

Cooperative Communicators Association 2009 Communications Contest (Total Entries: 817)

Writing (Total Entries: 242)

Informative/Investigative Feature

- First Place: Chris Villines, Tennessee Farmers Cooperative, Buried Treasure
- Second Place: Dan Campbell, USDA Rural Development, Charting a New Course
- Third Place: Allison Morgan, Tennessee Farmers Cooperative, Linking Logs

Entertaining Feature

- First Place: Mark E. Johnson, Tennessee Farmers Cooperatives, Hoops and Hooves
- Second Place (Tie): Chris Villines, Tennessee Farmers Cooperative, Friday Night Lights
- Second Place (Tie): Bob McEowen, Association of Missouri Electric Cooperatives, Hamilton's Favorite Son
- Third Place: Jason Jenkins, Association of Missouri Electric Cooperatives, Macon's Wild Kingdom
- Honorable Mention: Karen Blatter, 1st Farm Credit Services, Pedal Puller

Featurette

- First Place: Mark E. Johnson, Tennessee Farmers Cooperatives, Mudder's Day
- Second Place: Mark E. Johnson, Tennessee Farmers Cooperative, Hummingbirds
- Third Place: Karen Blatter, 1st Farm Credit Services, Heart of a Farmer

News Story

- First Place: Bob McEowen, Association of Missouri Electric Cooperatives, Justice Restored
- Second Place: Mark E. Johnson, Tennessee Farmers Cooperative, Barn in the USA
- Third Place: Stephen Thompson, USDA Rural Development, Potato Co-op Achieves a Mission
- Honorable Mention: Jason Jenkins, Association of Missouri Electric Cooperatives, A Stopper for Copper Theft

News Release

- First Place: Kevin Osbourn, East Kentucky Power Cooperative, National Energy Efficiency Leaders Featured at Energy Star Conference
- Second Place: Lani Jordan, CHS Inc., Global Grain Company
- Third Place: David Karpinski, Land O'Lakes, Inc., Land O Lakes CEO Reports Strong Performance, solid positioning
- Honorable Mention: Allison Morgan, Tennessee Farmers Cooperative, Tennessee Farmers Cooperative Forges agreement to market Croplan Genetics Seeds

Technical Writing

- First Place: Steve Richter, CHS, Inc., Milking More From a Fleet
- Second Place: Mark E. Johnson, Tennessee Farmers Cooperative, Munching the Numbers
- Third Place: Scott M. Gates, NRECA, Driving on the Cutting Edge

Corporate Public Relations

- First Place: Bob McEowen, Association of Missouri Electric Cooperatives, Be an Energy Star
- Second Place: Allison Morgan, Tennessee Farmers Cooperative, Bulking up Business
- Third Place: Chris Villines, Tennessee Farmers Cooperative, Animal Attraction

Writing (*continued*)

Editorial

- First Place: Mark Myer, Filene Institute, Does Capitalism Need Cooperation
- Second Place: Richard Biever, Indiana Statewide Association of RECs, Running With Our Strengths
- Third Place: Amber Dumont, MD & VA Milk Producers Cooperative, Translating Dairy Farmer-isms to Consumer Speak

Speechwriting

- First Place: Lani Jordan, CHS Inc., Navigating the Perfect Storm
- Second Place: Amy Bradford, GROWMARK Inc., Teachable Moments
- Third Place: David Karpinski, Land O'Lakes, A Cooperative Commitment

Column

- First Place: Paul Wood, GEMC Georgia Magazine, Need a Raise, Ask Grandma and Breaking News
- Second Place: Billy Gibson, Association of Louisiana Electric Cooperatives, Big Feets
- Third Place: Emily Schilling, Indiana Statewide Association of RECs, That Reminds Me

Cooperative Education

- First Place: Karen Jones, GROWMARK, Inc., GROWMARK Spirit
- Second Place: Allison Morgan, Tennessee Farmers Cooperative, First Ever Farm Fest Offers Behind-the-Scenes Look at TFC
- Third Place: Donna Abernathy, DLF Communications, A Day in the Life of Cooperative America

