

2015 AWARD WINNERS PROGRAM

American Agricultural Editors' Association 2015 AAEA Communications Awards

Presented Tuesday, July 28, 2015
Agricultural Media Summit
Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch
Scottsdale, Arizona

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AAEA Writing Awards Program

The AAEA Writing Awards Program is sponsored by AAEA through funding provided by Syngenta.

2015 Winners

Breaking News

- 1st – Mindy Ward, Missouri Ruralist, “Governor's Beef Agenda Brings Mixed Review”
- 2nd – Chris Clayton, DTN/The Progressive Farmer, “Avian Flu in Arkansas”
- 3rd – Pamela Smith, DTN/The Progressive Farmer, “Report Implicates Glyphosate”

Economics & Management

- 1st – Bob Burgdorfer, Farm Futures, “Ghosts of the 1980s”
- 2nd – Tanner Ehmke, Farm Futures, “Have Acres, Will Travel: The pros and cons of long-distance farming”
- 3rd – Bryce Knorr, Farm Futures, “USDA Choice”

Editorial Opinion

- 1st – Holly Spangler, Prairie Farmer, “Wading into the Muck: Was it worth it?”
- 2nd – Mike Wilson, Farm Futures, “Guardians of the Soil”
- 3rd – Mindy Ward, Missouri Ruralist, “Tighten Inspections for Safer Food Supply”

Human Interest

- 1st – Jim Patrico, DTN/The Progressive Farmer, “The Flint Hills”
- 2nd – Deborah Huso, DTN/The Progressive Farmer, “Back to Basics”
- 3rd – Mike Wilson, Farm Futures, “A Kid at Heart”

Humorous Article

- 1st – Paul Jackson, Michigan Farm News, “In Search of the Great Pumpkin”
- 2nd – Amy Roady, Illinois Field & Bean Magazine, “How to Plan for a Weedy Crop in 2015...Really”
- 3rd – Joe Link, Homestead, “Backyard Chickens”

Issues

- 1st – Alastair Stewart, DTN/The Progressive Farmer, “Amazon Deforestation and Ag”
- 2nd – Joe Link, Homestead, “Rural Brain Gain”
- 3rd – Victoria Myers, DTN/The Progressive Farmer, “Side Steps”

On-Farm Production

- 1st – Kacey Birchmier, Successful Farming, “Conduct your own field trial”
- 2nd – Ben Potter, Farm Journal, “Sky-high potential”
- 3rd – Jim Dickrell, Dairy Today, “Numbers don't lie”

Personality Profile

- 1st – Martha Mintz, The Furrow, “T-bones and T-rexes”
- 2nd – Charles Johnson, Homestead, “Walk the high road”
- 3rd – Cheryl Tevis, Successful Farming, “Problem solved!”

Regular Column

- 1st – John Vogel, American Agriculturist, “Milk is being outmuscled by fakers”
- 2nd – Kurt Lawton, Corn & Soybean Digest, “Why climate deniers?”
- 3rd – Brent Olson, IndependentlySpeaking.com, “Kintsugi”

Technical Feature

- 1st – Jim Patrico, DTN/The Progressive Farmer, “Implement tires earn respect”
- 2nd – Susan Winsor, Corn & Soybean Digest, “Soil map drives data success”
- 3rd – Marcia Zarley Taylor, DTN/The Progressive Farmer, “Finances grim after failure to economize”

Team Story

- 1st – Marcia Zarley Taylor, Katie Micik, Todd Neeley, DTN/The Progressive Farmer, “Ag’s great affluenza”
- 2nd – Bryce Knorr, Mike Wilson, Bob Burgdorfer, Farm Futures, “Best places to farm”
- 3rd – Sara Schafer, Darrell Smith, Katie Humphreys, Farm Journal, “Your cover crop resource guide”

Story of the Year

“T-Bones and T-Rexes”

