

CCA
Cooperative Communicators Association
2007 Communications Contest
Total Entries - 587

Writing (169 entries)

Informative/Investigative Feature

- 1st Place:** Catherine Merlo, The Merlo Company, "Left Behind"
2nd Place: Daniel Campbell, USDA Rural Development, "The Natural"
3rd Place: Mark E. Johnson, Tennessee Farmers Cooperative, "A Nickel at a Time"
H.M.: Lani Jordan, Cenex Harvest States, "Crafting Menus for the Future"

Entertaining Feature

- 1st Place:** Laura J. Emery, Va./Md./De. Assoc. of Elec. Coops., "Linemen Step Up to the Plate"
2nd Place: Allison Morgan, Tennessee Farmers Cooperative, "Saving Time"
3rd Place: Heather Berry, Association of Mo. Electric Coops., "A Shrimp Tale"
H.M.: Robin Conover, The Tennessee Magazine, "Aboard the Blue Heron"

Featurette

- 1st Place:** Anne Todd, USDA Rural Development, "Housecleaning Co-op Members See Income, Benefits Rise Sharply"
2nd Place: Heather Hodges, Walton EMC, "CO Detectors Help Save Lives: A Follow-Up"
3rd Place: Mark E. Johnson, Tennessee Farmers Cooperative, "Turning Green"
H.M.: Brenda Nunley, Panhandle Telephone Coop., Inc., "From Typesetting and Dark Rooms to Computers and Digital Cameras"

News Story

- 1st Place:** Bob McEowen, Association of Mo. Electric Coops., "Trial by Ice"
2nd Place: News Story, Allison Morgan, Tennessee Farmers Cooperative, "This Little Piggy Won't Go To Market"
3rd Place: News Story Stephen Thompson, USDA Rural Development, "Above the Belt"

News Release

- 1st Place:** Lani Jordan, Cenex Harvest States, "CHS Annual Meeting Marks 75 Years of Success"
2nd Place: News Release, Allison Morgan, Tennessee Farmers Cooperative, "Allied Seed Grows Into Wyoming"
3rd Place: News Release, Lani Jordan, Cenex Harvest States, "CHS CEO Calls for Reality-Based Approach to Energy, Renewable Fuels"

Technical Writing

- 1st Place:** Mark E. Johnson, Tennessee Farmers Cooperatively, "In A Big Way"
2nd Place: Allison Morgan, Tennessee Farmers Cooperative, "A Growing Trend"
3rd Place: Mark E. Johnson, Tennessee Farmers Cooperative, "The Same Page"
H.M.: Steve Richter, CHS-Land O'Lakes, "Making Alfalfa History"

H.M.: Nancy Jorgensen, American Milk Producers, Inc., “Dairy Protein Sales Trending Whey Up”

Corporate Public Relations

1st Place: Allison Morgan, Tennessee Farmers Cooperative, “Here Come the Brides”

2nd Place: Bob McEowen, Association of Mo. Electric Coops., “A Week That Lasts Forever”

3rd Place: Richard G. Biever, Indiana Statewide Assoc. of RECs, “Lifting the Shadows”

H.M.: Allison Morgan, Tennessee Farmers Cooperative, “Fueling Demand for Biodiesel”

Editorial

1st Place: Richard G. Biever, Indiana Statewide Assoc. of RECs, “Building a Sense of 'Place'”

2nd Place: Richard Johnstone, Va./Md./De. Assoc. of Elec. Coops., “Rawhide!”

3rd Place: Ann Orowski, Georgia Electric Membership Coop., “My 'To Stop Doing' List”

Speechwriting

1st Place: Lani Jordan, Cenex Harvest States, “Getting from Here to There”

2nd Place: Mark E. Johnson, Tennessee Farmers Cooperative, “The View Through the Windshield”

3rd Place: David Karpinski, Land O'Lakes, Inc., “President's Report”

H.M.: Charlene M. Ryder, National Grape Cooperative, “Viticulture Research and Regulations”

Column

1st Place: Jean Kummer, Penn. Department of Agriculture, “People in Agriculture”

2nd Place: David Karpinski, "Land O'Lakes, Inc.", “Land O'Lakes President's Column”

3rd Place: Harriet Wegmeyer, “The Fertilizer Institute, President's Column”

