

*National Milk  
Producers Federation*



*Communications Competition*

*2008 Annual Meeting:  
Nashville, Tennessee*

# Table of Contents

Publications	3
Writing	6
Special Projects	9



# Publications

## Member Magazine

First Place

**Dairymen's Digest**

Sheryl Meshke

*Associated Milk Producers Inc.*

Second Place

**DFA Leader**

Kathleen Isaacson, Monica Massey, & Chris Ehresman

*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/Employee Newsletter

First Place

**Dairy Foods Dimensions**

Brian L. Delgado

*Land O'Lakes, Inc.*

Second Place

**MMPA Update**

Sheila Burkhardt & Karla Macelli

*Michigan Milk Producers Association*

Third Place

**Dairy Link**

LaDonna Seely & Kim Gordon

*Land O'Lakes, Inc.*

## Annual Report

- First Place                      **“Finding Balance”**  
Amber DuMont  
*Maryland & Virginia Milk Producers  
Cooperative*
- Second Place                    **“You Own It”**  
Sheryl Meshke  
*Associated Milk Producers Inc.*
- Third Place                      **“Celebrating our 90th Anniversary”**  
Steve Rowe, HandlerKlein Communications &  
Marketing, & Anita Williams Graphic Design  
*Northwest Dairy Association*

## Cover Design

- First Place                      **Dairymen’s Digest**  
**(December 2007 - January 2008 Issue)**  
Sheryl Meshke  
*Associated Milk Producers Inc.*
- Second Place                    **Summer 2008 DFA Leader**  
Kathleen Isaacson, Brian Richwine, Chris  
Ehresman, & Monica Massey  
*Dairy Farmers of America, Inc.*
- Third Place                      **Finding Balance - Annual Report Cover**  
Ann Marie Ternullo  
*Maryland & Virginia Milk Producers  
Cooperative*

## Photography

First Place

**Standing Tall**

Chris Ehresman

*Dairy Farmers of America, Inc.*

Second Place

**Walking Lesson**

Kathleen Isaacson

*Dairy Farmers of America, Inc.*

Third Place

**Cover Photo - November 2007**

Preston Cole

*Michigan Milk Producers Association*

### *Best of Class*

#### Dairymen's Digest

(December 2007 - January 2008 Issue)

Sheryl Meshke

*Associated Milk Producers Inc.*

# Writing

## Column/Editorial

- First Place                      **“MMPA Board Approves Changes to Quality and Volume Premium Programs”**  
Gary Trimner & Mindy Pratt  
*Michigan Milk Producers Association*
- Second Place                    **“Sharing the Dairy Farming Story - One Person at a Time”**  
Ken Nobis & Mindy Pratt  
*Michigan Milk Producers Association*
- Third Place                      **“Farm Bill Delays Continue”**  
Steven Krikava  
*Land O’Lakes, Inc.*

## Feature Story

- First Place                      **“Going Green Makes a Lot of Cents”**  
Kaye Lunsford  
*United Dairywomen of Arizona*
- Second Place                    **“Making Sand Lane Manure Separation Work in Michigan”**  
Laura Moser  
*Michigan Milk Producers Association*
- Third Place                      **“Surviving Disaster”**  
Kathleen Isaacson & Monica Massey  
*Dairy Farmers of America, Inc.*

## News Story

- First Place                    **“Steel Strength: AMPI Arms Take on Tough Jobs”**  
Sheryl Meshke  
*Associated Milk Producers Inc.*
- Second Place                **“MMPA Ovid Plant Expansion Groundbreaking Ceremony”**  
Mindy Pratt  
*Michigan Milk Producers Association*
- Third Place                 **“Reformulated Hauling Rates”**  
Frances Lechner  
*United Dairyemen of Arizona*

## News Release

- First Place                    **“Land O’Lakes to Offer Butter in Half Sticks in One-Pound Package”**  
Brian L. Delgado & Angela Pengelly  
*Land O’Lakes, Inc.*
- Second Place                **“Land O’Lakes CEO Sees 2007 as a Year of Performance and Progress”**  
David Karpinski  
*Land O’Lakes, Inc.*
- Third Place                 **“AMPI Reports Record-Setting 2007”**  
Sheryl Meshke  
*Associated Milk Producers Inc.*

## Speech Writing

First Place

**“Land O’Lakes President’s Report”**

David Karpinski

*Land O’Lakes, Inc.*

Second Place

**“You Own It”**

Sheryl Meshke

*Associated Milk Producers Inc.*

Third Place

**“Finding Balance”**

Amber DuMont

*Maryland & Virginia Milk Producers Cooperative*

*Best of Class*

**“Steel Strength:  
AMPI Arms Take on Tough Jobs”**

Sheryl Meshke

*Associated Milk Producers Inc.*

# Special Projects

## Advertising

First Place	<b>Vintage Lady</b> Kathy Holstad & Leopold Ketel & Partners <i>Tillamook County Creamery Association</i>
Second Place	<b>Strong Bones</b> Scott Peake <i>Swiss Valley Farms Cooperative</i>
Third Place	<b>We are DFA</b> Monica Massey, Brian Richwine, & Kristen Coady <i>Dairy Farmers of America, Inc.</i>

## Website

First Place	<b><a href="http://www.MacaroniandCheeseandCheese.com">www.MacaroniandCheeseandCheese.com</a></b> Kathy Holstad & Leopold Ketel & Partners <i>Tillamook County Creamery Association</i>
Second Place	<b><a href="http://www.nwdairy.coop">www.nwdairy.coop</a></b> Harold Coqmard & Jack Barrow <i>Northwest Dairy Association</i>
Third Place	<b><a href="http://www.swissvalley.com">www.swissvalley.com</a></b> Scott Peake <i>Swiss Valley Farms Cooperative</i>

# Campaign

- First Place (Tie)      **2007 Tillamook Macaroni and Cheese Recipe Contest**  
Kathy Holstad  
*Tillamook County Creamery Association*
- First Place (Tie)      **2008 Annual Meeting**  
DFA Corporate Communications & Blacktop Creative  
*Dairy Farmers of America, Inc.*
- Second Place      **Alpine Lace Deli Cheese Brand Relaunch/Media Kit**  
Brian L. Delgado & Erik Nelson  
*Land O'Lakes, Inc.*
- Third Place      **MMPA Groundbreaking Ceremony**  
Sheila Burkhardt, Laura Moser, Mindy Pratt,  
Karla Macelli, & Nancy Muszynski  
*Michigan Milk Producers Association*

## Single Issue/Special Purpose Issue

First Place

**Tillamook Cheese Trucks**

Kathy Holstad & Leopold Ketel & Partners  
*Tillamook County Creamery Association*

Second Place

**Leader en Espanol**

Brian Richwine, Kathleen Isaacson,  
Marjie Knust, & Monica Massey  
*Dairy Farmers of America, Inc.*

Third Place (Tie)

**50 Years of Farmer Pride**

Scott Peake  
*Swiss Valley Farms Cooperative*

Third Place (Tie)

**UDA Co-op Overview**

Anson White, Bruce Tonkin, Bernie Trujillo,  
Frances Lechner, Kaye Lunsford, &  
Al Werkmeister  
*United Dairymen of Arizona*

***Best of Class***

**Vintage Lady**

Kathy Holstad & Leopold Ketel & Partners  
*Tillamook County Creamery Association*



Thank you to our judges for the 2008 contest:

Art Jaeger

Senior Director, Watson/Mulhern

Melissa Brown

Senior Technical Writer, Rollstream, Inc.

Agnes Schafer-Kreiser

Vice President, Fleishman-Hillard, Inc.