Martha Mintz

The Furrow

Writer of the Year, Honorable Mention

Martha Mintz

Corral Creek Communications

Writer of the Year

Joe Link

2015 Master Writer Program

Writer of Merit

Dean Houghton
Pamela Smith
Holly Spangler

New Master Writers (Level Five) in 2015

Barb Baylor Anderson
Virginia Harris
Holly Martin
Emily Unglesbee
Susan Winsor

Level One

Annette Degnan
Jeffrey Hoffelt
Keena Lykins
Jenna McRell
Dave Natzke
Lacey Newlin
Joann Pipkin
Elise Schafer
Joel Schettler

Level Two

Nate Birt
Peg Zenk Bitter
Maureen Hanson
Ben Potter
Jim Ruen
Jessica Scott
Lucas Sjostrom

Level Three

Kacey Birchmier
Bob Burgdorfer
Jennifer Carrico
Karen Morrison
Amy Roady
Alastair Stewart

Level Four

Julie Deering
Deborah Huso
Liz Morrison

John Pocock
Willie Vogt

2015 AAEA Writing Judges

Larry Aylward, editorial director
Superintendent Magazine, Medina, Ohio

Tim Barker, ag/biotechnology reporter
St. Louis Post-Dispatch, St. Louis, Missouri

Cindy Code, executive director
Project Evergreen, Mentor, Ohio

Mary Baxter, field editor
Better Farming, London, Ontario, Canada

Darcy Devictor, corporate communicators manager
PROSOCO, Inc., Lawrence, Kansas

Neal Fandek, communications specialist
University of Missouri Extension Business Development Program, Columbia, Missouri

Ray Ford, freelance writer
Powassan, Ontario, Canada

Michael Hanisco, marketing communications coordinator
Aquatrols, Paulsboro, New Jersey

David Hendee, staff writer
Omaha World Herald, Omaha, Nebraska

Tom Jirik, communications coordinator
Upper Great Plains Transportation Institute, North Dakota State University

Tim Marema, vice president
Center for Rural Strategies, Norris, Tennessee

Dianna O'Brien, freelance writer
Columbia, Missouri

Chuck Offenburger, Iowa writer
www.Offenburger.com, Jefferson, Iowa

Marisa Palmieri, editor
Landscape Management, Cleveland, Ohio

Candace Pollock, public relations coordinator, Southern SARE
University of Georgia, Griffin, Georgia

Jake Sherlock, mass media instructor
Laramie County Community College, Cheyenne, Colorado

Jessica Stewart, grant coordinator, New Product Development Center
Oklahoma State University, Stillwater, Oklahoma

Susan Thompson, communication specialist (retired)
Iowa State College of Ag & Life Sciences, Panora, Iowa

Nicole Wisniewski, editor-in-chief
Turf & Turf Design/Build, Chippewa Lake, Ohio

Michael Zawacki, editor
Golf Course Industry, Cleveland, Ohio

AAEA Design Awards

The AAEA Design Awards are sponsored by AAEA through funding provided by Case IH and DuPont Pioneer.

2015 Winners

Cover Page Design - Commercial

1st – Donovan Harris & Barry Falkner, DTN/The Progressive Farmer, Mid-February 2015

2nd – Matt Strelecki, Successful Farming

Tie – 3rd – Lisa Lynd, Farm Futures

Tie – 3rd – Melissa Landgraf, Farm Industry News

Cover Page Design - Custom

1st – Amy Gohman, C Magazine, Going the Distance

2nd – Tom Sizemore, The Furrow

3rd – Jordan Dunn, Ag Circle Magazine/Cal Poly

Single-Page Editorial Design - Commercial

1st – Matt Strelecki, Successful Farming, Grain Storage Contents Page

2nd – Matt Strelecki, Successful Farming

3rd – Michelle Houlden, The Western Producer

Single-Page Editorial Design - Custom

- 1st – Katie Range, Illinois Field & Bean magazine, Soybean Yield Robbers
- 2nd – Tom Sizemore, Homestead
- 3rd – Amy Gohman, C Magazine

Opening Page or Spread Design - Commercial

- 1st – Matt Strelecki, Successful Farming, Robotic Revolution
- 2nd – Matt Strelecki, Successful Farming
- 3rd – Lindsey Benne, Farm Journal

