

## **2017 AWARD WINNERS PROGRAM**

### **American Agricultural Editors' Association: Agricultural Communicators Network 2017 AAEA Communications Awards**

Presented Tuesday, July 25, 2017  
Agricultural Media Summit  
Snowbird Ski and Summer Resort  
Snowbird, Utah

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## **AAEA Writing Awards Program**

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

### **2017 Winners**

#### **Breaking News**

- 1<sup>st</sup> Bill Spiegel, High Plains Journal, “Wildfires Take Emotional Toll”
- 2<sup>nd</sup> Emily Unglesbee, DTN/The Progressive Farmer, “Herculex Trait Fails Against Western Bean Cutworm”
- 3<sup>rd</sup> Pamela Smith, DTN/The Progressive Farmer, “Dicamba Restrictions”

#### **Economics & Management**

- 1<sup>st</sup> Mike Wilson, Farm Futures, “Troubled Waters”
- 2<sup>nd</sup> Gil Gullickson, Successful Farming, “Traits Under the Lens”
- 3<sup>rd</sup> Lorne McClinton, The Furrow, “Logistical Symphony”

#### **Editorial Opinion**

- 1<sup>st</sup> Holly Spangler, Prairie Farmer, “Illinois Budget: Like a Bull That Can’t Breed”
- 2<sup>nd</sup> Gregg Hillyer, DTN/The Progressive Farmer, “Food Labels Won’t Solve GMO Knowledge Gap”
- 3<sup>rd</sup> Mike Wilson, Farm Futures, “We Ignore Cuba at Our Own Peril”

#### **Human Interest**

- 1<sup>st</sup> Joel Reichenberger, The Furrow, “Sleeping on Straw”
- 2<sup>nd</sup> Joe Link, The Furrow, “The Crooked Road”
- 3<sup>rd</sup> Martha Mintz, Homestead Magazine, “Celebrating Sauerkraut”

#### **Humorous Article**

- 1<sup>st</sup> Marlee Moore, Alabama Farmers Federation, “Going Out with a Bang: Holy Smoke Offers Outdoorsmen One Last Shot”
- 2<sup>nd</sup> Pamela Smith, DTN/The Progressive Farmer, “Hover Over This”
- 3<sup>rd</sup> Charles Johnson, Homestead Magazine, “Blame the Llama”

#### **Issues**

- 1<sup>st</sup> Mike Wilson, Farm Futures, “Palm Oil Producer Bucks the Tide”
- 2<sup>nd</sup> Virginia Harris, DTN/ The Progressive Farmer, “Primary Care Pipeline”
- 3<sup>rd</sup> Dan Miller, DTN/ The Progressive Farmer, “Bridging the Gap”

#### **On-Farm Production**

- 1<sup>st</sup> Jim Patrico, DTN/The Progressive Farmer, “Out of the Toy Box”
- 2<sup>nd</sup> Joann Pipkin, Angus Journal, “Fingertip Marketing”
- 3<sup>rd</sup> Dave Mowitz, Successful Farming, “100 Percent Speed, Zero Percent Losses”

### **Personality Profile**

- 1<sup>st</sup> Joe Link, Homestead Magazine, “The Luthier”
- 2<sup>nd</sup> Ann Hess, Ag Daily, “The Incredible Dr. Pol”
- 3<sup>rd</sup> Kasey Brown, Angus Journal, “A Century of Overcoming Adversity”

### **Regular Column**

- 1<sup>st</sup> Mike Wilson, Farm Futures, “Soil Health Just Needs One First Step”
- 2<sup>nd</sup> Urban Lehner, DTN/The Progressive Farmer, “The Blurring Line Between Big Food and Little Food”
- 3<sup>rd</sup> Kurt Lawton, Corn + Soybean Digest, “Green Autumn Fields”