Cooperative Education

1st Place: Chellie Phillips, So. Ala. Electric Coop., “Lay Lake Campers Skit and Guide”

2nd Place: Katrice (K.D.) Bryant, Jackson EMC, "We're Here to Serve You: Yesterday, Today and Tomorrow"

3rd Place: Daniel Campbell, USDA Rural Development, “80th Anniversary of Co-op Marketing Act”

Writer of the Year

Dan Campbell, USDA Rural Development

Photography (157 entries)

Illustration/Graphic Art

1st Place: Pat Thompson/Triangle Park Creative, National Cooperative Grocers Association, “Cooperative Grower Magazine Cover”

2nd Place: Pat Thompson/Triangle Park Creative, National Cooperative Grocers Association, “Scared Chipless”

3rd Place: Kate Wheatley, Kentucky Association of Electric Coops, “Minding Mama's Manners”

Portrait

1st Place: David Lundquist, CHS-LOL, “Rod Harvests”

2nd Place: David Lundquist, CHS-LOL, “Ken Winter Takes Care”

3rd Place: Allison Morgan, Tennessee Farmers, “A Cowgirl's Dream”

H.M.: David Lundquist, CHS-LOL, “Three Generations of Veldes”

Scenic/Pictorial

1st Place: David Lundquist CHS-LOL, “Afternoon's Glow”

2nd Place: Bob McEowen, Missouri Electric Co-ops, “If It Wasn't So Destructive...”

3rd Place: David Lundquist, CHS-LOL, “Big Sky Harvest”

H.M.: Bob McEowen, Missouri Electric Co-ops, “All Eyes on the Peacock”

H.M.: Lynette Cockerell, Plains Cotton Co-op, “Waiting”

News

1st Place: Bob McEowen, Missouri Electric Co-ops, “Picking Up the Pieces”

2nd Place: Allison Morgan, Tennessee Farmers, “A Kiss for Wilbur”

3rd Place: Bob McEowen, Missouri Electric Co-ops, “An Icy Elevation”

H.M.: Allison Morgan, Tennessee Farmers, “Fueling Demand”

Feature

1st Place: Bob McEowen, Missouri Electric Co-ops, ”Barbershop Duet”

2nd Place: Allison Morgan, Tennessee Farmers, “A Blue Ribbon Day”

3rd Place: Bob McEowen, Missouri Electric Co-ops, “Cowboy Shooter”

H.M.: Feature , Nancy Feeney, Swiss Valley Farms, “Happy Divco Memories”

Photo Illustration

1st Place: Mark E. Johnson, Tennessee Farmers Cooperative, “Strawberry Cheesecake Ice Cream”

2nd Place: Mark E. Johnson, Tennessee Farmers Cooperative, “Hill Brothers and Biofuel Future”

3rd Place: John Johnson, Plains Cotton, “On the Right Track”

H.M.: Mark E. Johnson, Tennessee Farmers Cooperative, “Rocky Road Squares”

Photo Essay or Story

1st Place: Bob McEowen, Missouri Electric Co-ops, “A New Wind Blowing”

2nd Place: Bob McEowen, Missouri Electric Co-ops “Cowboys on the Range”

3rd Place: Bob McEowen, Missouri Electric Co-ops, “The Peacock King”

H.M.: David Lundquist, CHS-LOL, “Pasture Golf”

Cover of the Year

1st Place: Jeff Schweitzer, American Crystal Sugar Co., “Sugar Country Annual Report Cover”

2nd Place: David Lundquist CHS-LOL, “Ethanol Steams Ahead”

3rd Place: Steve Richter, CHS-LOL, “Pasture Peace of Mind”

H.M.: Pat Thompson, National Cooperative Growers, “July/August 2006”

Best Use of Photos in Publication

1st Place: Jim McCarty, Missouri Electric Co-ops, “Rural Missouri”

2nd Place: Lundquist/Richter, CHS-LOL, “Cooperative Partners”

3rd Place: Dan Campbell USDA/Rural Development, “Rural Cooperatives”

H.M.: Richard Biever, Indiana Statewide Electric, “Electric Consumer”

Best of Show

Bob McEowen, Missouri Electric Co-ops, “Barbershop Duet,”

Photographer of the Year

David Lundquist, CHS-LOL

Programs and Projects (110 entries)

Print Advertising

1st Place: Communications Department, Tennessee Farmers Cooperative, Bonide - Mo the Mosquito

2nd Place: Linda TankCHS, "CHS Renewable Fuels Ad"

3rd Place: The Ag Agency, Farm Credit Bank of Texas, "When you want a great rate and money back..."