Opening Page or Spread Design - Custom

- 1st – Amy Gohman, C Magazine, Game On opening spread
- 2nd – Amy Gohman, C Magazine
- 3rd – Amy Gohman, C Magazine

Two-Plus Page Design - Commercial

- 1st – Michelle Houlden, The Western Producer, Market Bullish
- 2nd – Michelle Houlden, The Western Producer
- 3rd – Brent Warren, DTN/The Progressive Farmer

Two-Plus Page Design - Custom

- 1st – Amy Gohman, C Magazine, Game On article
- 2nd – Amy Gohman, C Magazine
- 3rd – Amy Gohman, C Magazine

Special Editorial Section Design

- 1st – Amy Gohman, CHS Careers Insert
- 2nd – Dana Rafferty, Top Producer
- 3rd – Donovan Harris, DTN/The Progressive Farmer

Overall Magazine Design - Commercial

- 1st – Matt Strelecki, Successful Farming, November 2014
- 2nd – Matt Strelecki, Successful Farming
- 3rd – Matt Strelecki, Successful Farming

Overall Magazine Design - Custom

- 1st – Amy Gohman, C Magazine, March/April 2015
- 2nd – Tom Sizemore, Homestead
- 3rd – Tom Sizemore, Homestead

Overall Magazine Design – Special Issues

- 1st – Matt Strelecki, Successful Farming, Mid-November Special Marketing Issue
- 2nd – Michelle Houlden, The Western Producer
- 3rd – Lindsey Benne, Farm Journal

Special Publication Design

1st – Amy Gohman, Momentum: CHS Annual Report

2nd – Faith Jurek, United Sorghum Checkoff Program 2014 Annual Report

3rd – Michelle Houlden, The Western Producer, The Ag College Guidebook

Web Design – Electronic Newsletter/Magazine

1st – Bobbi Burow, Feed & Grain Magazine, June/July 2014

Best Use of Typography

1st – Matt Strelecki, Successful Farming, December 2014 Cover

2nd – Matt Strelecki, Successful Farming

3rd – Matt Strelecki, Successful Farming

Best Use of Chart and Graph Material

1st – Michelle Houlden, The Western Producer, Coyote Control

2nd – Michelle Houlden, The Western Producer

3rd – Michelle Houlden, The Western Producer

Best Use of Photography in a Print Periodical

1st – Tom Sizemore, Homestead

2nd – Tom Sizemore, The Furrow

3rd – Amy Gohman, C Magazine

Designer of the Year, Honorable Mention

Amy Gohman

C Magazine

Designer of the Year

Matt Strelecki

Successful Farming

2015 AAEA Design Judges

Don Besom, freelance graphic designer

South Orange, New Jersey (formerly senior art director for BusinessWeek for 15 years)

Scott Camp, senior graphic designer, university advancement

Samford University, Birmingham, Alabama

Sam DuRegger, business development

Performance Display, Des Moines, Iowa

Derek Gaylard, president and CEO

Gaylard Enterprises Inc./Ryecroft Creative, Birmingham, Alabama

Valerie Cummins Kisling, senior graphic designer
Oklahoma State University, Stillwater, Oklahoma

Maya Metz Logue, freelance graphic designer
Birmingham, Alabama

Jamie Ezra Mark, chief creative officer
Akers Creative Group, Winter Garden, Florida

Carolyn Preul, associate director of alumni relations
Columbia College, Columbia, Missouri

AAEA MarComm Awards

The AAEA MarComm Awards are sponsored by AAEA through funding provided by Agri Marketing, DTN/The Progressive Farmer, Farm Journal Media, Feed & Grain Magazine, High Plains Journal, Hoard's Dairyman, Meredith Agrimedia, Penton Farm Progress, Vance Publishing and The Western Producer.

