

2022 Cooperative Communicators Association Contest *Winners*

PHOTOGRAPHY

Photography - Portrait

First Place: *"Charlotte at Miracle Farms Market"*, Lindsey Holtzclaw, Farm Credit of Western Arkansas

Second Place: *"Korean War Never Forgotten"*, Tim Webb, Kentucky Living

Third Place: *"Farming for Florals"*, Oklahoma Living Magazine

Photography - Scenic/Pictorial

First Place: *"Soft Landing"*, Adam Hester

Second Place: *"Red Barn on Maddux Ridge Road"*, Robin Conover

Third Place: *"On Eagle's Wings"*, Allison Jenkins, MFA Incorporated

Photography - Photo Feature

First Place: *"Ice Storm Linemen"*, Robin Conover

Second Place: *"When In Doubt, Add More Butter"*, Sarah Schmidt, AMPI

Third Place: *"No Water to Waste"*, Adam Hester

Honorable Mention: *"Is That Really You?"*, Heather Berry, Rural Missouri

Photography - Smartphone

First Place: *"Reaching New Heights"*, Whitney Zeagler, Planters EMC

Photography - Photo Illustration

First Place: *"Powering the Prairie"*, Hayley Leatherwood, Oklahoma Living Magazine

Second Place: *"The Appeal of Citrus"*, Heather Berry, Rural Missouri

Third Place: *"Bring on the Burgers"*, Robin Conover

Photography - Photo Essay or Story

First Place: *"Mr. Miracle has a Message"*, Katy Hurt, Kentucky Living

Second Place: *"Tips for taking great food pics"*, AMPI Communications Team

Third Place: *"Rodeo Rides On"*, Adam Hester

2022 Cooperative Communicators Association Contest *Winners*

Photography - Cover of the Year

First Place: *"C magazine Fall 2021"*, Adam Hester

Second Place: *"August 2021"*, TECA Communications Team

Third Place: *"Farming for Florals"*, Oklahoma Living Magazine

Photography - Best Use of Photos in a Publication

First Place: *"Today's Farmer"*, MFA Communications

Second Place: *"The Tennessee Magazine"*, TECA Communications

Photography - Photographer of the Year

Robin Conover

Photography – Best of Show

Portrait: *"Charlotte at Miracle Farms Market"*, Lindsey Holtzclaw, Farm Credit of Western Arkansas

PROGRAMS AND PROJECTS

Programs and Projects - Advertisement

First Place: *"MFA Fall Fertilization"*, Craig Weiland

Second Place: *"CAPitalize Print Advertisement"*, The Marketing Team, MidAtlantic Farm Credit

Third Place: *"MFA Crop Insurance"*, Craig Weiland

Programs and Projects - Promotional Video - Under 3 minutes

First Place: *"It's Worth It"*, MFA Communications

Second Place: *"Select Sires at 2021 World Dairy Expo"*, Select Sires Inc., Communications Department

Third Place: *"PCCA Video Brochure"*, PCCA Communications Department

Honorable Mention: *"Ready for the Call: Lineman's Appreciation Day 2021"*, Bluebonnet Electric Cooperative, Sarah Beal

2022 Cooperative Communicators Association Contest *Winners*

Programs and Projects - Promotional Video - Over 3 minutes

First Place: *"Miracle Farms Market"*, Lindsey Holtzclaw, Farm Credit of Western Arkansas

Second Place: *"Innovation at Jackson EMC"*, Jackson EMC, Communication Department

Third Place: *"Veterans Fishing Organization and Operation Round-Up"*, Coweta-Fayette EMC
Communication Department

Programs and Projects - Documentary Video - Under 3 minutes

First Place: *"REC Battery Storage"*, Communications and Public Relations Department,
Rappahannock Electric Cooperative

Programs and Projects - Documentary Video - Over 3 minutes

First Place: *"Weathering the Storm"*, Member Services & Corporate Communications,
Associated Electric Cooperative Inc.