### **Technical Feature**

- 1<sup>st</sup> Victoria Myers, DTN/The Progressive Farmer, “Hooves Not Harrows”
- 2<sup>nd</sup> Gil Gullickson, Successful Farming, “The Next Great Leap”
- 3<sup>rd</sup> Jill Loehr, Farm Progress, “Tech’s Trust Issues”

### **Team Story**

- 1<sup>st</sup> Jacqui Fatka & Mike Wilson, Farm Futures, “Fear on the Farm”
- 2<sup>nd</sup> Gil Gullickson & Kacey Birchmier, Successful Farming, “Some Call It Satan”
- 3<sup>rd</sup> Jennifer Kiel, Paul Jackson, & Nicole Heslip, Michigan Farmer & Michigan Farm News, “Help Wanted”

### **Story of the Year**

“Sleeping on Straw”  
Joel Reichenberger  
The Furrow

### **Writer of the Year, Honorable Mention**

Kacey Birchmier  
Successful Farming

### **Writer of the Year**

Joe Link  
The Furrow

### **2017 Master Writer Program**

#### **New Writer of Merit in 2017**

Gregg Hillyer  
Jennifer Kiel

#### **New Master Writers (Level Five) in 2017**

Jennifer Carrico

Dee Gorge

**Level One**

Robin Booker  
J. Adam Calaway  
Susan Crowell  
Debra Davis  
Nicole Heslip  
Ann Hess  
Katie Navarra

**Level Two**

Laura Conaway  
Marilyn Cummins  
Cheryl Day  
Courtney Leeper  
Ron Lyseng  
Shelby Mettlen  
Joann Pipkin  
Joel Reichenberger

**Level Three**

Jill Loehr  
Marlee Moore  
Kylene Scott

**Level Four**

Kacey Birchmier

**2017 AAEEA Writing Judges**

Kasey Allen  
Larry Aylward  
Sue Stuever Battel  
Gordon Billingsley  
Alan Bjerga  
Neal Fandek  
Ray Ford  
Georgina Gustin  
Michael Hanisco  
Brian Horn

Patricia Howard  
Jason Jenkins  
Tim Marema  
Candace Pollock  
Jake Sherlock  
Jessica Stewart  
Susan Thompson  
Grant Wall  
Nicole Wisniewski  
Mike Zawacki

## **AAEA Design Awards Program**

The AAEA Design Awards Program is sponsored by AAEA through funding provided by DuPont Pioneer.

### **2017 Winners**

#### **Cover Page Design -- Commercial**

- 1<sup>st</sup> Lisa Lynd, Farm Futures, “Super Powers”
- 2<sup>nd</sup> Lisa Lynd, Farm Futures, “Can Science Save Citrus?”
- 3<sup>rd</sup> Lisa Lynd, Farm Futures, “Target Practice”

#### **Cover Page Design -- Custom**

- 1<sup>st</sup> Amy Gohman, C Magazine, “The Future of Food” Jan/Feb 2017
- 2<sup>nd</sup> Rachael Davis, Legacy Magazine, “Today’s Lessons, Tomorrow’s Leaders”
- 3<sup>rd</sup> Matt Strelecki, FFA New Horizons Magazine, “I am FFA” Spring 2017

#### **Single-Page Editorial Design – Commercial**

- 1<sup>st</sup> Lisa Lynd, Farm Futures, “How We Got Here”
- 2<sup>nd</sup> Matt Strelecki, Successful Farming, “Gleanings” Mid-November 2016
- 3<sup>rd</sup> Donovan Harris, DTN/The Progressive Farmer, “Speak Up For Ag”

#### **Single-Page Editorial Design – Custom**

- 1<sup>st</sup> Jamie Cole, AGCO FarmLife/Red Barn Media Group, “Recovering Dairyman”
- 2<sup>nd</sup> Katie Range, Illinois Field & Bean, “Look into the Illinois Millennial Mindset”
- 3<sup>rd</sup> Katie Range, Illinois Field & Bean, “Voice for Soy Advocacy Champions Multiply Farmer Voices”