Headline Writing

- First Place: Mark E. Johnson, Tennessee Farmers Cooperative, Mudder's Day
- Second Place: Heather Berry, Association of Missouri Electric Cooperatives, Get Your Chicks Off Route 66
- Third Place: Mark E. Johnson, Tennessee Farmers Cooperative, Ulti-mater

Writer of the Year

- First Place: Lani Jordan, CHS Inc.
- Second Place: Bob McEowen, Association of Missouri Electric Cooperatives
- Third Place: Jason Jenkins, Association of Missouri Electric Cooperatives

Photography (Total Entries: 271)

Portrait

- First Place: Jim McCarty, Association of Missouri Electric Cooperatives, Andy the Artist
- Second Place: Bob McEowen, Association of Missouri Electric Cooperatives, A Cowboy Host
- Third Place: Lynette Wilson, Plains Cotton Cooperative Association, Hattie Flanigan

Scenic/Pictorial

- First Place: Daniel Kliewer, NCRA, Rainbow Over Refinery
- Second Place: David Lundquist, CHS Inc., Harvest Hue
- Third Place: Heather Berry, Association of Missouri Electric Cooperatives, Eagle Ice

News

- First Place: Rick Moore, Hoosier Energy , Advanced Rubber Gloving School
- Second Place: Bob McEowen, Association of Missouri Electric Cooperatives, Bringing Back the Light
- Third Place: Bob McEowen, Association of Missouri Electric Cooperatives, Lending A Hand

Feature

- First Place: Jason Jenkins, Association of Missouri Electric Cooperatives, Giggling by Firelight
- Second Place: Allison Morgan, Tennessee Farmers Cooperative, Four Horses
- Third Place: Bob McEowen, Association of Missouri Electric Cooperatives, Driving With Steam
- Honorable Mention: Communications Team, Dairylea Cooperative, Keeping Watch

Photo Illustration

- First Place: David Lundquist, CHS Inc., Dirt on Dirt
- Second Place: Heather Maynard, Walton EMC, Willies World of Wheels
- Third Place: MFA Communications, KC Means Animal Health

Photo Essay or Story

- First Place: Bob McEowen, Association of Missouri Electric Cooperatives, The Biggest Thing in Steam
- Second Place: Bob McEowen, Association of Missouri Electric, Cooperatives, The Boys of Summer
- Third Place: Heather Berry, Association of Missouri Electric Cooperatives, Get Your Chicks Off Rt. 66

Cover of the Year

- First Place: Jason Jenkins, Association of Missouri Electric Cooperatives, Conquering Big Drop
- Second Place: Sheryl Doering Meshke, AMPI, The View
- Third Place: Larry Deutsch, Southwestern Electric Cooperatives, A Tribute to Veterans

Best Use of Photos in a Publication

- First Place: David Lundquist, CHS Inc., C-Your CHS Connection
- Second Place: Jim McCarty, Association of Missouri Electric Cooperatives, Rural Missouri
- Third Place: Mike Barnes & Larry Deutsch, Southwestern Electric, The Southwestern

Best Use of Photos in a Web Site

- First Place: David Lundquist, CHS Inc., C magazine online
- Second Place: Charli Mills, Valley Natural Foods, Valley Natural Foods.com
- Third Place: Sandi Staton, SECO Energy, secoenergy.com

Best of Show

- Daniel Kliewer, NCRA, NCRA, Rainbow Over Refinery

Photographer of the Year

- First Place: Jason Jenkins, Association of Missouri Electric Cooperatives
- Second Place: Bob McEowen, Association of Missouri Electric Cooperatives
- Third Place: Jim McCarty, Association of Missouri Electric Cooperatives

Programs & Projects (Total Entries: 140)

Print Advertising

- First Place: Caroline Snodgrass, CHS Inc. , You're Going to Need a Bigger Wallet
- Second Place: Shane Read, Tennessee Farmers Cooperative, Act Today
- Third Place: Shane Read, Tennessee Farmers Cooperative, Don't Let Insects Make the Choice
- Honorable Mention: Shane Read, Tennessee Farmers Cooperative, Series -- What if We Weren't Out There, It's Time to Put'em Away, Let Us Lend A Hand

