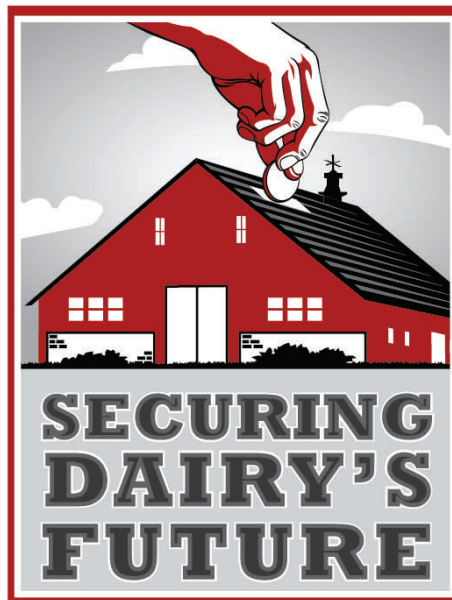




Communications Competition

Awards Booklet

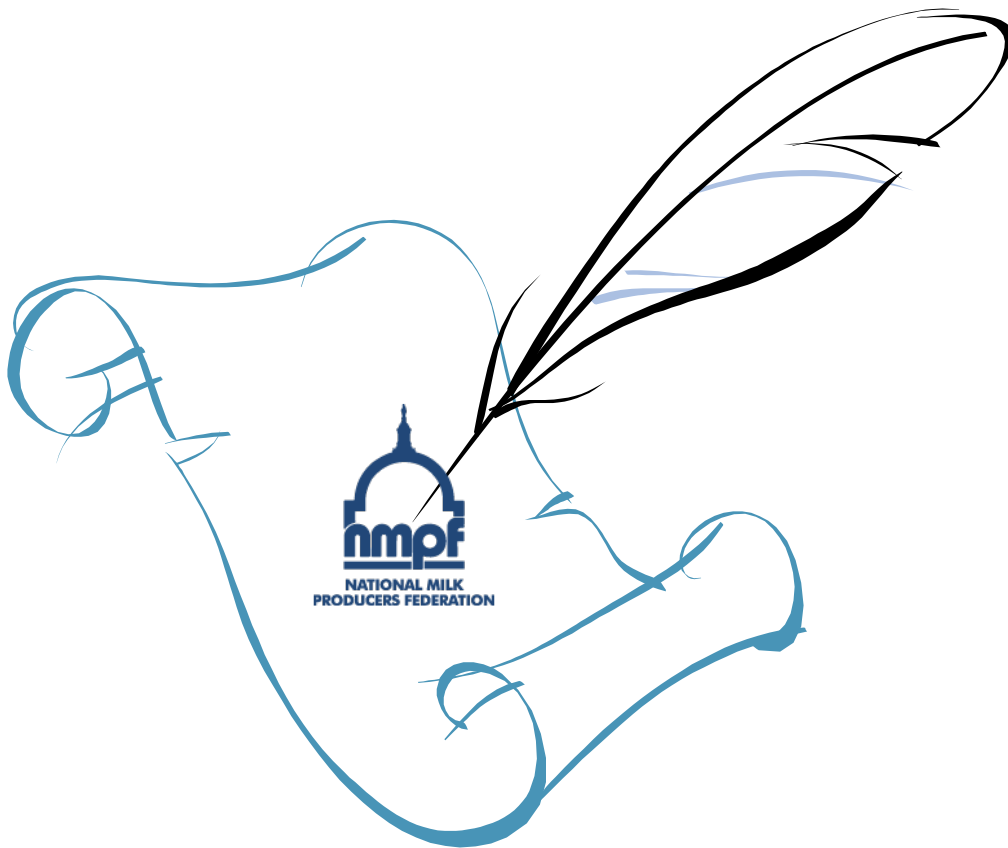


**2012 Annual Meeting:
Lake Buena Vista, FL**

October 29—31

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Publications

Member Magazine

- First Place **Dairymen's Digest**
Sarah Schmidt, Sheryl Meshke, & Nickie Sabo
Associated Milk Producers Inc.
- Second Place **growingtogether®**
Jon Miller & Professional Litho Inc.
Land O'Lakes, Inc.
- Third Place **DFA Leader**
DFA Communications Team
Dairy Farmers of America, Inc.

Member/Employee Newsletter

- First Place **Pipeline**
Amber Sheridan & Daniela Roland
Maryland & Virginia Milk Producers Cooperative
- Second Place **Moosletter**
Sarah Schmidt, Sheryl Meshke, & Nickie Sabo
Associated Milk Producers Inc.
- Third Place **Creamery Scenery**
Chandra Allen
Tillamook County Creamery Association

Annual Report

- First Place **2011 Annual Report**
Joan Behr & Morgan&Myers
Foremost Farms USA
- Second Place **What Matters Most**
Amber Sheridan
Maryland & Virginia Milk Producers Cooperative
- Third Place **Focus**
Sarah Schmidt, Sheryl Meshke, & Nickie Sabo
Associated Milk Producers Inc.

Cover Design

- First Place **Fall 2011 DFA Leader**
DFA Communications Team
Dairy Farmers of America, Inc.
- Second Place **November 2011 Dairyman**
Nancy Feeney & Lauren VanSpeybroeck
Swiss Valley Farms
- Third Place **November - December 2011 Dairymen's Digest**
Sarah Schmidt
Associated Milk Producers Inc.

Photography

First Place **Darigold FRESH Magazine, Volume 4**
EJ Armstrong & Scott Pitts
Northwest Dairy Association/Darigold

Second Place **War Room Moves**
Sheryl Meshke
Associated Milk Producers Inc.

