, “An Electrifying Summer Camp”  
**Honorable Mention:** Mark E. Johnson, Tennessee Farmers Cooperative, “Move ’em Out!”

**News Story**

- 1<sup>st</sup> Place:** Stephen Thompson, USDA Rural Development, “Foreign Affairs “  
**2<sup>nd</sup> Place:** Jarrett Medlin, Association of Missouri Electric Cooperatives, “Katrina’s Fury”  
**3<sup>rd</sup> Place:** Steve Richter, CHS-Land O’Lakes, “Massing on the Mainline”

**News Release**

- 1<sup>st</sup> Place:** Brian Delgado, Land O’Lakes, “Land O’Lakes Introduces the FlavorProtect Wrapper”  
**2<sup>nd</sup> Place:** Lani Jordan, CHS Inc., “Meeting Customer Needs Amid Tight Fuel Supplies Prompts Refiner NCRA to Delay Maintenance Turnaround”  
**3<sup>rd</sup> Place:** Lani Jordan, CHS Inc., “CHS Completes Sulfur Reduction Project; Plans Refinery Expansion”

**Technical Writing**

- 1<sup>st</sup> Place:** Mark E. Johnson, Tennessee Farmers Cooperative, “Another Vine Mess”  
**2<sup>nd</sup> Place:** Suzanne LaVerriere, Jackson Electric Membership Corporation, “Energizing the Classroom: Sun Power for Schools”  
**3<sup>rd</sup> Place:** Suzanne LaVerriere, Jackson Electric Membership Corporation, “Phishing Reels in Even the Careful e-mail User”

**Corporate Public Relations**

- 1<sup>st</sup> Place:** Patricia Miller, Land O’Lakes, Pasture to Plate  
**2<sup>nd</sup> Place:** K.D. (Katrice) Bryant, Jackson Electric Membership Corp., “Members Insisted on Right Choice and Got More than They Bargained For”  
**3<sup>rd</sup> Place:** Ann Orowski, Georgia Electric Membership Corporation, “The Washington Youth Tour: ‘It brought all of my history books to life’”

### **Editorial**

- 1<sup>st</sup> Place:** Paul Wesslund, Kentucky Association of Electric Cooperatives, “The Magic Word”  
**2<sup>nd</sup> Place:** Richard G. Johnstone, Jr., VA, MD & Del. Association of Electric Co-ops, “Après Nous, le Déluge”  
**3<sup>rd</sup> Place:** Steve Fairchild, MFA Incorporated, “Ban the Use of Eminent Domain to Economic Development”

### **Speechwriting**

- 1<sup>st</sup> Place:** Janet Schoniger, CoBank, “Investing in a Better Future”  
**2<sup>nd</sup> Place:** David Karpinski, Land O’Lakes, “Leadership from the Heart”  
**3<sup>rd</sup> Place:** Dave Striegel, GROWMARK, “Seeing the Unseen”

### **Column**

- 1<sup>st</sup> Place:** Billy Gibson, Association of Louisiana Electric Cooperatives, “Viewpoint”  
**2<sup>nd</sup> Place:** David Karpinski, Land O’Lakes, “President/CEO Column”  
**3<sup>rd</sup> Place:** Lani Jordan, CHS Inc., “President/CEO Column”

### **Cooperative Education**

- 1<sup>st</sup> Place:** Janet Hunter and Penny Banks, Farm Credit Bank of Texas, “7 Cooperative Principles”  
**2<sup>nd</sup> Place:** Amber DuMont, Maryland & Virginia Milk Producers Co-op, “October is the Month to Celebrate Cooperative Heritage”  
**3<sup>rd</sup> Place:** Tammy Simmons, Kentucky Association of Electric Cooperatives, “In the Face of Disaster—Cooperative Spirit”

### **Writer of the Year**

- 1<sup>st</sup> Place (tie):** Patricia Miller, Land O’Lakes and Lani Jordan, CHS Inc.  
**2<sup>nd</sup> Place:** Mark E. Johnson, Tennessee Farmers Cooperative  
**3<sup>rd</sup> Place:** Dan Campbell, USDA Rural Development