2015 Winners

Advertorial – One-page

1st – MorganMyers, Inc. – Amy Roady, Illinois Soybean Association, Illinois Soybean Growers: Get in the Game Profile

2nd – Blasdel Cleaver Schwalbe Communications – Boehringer Ingelheim, All Dogs are at Risk for Leptospirosis

3rd – Blasdel Cleaver Schwalbe Communications – Boehringer Ingelheim, Feline Leukemia Prevention: Three Things Every Practitioner Should Know

Advertorial – Multi-Page or Special Section

1st – DTN/The Progressive Farmer Custom Publishing – BASF, Innovations From the Field

2nd – DTN/The Progressive Farmer Custom Publishing – NCGA, For Half a Century: Marvelous Machinery Innovations

3rd – Exponent PR – DuPont Crop Protection, Southern Row Crop Solutions

Media/Special Event

1st – Charleston|Orwig – Bayer CropScience, Ag Issues Forum 2015

2nd – Colle + McVoy/Exponent PR – WinField, Navigating the Future at the WinField Ag Tech Summit

3rd – Padilla CRT – BASF, Taking Journalists from Behind the Desks to Behind the Scenes

Feature Article

- 1st – University of Illinois – Jennifer Shike, “In the Blink of an Eye”
- 2nd – G&S Business Communications – Syngenta, “Water2Corn: Water Optimization”
- 3rd – Exponent PR – WinField, “Satellites Point the Way to 10-Ton Alfalfa”

News Article

- 1st – Exponent PR – DuPont Crop Protection, “Perfect Storm for Soybean White Mold”
- 2nd – G&S Business Communications – Syngenta, “Breaking Down Resistance”
- 3rd – Patrick Delaney – American Soybean Association, “Finally: What's in the 2014 Farm Bill”

News Release

- 1st – Filament Marketing – Purina Animal Nutrition, “Six Steps for Starting a Flock”
- 2nd – Blasdel Cleaver Schwalbe Communications – John Deere, “New John Deere CS690 Cotton Stripper Maximizes Harvest Efficiency”
- 3rd – Exponent PR – WinField, “Answer Plot 2014: Delivering Local Insights”

Technical Writing

- 1st – G&S Business Communications, Syngenta, “Acuron Corn Herbicide pre-registration technical bulletin”
- 2nd – Filament Marketing -- Purina Animal Nutrition, “Purina Swine Challenged Pig” technical bulletin
- 3rd – MorganMyers – Amy Roady, Illinois Soybean Association, “What’s in Manure?”

Publication – Print or Electronic

- 1st – G&S Business Communications and Pace Communications – Syngenta, “Thrive” Magazine
- 2nd – University of Illinois – Jennifer Shike, ACES@Illinois
- 3rd – Charleston|Orwig -- Arm & Hammer Animal Nutrition, “The Peak Report”

Media Materials/Kit

- 1st – Filament Marketing – Purina Animal Nutrition, Purina Animal Nutrition Center Media Kit
- 2nd – Exponent PR – WinField, Helping Farmers Tackle Ag Technology
- 3rd – Bader Rutter & Associates -- Case IH, 2014 Case IH Media Event Media Kit

Speech/White Paper

- 1st – American Soybean Association – “Soy 101: Modern Farming and Your Work in Washington”
- 2nd – DTN/The Progressive Farmer and Pollywog Inc. – “The Rise of Mobile Devices in Agriculture”

3rd – Bader Rutter & Associates – Case IH, “Remarks at American Farm Bureau Federation Annual Meeting”

Writing for Special Projects

1st – Charleston|Orwig – Illinois Soybean Association, Smashing the 100-Bushel Barrier

2nd – G&S Business Communications – Syngenta, 2015 Syngenta Vegetables Calendar

3rd – Exponent PR – WinField, Simplifying Complex Decisions

2015 AAEA MarComm Judges

Jessie Decker, PR and communications director
Memorial Medical Center, Springfield, Illinois

McGavock Edwards, director, strategic communications
Eckel and Vaughan, Raleigh, North Carolina

Julie Kaiser, PR and communications consultant
Memorial Medical Center, Springfield, Illinois

Kerry A. O’Connor, PR and communications consultant
O’Conner Communications, Overland Park, Kansas

Stacie Zinn Roberts, writer/marketing consultant
What’s Your Avocado, Mount Vernon, Washington

Elaine Symanski, communications consultant
Overland Park, Kansas

AAEA Digital & Social Media Awards

The AAEA Digital & Social Media Awards are sponsored by AAEA through funding provided by Syngenta.

