

# 2017 Communications Competition Award Winners



**2017 Joint Annual Meeting  
Anaheim, California  
October 30-November 1, 2017**

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*In memory of Art Jaeger, former  
communications competition judge,  
colleague and friend to NMPF.*

# PUBLICATIONS

## *Member Magazine*

First Place	<b>Dairymen's Digest</b> AMPI Communications Team <i>Associated Milk Producers Inc.</i>
Second Place	<b>Michigan Milk Messenger</b> Allison Stuby Miller, Sheila Burkhardt, Nancy Muszynski, reZüberant, Inc. <i>Michigan Milk Producers Association</i>

## *Member/Employee Newsletter*

First Place	<b>Moosletter</b> AMPI Communications Team <i>Associated Milk Producers Inc.</i>
Second Place	<b>The Milkline</b> Julie Sweney, FarmFirst Dairy Cooperative <i>FarmFirst Dairy Cooperative</i>
Third Place	<b>Creamery Scenery</b> Chandra Allen <i>Tillamook County Creamery Association</i>

## *Annual Report*

First Place	<b>"This Mark Matters" (2016 Annual Report)</b> DFA Communications Department <i>Dairy Farmers of America</i>
Second Place	<b>2016 Annual Report</b> Land O' Lakes Communications Team <i>Land O' Lakes, Inc.</i>
Third Place	<b>"we" (2016 Annual Report)</b> AMPI Communications Team <i>Associated Milk Producers Inc.</i>

## *Cover Design*

First Place	<b>Annual Meeting Magazine</b> DFA Communications Department <i>Dairy Farmers of America</i>
Second Place	<b>“Ready to Grow” (Summer 2017 Dairyman’s Digest)</b> AMPI Communications Team <i>Associated Milk Producers Inc.</i>
Third Place	<b>“Introducing Heritage Ridge Creamery” (July 2017)</b> Allison Stuby Miller, Conway Photography, reZüberant, Inc. <i>Michigan Milk Producers Association</i>

## *Photography*

First Place	<b>“Moving Milk in Rwanda”</b> Ashley Peterson <i>Land O’ Lakes, Inc.</i>
Second Place	<b>“Member of Distinction: The Burnett Family”</b> Shaun Cloud <i>Dairy Farmers of America</i>
Third Place	<b>“Jersey Heifers in the Rain”</b> Allison Stuby Miller <i>Michigan Milk Producers Association</i>

## ***Best in Class***

**“This Mark Matters”  
(2016 Annual Report)**  
DFA Communications Department  
*Dairy Farmers of America*

# WRITING

## *Column/Editorial*

First Place	<b>"Ag-vocacy: Why the passion of a few must become an obligation for all"</b> Bridget Moore <i>Michigan Milk Producers Association</i>
Second Place (tie)	<b>"Dairy Farmers Built the Reputation for Milk"</b> Julie Sweney, FarmFirst Dairy Cooperative <i>FarmFirst Dairy Cooperative</i>
	<b>"Shelf Life Begins at the Farm"</b> Ben Chapin <i>Michigan Milk Producers Association</i>
Third Place	<b>"Canadian Trade Policies Hurt U.S. Dairy Farmers"</b> Sarah Taydas, Stan Ryan, Dr. Ken Bailey, Dan Coyne, Communiqué PR, NMPF Staff <i>Northwest Dairy Association (Darigold)</i>

## *Feature Story*

First Place	<b>"Rise to the Top: How Consistency Elevated Koppenol Dairy Farm to Top Quality"</b> Allison Stuby Miller <i>Michigan Milk Producers Association</i>
Second Place (tie)	<b>"The 42-Hour Haul"</b> Peyson Shields <i>Dairy Farmers of America</i>
	<b>"Six Farmers, Six Leaders, 100 Years"</b> Melissa Hart <i>Michigan Milk Producers Association</i>
Third Place	<b>"Sprawling Suburbs and Sustainability"</b> Rebecca Churchill <i>Maryland &amp; Virginia Milk Producers Cooperative Association</i>

## *News Story*

First Place	<b>"Collaboration, Innovation and Sustainability Collide"</b> Molly Schmitt <i>Dairy Farmers of America</i>
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Second Place                      **“Ready to Grow”**  
AMPI Communications Team  
*Associated Milk Producers Inc.*

Third Place                      **“Health Insurance, the Cooperative Way”**  
Laura Schmidt  
*Land O’ Lakes, Inc.*

### *News Release*

First Place                      **“Dairy Farmers of America and Vanguard Renewables Announce Strategic Alliance”**  
Kim O’Brien  
*Dairy Farmers of America*

