



Communications Competition Award Winners



2016 Joint Annual Meeting
Nashville, Tennessee
October 31—November 2

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“There are two times in life when you are totally alone. Just before you die, and when you sit down to write your organization’s newsletter.”

— Unknown

PUBLICATIONS

Member Magazine

- First Place **Dairymen's Digest**
AMPI Communications Team
Associated Milk Producers, Inc.
- Second Place **Leader (Vol. 18, Nos. 2 & 3)**
DFA Editorial Team
Dairy Farmers of America
- Third Place **Michigan Milk Messenger**
Allison Stuby, Sheila Burkhardt, Nancy Muszynski and reZuberant, Inc.
Michigan Milk Producers Association

Member/Employee Newsletter

- First Place **Moosletter**
AMPI Communications Team
Associated Milk Producers Inc.
- Second Place **Pipeline**
MDVA Communications Department
Maryland & Virginia Milk Producers Cooperative Association, Inc.
- Third Place **Member Connection**
Allison Stuby, Sheila Burkhardt, Joe Diglio
Michigan Milk Producers Association

Annual Report

- First Place **Land O' Lakes, Inc. 2015 Annual Report**
Land O' Lakes Communications
Land O' Lakes, Inc.
- Second Place **2015 Annual Report**
Tillamook Corporate Communications
Tillamook County Creamery Association
- Third Place **insight — 2015 AMPI Annual Report**
AMPI Communications Team
Associated Milk Producers Inc.

Cover Design

First Place **BUTTER: The not-so-secret ingredient**
AMPI Communications Team
Associated Milk Producers Inc.

Second Place **Looking at FARM 3.0**
AMPI Communications Team
Associated Milk Producers Inc.

Third Place **Recruitment Brochure Cover**
Joan Behr, MorganMyers
Foremost Farms USA

Photography

First Place **Focus on Me**
Sarah Schmidt
Associated Milk Producers Inc.

Second Place **Father and Son**
Shaun Cloud
Dairy Farmers of America

Third Place **Head Scratches Just for Jezabell**
FarmFirst Dairy Cooperative, Travis & Janet Clark of Vision Aire Farms,
Sarah Kopf Photography
FarmFirst Dairy Cooperative

Best in Class

Dairymen's Digest
AMPI Communications Team
Associated Milk Producers Inc.

Writing

Column/Editorial

- First Place **“A Biotechnology Conversation”**
FarmFirst Dairy Cooperative, Mike Leahy
FarmFirst Dairy Cooperative
- Second Place **“Time for the Truth”**
FarmFirst Dairy Cooperative, Julie Martin Sweney
FarmFirst Dairy Cooperative
- Third Place **“We Are ‘All In’ on FARM”**
Nancy Feeney, Chris Hoeger
Swiss Valley Farms

Feature Story

- First Place **“Making a Mentor”**
Mara Whitten
Land O’ Lakes, Inc.
- Second Place **“The Culture of Sustainability”**
Jason Nichols
Dairy Farmers of America
- Third Place (tie) **“The Decision Maker”**
Jon Miller
Land O’ Lakes, Inc.
- “Myth Busting Polled Genetics”**
Daniela Roland
Maryland & Virginia Milk Producers Cooperative Association, Inc.

News Story

- First Place **“Profit Teams: An Idea That Promises More Bang for Your Buck”**
Hannah Kleckner, Amber Sheridan
Maryland & Virginia Milk Producers Cooperative Association, Inc.
- Second Place **“Becoming Margin Masters”**
Sarah Schmidt
Associated Milk Producers Inc.
- Third Place **“DFA Member Shares the Udder Truth”**
Brian Bosiljevac
Dairy Farmers of America

News Release

- First Place **“MMPA Celebrates Founding Date, 100th Anniversary”**
Allison Stuby
Michigan Milk Producers Association
- Second Place **“Farmer-Owned Cooperatives to Explore Joint Ownership of Michigan Cheese Plant”**
Joan Behr (Foremost Farms USA), Monica Massey (Dairy Farmers of America), Sheila Burkhardt (Michigan Milk Producers Association)
Foremost Farms USA, Dairy Farmers of America, Michigan Milk Producers Association
- Third Place **“A Clean Cheddar Cheese Sweep”**
Sarah Schmidt
Associated Milk Producers Inc.

Speech Writing

- First Place **“Creating Our Future”**
Steve Schlangen
Associated Milk Producers Inc.
- Second Place **“Change”**
Amber Sheridan
Maryland & Virginia Milk Producers Cooperative Association, Inc.

Best in Class

“A Biotechnology Conversation”
FarmFirst Dairy Cooperative, Mike Leahy
FarmFirst Dairy Cooperative

Special Projects

Advertising

- First Place **“Goodbye Big Food. Hello Real Food” Film**
Tillamook County Creamery Association, 72andSunny
Tillamook County Creamery Association
- Second Place **Darigold Naturally White Cheddar PSA Videos**
Darigold, Wexley School for Girls
Northwest Dairy Association/Darigold
- Third Place **Part of the Family (print)**
Kemps
Dairy Farmers of America

Video

- First Place **“Great Milk Comes From Great Care”**
Upstate Niagara Cooperative, Inc.
Upstate Niagara Cooperative, Inc.
- Second Place **“Nature of Dairy”**
Joan Behr, Knitted Heart, MorganMyers
Foremost Farms USA
- Third Place **“About United Dairymen of Arizona”**
Roxanne Helman, Ideas Collide Marketing
United Dairymen of Arizona

Website

- First Place **UDA’s New Website: www.UDA.coop**
Roxanne Helman, Ideas Collide Marketing
United Dairymen of Arizona
- Second Place **Getting to Know FarmFirst Dairy Cooperative**
FarmFirst Dairy Cooperative
FarmFirst Dairy Cooperative
- Third Place **Land O’ Lakes, Inc. Website**
Land O’ Lakes, Inc. Communications Team
Land O’Lakes, Inc.

Campaign

- First Place **“Real Food Sunday”**
Tillamook County Creamery Association, 72andSunny
Tillamook County Creamery Association
- Second Place **Employee Recruitment Brochure/Intern Slim Jim/Employee Videos**
Joan Behr, Bonnie Wagner, MorganMyers
Foremost Farms USA
- Third Place **“Winners Drink Prairie Farms Milk”**
Prairie Farms Marketing Team
Prairie Farms Dairy

Single Issue/Special Purpose Publication

- First Place **Corporate Brochure**
Sarah Taydas, Klein and Klein Consulting, Anita Williams
Graphic Design
Northwest Dairy Association/Darigold
- Second Place **Stronger. Together.**
MMPA, DLF Communication Services (Donna Abernathy), Melissa Hart
Michigan Milk Producers Association
- Third Place **Darigold FRESH Magazine, Vol. 8**
EJ Armstrong, Christophe Servieres, Alicia Nammacher,
Jess Thompson, Jan Roberts, Savannah Pargas, Jean Galton,
JoAnne Naganawa, Terry Smith
Northwest Dairy Association/Darigold

Best in Class

Corporate Brochure
Sarah Taydas, Klein and Klein Consulting,
Anita Williams Graphic Design
Northwest Dairy Association/Darigold

Judges

PUBLICATIONS

Art Jaeger
Principal
Art Jaeger Editorial Services

WRITING

Agi Schafer-Kreiser
Principal
Digital SpeakEasy, LLC

SPECIAL PROJECTS

Susan Ruland
Principal
Ruland Consulting