#### **Opening Page or Spread Design – Commercial**

- 1<sup>st</sup> Matt Strelecki, Successful Farming, “The Pollinator Blame Game”
- 2<sup>nd</sup> Matt Strelecki, Successful Farming, “Put Your Power Use Under the Microscope”
- 3<sup>rd</sup> Matt Strelecki, Successful Farming, “The Next Great Leap”

#### **Opening Page or Spread Design – Custom**

- 1<sup>st</sup> Richard Williamson, The Furrow, “Rekindling the Flame”
- 2<sup>nd</sup> Amy Gohman, C Magazine, “The Future of Food”
- 3<sup>rd</sup> Amy Gohman, C Magazine, “Building Together”

#### **Two-Plus Page Design – Commercial**

- 1<sup>st</sup> Matt Strelecki, Successful Farming, “Put Your Power Use Under the Microscope”
- 2<sup>nd</sup> Michelle Houlden, The Western Producer, “Divergence: If GM Technology is Safe, Why Don’t Consumers Trust It?”
- 3<sup>rd</sup> Donovan Harris, Brent Warren, and Barry Falkner, DTN/The Progressive Farmer, “The Pulse of Rural America”

### **Two-Plus Page Design – Custom**

- 1<sup>st</sup> Amy Gohman, C Magazine, “Blueberry Fields Forever”
- 2<sup>nd</sup> Amy Gohman, C Magazine, “Off the Rails”
- 3<sup>rd</sup> Amy Gohman, C Magazine, “Building Together”

### **Special Editorial Section Design**

- 1<sup>st</sup> Greg Ryan, GPN Magazine, “2017 Guide to Cannabis Production”
- 2<sup>nd</sup> Donovan Harris, DTN/The Progressive Farmer, “2017 America’s Best Young Farmers and Ranchers”
- 3<sup>rd</sup> Donovan Harris, Brent Warren, and Barry Falkner, DTN/The Progressive Farmer, “Life in the Trench”

### **Overall Magazine Design – Commercial**

- 1<sup>st</sup> Matt Strelecki, Successful Farming, October 2016
- 2<sup>nd</sup> Greg Ryan, GPN Magazine, October 2016
- 3<sup>rd</sup> Matt Strelecki, Successful Farming, August 2016

### **Overall Magazine Design – Custom**

- 1<sup>st</sup> Amy Gohman, C Magazine, Jan/Feb 2017
- 2<sup>nd</sup> Rachael Davis, Legacy Magazine, Winter 2016
- 3<sup>rd</sup> Jamie Cole, AGCO FarmLife/Red Barn Media Group, Fall 2016

### **Overall Magazine Design – Special Issues**

- 1<sup>st</sup> Matt Strelecki, Successful Farming, Mid-November 2016
- 2<sup>nd</sup> Michelle Houlden, The Western Producer, The Innovation Issue
- 3<sup>rd</sup> Donovan Harris, Brent Warren, and Barry Falkner, DTN/The Progressive Farmer, Mid-February 2017

### **Special Publication Design**

- 1<sup>st</sup> Rachael Davis, Legacy Magazine, 2015 Annual Report: Celebrating 70 Years
- 2<sup>nd</sup> Faith Smith and Elisa Alvarado, United Sorghum Checkoff, 2016 Sorghum Checkoff Annual Report
- 3<sup>rd</sup> Michelle Houlden, The Western Producer, CETA

### **Web Design – Electronic Newsletter/Magazine**

- 1<sup>st</sup> Leo Nieter, AGCO FarmLife/Red Barn Media Group, “Cuba at the Crossroads” Transformation and Legacy”
- 2<sup>nd</sup> Jamie Cole, AGCO FarmLife/Red Barn Media Group, MyFarmLife.com
- 3<sup>rd</sup> Faith Smith, United Sorghum Checkoff, The Sorghum Scoop