## **Photography (227 entries)**

### **Portrait**

- 1<sup>st</sup> Place:** Bob McEowen, Association of Missouri Electric Cooperatives, “Bassman Luther Medley”  
**2<sup>nd</sup> Place:** Nancy Feeney, Swiss Valley Farms, “Ready for the Fair”  
**3<sup>rd</sup> Place:** Lynette Cockerell, Plains Cotton Cooperative Association, “Children - The Key to the Future”

**Honorable Mention:** Allison Morgan, Tennessee Farmers Cooperative, “The Mitchell Boys”

**Honorable Mention:** David Lundquist, CHS-Land O’Lakes, “Soybean Supporter”

**Honorable Mention:** Stephen Thompson, USDA Rural Development, “Jim Markow”

### **Scenic/Pictorial**

- 1<sup>st</sup> Place (tie):** Katie Nold, VistaComm, “Summer Wheat”  
**1<sup>st</sup> Place (tie):** Heather Berry, Association of Missouri Electric Cooperatives, “Here’s Looking at You”

**3<sup>rd</sup> Place:** David Lundquist, CHS-Land O'Lakes, "Bee's Business"

**Honorable Mention:** Glen Liford, Astec Underground, "Berry Box"

#### News

**1<sup>st</sup> Place:** Billy Gibson, Association of Louisiana Electric Cooperatives, "Cow"

**2<sup>nd</sup> Place:** David Lundquist, CHS-Land O'Lakes, "Fire Training"

**3<sup>rd</sup> Place:** Bob McEowen, Association of Missouri Electric Cooperatives, "A View of the School"

**Honorable Mention:** Bob McEowen, Association of Missouri Electric Cooperatives, "Meeting their Senator"

**Honorable Mention:** Jarrett Medlin, Association of Missouri Electric Cooperatives, "Katrina's Fury"

#### Feature

**1<sup>st</sup> Place:** David Lundquist, CHS-Land O'Lakes, "Rope 'em Cowboy"

**2<sup>nd</sup> Place:** Gail Miller, GROWMARK, "Slippery Slope"

**3<sup>rd</sup> Place:** David Lundquist, CHS-Land O'Lakes, "Just Calved"

**Honorable Mention:** Ann Orowski, Georgia Electric Membership Corporation, "Ludlow Porch"

**Honorable Mention:** David Lundquist, CHS-Land O'Lakes, "Marathon Man"

**Honorable Mention:** Bob McEowen, Association of Missouri Electric Cooperatives, "Tasting the Grape"

#### Photo Illustration

**1<sup>st</sup> Place:** Steve Richter, CHS-Land O'Lakes, "Hay Central"

**2<sup>nd</sup> Place:** Karen Bohnert, Swiss Valley Farms, "Staring Contest"

**Honorable Mention:** Richard Bieber, Indiana Statewide REC, "Electrical Safety"

**Honorable Mention:** Mark E. Johnson, Tennessee Farmers Cooperative, "Oatmeal Pancakes"

#### Photo Essay/Story

**1<sup>st</sup> Place:** David Lundquist, CHS-Land O'Lakes, "Ridin' the Rodeo Circuit"

**2<sup>nd</sup> Place:** Steve Richter, CHS-Land O'Lakes, "Brazil Boom Breaks Stride"

**3<sup>rd</sup> Place:** Richard Bieber, Indiana Statewide REC, "How I Energized My Summer Vacation"

**Honorable Mention:** Bob McEowen, Association of Missouri Electric Cooperatives, "A New Vintage"

#### Cover of the Year

**1<sup>st</sup> Place:** David Lundquist/Steve Richter, CHS-Land O'Lakes, "Going with the Flow"

**2<sup>nd</sup> Place:** Thurston Howes, "Eye on Virginia's 2005 Delightful Dozen"

