

Winners of the 1999 CCA Communications Competition

1999 CCA Photography Contest Winners

1. Portrait

- *First* : David Lundquist, Cenex Harvest States-Land O'Lakes, "Finding a Co-op Future"
- *Second*: Ken Hammond, USDA Rural Development, "West Virginia Seamstress"
- *Third*: Robin Conover, The Tennessee Magazine, "Jim Brown's Cars"
- *Honorable Mention* : Glen Liford, Tennessee Farmers Cooperative, "Mountain Musician Clint Howard"
- *Honorable Mention*: David Lundquist, Cenex Harvest States-Land O'Lakes, "Ellsworth Likes Fieldmaster"

2. Scenic Pictorial

- *First*: Page Haynes, Tennessee Farmers Cooperative, "Strutting His Stuff"
- *Second*: Allison Morgan, Tennessee Farmers Cooperative, "Butterfly in Bloom"
- *Honorable Mention*: Robin Conover, The Tennessee Magazine, "Roaring Fork Waterfall"
- *Honorable Mention*: Allison Morgan, Tennessee Farmers Cooperative, "Both Ends of the Spectrum"

3. News/Meeting

- *First*: Allison Morgan, Tennessee Farmers Cooperative, "Picking Up the Pieces"
- *Second*: Raymond Crouch, Dairy Farmers of America, "Sign of the Times"
- *Third*: Robin Conover, The Tennessee Magazine, "Repairing Storm Damage"
- *Honorable Mention*: Glen Liford, Tennessee Farmers Cooperative, "In the Round"

- *Honorable Mention:* David Lundquist, Cenex Harvest States-Land O'Lakes, "Manage Risk, Maximize Profit"

4. Feature

- *First:* Page Haynes, Tennessee Farmers Cooperative, "A Flock To Love"
- *Second:* Robin Conover, The Tennessee Magazine, "Thaxton Kell"
- *Third:* Robin Conover, The Tennessee Magazine, "Dancing At the Opry"
- *Honorable Mention:* Robin Conover, The Tennessee Magazine, "Tornado

Damage"

- *Honorable Mention :* Allison Morgan, Tennessee Farmers Cooperative, "Feed For

a Friend"

5. Photo Illustration

- *First:* Glen Liford, Tennessee Farmers Cooperative, Sparklin' Summer

Sipper"

- *Second :* John M. Haake, Farmland Industries, "Earth Day"
- *Third :* David Lundquist, Cenex Harvest States-Land O'Lakes, "Cleaner

Market For Crops"

- *Honorable Mention :* James Fashing, MFA Incorporated,

"Crop Oil on Weed Leaf"

- *Honorable Mention :* Glen Liford, Tennessee Farmers

Cooperative, "Peanut Butter Candy Cake"

6. Photo Essay

- *First:* Paul Wesslund, Kentucky Association of Electric Cooperatives, "A

Place Called Kentucky"

- *Second:* Paul Wesslund, Kentucky Association of Electric Cooperatives,

"Sunday In Kentucky"

- *Third:* Allison Morgan, Tennessee Farmers Cooperative, "Picking Up the

Pieces"

- *Honorable Mention:* Richard Biever, Indiana Statewide Association of RECs, "Indiana's Reservoirs"
- *Honorable Mention:* Robin Conover, The Tennessee Magazine, "Nature's Fury"

7. Best Use of Photos in a Publication

- *First:* Steve Richter, Cenex Harvest States-Land O'Lakes, *Cooperative Partners*
- *Second:* Paul Wesslund, Kentucky Association of Electric Cooperatives, *Kentucky Living*
- *Third:* James Fashing, MFA Incorporated, *Today's Farmer*
- *Honorable Mention:* Robin Conover, Tennessee Electric Cooperative Association, *The Tennessee Magazine*

8. Cover of the Year

- *First:* Janet Hunter, Farm Credit Bank of Texas, "Bucky, Landscapes Cover Deer"
- *Second:* Steve Richter, Cenex Harvest States-Land O'Lakes, "Running A Ranch"
- *Third :* Steve Richter, Cenex Harvest States-Land O'Lakes, "Branching Out in Rural Energy"
- *Honorable Mention :* Steve Richter, Cenex Harvest States-Land O'Lakes, "Grain Lanes"
- *Honorable Mention:* Jim Tucker, Farmland Industries, "Superman Bill Honse"

9. Photographer of the Year

- *Photographer of the Year:* Page Haynes, Tennessee Farmers Cooperative, Lavergne,

Tenn.