### **Best Use of Typography**

- 1<sup>st</sup> Matt Strelecki, Successful Farming, “Put Your Power Use Under the Microscope”
- 2<sup>nd</sup> Matt Strelecki, Successful Farming, “Got Data?”
- 3<sup>rd</sup> Jamie Cole, AGCO FarmLife/Red Barn Media Group, “Liquid Gold in the Sunshine

State”

**Best Use of Chart and Graph Material**

- 1<sup>st</sup> Amy Gohman, C Magazine, “Acres into Opportunities”
- 2<sup>nd</sup> Leo Nieter, AGCO FarmLife/Red Barn Media Group, “Ogallala and Soil Infographics”
- 3<sup>rd</sup> Katie Range, Illinois Field & Bean, “A Look Down the Line”

**Best Use of Photography in a Print Periodical**

- 1<sup>st</sup> Richard Williamson, Homestead Magazine
- 2<sup>nd</sup> Amy Gohman, C Magazine
- 3<sup>rd</sup> Jamie Cole and Leo Nieter, AGCO FarmLife/Red Barn Media Group

**AAEA Designer of the Year, Honorable Mention**

Amy Gohman  
C Magazine

**AAEA Designer of the Year**

Matt Strelecki  
Successful Farming

**2017 AAEA Design Judges**

Blake Dinsdale  
Sam DuRegger  
Jamie Ezra Mark  
Gardner Hatch  
Valerie Kisling  
Renee Martin Kratzer  
J O’Brien  
Carolyn Preul  
Caysey Welton

**AAEA MarComm Awards Program**

The AAEA MarComm Awards Program is sponsored by AAEA through funding provided by Agri Marketing, DTN/The Progressive Farmer, Farm Journal, High Plains Journal, Hoard’s Dairyman, Meredith Agrimedia, and Penton Farm Progress.

**2017 Winners**

**Advertorial – One-page**

- 1<sup>st</sup> Exponent PR - DuPont Crop Protection, Planning Beyond Your Seed Selection



- 2<sup>nd</sup> Exponent PR - DuPont Crop Protection, Thrips Control Strategies: Updated Solutions Deliver Lasting Value
- 3<sup>rd</sup> Filament Marketing LLC - Purina Animal Nutrition Cattle, Replacement Heifer Advertorial

### **Advertorial – Multi-page or Special Section**

- 1<sup>st</sup> Gregg Hillyer & Donovan Harris, DTN/The Progressive Farmer, BASF Innovations From the Field
- 1<sup>st</sup> Filament Marketing LLC – Purina Animal Nutrition, Flock Decision Tree
- 2<sup>nd</sup> broadhead. , Peanut Grower Inoculant Guide
- 3<sup>rd</sup> Amy Roady & Laura Temple, MorganMyers, Build That Barn

### **Media/Special Event**

- 1<sup>st</sup> DuPont Pioneer with Mikesell Global Communications & The Lacek Group, DuPont Pioneer Virtual Media Tour
- 2<sup>nd</sup> Joy Crosby, Whitney Yarbrough, & Jessie Bland, Georgia Peanut Commission, National Peanut Month
- 3<sup>rd</sup> Broadhead, Shop With A Farmer

### **Feature Article**

- 1<sup>st</sup> Miranda Reiman, Angus Journal, “Riverbend: The Name That Cows Built”
- 2<sup>nd</sup> Catherine Merlo, New Holland News, “Redefining the Modern Dairy”
- 3<sup>rd</sup> Stephanie Henry, University of Illinois, “Operation Rescue”

### **News Article**

- 1<sup>st</sup> Patrick Delaney, American Soybean Association, “Farm to Table: Hunger, Nutrition, and Farm Programs in the Farm Bill”
- 2<sup>nd</sup> Filament Marketing LLC – Purina Animal Nutrition Dairy, “Dairy Farmers Reveal Their Next Step to Higher Production”
- 3<sup>rd</sup> The Samuel Roberts Noble Foundation, National U.S. Beef Sustainability Project