**3<sup>rd</sup> Place:** Stephen Thompson, USDA Rural Development, "Stepping Up Biofuels Production"

**Honorable Mention:** - Allison Morgan, Tennessee Farmers Cooperative, "Wrangler Genes"

#### Best Use of Photos in a Publication

**1<sup>st</sup> Place:** Richter/Lundquist, CHS-Land O'Lakes, "Cooperative Partners"

**2<sup>nd</sup> Place:** Richard Bieber, Indiana Statewide REC Inc., "Electric Consumer"

**3<sup>rd</sup> Place:** Dan Campbell, USDA Rural Development, "Rural Cooperatives"

**Honorable Mention:** - Allison Morgan, Tennessee Farmers Cooperative, “Tennessee Cooperator”

### **Photographer of the Year**

**1<sup>st</sup> Place:** - David Lundquist, CHS-Land O’Lakes

**Runner-up:** - Bob McEowen, Association of Missouri Electric Cooperatives

### **Best of Show**

**1<sup>st</sup> Place:** Katie Nold, VistaComm, “Summer Wheat”

**Runner-up:** David Lundquist, CHS-Land O’Lakes, “Rope ‘em Cowboy”

## **Programs and Projects (133 entries)**

### **1. Print Advertising**

**1<sup>st</sup> Place:** Sarah Dorman, West Central, “It’s Epic – SoyPLUS”

**2<sup>nd</sup> Place:** Shane Read, Tennessee Farmers Cooperative, “Bonide Mole Products”

**3<sup>rd</sup> Place:** Shane Read, Tennessee Farmers Cooperative, “Faith in the Future”

**Honorable Mention:** Laura Paulus, MFA Incorporated, “A Stand Out Picture”

**Honorable Mention:** Annette Degnan, Agriliance, “Class Act & Alliance Sponge”

### **2. Audio Advertising**

NO WINNERS

### **3. Video Advertising**

**1<sup>st</sup> Place:** K.D. (Katrice) Bryant, Jackson Electric Membership Corporation, “Right Choice High Tech Audit Ad Campaign”

### **4. Video, DVD or Film**

**1<sup>st</sup> Place:** Lani Jordan, CHS Inc., “2005 Annual Meeting Modules”

**2<sup>nd</sup> Place:** Lani Jordan, CHS Inc., “It’s Time to Celebrate”

**3<sup>rd</sup> Place:** Moriah Morris, Wisconsin Milk Marketing Board, “Dairy Cows – Keeping Wisconsin Green”

**Honorable Mention:** Annette Degnan, Agriliance, “Actellic DVD”

### **5. Presentations**

**1<sup>st</sup> Place:** Brian Kuhl, CHS-Land O’Lakes, “Commodity Price Risk Management Basics”

**2<sup>nd</sup> Place:** Bill Gibson, Association of Louisiana Electric Cooperatives, “Hurricane Katrina & Rita 2005”

### **6. Website/Internal**

**1<sup>st</sup> Place:** Lisa Moorhouse, CHS Inc., “[www.employeeinsite.com](http://www.employeeinsite.com)”

**2<sup>nd</sup> Place:** Harriet Wegmeyer, The Fertilizer Institute, “[www.tfi.org](http://www.tfi.org)”

**3<sup>rd</sup> Place:** Brian J. Kuhl, CHS-Land O’Lakes, “[www.mbrservices.com](http://www.mbrservices.com)”

### **7. Website/External**

**1<sup>st</sup> Place:** Amy Doane, Nutrients for Life Foundation, “[www.nutrientsforlife.org](http://www.nutrientsforlife.org)”

**2<sup>nd</sup> Place:** Brian J. Kuhl, CHS Inc., "[www.cenex.com](http://www.cenex.com)"

**3<sup>rd</sup> Place:** Christie Lincoln, Tillamook County Creamery, "[www.tillamookcheese.com](http://www.tillamookcheese.com)"