Best of Show

- *Best of Show:* Finding a Co-op Future, David Lundquist, Cenex Harvest States-Land

O'Lakes

Writing

Category 1: Informative/Investigative Feature

- *First Place:* Catherine Merlo, USDA, "When Co-ops Combine"
- *Second Place:* Bill Walsh, Southern States Cooperative, "Bad News for Bright Ideas"
- *Third Place:* Patricia Miller, Land O'Lakes, Inc., "Tiny Town, Big Business"
- *Honorable Mention:* Page Haynes, Tennessee Farmers Cooperative, "Where It All Began"
- *Honorable Mention:* Greg Brooks, Walton Electric Realite, "A Day In the Life"
- *Honorable Mention:* Patricia Miller, Land O'Lakes, Inc., "Not Just a Farm Anymore"

Category 2: Entertaining Feature

- *First Place (Tie):* Catherine Merlo, USDA, "Hooked on Catfish"
- *First Place (Tie):* Patricia Miller, Land O'Lakes, Inc., "Iron Man"
- *Second Place:* Heather Berry, Association of Missouri Electric Co-ops, "Keeper of the Castle"
- *Third Place:* Glen Liford, Tennessee Farmers

Cooperative, "Co-op Employee Donates Kidney to Save Dad's Life"

- *Honorable Mention:* Kevin Osbourne, East Kentucky

Power Cooperative, "Rocky Mountain Show Horses"

- *Honorable Mention:* Trish Milburn, Tennessee

Electric Cooperative, "Hollywood Cowboy Tom Mix: From Tennessee Lawman to Silver

Screen Hero"

- *Honorable Mention:* Richard G. Biever, Indiana

Statewide Association of RECs, "A Hoosier at Heart"

Category 3: News Story

- *First Place:* Allison Morgan, Tennessee Farmers Cooperative,

"Voice for Agriculture 400 Strong"

- *Second Place:* Steve Richter, Cenex Harvest

States-Land O'Lakes, "Lucille's Big Show"

- *Honorable Mention:* Page Haynes, Tennessee Farmers

Cooperative, "Mike Scudder Named 1998 Pork All- American"

- *Honorable Mention:* Catherine Merlo, CoBank,

"CoBank Helps Montana Electric Co-op Make History"

Category 4: News Release

- *First Place:* David Eaheart, Farmland Industries, Inc., "Farmland

Establishes First-Ever Hog Price Floor"

- *Second Place:* Lani Jordan, Cenex Harvest States

Cooperatives, "Ag, Co-op Leaders Mark CHS Unification"

- *Third Place:* Brian Delgado, Farm Credit Leasing,

"FCL Reports Record Revenue and Net Earnings for 1998 and FCL Names Estenson

as New Senior Vice President"

- *Honorable Mention:* Bea Slizewski, Agrilink Foods,
"Agrilink Foods to Acquire Dean's Vegetable Business"
- *Honorable Mention:* Matt Lloyd, National Council of
Farmer Cooperatives, "NCFC Urges Congress and Administration To Adopt
FARRM Accounts
Legislation"
- *Honorable Mention:* Ann
Hastings, GROWMARK, "GROWMARK to Purchase Seed Production Facility"

Category 5: Technical Writing

- *First Place:* Catherine Merlo, CoBank, "The Coming Thing"
- *Second Place:* Steve Richter, Cenex Harvest
States-Land O'Lakes, "Scouting from the Sky"
- *Second Place:* Brian Delgado, Farm Credit Leasing,
"Leasing Makes Cents"
- *Third Place:* Catherine Merlo, USDA,
"Pooling for Power"
- *Honorable Mention:* Jessica J. Lamker, Cenex Harvest
States-Land O'Lakes, "New Energy Frontiers"
- *Honorable Mention:* Laura England, Land
O'Lakes, Inc., "Y2K: Have You Exterminated the Bug? "

Category 6: Corporate Public Relations

- *First Place:* Catherine Merlo, USDA, "The Triumph of
Dawson's Textile Workers"
- *Second Place:* Jessica J. Lamker, Cenex Harvest

States-Land O'Lakes, "Teaching Safety Savvy"

- *Third Place:* Matt Lloyd, National Council of Farmer Cooperatives, "Is Your Cooperative Positioned for the Future? "
- *Honorable Mention:* Richard G. Biever, Indiana Statewide Association of RECs, "A Palette of Art"
- *Honorable Mention:* Bill Walsh, Southern States Cooperative, "Grid Guru"
- *Honorable Mention:* Steve Richter, Cenex Harvest States-Land O'Lakes, "Taking Strides to Beef Up Diets"

Category 7: Editorial

- *First Place:* Paul Wesslund, Kentucky Association of Electric Cooperatives, "1999-2000"
- *Second Place:* Chuck Lay, MFA, Inc., "Conservation Official Should Share the Wealth in Deer Hunting"
- *Third Place:* Paul Wesslund, Kentucky Association of Electric Cooperatives, "Strong Banks, Strong Credit Unions"