### **News Release**

- 1<sup>st</sup> Filament Marketing LLC – Purina Animal Nutrition Flock, “Chickens in Schools: How You Can Help”
- 2<sup>nd</sup> G&S Business Communications and Syngenta, Palmer Amaranth News Release
- 3<sup>rd</sup> Anna Wagner Schliep, Harvest PR & Marketing, “Rainy Harvest Season Lowers Wheat Straw Projections”

### **Technical Writing**

- 1<sup>st</sup> Filament Marketing- Purina Animal Nutrition-Cattle, “Three Trimesters That Last a Lifetime: The Story of Your Cow’s Pregnancy”
- 2<sup>nd</sup> G&S Business Communications and Syngenta, “Agrisure Traits Digital Brochure”
- 3<sup>rd</sup> Barb Baylor Anderson, Anderson & Associates, “Custom Crops”

**Publication – Print or Electronic – Not for Profit**

- 1<sup>st</sup> Meredith Agrimedia, FFA New Horizons Spring 2017
- 2<sup>nd</sup> Georgia Peanut Commission, Southeastern Peanut Farmer Jan/Feb 2017
- 3<sup>rd</sup> The Samuel Roberts Noble Foundation, Legacy Magazine Winter 2016

**Publication – Print or Electronic – For Profit**

- 1<sup>st</sup> G&S Business Communications and Syngenta, Thrive Magazine
- 2<sup>nd</sup> broadhead., Unfenced Magazine
- 3<sup>rd</sup> AGCO FarmLife/Red Barn Media Group, The Hesston Guide to Quality Hay ebook

**Media Materials/Kit**

- 1<sup>st</sup> broadhead, Taking the Field Day to You Media Kit
- 2<sup>nd</sup> Trista Cady, Harvest PR & Marketing, Survey Reveals High Acceptance for Phytogetic Feed Additives Among Millennial Foodies
- 3<sup>rd</sup> broadhead, Poop-A-Chew Media Kit

**Speech/White Paper**

- 1<sup>st</sup> Catherine Merlo, CoBank, “Genomics: Game-Changer for the Dairy Industry”
- 2<sup>nd</sup> Rhea + Kaiser, Grand Opening Speech Chris Tinius
- 3<sup>rd</sup> Jessica Wharton, American Soybean Association, “Two Peas in a Pod” – ASA Speech to USB

**Writing for Special Projects**

- 1<sup>st</sup> Julie Blunier, Illinois Soybean Association, “Pod to Plate: The Lifecycle of Soybeans”
- 2<sup>nd</sup> Filament Marketing LLC – Purina Animal Nutrition, Flock Guide
- 3<sup>rd</sup> Courtney Leeper & J. Adam Calaway, The Samuel Roberts Noble Foundation, 2015 Annual Report: Celebrating 70 Years

**2017 AAEEA MarComm Judges**

Teresa Araque  
Debbie Clayton  
Felicia Gilham  
Seth Jones  
Julie Kaiser  
Jennell Loschke

## **AAEA Digital & Social Media Awards Program**

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

### **2017 Winners**

#### **Digital & Social Media – Marketing Communications Division**

##### **Podcasts**

- 1<sup>st</sup> Exponent PR – WinField United, “Tuning In to Listener Needs: The Deal with Yield”
- 2<sup>nd</sup> Charleston|Orwig – Illinois Soybean Association, ILSoy Advisor.com Podcasts

##### **Blogs**

- 1<sup>st</sup> Faith Smith, United Sorghum Checkoff Program, “Simply Sorghum Blog”
- 2<sup>nd</sup> Jessica Wharton, American Soybean Association, “Pod Policy, A Soybean Blog”
- 3<sup>rd</sup> Jacqui Fatka, Farm Futures, “DC Dialogue”