Video, DVD or Film

- First Place: Amy Rosier, White River Valley Electric, Our Energy, Our Future-We're All In This Together
- Second Place: Claire H. Smith, Sunkist Growers, The First Name in Citrus
- Third Place: CoBank Corporate Communications, Co-Bank Customer Appreciation

Presentation

- First Place: Lani Jordan, CHS Inc., Welcome to Your 2009 CHS Update Meeting
- Second Place: Melissa Carlin, Homer Electric, Sustainable Energy
- Third Place: Sarah Dorman, West Central, 2009 West Central Corporate Presentation

Web Site – Internal/Intranet

- First Place: Brian Delgado, Land O'Lakes
- Second Place: Lisa A. Moorhouse, CHS Inc.

Web Site – External for Members

- First Place: Greg Brooks, Walton EMC , WaltonEMC.com
- Second Place: Jessica Zillgitt, Dakota Electric Association, DadotaElectric.com
- Third Place: Marian Douglas, Flint Energies. FlintEnergies.com

Web Site – External for Public

- First Place: Heather Maynard, Walton EMC, WaltonEMCNaturalGas.com
- Second Place: Chris Tryba, Hoosier Energy, hepn.com
- Third Place: Bill Curnow, Plains Cotton Cooperative, safedenim.com
- Honorable Mention: CROPP Cooperative Interactive Team, organicrising.com

Campaigns and Programs

- First Place: Paul Wesslund, KAEC/Kentucky Living, Energy Alert
- Second Place: Lorri Freeman, Singing River Electric, CFL Bulb Campaign
- Third Place: Kevin Osbourn, East Kentucky Power Cooperative, Simple Savings Energy Efficiency

Exhibits

- First Place: Theron Kibbe, Farm Credit of Western New York, Yesterday, Today & Tomorrow Empire Farm Days Trade Show
- Second Place: Chandra Allen, Tillamook County Creamery Association, Tillamook Cheese History Display

Miscellaneous

- First Place: Chandra Allen, Tillamook County Creamery Association, Tillamook Cheese Cookbook
- Second Place: Jenny Haycraft, GROWMARK Inc., 2009 Crop Protection Handbook
- Third Place: Jim Hoover & Sue Smith, Nationwide Insurance, 2009 Centennial Calendar
- Honorable Mention: Communications Team, Dairylea Cooperative, 100 Years of Service

Programs & Projects (Continued)

Small Shop Portfolio

- First Place: Larry Deutsch & Mike Barns, Southwestern Electric Cooperatives
- Second Place: Amber DuMont, Maryland & Virginia Milk Producers Cooperative
- Third Place: Jennifer Russell, AgSource Cooperative Services
- Honorable Mention: Dori Lichty, United Cooperative

Illustration/Graphic Art

- First Place: Sallie Yeager, Farm Credit Bank of Texas
- Second Place: Jackie Larkins, KAEC/Kentucky Living
- Third Place: Jackie Larkins, KAEC/Kentucky Living
- Honorable Mention: Kate Wheatley, KAEC/Kentucky Living

Programs and Projects Best of Class

Tie: Greg Brooks/Heather Maynard, Walton EMC , WaltonEMC.com
Amy Rosier, White River Valley Electric Cooperative, Video, DVD or Film, Our Energy, Our Future

Publications (Total Entries: 164)

Employee Newspaper/Magapaper/Magazine

- First Place: Karen Jones, GROWMARK Inc., GROWMARK Spirit
- Second Place: Mark E. Johnson, Tennessee Farmers Cooperative, Spotlight

Employee Newsletter

- First Place: The Ag Agency, Farm Credit Bank of Texas, Common Ground
- Second Place: DFA Corporate Communicators, Dairy Farmers of America, Inc., DFA News Splash
- Third Place: Eric Neely, Hoosier Energy, Hoosier Energy Today, Hoosier Energy Today