2015 Winners

Digital & Social Media – Publishing Division

Podcasts

1st – Holly Spangler, Penton Agriculture, “Confessions of a Farm Wife, Vol. 11: Type Awesome”

2nd – Holly Spangler, Penton Agriculture, “Rural Agriculture at its Best”

3rd – Bryce Knorr, Farm Futures, “The Buzz: Be prepared to profit from rallies”

Blogs

- 1st – Holly Spangler, Penton Agriculture, “My Generation”
- 2nd – Josh Flint, Penton Agriculture, “Prairie Gleanings”
- 3rd – Jim Patrico, DTN/The Progressive Farmer, “Machinery Chatter”

Websites

- 1st – Farm Journal Media, AgWeb.com
- 2nd – DTN/The Progressive Farmer, MyDTN.com
- 3rd – DTN/The Progressive Farmer, DTN Grains Pro

Webinars

- 1st – Hoard’s Dairyman, “Finding the next five pounds of milk”
- 2nd – Hoard’s Dairyman, “Winter strategies to enhance teat health and milk quality”
- 3rd – Hoard’s Dairyman, “Help your dry cows avoid heat stress”

Social Media

- 1st – Living the Country Life, Living the Country Life on Social Media
- 2nd – Robin Booker, The Western Producer, #Harvest14 Photo Project
- 3rd – Katie Micik, Mary Roth, Nick Scalise, Elaine Shein, Pam Smith, DTN/The Progressive Farmer, Coverage of Pro Farmer Midwest Crop Tour

Mobile/Tablet Technology Applications

- 1st – Tyne Morgan, Clinton Griffiths, Farm Journal Broadcast, My Farm Radio app
- 2nd – DTN/The Progressive Farmer, Ag Weather Tools app
- 3rd – DTN/The Progressive Farmer, DTNPF Agriculture app

Multimedia Story

- 1st – Chris Clayton, Nick Scalise, Elaine Shein, DTN/The Progressive Farmer, “Farming on the Mother Road”
- 2nd – Katie Humphreys, Alison Rice, Jo Windmann, Nate Birt, Sara Schafer, Chris Bennett, Jen Russell, AgWeb, “Farm Bill Decisions”
- 3rd – Jodie Wehrspann, FarmIndustryNews.com, “What’s your oil IQ?”

Digital & Social Media – Marketing Communications Division

Podcasts

- 1st – Filament Marketing, LLC – Purina Animal Nutrition, LLC, Purina Swine Challenged Pig podcasts
- 2nd – Filament Marketing, LLC – Land O’Lakes Animal Milk Products Company Corporate Video

Blogs

- 1st – Bader Rutter – Case IH, Case IH Be Ready blog
- 2nd – Charleston/Orwig – Illinois Soybean Association, ILSoyAdvisor.com

3rd – National FFA Organization – National FFA Organization Blog

Websites

1st – MorganMyers – Illinois Farm Families: WatchUsGrow.org --- with Illinois Soybean Association, Illinois Farm Bureau, Illinois Corn Marketing Board, Illinois Pork Producers Association, Midwest Dairy, and Illinois Soybean Association.

2nd – Martinez Creative Group – Elburn Cooperative, Elburn Cooperative Website

3rd – G&S Business Communications – Syngenta, Agrisure Traits Webpages

Webinars

1st – Charleston|Orwig – Illinois Soybean Association, ILSoyAdvisor.com Webinar series

Social Media

1st – Angus Productions Inc. – American Angus Association Social Media

2nd – Filament Marketing, LLC – Purina Animal Nutrition, Purina Poultry Facebook page

3rd – Filament Marketing, LLC – Dairy Calf and Heifer Association Facebook page

Mobile/Tablet Technology Applications

1st – National FFA Organization – 87th National FFA Convention & Expo Mobile App

2nd – Exponent PR – DuPont Crop Protection, Disease Protection Resource Guide

3rd – Martinez Creative Group – Great Lakes Hybrids, Great Lakes Hybrids Seed Guide App