Broadcast Advertising

1st Place: Bonnie G. Jones, Jackson Electric Membership Corporation, “People Power Corporate Image Campaign”

2nd Place: Katherine Daugherty, GROWMARK, Inc., “FS Energy Radio Spots”

3rd Place: Linda Tank, CHS, "Extra Mile"

DVD or Film

1st Place: Moriah Morris, Wisconsin Milk Marketing Board, “Cows and Conservation Dairy Impact Video”

2nd Place: Jeff Schweitzer, American Crystal Sugar Company, “This is Sugar Country”

3rd Place: John Johnson, Plains Cotton Cooperative Association, “PCCA - The Only Supplier of Texas-Style Cotton You'll Ever Need”

Presentation

1st Place: Karen Endres, Alto Dairy Cooperative, “CEO Member Meeting Presentation”

2nd Place: Angela Lindloff, Accelerated Genetics, “Bovatel Power Point Presentation”

3rd Place: Presentation, Lani Jordan, CHS, Inc., “2007 County Update”

Web Site – Internal

1st Place: Lisa Moorhouse, CHS, www.employeeinsite.com

Web Site – External for Members

1st Place: Bonnie G. Jones, Jackson Electric Membership Corporation, “www.jacksonemc.com”

2nd Place: Annette Degnan, Agriliance, “www.agriliance.com”

3rd Place: Angela Shipp, Cobb EMC, “Cobb EMC Web Site”

Web Site - External for Public

1st Place: Brian Kuhl, CHS, “CENEX Brand Website”

2nd Place: Nancy Feeney, Swiss Valley Farms, “Swiss Valley Farms Website”

3rd Place: The Ag Agency, Farm Credit Bank of Texas, “www.lonestaragcredit.com”

HM: Pat Thompson/Triangle Park Creative, National Cooperative Grocers Association,

www.ncga.coop

Campaigns and Programs

1st Place: Moriah Morris, Wisconsin Milk Marketing Board, “Cow Parade Wisconsin 2006”

2nd Place: Lisa Moorhouse, “CHS, 75 for 75”

3rd Place: Linda Tank, CHS, “CHS 75th Anniversary”

3rd Place: Nancy Montgomery, CoBank, “Customer Meetings: Partnering for a Stronger Rural America”

Exhibits

1st Place: Karen Bohnert, Swiss Valley Farms, “SVF Procurement Booth”

2nd Place: Lani Jordan, CHS, Inc., “CHS History Display”

3rd Place: Member Services and Marketing Communications, CHS and Land O'Lakes, “Annual Meeting Booth”

Miscellaneous

1st Place: Moriah Morris, Wisconsin Milk Marketing Board, “Cow Parade Wisconsin Hard Cover Book”

2nd Place: Miscellaneous, Marian Douglas, APR, CCC, Flint Energies, "Shotgun Raffle Employee Commercial"

3rd Place: Miscellaneous, Linda Tank, CHS, "Show Time"

Small Shop Portfolio

1st Place: Amber C. DuMont, Maryland & Virginia Milk Producers Co-op

2nd Place: Sheryl Doering Meshke, AMPI

Programs and Projects Best of Class

Moriah Morris, Wisconsin Milk Marketing Board, “Cow Parade Wisconsin 2006”

Publications (151)

Employee Newspaper/Magapaper/Magazine

1st Place: Mark Johnson, Tennessee Farmers Cooperative, “Spotlight”

Employee Newsletter

1st Place: The Ag Agency, Farm Credit Bank of Texas, “Common Ground”

2nd Place: Tammy Simmons, KY Assoc. of Electric Cooperatives, “Triangle”

3rd Place: Angela Shipp, “Cobb EMC, “Update”

Member Newsletter, 1 or 2 colors

1st Place: Charlene Ryder, National Grape Cooperative, “Co-op News”