Member Newsletter, one or two colors

- First Place: Charlene M. Ryder, National Grape Cooperative Association, Co-op News
- Second Place: Douglas J. DiMento, Agri-Mark Inc., Viewpoint
- Third Place: Amber DuMont, Maryland and Virginia Milk Producers, Pipeline

Member Newsletter, more than two colors

- First Place: Charli Mills, Susie Hessburg & Joseie Biocca, Valley Natural Foods, This is Living Naturally
- Second Place: Sheryl Doering Meshke, AMPI, Dairymen's Digest
- Third Place: K.D. Bryant Graham, Jackson EMC, JEMCO News
- Honorable Mention: Michelle Carter, Darigold, Inc., Dari Views

Member Magazine

- First Place: The Ag Agency, Farm Credit Bank of Texas, Landscapes
- Second Place: Steve Richter, CHS Inc., C: Your CHS Connection
- Third Place: MFA Communications, MFA Inc., Today's Farmer

Member Newspaper/Tabloid

- First Place: Jim McCarty, Association of Missouri Electric Cooperatives, Rural Missouri
- Second Place: Jim Jenkins, National Cooperative Business Association, The Cooperative Business Journal
- Third Place: Allison Morgan, Tennessee Farmers Cooperative, The Tennessee Cooperator

Online/Electronic Newsletter

- First Place: CROPP Cooperative Interactive Team, CROPP/Organic Valley, eROOTSTOCK
- Second Place: Annette Degnan CHS Inc., Crop Nutrients News
- Third Place: Lisa A. Moorhouse, CHS Inc., Happenings

Annual Report, small shop

- First Place: Amber DuMont, Maryland and Virginia Milk Producers Cooperative Adding Value to Every Drop
- Second Place: AECl Corporate Communications, Associated Electric Cooperatives Inc., 2007 Assoc. Electric Cooperative Annual Report
- Third Place: Bonnie G. Jones, Jackson EMC, Keeping the Lights On
- Honorable Mention: The Fertilizer Institute, TFI 2008 Annual Report

Annual Report, budget more than \$50,0000

- First Place: Lani Jordan, CHS Inc., ON – 2008 CHS Annual Report
- Second Place: Jeff Schweitzer, American Crystal Sugar
- Third Place: Steve Rowe, Darigold, Inc., Celebrating our 90th Anniversary – 2008 Annual Report

Publications (*continued*)

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

- First Place: Heather Berry, Association of Missouri Electric Cooperatives, Buddy Bear's Electrical Safety Book of Adventure
- Second Place: Theron Kibbe, Farm Credit of Western New York, Leasing Bulletin Series
- Third Place: Carolyn Seibert, Advance Agri-Solutions, Advanced Agri-Solutions Company Brochure

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

- First Place: Marian Douglas, Flint Energies, Welcome to Flint – New Member Handbook
- Second Place: Bob Gillespie, Tennessee Farmers Cooperative, The Story Continues
- Third Place: Brian Delgado, Land O'Lakes, Alpine Lace Deli Cheese Brand Relaunch/Media Kit

Improved Publication

- First Place: Ramsey Margolis, New Zealand Cooperatives Association, Cooperative News
- Second Place: MFA Communications, MFA, Inc., Today's Farmer
- Third Place: Diana Chadwick & Mary Wolfe, Nationwide Insurance, Foresight Magazine

Direct Mail

- First Place: Jessica Lamker, CHS Inc., CHS Business Solutions
- Second Place: Eric Neely, Hoosier Electric, Energy Management Pilot Program

Words and Pictures

- First Place: Lynette Wilson, Plains Cotton Cooperative Association, Celebrating Cotton's Past
- Second Place: Bob McEowen, Association of Missouri Electric Cooperatives, Mo's Rocks
- Second Place: Karen Jones, GROWMARK Inc., Home Field Advantage
- Third Place: Heather Berry, Association of Missouri Electric Cooperatives, Get Your Chicks off Rt. 66

Publication of the Year

- Lani Jordan, CHS Inc., 2008 CHS Annual Report