

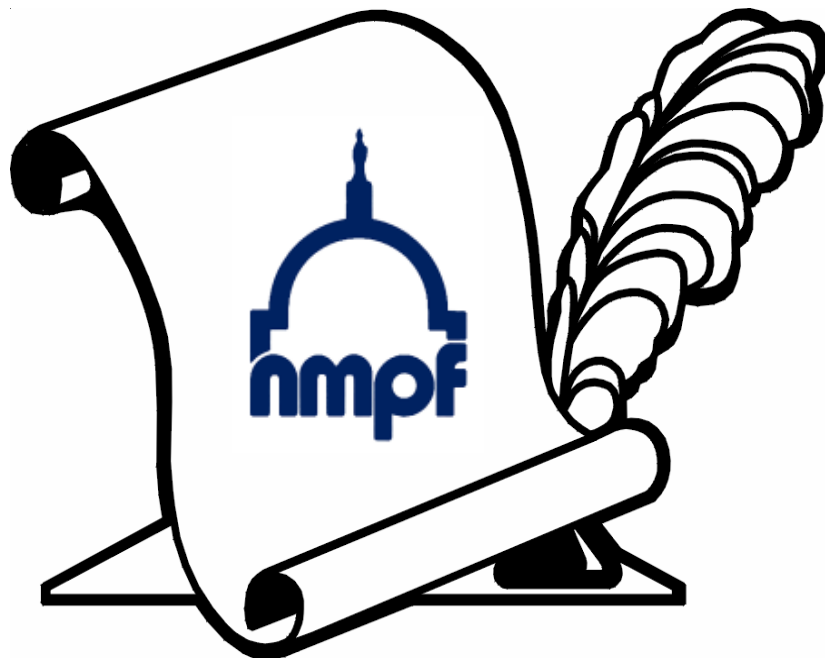
*National Milk
Producers Federation*



*Communications Competition
2007 Annual Meeting*

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Publications

Member Magazine

First Place

Dairymen's Digest

Sheryl Meshke

Associated Milk Producers Inc.

Second Place

DFA Leader

Monica Coleman, Diana Jamiot,

Kathleen Isaacson

Dairy Farmers of America, Inc.

Third Place

Michigan Milk Messenger

Sheila Burkhardt, Mindy Pratt, Karla Macelli,

Laura Moser, Nancy Muszynski

Michigan Milk Producers Association

Member Newsletter

First Place

DariViews

Steve Rowe, Michelle Carter, HandlerKlein

Communications & Marketing

Northwest Dairy Association

Second Place

Dairy Link

Nadine Miller, Steven Krikava, Tom Wegner

Land O'Lakes, Inc.

Third Place

Viewpoint

Douglas J. DiMento

Agri-Mark, Inc.

Employee Newsletter

First Place

Dairy Food Dimensions

Brian Delgado

Land O'Lakes, Inc.

Second Place

DariViews

Steve Rowe, Michelle Carter, HandlerKlein

Communications & Marketing

Northwest Dairy Association

Annual Report

First Place

2006 AMPI Annual Report

Sheryl Meshke

Associated Milk Producers Inc.

Second Place

Building an Exciting Future

Steve Rowe, HandlerKlein Communications &

Marketing, Anita Willams Graphic Design

Northwest Dairy Association

Third Place

2006 Annual Report "Working As One"

Nancy Feeney, Karen Bohnert, Scott Peake

Swiss Valley Farms, Co.

Cover Design

- First Place **Dairymen's Digest - November 2006**
Sheryl Meshke
Associated Milk Producers Inc.
- Second Place **Grassroots - February 2007 Dairyman**
Scott Peake
Swiss Valley Farms Co.
- Third Place **"With Sunsets Like This..." June 2007**
Hershl Weberman, Debbie Maxwell, Kaye
Lunsford
United Dairymen of Arizona

Photography

- First Place **Rural Views**
Sheryl Meshke
Associated Milk Producers Inc.
- Second Place **"DIVCO Memories"**
Nancy Feeney
Swiss Valley Farms, Co.
- Third Place **The Dairy Great Adventure Photo Spread**
Mindy Pratt
Michigan Milk Producers Association

Best of Class

2006 AMPI Annual Report

Sheryl Meshke

Associated Milk Producers Inc.