Third Place **All Aboard the Butter Train**
Sarah Schmidt
Associated Milk Producers Inc.

Best of Class

2011 Annual Report
Joan Behr & Morgan&Myers
Foremost Farms USA

Writing

Column/Editorial

- First Place **Welcome to the Dairy!**
Don Boelens & Nancy Feeney
Swiss Valley Farms
- Second Place **Midwest Dairy Farmers Support Senate Farm Bill**
David Scheevel, Randy Mooney, & Pete Kappelman
Foremost Farms USA
- Third Place **How Secure is Your Farm?**
Dean Letter
Michigan Milk Producers Association

Feature Story

- First Place **Out of the Ashes: MMPA Members Rebuild
After a Fire**
Alexandria Henry
Michigan Milk Producers Association
- Second Place **Perfect Pairing**
Sarah Schmidt
Associated Milk Producers Inc.
- Third Place **An Accidental Sensation**
Daniela Roland
Maryland & Virginia Milk Producers Cooperative

News Story

- First Place **New! Improved! Arizona Dairy Ingredients LLC**
Frances Lechner
United Dairymen of Arizona
- Second Place **Milk Quality Award Winners Say Consistency Matters**
Laura Mihm
Foremost Farms USA
- Third Place **USDA Announces Largest Drought Disaster in History**
Amber Sheridan
Maryland & Virginia Milk Producers Cooperative

News Release

- First Place **World's Best: AMPI Cheese and Butter**
Sarah Schmidt
Associated Milk Producers Inc.
- Second Place **Ten Local Students Win Scholarships**
Daniela Roland
Maryland & Virginia Milk Producers Cooperative
- Third Place **AMPI Invests \$7.5 Million in Manufacturing Upgrade**
Nickie Sabo
Associated Milk Producers Inc.

Speech Writing

First Place

What Matters Most

Amber Sheridan

Maryland & Virginia Milk Producers Cooperative

Second Place

Chairman's Report: Learning on the Job

Sarah Schmidt

Associated Milk Producers Inc.

Third Place

A Future of Growth in a World of Opportunity

Dave Karpinski

Land O'Lakes, Inc.

Best of Class

Out of the Ashes: MMPA Members Rebuild After a Fire

Alexandria Henry

Michigan Milk Producers Association

Special Projects

Advertising

- First Place **Texas Meets Tillamook TV Campaign**
John Russell & Vendor, Inc.
Tillamook County Creamery Association
- Second Place **Welcome Back to the Farm**
Ken Voelker
Upstate Niagara Cooperative, Inc.
- Third Place **More Cooperative Ad Series**
DFA Communications Team
Dairy Farmers of America, Inc.

Video

- First Place **Darigold Nourishing the World**
Greg Walsh, Seth Godwin, & Lee Perry
Northwest Dairy Association/Darigold
- Second Place **More Cooperative**
DFA Communications Team
Dairy Farmers of America, Inc.
- Third Place **Pride of Dairylea**
Communications Department
Dairylea Cooperative Inc.

Website

- First Place **DFA Risk Management Website**
DFA Communications Team
Dairy Farmers of America, Inc.
- Second Place **www.ampi.com**
Sarah Schmidt, Nickie Sabo, & Sheryl Meshke
Associated Milk Producers Inc.
- Third Place **Welcome Back to the Farm**
Ken Voelker
Upstate Niagara Cooperative, Inc.

Campaign

- First Place **Darigold FRESH Magazine, Volume 4**
EJ Armstrong, Scott Pitts, Alicia Nammacher, Jess
Thompson, Jan Roberts, JoAnne Naganawa,
Terry Smith, Jean Galton, Dianna Isaiou,
Charlotte Omnés, Patty Wittman, & Darcie
Patterson
Northwest Dairy Association/Darigold
- Second Place **2012 DFA Annual Meeting**
DFA Communications Team
Dairy Farmers of America, Inc.
- Third Place **Plugrá Gourmet Club**
DFA Consumer Brands
Dairy Farmers of America, Inc.

Single Issue/Special Purpose Publication

First Place

Our First Fifty Years

Frances Lechner & Robert Collier
United Dairymen of Arizona

Second Place

2012 Member Calendar

Amber Sheridan & Daniela Roland
Maryland & Virginia Milk Producers Cooperative

Third Place

DFA Farm Services Brochure

DFA Communications Team
Dairy Farmers of America, Inc.

Honorable Mention

Advertising

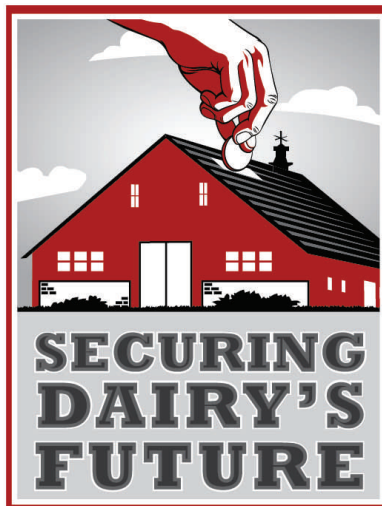
Gladys Print and TV Ads

Katy Herron & James Snapko
Ellsworth Cooperative Creamery

Best of Class

Darigold FRESH Magazine, Volume 4

EJ Armstrong, Scott Pitts, Alicia Nammacher, Jess Thompson, Jan Roberts, JoAnne Naganawa, Terry Smith, Jean Galton, Dianna Isaïou, Charlotte Omnés, Patty Wittman, & Darcie Patterson
Northwest Dairy Association/Darigold



Thank you to the judges of the 2012 contest:

Art Jaeger
Watson/Mulhern LLC

Leta Mach
LMM Communications

Stephanie Meyers
Osborn & Barr Communications