Second Place: *"International Lineman's Rodeo"*, Jackson EMC, Communication Department

Third Place: *"Milk Quality: Uncompromising Commitment"*, Chandra Allen, TCCA Farm Services

Honorable Mention: *"How Walton EMC Restores Your Power"*, Walton EMC, Radar Productions

Programs and Projects - Video Series

First Place: *"Inside MFA"*, MFA Communications

Second Place: *"Communities"*, Marketing Department, MFA Oil Company

Third Place: *"I am AgChoice. The Climate Smart Agriculture Series."*, The AgChoice Farm Credit
Team

Programs and Projects - Website

First Place: *"Jackson EMC Website Relaunch"*, Jackson EMC, Communication Department

Second Place: *"Alta Dena® Dairy Website"*, DFA Communications Team

Third Place: *"WaltonEMC.com"*, Walton EMC, The AdSmith

Honorable Mention: *"TNMagazine.com"*, Trent Scott

Programs and Projects - Illustration/Graphic Art

First Place: *"Powering the Prairie"*, Hayley Leatherwood, Oklahoma Living Magazine

Second Place: *"Earth Day Shirt"*, Carroll EMC Communications Team

Third Place: *"Value of the Grid Illustration"*, Kentucky Living, Kentucky Living

Honorable Mention: *"24 Things to Know About Bluebonnet"*, Joe Stafford, Bluebonnet Electric
Cooperative

2022 Cooperative Communicators Association Contest *Winners*

Programs and Projects - Cooperative Education

First Place: *"In The Loop"*, Coweta-Fayette EMC Communications Department

Second Place: *"2020 Fund Report"*, Corporate Giving Team

Third Place: *"Member Economic Participation"*, Zach Smith, AMEC

Programs and Projects - Social Media Single Platform

First Place: *"Tennessee Farmers Co-op Facebook Page"*, Tennessee Farmers Cooperative Communications Team

Second Place: *"Facebook"*, South Plains Electric Cooperative

Third Place: *"MFA Incorporated Facebook Page"*, Chelsea Peters, James Fashing

Programs and Projects - Integrated Digital Campaign

First Place: *"Mutual Aid in Action"*, Baldwin EMC

Second Place: *"EMC Solar Campaign"*, Coweta-Fayette EMC Communications Department

Third Place: *"2021 Young, Beginning, and/or Small Farmer Week Digital Campaign"*, The Marketing Team, MidAtlantic Farm Credit

Programs and Projects - Miscellaneous Print

First Place: *"2020 Top Sellers"*, Jennifer Chick

Programs and Projects - Miscellaneous Promotional

First Place: *"Jackson EMC Jittery Joes Coffee Tin"*, Jackson EMC, Communication Department

Programs and Projects - Campaigns and Programs, Short-Term

First Place: *"CFEMC Alternative Energy Teacher Tour"*, Coweta-Fayette EMC

Second Place: *"National Butter Day"*, AMPI Communications Team

Third Place: *"Iowa Co-op Month Campaign"*, CornerPost Marketing

Programs and Projects - Campaigns and Programs, Long-Term

First Place: *"Resource Center"*, Marketing Team, Texas Farm Credit

Second Place: *"Connected to the Land Campaign Phase 1"*, The Marketing Team, MidAtlantic Farm Credit

2022 Cooperative Communicators Association Contest *Winners*

Programs and Projects - Small Shop Portfolio

First Place: *"AMPI Communications Team"*, AMPI Communications Team

Programs and Projects – Best of Show

Campaigns and Programs, Short-Term: *"CFEMC Alternative Energy Teacher Tour"*, Coweta-Fayette EMC

PUBLICATIONS

Publications - Online/Electronic Newsletter

First Place: *"Connect Newsletter"*, Anitra Ellison

Third Place: *"CHS Empower Employee Newsletter"*, Annette Degnan, CHS Marketing Communications