Writing

Column/Editorial

- First Place **International Dairy Demand Drives U.S. Export Prices Higher**
Ken Nobis, Mindy Pratt
Michigan Milk Producers Association
- Second Place **Coliform Bacteria: Another Way to Determine Quality**
Gary Trimner, Mindy Pratt
Michigan Milk Producers Association
- Third Place **Winning the Milk Quality Game**
Nadine Miller, Jeff Johnson, Gaylene Guyer, Tim Raasch, Don Schweisthal
Land O'Lakes, Inc.

Feature Story

- First Place **Dairy King Farm, Inc. - The Wisdom to Encourage the Next Generation**
Kevin Olson
Prairie Farms Dairy
- Second Place **Choices, Sometimes They're Not Easy to Make**
Amber DuMont
Maryland & Virginia Milk Producers Cooperative
- Third Place **Meet the New Partners**
Sheryl Meshke
Associated Milk Producers Inc.

News Story

First Place

Brother Knows Best

Sheryl Meshke
Associated Milk Producers Inc.

Second Place

CSI: Cow Scene Investigator

Kaye Lunsford
United Dairymen of Arizona

Third Place

**TCCA Brings Home Three Awards from
American Cheese Society Contest**

Chandra Allen
Tillamook County Creamery Association

News Release

First Place

**Land O'Lakes CEO Sees 2006 as Year of
Progress**

David Karpinski
Land O'Lakes, Inc.

Second Place

Rural View

Sheryl Meshke
Associated Milk Producers, Inc.

Third Place

**Maryland & Virginia YC's Explore Georgia's
Dairy Industry**

Amber DuMont
*Maryland & Virginia Milk Producers
Cooperative*

Speech Writing

First Place

Measuring Our Success

Sheryl Meshke

Associated Milk Producers Inc.

Second Place

Cultivating Progress

David Karpinski

Land O'Lakes, Inc.

Third Place

Celebrating Cooperation

Amber DuMont

Maryland & Virginia Milk Producers Cooperative

Best of Class

International Dairy Demands Drives U.S.

Export Prices Higher

Mindy Pratt, Ken Nobis

Michigan Milk Producers Association

Special Projects

Advertising

First Place

Vintage Campaign

Jay Allison, Kathy Holstad, Leopold Ketel
Tillamook County Creamery Association

Second Place

Food Campaign

Jay Allison, Kathy Holstad, Leopold Ketel
Tillamook County Creamery Association

Third Place

You Don't Have Time For This

Sheryl Meshke
Associated Milk Producers Inc.

Audio Advertising

First Place

Turner Dairy

Kevin Olson
Prairie Farms

Website

- First Place **www.SwissValley.com**
Scott Peake, Ron Schroder
Swiss Valley Farms, Co.
- Second Place **Membership Website**
Kathy Baltz
Upstate Niagara Cooperative, Inc.
- Third Place **Humboldt Creamery Website**
Rich Ghilarducci, Lisa Carnahan, Bravo! Marketing
Humboldt Creamery Association

Campaign

- First Place **Great Food Drive- TCCA Internal
Communications Campaign**
Heidi Luquette, Laurel Pacios-Rivera, Susan Palmer,
Chandra Allen, Aimee Gabel, Diane Lyda,
Marlene Speck, Kathy Holstad
Tillamook County Creamery Association
- Second Place **You Don't Have Time For This**
Sheryl Meshke
Associated Milk Producers Inc.
- Third Place **2007 Annual Meeting Delegate Meeting**
Kathleen Isaacson, Ron Grusenmeyer,
Chris Ehresman, Sherilyn Bowman, Melissa Lascon,
Diana Jamiot, Monica Coleman
Dairy Farmers of America, Inc.

Single Issue/Special Purpose Issue

First Place

Dairylea Cooperative Inc. Annual Meeting
Dairylea Cooperative Inc. Communications Dept.
Dairylea Cooperative Inc.

Second Place

Swiss Valley Farms Procurement Booth
Karen Bohnert, Scott Peake
Swiss Valley Farms, Co.

Third Place

Dip Relaunch
Scott Peake
Swiss Valley Farms, Co.

Best of Class

Great Food Drive - TCCA Internal Communications Campaign

Heidi Luquette, Laurel Pacios-Rivera, Susan Palmer,
Chandra Allen, Aimee Gabel, Diane Lyda, Marlene
Speck, Kathy Holstad

Tillamook County Creamery Association



Thank you to our judges for the 2007 contest:

Corey Geiger

Hoard's Dairymen - Editor

Josh Hushon

Hoard's Dairymen - Editor

Casey Marstaller

Charleston Orwig - Public Relations Writer

Krista Knigge

Case IH - Director, Global Brand Communications

