



Communications Competition

Awards Booklet

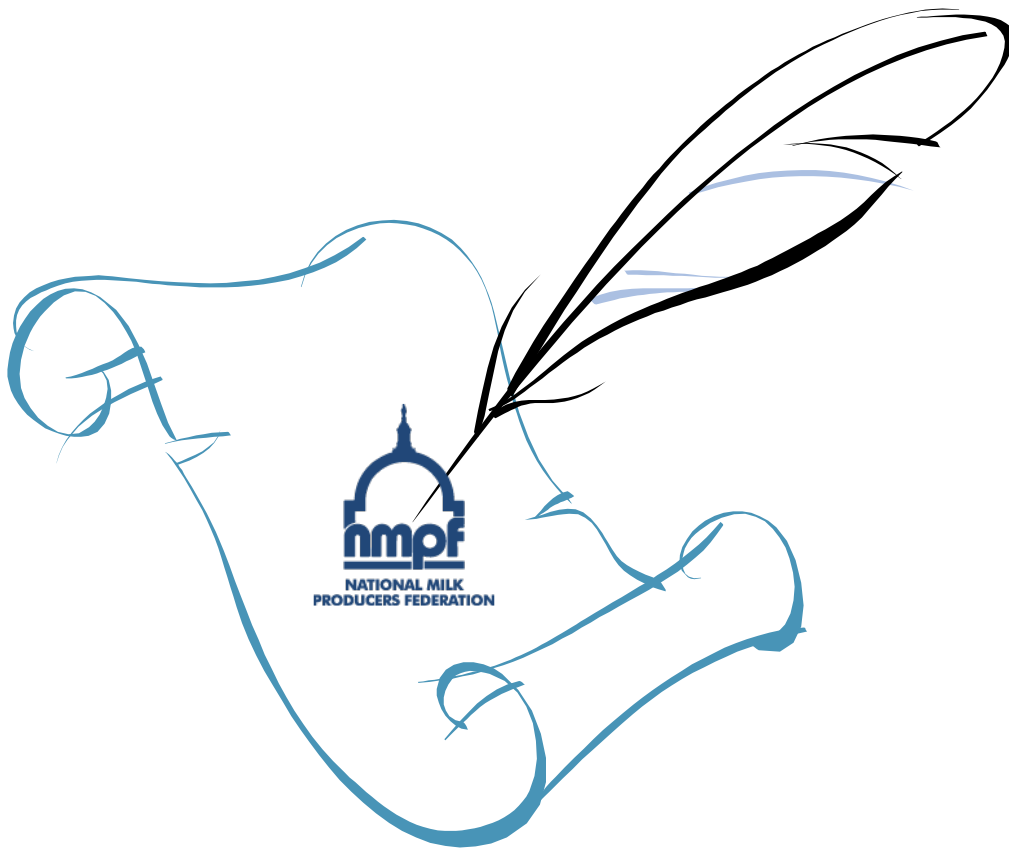


**2011 Annual Meeting:
San Diego, CA**

November 14—16

Table of Contents

Publications	3
Writing	6
Special Projects	9
Judges	11



Publications

Member Magazine

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

Member/Employee Newsletter

- First Place **Moosletter**
Sarah Schmidt, Nickie Sabo, & Sheryl Meshke
Associated Milk Producers Inc.
- Second Place **Pipeline**
Amber DuMont
Maryland & Virginia Milk Producers Cooperative
- Third Place **DariViews**
Michelle Carter & Steve Rowe
Northwest Dairy Association/Darigold

Annual Report

- First Place **Darigold Annual Report 2009-2010**
Steve Rowe, Klein and Klein Communications, &
Anita Williams Graphic Design
Northwest Dairy Association/Darigold
- Second Place **2010 Foremost Farms USA Annual Report**
Joan Behr & Morgan&Myers
Foremost Farms USA
- Third Place **YOU, 2010 AMPI Annual Report**
Sheryl Meshke, Sarah Schmidt, & Nickie Sabo
Associated Milk Producers Inc.

Cover Design

- First Place **DFA Leader - Fall 2010**
DFA Communications Team
Dairy Farmers of America, Inc.
- Second Place **Dairymen's Digest, 4 Under 40**
Sarah Schmidt, Nickie Sabo, & Sheryl Meshke
Associated Milk Producers Inc.
- Third Place **Dairymen's Digest, Reflecting AMPI's Views**
Nickie Sabo, Sheryl Meshke, & Sarah Schmidt
Associated Milk Producers Inc.

Photography

First Place

Neill Family Portrait

DFA Communications Team

Dairy Farmers of America, Inc.