## **8. Campaigns and Programs**

**1<sup>st</sup> Place:** Christie Lincoln, Tillamook County Creamery, "Tillamook Mac & Cheese Contest"

**2<sup>nd</sup> Place:** Mark A. Mills, Nationwide, "Get to Know Us!"

**3<sup>rd</sup> Place:** Heather Berry, Association of Missouri Electric Cooperatives, "Just4Kids Program"

## **9. Exhibits**

**1<sup>st</sup> Place:** Katie Woodall, Walton EMC, "Walton EMC Trade Show Displays"

**2<sup>nd</sup> Place:** Kelly Sheehan, Accelerated Genetics, "Accelerated Genetics Dairy Booth"

**3<sup>rd</sup> Place:** Deb Vansaw, Nationwide, "Farm Bureau/Nationwide Partnership"

**Honorable Mention:** SECO Public Affairs, Sumter Electric Cooperative, Inc., "Power on Display"

## **10. Miscellaneous**

**1<sup>st</sup> Place:** Sarah Bratnober, CROPP Cooperative / Organic Valley Family of Farms, "Generation Organic 2006 Wall Calendar"

**2<sup>nd</sup> Place:** Linda Winn, MFA Incorporated, "MFA Transportation Fleet – Moving Billboard"

**3<sup>rd</sup> Place:** Jo Ann Gumto, WFS, WFS Farm Success Minute Radio"

**Honorable Mention:** Lani Jordan, CHS Inc., "Big Checks"

## **11. Management Planning**

**1<sup>st</sup> Place:** Marketing Communications, CHS Inc., "Hurricane Katrina Assessment"

## **12. Small Shop Portfolio**

**1<sup>st</sup> Place:** Sheryl Doering Meshke, AMPI

**2<sup>nd</sup> Place:** Amber DuMont, Maryland & Virginia Milk Producers Cooperative

**3<sup>rd</sup> Place:** Jo Ann Gumto, WFS

## **Best of Class**

Sarah Bratnober, CROPP Cooperative / Organic Valley Family of Farms, "Generation Organic 2006 Wall Calendar"