Category 8: Speechwriting

- *First Place:* Patricia Miller, Land O'Lakes, Inc., "Leading with Vision"
- *Second Place:* Lani Jordan, Cenex Harvest States Cooperatives, "Growing Value Together"
- *Third Place:* Janet H. Schoneiger, CoBank, "Cooperatives Competing in a Global Food System"
- *Honorable Mention:* Lani Jordan, Cenex Harvest States Cooperatives,

"The People Side of Change"

- *Honorable Mention:* David Karpinski, Land O'Lakes, Inc.,

"World Without Borders"

Category 9: Column

- *First Place:* Sherlyn Manson, Farmland Industries, Inc., "Letter from Harry"
- *First Place:* Jerry Kirk, Tennessee Farmers Cooperative, "As I Was Saying"
- *Second Place:* Paul Wesslund, Kentucky Association of Electric Cooperatives, "From the Editor/Up Front"
- *Third Place:* Jim Leuenberger, Cooperative Resources International, "What a Year!/Shoot the Bull"
- *Honorable Mention:* Richard G. Biever, Indiana Statewide Association of RECs, "Along Those Lines"

Category 10: Employee Newsletter 1-2 color

- *First Place:* Information Services Department, Associate Electric Cooperatives, Inc.,
Watt Matters
- *Second Place:* Page Haynes, Tennessee Farmers Cooperative, *Spotlight*
- *Third Place:* Tammy Simmons, Kentucky Association of Electric Cooperatives, *Triangle*
- *Honorable Mention:* Lisa Terry, Cenex Harvest States Cooperatives, *Moving Forward*
- *Honorable Mention:* Sonya L. Dixon, Big Rivers Electric Corp., *Information Line*

Category 11: Employee Newsletter more than 2 colors

- *Honorable Mention:* Dona Mulloy, Riceland Foods, Inc., *Riceland Review*
- *Honorable Mention:* Cheri Johnson, Foremost Farms USA, *Forefront*

Category 12: Employee Newspaper/Magapaper

- *First Place:* Ann Hastings, GROWMARK, Inc., *GROWMARK Spirit*
- *Honorable Mention:* Alexandra Schexnayder, Southern States Cooperative, *Pacesetter*

Category 13: Employee Magazine

- *First Place:* Barry Brakeville, Farmland Industries, Inc., *Insider*
- *Second Place:* Bea Slizewski, Agrilink Foods, *The Link*
- *Honorable Mention:* Kevin Osbourn, East Kentucky Power Cooperative, *Focus*

Category 14: Member Newsletter 1-2 colors

- *First Place:* Nadine Miller, Land O'Lakes, Inc., *The 8- Minute Outlook*
- *Second Place:* Jessica J. Lamker, Cenex Harvest States-Land O'Lakes, *Preview*
- *Third Place:* Brian Delgado, Farm Credit Leasing, *Lease Lines*
- *Honorable Mention:* Glen Liford, Tennessee Farmers Cooperative, *Directions*
- *Honorable Mention:* Nadine Miller, Land O'Lakes, Inc.,
The Link
- *Honorable Mention:* Laura England, Land O'Lakes, Inc., *The Link*

Category 15: Member Newsletter more than 2 colors

- *First Place:* Annette Degnan, Cenex/Land O'Lakes Agronomy Company, *Innovator*
- *Second Place:* Patricia Miller, Land O'Lakes, Inc., *Dairy Foods Outlook*
- *Honorable Mention:* Mark Harris, Mohave Electric Cooperative, *Mohave Electric Currents*

Category 16: Member Newspaper/Magapaper

- *First Place:* Jim McCarty, Association of Missouri Electric Co-ops, *Rural Missouri*
- *Second Place:* Jerry Kirk, Tennessee Farmers Cooperative, *Tennessee Cooperator*
- *Honorable Mention:* Leta Mach, National Cooperative Business

Association, *NCBA Cooperative Business Journal*

Category 17: Member Magazine

- *First Place:* Jessica J. Lamker, Cenex Harvest States-Land O'Lakes, *Cooperative*

Profiles

- *Second Place:* Janet Hunter, Farm Credit Bank of Texas, *PCA*

Today

- *Second Place:* Steve Richter, Cenex Harvest States-Land

O'Lakes, Cooperative Partners

- *Third Place:* Daniel Campbell, USDA, *Rural Cooperatives*
- *Honorable Mention:* Janet Hunter, Farm Credit Bank of Texas, *Landscapes*
- *Honorable Mention:* Charles Batchelor, Southern States Cooperative,