Publications - Words and Pictures

First Place: *"Flour, Water, Salt, Time and Love"*, Paul Newton, Rural Missouri

Second Place: *"Point of View — Red Barn"*, Robin Conover

Third Place: *"Meadows with a Mission"*, Allison Jenkins, MFA Incorporated

Publications - Story or Article Design

First Place: *"The Buzz About Bees"*, Katy Hurt, Kentucky Living

Second Place: *"Kaskasia Island"*, Craig Weiland

Third Place: *"Thank You for Your Service"*, Joe Stafford, Bluebonnet Electric Cooperative

Honorable Mention: *"Making a BOLD Statement"*, Nickie Sabo, AMPI

Publications - Employee Publication

First Place: *"Select Connect Newsletter"*, Select Sires Communications Team

Publications - Member Publication, Less Than \$10,000

First Place: *"5ClarkTheNewsbeet"*, Michigan Sugar Company

Second Place: *"The Pipeline"*, Maryland & Virginia Milk Producers, Corporate Communications Team

Third Place: *"Creamery Scenery"*, Chandra Allen

2022 Cooperative Communicators Association Contest *Winners*

Publications - Member Publication, \$10,001 - \$50,000

First Place: *"PCCA Field & Fiber"*, PCCA Communications Department

Second Place: *"Momentum Magazine"*, Marketing Department, MFA Oil Company

Publications - Member Publication, \$50,001 - 100,000

First Place: *"MAFC Leader Magazine"*, Katie Ward, MidAtlantic Farm Credit

Second Place: *"Landscapes Magazine"*, Corporate Communications, Farm Credit Bank of Texas

Third Place: *"JEMCO News"*, Jackson EMC, Communication Department

Honorable Mention: *"C magazine"*, CHS Inc.

Publications - Member Publication, Over \$100,001

First Place: *"The Tennessee Magazine"*, TECA Communications

Second Place: *"Today's Farmer"*, MFA Communications

Third Place: *"GreyStone Connection"*, Anitra Ellison

Publications - Annual Report, Less Than \$15,000

First Place: *"9ClarkWeAreEPIC+"*, Michigan Sugar Company

Second Place: *"2020 AMPI Annual Report: Home"*, AMPI Communications Team

Publications - Annual Report, More Than \$15,001

First Place: *"2021 CHS Year-End Reports"*, CHS Inc.

Second Place: *"Celebrating A Century of Cooperation"*, Maryland & Virginia Milk Producers, Corporate Communications Team

Publications - Brochures/Pamphlets/One-Time Publications

First Place: *"Fund Report"*, Corporate Giving Team

Second Place: *"Fund Overview Flyer"*, Corporate Giving Team

Third Place: *"Handout at our first Drive-Through Annual Meeting, Bluebonnet Report to Members"*, Communications Department, Bluebonnet Electric Cooperative

Publications - Improved Publication

First Place: *"Kentucky Living (March 2021 & February 2021)"*, Kentucky Living

Publications - Direct Mail

First Place: *"Official Notice and Ballot"*, Flint Energies

2022 Cooperative Communicators Association Contest *Winners*

Publications – Best of Show

Member Publication, Over 100,000: *"The Tennessee Magazine"*, TECA Communications

WRITING

Writing - Informative/Investigative Featurette (less than 650 words)

First Place: *"Walking in a Late Winter Wonderland"*, Zach Smith, Rural Missouri

Second Place: *"Safety on the Go"*, Anitra Ellison

Third Place: *"Slow Down"*, Trent Scott

Writing - Informative/Investigative Feature (650 - 1,499 words)

First Place: *"Mr. Miracle" has a message*", Joe Arnold, Kentucky Living

Second Place: *"Meadows with a Mission"*, Allison Jenkins, MFA Incorporated

Third Place: *"In Need of a Loving Home"*, Joel Sams, Kentucky Living

Honorable Mention: *"Operation Restoration: Where Are We Now?"*, Michelle Geans, Baldwin EMC Communications and Public Relations

Writing - Personality Profile Featurette (less than 650 words)