## **Publications (178 entries)**

### **1. Employee Newspaper/Magapaper/Magazine**

**1<sup>st</sup> Place:** Gail Miller, GROWMARK, Inc., "Spirit"

### **2. Employee Newsletter**

**1<sup>st</sup> Place:** The Ag Agency, Farm Credit Bank of Texas, "Common Ground"

**2<sup>nd</sup> Place:** Michelle Carter, WestFarm Foods, "DariViews"

**3<sup>rd</sup> Place:** Suzanne LaVerriere, Jackson Electric Membership Corporation, "Jemclips"

**Honorable Mention:** Katie Woodall, Walton EMC, "The-Two-Way Feed"

### **3. Member Newsletter, one or two colors**

**1<sup>st</sup> Place:** Jayne Sebright, Land O'Lakes, "The Link"

**2<sup>nd</sup> Place:** Amber Dumont, Maryland & Virginia Milk Producers Cooperative, "Pipeline"

**3<sup>rd</sup> Place:** Doug Dimento, Agri-Mark, Inc., "Viewpoints"

#### **4. Member Newsletter, more than two colors**

**1<sup>st</sup> Place:** Michelle Carter, WestFarm Foods, "DariView"

**2<sup>nd</sup> Place:** Patricia Miller, Land O'Lakes, "Dairy Foods Outlook"

**3<sup>rd</sup> Place:** Nancy Feeney & Karen Bohnert, Swiss Valley Farms, "The Dairyman"

#### **5. Member Magazine**

**1<sup>st</sup> Place:** The Ag Agency, Farm Credit Bank of Texas, "Landscapes"

**2<sup>nd</sup> Place:** Steve Richter, CHS Inc.-Land O'Lakes, "Cooperative Partners"

**3<sup>rd</sup> Place:** Sheryl Doering Meshke, Associated Milk Producers, Inc., "Dairymen's Digest"

#### **6. Member Newspaper/Magapaper**

**1<sup>st</sup> Place:** Allison Morgan, Tennessee Farmers Cooperative, "Tennessee Cooperator"

**2<sup>nd</sup> Place:** Jim McCarty, Association of Missouri Electric Cooperatives, "Rural Missouri"

**3<sup>rd</sup> Place:** Patricia Cumbie, National Cooperative Grocers Association, "The Mix"

#### **7. Online/Electronic Newsletter**

**1<sup>st</sup> Place:** Jamie O'Brien, VistaComm, "VistaComm E-Views"

**2<sup>nd</sup> Place:** Jimmy Autry, Flint Energies, "Flint Energies E-Newsletter"

**3<sup>rd</sup> Place:** Gail Miller, GROWMARK, Inc., "Spirit Online"

#### **8. Annual Report, budget < \$50,000**

**1<sup>st</sup> Place:** Sarah Dorman, West Central, "Advance>Excel>Prosper>Succeed"

**2<sup>nd</sup> Place:** SECO Public Affairs, Sumter Electric Cooperative, 2005 Annual Report

**3<sup>rd</sup> Place:** Karen Bohnert & Nancy Feeney, Swiss Valley Farms, "Foundation for Success"

#### **9. Annual Report, budget > \$50,000**

**1<sup>st</sup> Place:** Jeff Schweitzer, American Crystal Sugar Company, "Critical Pursuits, 2005 ACSC Annual Report"

**2<sup>nd</sup> Place:** Ed Woll, AGP, "2005 Annual Report-Adding Value to Your Harvest"

**3<sup>rd</sup> Place:** Lani Jordan, CHS Inc., "Yes, And No-2005 CHS Inc. Annual Report"

#### **10. Brochures, Pamphlets, One-Time Pubs, Budget < \$5,000**

**1<sup>st</sup> Place:** SECO Public Affairs, Sumter Electric Cooperative, "Nature's Reflections"

**2<sup>nd</sup> Place:** Laura Paulus, MFA Inc., "Stand Out Potential Brochure"

**3<sup>rd</sup> Place:** SECO Public Affairs, Sumter Electric Cooperative, "Florida Storms"

#### **11. Brochures, Pamphlets, One-Time Pubs, Budget > \$5,000**

**1<sup>st</sup> Place:** Joe Marquez, CoBank, "A Series of Eight Brochures"

**2<sup>nd</sup> Place:** TFC Communications Staff, Tennessee Farmers Cooperative, "Timeless"

**3<sup>rd</sup> Place:** Ladonna Seely, Land O'Lakes, "The Most Recognized Brands in Animal Nutrition"

#### **12. Improved Publication**

**1<sup>st</sup> Place:** K.D. (Katrice) Bryant, Jackson Electric Membership Corporation, “Heat Pump Brochure”

**2<sup>nd</sup> Place:** Harriet Wegmeyer, The Fertilizer Institute, “TFI Advocate”

**3<sup>rd</sup> Place:** Kerry Francis, Nationwide, “The Challenger”

### **13. Direct Mail Campaign**

**1<sup>st</sup> Place:** K.D. (Katrice) Bryant, Jackson Electric Membership Corporation, “Consumer’s Choice Flyers”

### **14. Direct Mail, One-Time Mailing**

**1<sup>st</sup> Place:** Amy Doane, Nutrients for Life Foundation, “Postcard”

**2<sup>nd</sup> Place:** Laura Paulus, MFA, Incorporated, “Stand Out Free Feed Coupon”

**3<sup>rd</sup> Place:** Lisa Graham-Peterson, CHS Inc., “Mother Always Said....”

### **15. Words and Pictures**

**1<sup>st</sup> Place:** Steve Richter, CHS Inc., “Brazil Boom Breaks Stride”

**2<sup>nd</sup> Place:** Mark E. Johnson, Tennessee Farmers Cooperative, “Down Potts Road”

**3<sup>rd</sup> Place:** Mark E. Johnson, Tennessee Farmers Cooperative, “A Drop in the Bucket”

**Honorable Mention:** Mark E. Johnson, Tennessee Farmers Cooperative, “Elsie’s Legacy”

### **Publication of the Year**

Sarah Dorman, West Central, “Advance>Excel>Prosper>Succeed”