Online Media Rooms/Media Kits/Media Events

1st – The Lacek Group – DuPont Pioneer Media Resource Website

2015 AAEA Digital & Social Media Judges

Digital & Social Media – Publishing Division

Chuck Bowen, editor and associate publisher
Lawn & Landscape, Cleveland, Ohio

Gardner Hatch, marketing communications consultant
Brookfield, Wisconsin

Janis Jones, marketing and social media consultant
Kansas City, Missouri

Seth Jones, editor-in-chief
Golfdom Magazine, Eudora, Kansas

Digital & Social Media – MarComm Division

Jeff Salem, public relations associate
Swanson Russell, Lincoln, Nebraska

Lynette Von Minden, senior public relations counsel
Swanson Russell, Lincoln, Nebraska

AAEA Photography Awards

The AAEA Photography Awards are sponsored by AAEA through funding provided by Monsanto Company and Rabo AgriFinance.

2015 Winners

Portrait/Personality

1st – Steve Werblow, The Furrow
2nd – Joe Link, The Furrow
3rd – David Lundquist, CHS Inc.
HM – Martha Mintz, Corral Creek Communications
HM – Joe Link, Homestead

Pictorial

1st – Jim Patrico, DTN/The Progressive Farmer
2nd – David Lundquist, CHS Inc.
3rd – Jim Patrico, DTN/The Progressive Farmer
HM – Jim Patrico, DTN/The Progressive Farmer
HM – Gil Gullickson, Agriculture.com

Feature

1st – Joe Link, The Furrow
2nd – Harlen Persinger
3rd – David Ekstrom, Agriculture.com
HM – Lorne McClinton, The Furrow
HM – David Ekstrom, Successful Farming

Nuts and Bolts – Livestock

1st – Steve Werblow, The Furrow
2nd – Jeff Hoffelt, Filament Marketing, LLC
3rd – Jim Patrico, DTN/The Progressive Farmer
HM – David Lundquist, CHS Inc.
HM – Wyatt Bechtel, Dairy Today

Nuts and Bolts – Crops

1st – Emily Unglesbee, DTN/The Progressive Farmer

2nd – Harlen Persinger

3rd – David Lundquist, CHS Inc.

HM – Martha Mintz, Corral Creek Communications

HM – Jim Patrico, DTN/The Progressive Farmer

Photo Story/ Photo Essay

1st – Jim Patrico, DTN/The Progressive Farmer

2nd – Jim Patrico, DTN/The Progressive Farmer

3rd – Joe Link, The Furrow

HM – Jim Patrico, DTN/The Progressive Farmer

HM – Jim Patrico, DTN/The Progressive Farmer

Emerging Photographer

1st – Austin Black, Today's Farmer

2nd – Larry Stalcup, Calf News

3rd – Jennifer Kiel, Michigan Farmer

HM – Jeff Hoffelt, Filament Marketing, LLC

HM – Jennifer Kiel, Michigan Farmer

Photo Illustration – Staged Concept Photo

1st – Steve Werblow, The Furrow

2nd – David Lundquist, CHS Inc.

3rd – David Lundquist, CHS Inc.

HM – John Vogel, American Agriculturist and Ohio Farmer

HM – Lorne McClinton, The Furrow

Photo Illustration – Photo-Based Graphic Illustration

1st – Jim Patrico and Barry Falkner, DTN/The Progressive Farmer

2nd – Brent Warren, DTN/The Progressive Farmer

3rd – Donovan Harris and Barry Falkner, DTN/The Progressive Farmer

HM – Austin Black and Craig Weiland, Today's Farmer

HM – Donovan Harris and Barry Falkner, DTN/The Progressive Farmer

Unpublished Photos

1st – Sam Wirzba, Last Light Bovine Photography

2nd – Amy Roady, Illinois Soybean Association

3rd – Jeff Hoffelt, Filament Marketing, LLC

HM – Gil Gullickson, Successful Farming

HM – Emily Unglesbee, DTN/The Progressive Farmer

Photo of the Year

Steve Werblow, The Furrow

Photographer of the Year, Honorable Mention

David Lundquist, CHS Inc.