Cooperative Farmer

Category 18: Online Newsletter

- *First Place:* Rebecca Colnar, Southern States Cooperative, *The Mane Points*
- *Second Place:* Steve Komula, Land O'Lakes, Inc., *The*

Land O'Lakes World

Category 19: Writer of the Year

- *First Place:* Catherine Merlo, The Merlo Company

CCA 1997 Special Projects winners

1. Annual Report, less than \$50k

1st

Beth Murphy, Sue Pitsch, Jason Steiner
NRTC
"1997 Annual Report: Strenght Through NRTC"

2nd

Lynne Sodden, Jay Carsadden
Darigold Farms
"Darigold Annual Report 1997"

3rd

Bob Gillespie, Jerry Kirk
Tennessee Farmers Cooperative
"Beyond The Boundaries"

2. Annual Report, greater than \$50k

1st

Jim Wallace, Costello Brothers, McNulty & Co., Foley/Feisleben LLC, Marcelo Coehlo,
Liz Wheaton,
Calavo Growers
"Calavo '98 Annual Report"

2nd

Sherlyn Manson, John Haake
Farmland Industries
"Make No Little Plans ... 1998 Annual Report"

3rd

Bea Slizewski, Irena Guinness, Forest McMullin, Woody Packard
Agrilink Foods, Inc.
"1998 Annual Report - Growing In The Marketplace"

3. Brochures/Pamphlets

1st

Annette Degnan, Bob Herzfeld, Mary Waschek
Cenex/Land O'Lakes Agronomy
"CLASS Brochure"

2nd

Ann Hastings, Gail Miller, Jane White
GROWMARK
"Focused On You"

3rd

SherylIn Manson, John Haake
Farmland Industries
"From Farm To Table: It All Begins With The Land"

4. Advertising: Print

1st

Ann Mann
Country Energy, LLC
"Midnight Oil"

2nd

Lani Jordan and Jim Erickson
Cenex Harvest States
"From Back 40 to Aisle 40"

3rd (Tie)

Lisa Hoefler, Kathy Trump
Linn County REC
"Energy For Life"

5. Advertising: Video

1st

Ann Mann
Country Energy, LLC
"Bring A Star Home"

6. Advertising - Video and Film

1st

John Julian
Canadian Co-operative Assn.
"Partnerships for Changing Times"

2nd

Sheryl Doering Meshke, Blue Earth Pictures
Associated Milk Producers
"Sharing the Vision"

3rd

John Julian
Canadian Co-operative Assn.
"In a Distant Place"

7. One-Time Publications

1st

Patricia Miller, Kim Gordon
Land O'Lakes, Inc.
"Leading With Vision"

2nd

Kevin Osbourn
East Kentucky Power Company
"99 Employee Calendar"

3rd

Beth Murphy
NRTC
"Programmer Invitation"

8. Programs and Campaigns

1st

Agnes Schafer-Kreiser, Diana Jamiot, Raymond Crouch, Dan Reuwee, Karen Little
Dairy Farmers of America
"Celebrate One"

2nd

Communications Department, Columbia Water & Light Department
Boone Electric Cooperative
"The Energy Challenge"

3rd

Richard G. Biever, Emily Born Schilling, Connie Staggs
Indiana Assn. of Rural Electric Coops
"1999 Cooperative Calendar of Student Art"

9. Exhibits/Trade Show Displays

1st

Communications Department
NRTC
"Leasing for the World of Agriculture"

2nd

Brian L. Delgado
Farm Credit Leasing
"NRTC Booth at NRECA Expo"

10. Improved Publication/Newsletter

1st

Lisa Smith, Matt Lloyd, Tracy Parsons
NCFC
"NCFC Cooperator"

2nd

Annette Degnan
Cenex/Land O'Lakes Agronomy Company
"Innovator"

3rd

Jessica J. Lamker
Cenex/Land O'Lakes
"Preview"

11. Web Sites

1st

Corporate Communications
Farmland Industries, Inc.

2nd

Carol Hunter
Canadian Co-operative Assn.

3rd

Bea Slizewski, Auragen Communications
Agrilink Foods, Inc.

HM

Chellie Phillips
South Alabama Electric

12. Miscellaneous

1st

Lisa Terry
Cenex Harvest States Cooperatives
"Cenex Harvest States Gift Box"

2nd

Karla Harvill
Gold Kist Inc.
"Broiler Management Manual"

3rd

Corporate and Member Relations Div.
GROWMARK, Inc.
"GROWMARK Ag Day Pizza Promotion"

HM

Greg Brooks
Walton EMC
Hurricane Bonnie Relief Coverage