Second Place

The Future of the Farm

Jeanne Forbis, Trish Scorpio, Angie Butterbrodt,
& Kelly Petersen

Land O'Lakes, Inc.

Third Place

Late-Night Tourists

Sheryl Meshke

Associated Milk Producers Inc.

Honorable Mentions

Annual Report

2010 DFA Annual Report

DFA Communications Team

Dairy Farmers of America, Inc.

Photography

Milky Way Dairy Hosts CD Launch Party

Kyle Dreier, Hanneke Denouden, the de Jong
Family, & Frances Lechner

United Dairywomen of Arizona

Best of Class

DFA Leader - Fall 2010

DFA Communications Team

Dairy Farmers of America, Inc.

Writing

Column/Editorial

First Place

More Animal Cruelty

Don Boelens & Nancy Feeney

Swiss Valley Farms

Second Place

**MMPA Matters - Marketing our Milk to the
Greatest Advantage Possible**

Ken Nobis

Michigan Milk Producers Association

Third Place

Chairman's Column - Innovation

Pete Kappelman & David Karpinski

Land O'Lakes, Inc.

Feature Story

First Place

Help Wanted

Marjie Knust

Dairy Farmers of America, Inc.

Second Place

4 Under 40: Developing Their Style

Sarah Schmidt

Associated Milk Producers Inc.

Third Place

The Future of the Farm

Jeanne Forbis, Trish Scorpio, & Angie Butterbrodt

Land O'Lakes, Inc.

News Story

- First Place **World of Opportunity**
Marjie Knust
Dairy Farmers of America, Inc.
- Second Place **Somatic Cell Count Scrutiny Continues**
Amber DuMont
Maryland & Virginia Milk Producers Cooperative
- Third Place **U.S. Dairy Industry Conducts Study to
Determine Milk’s Carbon Footprint**
Chandra Allen
Tillamook County Creamery Association

News Release

- First Place **UDA Named Kroger Supplier of the Year**
Frances Lechner
United Dairymen of Arizona
- Second Place **Swiss Valley Farms Acquires Faribault Dairy Co.**
Nancy Feeney & Lauren Albracht
Swiss Valley Farms
- Third Place **MMPA’s Ovid Processing Plant Named Dairy
Plant of the Year**
Laura Moser
Michigan Milk Producers Association

Speech Writing

First Place

Chairman's Report: Proud Heritage - Powerful Future

Pete Kappelman & David Karpinski
Land O'Lakes, Inc.

Second Place

Defining YOU - AMPI

Sheryl Meshke
Associated Milk Producers Inc.

Best of Class

Help Wanted

Marjie Knust
Dairy Farmers of America, Inc.

Special Projects

Advertising

- First Place **They Want to Know**
Sheryl Meshke, Sarah Schmidt, & Nickie Sabo
Associated Milk Producers Inc.
- Second Place **Borden Print Ad - 5 a.m.**
Global Dairy Products Group Marketing Team
Dairy Farmers of America, Inc.
- Third Place **Bill Kerr Dairy**
The Kerr Family & Roxanne LeVac
United Dairymen of Arizona

Website

- First Place **Land O'Lakes, Inc. Website - Multimedia Stories**
Tara Tierney
Land O'Lakes, Inc.

Campaign

- First Place **DFA 2011 Annual Meeting**
DFA Communications Team
Dairy Farmers of America, Inc.
- Second Place **DFA Cares - June Dairy Month**
DFA Communications Team
Dairy Farmers of America, Inc.

Third Place **AMPI 2011 Young Cooperator Summer Tour -
Whey Cool**
Sarah Schmidt, Nickie Sabo, & Sheryl Meshke
Associated Milk Producers Inc.

Single Issue/Special Purpose Publication

First Place **2010 Corporate Social Responsibility Report**
Lydia Botham, Jeanne Forbis, Dave Karpinski, Jon
Miller, & Tara Tierney
Land O'Lakes, Inc.

Second Place **Focus on Milk Quality**
DFA Communications Team
Dairy Farmers of America, Inc.

Third Place **2011 DFA Calendar**
DFA Communications Team
Dairy Farmers of America, Inc.

Best of Class

DFA 2011 Annual Meeting
DFA Communications Team
Dairy Farmers of America, Inc.



Thank you to the judges of the 2011 contest:

Dan Campbell
Editor, "Rural Cooperatives" Magazine
USDA Rural Development

Art Jaeger
Senior Director
Watson/Mulhern

Stephanie Meyers
Public Relations Account Supervisor
Osborn & Barr Communications