Second Place                      **“FarmFirst Dairy Cooperative Speaks Up for Dairy Farmers at National Trade Meeting”**  
Julie Sweney, FarmFirst Dairy Cooperative  
*FarmFirst Dairy Cooperative*

Third Place (tie)                      **Land O’ Lakes Dairy Accelerator Press Release**  
Rebecca Lentz, Brooke Dillon  
*Land O’ Lakes, Inc.*

**“Farmer-owned Co-op Land O’ Lakes, Inc. Acquires Vermont Creamery”**  
Kim Olson, FM Munoz  
*Land O’ Lakes, Inc.*

### *Speech Writing*

First Place                      **“Together We Can”**  
Steve Schlangen  
*Associated Milk Producers Inc.*

Second Place                      **General Manager’s Report (MMPA Annual Meeting)**  
Joseph Diglio  
*Michigan Milk Producers Association*

Third Place                      **Board Chairman’s Annual Meeting Opening Speech**  
DFA Communications Department  
*Dairy Farmers of America*

## ***Best in Class***

**“Rise to the Top: How Consistency Elevated  
Koppenol Dairy Farm to Top Quality”**

Allison Stuby Miller

*Michigan Milk Producers Association*

# SPECIAL PROJECTS

## *Advertising*

First Place	<b>"56 oz." Film</b> Tillamook County Creamery Association, 72andSunny <i>Tillamook County Creamery Association</i>
Second Place	<b>Central New York Upstate Farms Brand Awareness Campaign</b> UNC Marketing Department <i>Upstate Niagara Cooperative, Inc.</i>
Third Place	<b>Farmstyle Greek Yogurt Film</b> Tillamook County Creamery Association, 72andSunny <i>Tillamook County Creamery Association</i>

## *Video*

First Place	<b>"This Mark Matters"</b> DFA Communications Department <i>Dairy Farmers of America</i>
Second Place	<b>"Cultivating Our Legacy"</b> UNC Marketing Department, UNC Membership Division <i>Upstate Niagara Cooperative, Inc.</i>
Third Place	<b>"Cow Cooling in Arizona"</b> Roxy Helman, Jen Millican <i>United Dairymen of Arizona</i>

## *Website*

First Place	<b>www.mimilk.com</b> Allison Stuby Miller, Web Ascender <i>Michigan Milk Producers Association</i>
Second Place	<b>UpstateNiagara.com</b> Upstate Niagara Cooperative, Inc. <i>Upstate Niagara Cooperative, Inc.</i>
Third Place (tie)	<b>Prairie Farms Website Redesign</b> Lisa Zimmerman <i>Prairie Farms Dairy</i>  <b>www.darigold.com/snackmighty</b> Kate Pearson, Wexley School for Girls (Patrick McMullin, Andre Vriesman, Melissa Fillion) <i>Northwest Dairy Association (Darigold)</i>



## *Campaign*

First Place	<b>"56 oz. Scoopstack Challenge"</b> Tillamook County Creamery Association, 72andSunny <i>Tillamook County Creamery Association</i>
Second Place	<b>"Get Real. Give Back." (June Dairy Month)</b> Prairie Farms Marketing Team <i>Prairie Farms Dairy</i>
Third Place	<b>Annual Meeting 2017</b> DFA Communications Department <i>Dairy Farmers of America</i>

## *Single Issue/Special Purpose Publication*

First Place	<b>"Moving Forward: Cooperative Social Responsibility at Darigold"</b> Sarah Taydas, Alicia Nammacher, EKOS Consulting <i>Northwest Dairy Association/Darigold</i>
Second Place	<b>2017 Member Calendar</b> Communications Department <i>Maryland &amp; Virginia Milk Producers Cooperative Association</i>
Third Place	<b>Darigold FRESH Magazine, Vol. 9</b> EJ Armstrong, Christophe Servieres for Armstrong Pitts Studios, Alicia Nammacher, Jess Thompson, Savannah Pargas, Scott Ralls, Jean Galton, JoAnne Naganawa, Terry Smith <i>Northwest Dairy Association/Darigold</i>

## ***Best in Class***

**"56 oz. Scoopstack Challenge"**  
Tillamook County Creamery Association,  
72andSunny  
*Tillamook County Creamery Association*

## JUDGES

### PUBLICATIONS

Susan Ruland  
Principal  
Ruland Consulting

### WRITING

Tom Quaife  
Owner  
Dairy-Friendly Communication Services

### SPECIAL PROJECTS

Jayne Sebright  
Executive Director  
Center for Dairy Excellence  
Center for Dairy Excellence Foundation of Pennsylvania