2nd Place: Doug DiMento, Agri-Mark, Inc., “Viewpoint”

3rd Place: Amber DuMont, Maryland & Virginia Milk Producers Cooperative, “Pipeline - Member Newsletter”

Member Newsletter, more than 2 colors

1st Place: Karen Bohnert & Nancy Feeny, Swiss Valley Farms, Swiss Valley Farms Dairyman

2nd Place: Elisa O'Halloran, NCB, “Bank Notes”

3rd Place: Sheryl Doering Meshke, “AMPI Dairymen's Digest”

Member Magazine

1st Place: The Ag Agency, Farm Credit Bank of Texas, “Landscapes”

2nd Place: Robin Conover, The Tennessee Magazine, “The Tennessee Magazine”

3rd Place: Steve Richter, CHS – LOL, “Cooperative Partners”

Member Newspaper/Magapaper

1st Place: Jim McCarty, Assn of Missouri Electric Cooperatives, “Rural Missouri”

2nd Place: Allison Morgan, Tennessee Farmers Cooperative, “Tennessee Cooperator”

3rd Place: Emily Schilling & Richard Biever, Indiana Statewide Assn of REC's Electric, “Consumer”

Online/Electronic Newsletter

1st Place: Leslie Shuler, CHS – LOL, “ePreview at www.mbrservices.com”

2nd Place: Greg Brooks, Walton EMC, Walton EMC, “Realite, Electronic Edition”

3rd Place: Tammy Simmons, KY Assoc. of Electric Cooperatives,
“<http://www.kaec.org/KMSAExchange/KMSAExchange.html>”

Annual Report, Budget < \$50,000

1st Place: Sarah Dorman, West Central, “Our Stories”

2nd Place: Chris Tryba, Hoosier Energy, “2006 Hoosier Energy Annual Report”

3rd Place: The Ag Agency, Farm Credit Bank of Texas, “2006 Annual Report”

Annual Report, Budget > \$50,000 Budget

1st Place: Lani Jordan, CHS, “You Are Here - 2006 Annual Report”

2nd Place: Ed Woll & Jim Rodenburg, AGP, “2006 Annual Report”

3rd Place: Jeff Schweitzer, American Crystal Sugar Company, "This is Sugar Country, 2006 Annual Report"

Brochures/Pamphlets/One-Time Publications Budget < \$5,000

- 1st Place:** Harriet Wegmeyer, The Fertilizer Institute, "Fertilizer's Role in Agriculture"
2nd Place: Brochures/Pamphlets/One-Time Publications Budget < \$5,000, Sarah Dorman West Central, "Our Stories"
3rd Place: Brochures/Pamphlets/One-Time Publications Budget < \$5,000" Pat Thompson Triangle Park Creative, "CDS Services Brochure"

Brochures/Pamphlets/One-Time Publications > \$5,000

- 1st Place:** Elisa O'Halloran, NCB, "NCB Co-op 100"
2nd Place: Steve Rowe, Darigold, Inc., "Darigold Corporate Brochure"
3rd Place: Tania Kocmick, VistaComm, "MaxYield Cooperative-We See More in Your Fields"

Improved Publication

- 1st Place:** Mark Ventry, Ontario Coop Association, "Coop Advantage"
2nd Place: Member Relations Dept., Michigan Milk Producers Assn, "Michigan Milk Messenger"
3rd Place: Chandra Allen, Tillamook County Creamery Assn, "Creamery Scenery"

Direct Mail

- 1st Place:** Annette Degnan, Agriliance, "AgriEverything Co-Promotion"
2nd Place: Mike Barns, Southwestern Electric Cooperative, Inc., "Time for a New Cooling System"
3rd Place: Direct Mail Robert Berry, Nationwide Insurance, "West Virginia Farmowner Referral Program"

Words and Pictures

- 1st Place:** Ann Orowski, Georgia Electric Membership Corp., "Praise the Lord and Pass the Catfish"
2nd Place: Mark Johnson, Tennessee Farmers Cooperative, "Tennessee Cooperator - Carving Artists"
3rd Place: Mark Johnson, Tennessee Farmers Cooperative, "Tennessee Cooperator - True Wealth"

Publication of the Year

Sarah Dorman, West Central, "Our Stories"