First Place: *"Her Royal Highness from Half & Half Summer 2021"*, DFA Communications Team

Second Place: *"Co-op Champion"*, Sarah Haugen

Writing - Personality Profile Feature (650- 1,499 words)

First Place: *"Cheese artists"*, Cara Moore, Tennessee Farmers Co-op

Second Place: *"From seed to store"*, Allison Farley

Third Place: *"Trees, please"*, Cara Moore, Tennessee Farmers Co-op

Writing - Entertaining Featurette (less than 650 words)

First Place: *"Merry and Bright"*, DFA Communications Team

Second Place: *"Omelets and Agriculture"*, Cara Moore, Tennessee Farmers Co-op

Writing - Entertaining Feature (650 - 1,499 words)

First Place: *"Taking the Time"*, Heather Berry, Rural Missouri

Second Place: *"Pawing it Forward"*, Heather Berry, Rural Missouri

Third Place: *"A Cut Above"*, Zach Smith, Rural Missouri

2022 Cooperative Communicators Association Contest *Winners*

Writing - Long-Form Feature (over 1,500 words)

First Place: *"Start Spreading the News"*, **Ed Crowell**, Bluebonnet Electric Cooperative

Second Place: *"View from the top"*, **Allison Jenkins**, MFA Incorporated

Third Place: *"Growing a Renewable Diesel Revolution"*, **Sarah Haugen**

Writing - News Story

First Place: *"Stepping Up"*, **Claire Hill**, Tennessee Farmers Co-op

Second Place: *"The Little Town That Could"*, **Heather Berry**, Rural Missouri

Third Place: *"ProTrition"*, **Tennessee Farmers Cooperative**, Glen Liford

Honorable Mention: *"Expanded Opportunities"*, **Allison Farley**

Writing - News Release

First Place: *"MFA Oil Donates Land for Relocation of Historic Church"*, **Adam Buckallew**, MFA Oil Company

Second Place: *"Dairy Farmers of America Launches "Nerd Herd" campaign to showcase the Cooperative's sustainability commitment"*, **DFA Communications Team**

Third Place: *"Maryland & Virginia Milk Producers Celebrates Processing Growth in North Carolina"*, **Maryland & Virginia Milk Producers**, Amanda Culp

Writing - Technical Writing

First Place: *"Much more than maps"*, **Allison Jenkins**, MFA Incorporated

Writing - Corporate Public Relations

First Place: *"Caring for Community"*, **Heather Berry**, Rural Missouri

Second Place: *"Facilities for the future"*, **Allison Jenkins**, MFA Incorporated

Third Place: *"Working as a Team for Quality"*, **Chandra Allen**

Writing - Editorial

First Place: *"Country Corner: Farmers can steer the climate conversation"*, **Allison Jenkins**, MFA Incorporated

Second Place: *"Power restoration after a natural disaster is tough work"*, **Chris Perry**, Kentucky Living

Third Place: *"Christmas past, present and yet to come"*, **Chris Perry**, Kentucky Living

2022 Cooperative Communicators Association Contest *Winners*

Writing - Speechwriting

First Place: *"Home"*, Sarah Schmidt, AMPI

Writing - Column or Series

First Place: *"Point of View"*, Robin Conover

Second Place: *"Byron Crawford's Kentucky"*, Byron Crawford, Kentucky Living

Third Place: *"Snapshots"*, Tennessee Farmers Cooperative, Glen Liford

Honorable Mention: *"REC DEI Series"*, Communications and Public Relations Department, Rappahannock Electric Cooperative

Writing - Headline Writing

First Place: *"School Beans"*, Heather Berry, Rural Missouri

Second Place: *"Going to Seed"*, TECA Communications Team

Third Place: *"Bake Haste!"*, Heather Berry, Rural Missouri

Honorable Mention: *"Bridging Time"*, Heather Berry, Rural Missouri

Writing - Writer of the Year

"Zach Smith", Zach Smith, Rural Missouri