Photographer of the Year

Jim Patrico

DTN/The Progressive Farmer

2015 Master Photographer Program

Level One

Amanda Smith, W.D. Hoard & Sons

Lindsey Benne, Farm Journal Media

Kayla Jentz, Filament Marketing, LLC

Jen Koukul, Corn & Soybean Digest

Emily Adcock, Prairieland FS

Barb Baylor Anderson, Anderson AgCom and Analysis

Cassie Becker, Growmark, Inc.

Victoria Myers, DTN/The Progressive Farmer

Level Two

Wyatt Bechtel, Dairy Today

Larry Stalcup, Calf News

Jennifer Kiel, Michigan Farmer

Mindy Ward, Missouri Ruralist

Donovan Harris, DTN/The Progressive Farmer

Brent Warren, DTN/The Progressive Farmer

Craig Weiland, Today's Farmer, MFA Inc.

Level Three

Austin Black, Today's Farmer

Barry Falkner, DTN/The Progressive Farmer

Emily Unglesbee, DTN/The Progressive Farmer

Level Four

Martha Mintz, Corral Creek Communications

Jeff Hoffelt, Filament Marketing, LLC

Master Photographer

Steve Werblow, Steve Werblow Communications

2015 Photography Judges

Scott Baxter

Scott Baxter Photography, Scottsdale, Arizona

Adam Jahiel, photographer
Story, Wyoming

Keith Skelton
Keith Skelton Photo, Pasadena, California

2015 AAEA Lifetime Achievement Award

Sponsored by CHS Inc.

The AAEA Lifetime Achievement Award is designed to honor current and former members of the organization, including those who may be deceased, for outstanding professional and personal achievements and leadership, with specific emphasis on contributions toward improvement of the viability and value of AAEA. This award is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors. Seven years ago, the American Agricultural Editors' Association reinstated the Lifetime Achievement Award, which had been given for the first and only time to Wheeler McMillen in 1990.

Len Richardson

The longtime editor of California Farmer, Len Richardson was president of AAEA in 1983-84. In the latter portion of his term, he organized what has become known as the "Flame Meeting," which kindled AAEA's modern mission to be an organization for the professional development of its members. Those in attendance—young turks and old timers alike—helped create the building blocks for the AAEA Professional Improvement Foundation that now funds a myriad of programs for the betterment of members.

2015 AAEA Distinguished Service Award

Sponsored by Archer Daniels Midland (ADM)

Rolland "Pig" Paul

Retired executive secretary, National Pork Producers Council

Rolland "Pig" Paul, is a pork producer leader who was at the vanguard of the commodity organization movement of the 1950s and '60s. "Pig" saw the potential for hog farmers to take more control of their destiny—by improving the hogs they were raising and promoting their product. As field secretary of the Iowa Swine Producers, he threw himself into helping Iowa's pork producers organize in county associations. In 1966, he was part of the group of 90 forward-thinking pork producers who gathered to organize \$40,000 into a "get-ready" fund to canvas U.S. pork producers about priorities for industry programs and to generate the funds needed to get the job done. Guided by this poll, and using the "get-ready" funds, Paul was hired as the first executive secretary of National Pork Producers Council. From those meager beginnings, he organized the National Pork Producers Council and the Pork Checkoff.

AAEA has named a Distinguished Service Award recipient each year since 1947.

2015 Andy Markwart Horizon Award

The Andy Markwart Horizon Award, presented by the AAEA Professional Improvement Foundation (PIF) and John Deere in a matching grant partnership, is an annual award given to an AAEA member who embodies the youthful vigor, energy, passion, dedication and creativity shown by Andy in his volunteer work for AAEA for many years. Andy, editor of *The Furrow*, died in 2006 from heart problems.

Josh Flint

PR/Communications Manager
The Maschhoffs

Josh Flint joined *Farm Progress* in 2008 having never written for a farm audience and quickly established himself as a voice of integrity and compassion for his Illinois farm readers, wrote Mike Wilson. And, coincidentally, Flint worked in the same office once occupied by Andy Markwart more than 15 years ago. Flint recently transitioned from the role of editor of Penton Agriculture's *Prairie Farmer* magazine to PR/communications manager for The Maschhoffs, the largest family-owned pork production network in North America. Flint is an early adopter of new media and, according to Frank Holdmeyer, "totally exemplifies the the critiera for the Horizon Award: youthful, vigor, energy, passion and creativity ... There's no doubt in my mind that Josh is one of the up and coming 'young tigers' in the American Agricultural Editors' Association."

AAEA/ACT Scholarship Program

The AAEA/ACT Scholarship Program is a joint effort of AAEA and the Agricultural Communicators of Tomorrow and is funded by the AAEA Professional Improvement Foundation.

The Jim Evans Scholarship

The top AAEA/ACT scholarship given each year is "The Jim Evans Scholarship." Dr. Evans has had a tremendous impact on the establishment and growth of agricultural communications programs, and serves as a mentor for hundreds of former and present students. Anyone who meets and visits with Jim comes away with renewed enthusiasm for our industry and a great appreciation for everything he has done for our profession. The recipient is recognized for "excellence in academics and leadership, and for exemplifying the dedication and commitment of the outstanding individual for whom this award is named."

The 2015 Jim Evans Scholarship Recipient

Kelsey Litchfield
University of Illinois Urbana-Champaign

2015 AAEA/ACT Past Presidents' Scholarship Recipients

Cameron Jodlowski
Iowa State University

Mara McGurl
University of Georgia

2015 AAEA Interns

Joshua Booth, University of Missouri, spent the summer as the 2015 AAEA editorial intern at Vance Publishing in Lenexa, Kansas. He also assisted with the 2015 Ag Media Summit in Scottsdale, Arizona.

Allison Fortner, University of Georgia, spent the summer as the 2015 AAEA marketing communications intern at the American Hereford Association in Kansas City, Missouri. She also assisted with the 2015 Ag Media Summit in Scottsdale, Arizona.

AAEA Communications Awards Sponsors

Thank you to our generous sponsors who help fund the AAEA awards:

Writing Awards:
Syngenta

Design Awards:
Case IH
DuPont Pioneer

MarComm Awards:
Agri Marketing
DTN/The Progressive Farmer
Farm Journal Media
Feed & Grain Magazine
High Plains Journal
Hoard's Dairyman
Meredith Agrimedia
Penton Farm Progress
Vance Publishing
The Western Producer

Digital & Social Media Awards:
Syngenta

Photography Awards:
Monsanto Company
Rabo AgriFinance

Distinguished Service Award:
Archer Daniels Midland Company (ADM)

Lifetime Achievement Awards:
CHS Inc.

Andy Markwart Horizon Award:
John Deere
AAEA Professional Improvement Foundation

Thank you to our hard-working committees:

AAEA Writing Awards Committee
Mike Wilson, Chair

AAEA Design Awards Committee
Matt Strelecki, Chair

AAEA MarComm Awards Committee (Affiliate Advisory Committee)
Cynthia Clanton, Chair

AAEA Digital & Social Media Awards Committee
Josh Flint, Chair

AAEA Photography Awards Committee
Ryan Ebert, Chairs

AAEA Legacy Committee
Larry Dreiling, Chair

AAEA Future Ag Communicators Committee
Laurie Bedord, Chair

Thank you to our award program managers, Marilyn Cummins and Christine McClintic, and to our AAEA Communications Award Program interns from the University of Missouri Science & Agricultural Journalism program, Tessa Chambers and Allison Spence, with assistance from Will Fandek and from Courtney Leeper of The Samuel Roberts Noble Foundation.

Thank you to Den Gardner, Kristy Mach, Kenna Rathai and Barb Ulschmid of the AAEA staff for strong support of the award programs throughout the year.

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