##### **Websites**

- 1<sup>st</sup> MorganMyers, Watch Us Grow Redesign
- 2<sup>nd</sup> G&S Business Communications and Syngenta, Thrive website
- 3<sup>rd</sup> Exponent PR – WinField United, Answer Tech: Bringing Farmers and Retailers Ag Tech News and Insights

##### **Webinars**

- 1<sup>st</sup> Charleston|Orwig – Illinois Soybean Association, ILSoy Advisor.com Webinar series

##### **Social Media**

- 1<sup>st</sup> Filament Marketing LLC, Purina Poultry Social Media Ecosystem
- 2<sup>nd</sup> broadhead., #PorkPlease
- 3<sup>rd</sup> broadhead., Crop Nutrition #Soil Aptitude Tests

##### **Mobile/Tablet Technology Apps**

- 1<sup>st</sup> Exponent PR - DuPont Crop Protection, DuPont Evalio Field Partner US App
- 2<sup>nd</sup> The Samuel Roberts Noble Foundation, Ag Tools

##### **Online Media Rooms/ Media Kits/ Media Events**

- 1<sup>st</sup> Faith Smith, United Sorghum Checkoff Program, Simply Sorghum Trade Show Media Kit

##### **Video Production**

- 1<sup>st</sup> MorganMyers, “Feeding Bluefin”

- 2<sup>nd</sup> broadhead., “#PorkPlease”
- 3<sup>rd</sup> Angus Media, “I Am Angus”

## **Digital & Social Media – Publishing Division**

### **Podcasts**

- 1<sup>st</sup> Holly Spangler and Emily Webel, Prairie Farmer, “Confessions of a Farm Wife”
- 2<sup>nd</sup> Jamie Cole, AGCO FarmLife/Red Barn Media, “Stover Makeover”
- 3<sup>rd</sup> Jamie Cole, AGCO FarmLife/Red Barn Media, “Bridges Built, Alliances Forged: Inside Shepherd’s Grain”

### **Blogs**

- 1<sup>st</sup> Kylene Scott, High Plains Publishers Inc., “Kylene’s Blog”
- 2<sup>nd</sup> Urban Lehner, DTN/The Progressive Farmer, “An Urban’s Rural View”
- 3<sup>rd</sup> Holly Spangler, Penton Farm Progress, “My Generation”

### **Websites**

- 1<sup>st</sup> Meredith Agrimedia – Successful Farming at Agriculture.com
- 2<sup>nd</sup> Ag Daily, Commercial Farming and Rural Life for Modern Times, [www.agdaily.com](http://www.agdaily.com)
- 3<sup>rd</sup> Grand View Media, Farming Magazine website

### **Webinars**

- 1<sup>st</sup> Hoard’s Dairyman, “Barn Design for Robotic Milking”
- 2<sup>nd</sup> Hoard’s Dairyman, “An Update on Raising Better Calves”
- 3<sup>rd</sup> Hoard’s Dairyman, “Strategies for Nonpregnancy Diagnosis in Dairy Cows”

### **Social Media**

- 1<sup>st</sup> AGCO FarmLife/Red Barn Media Group, AGCO FarmLife Social Media
- 2<sup>nd</sup> Meredith Agrimedia, Successful Farming Facebook
- 3<sup>rd</sup> Ag Daily, Social Media from Ag Daily

### **Mobile/Tablet Technology Apps**

- 1<sup>st</sup> Colle+McVoy/Exponent PR – CHS, Inc., C Magazine App
- 2<sup>nd</sup> AGCO FarmLife/Red Barn Media Group, The Hesston Guide to Quality Hay ebook

### **Multimedia Story**

- 1<sup>st</sup> Angus Media, “Rural America Rises, March 2017 Wildfire Coverage”
- 2<sup>nd</sup> Jessica Scott & David Ekstrom, Successful Farming, “From Fighter to Farmer”
- 3<sup>rd</sup> Jennifer Latzke, High Plains Journal, “Plenty of Rounds Left in These Combines”

### **Video Production**

- 1<sup>st</sup> Alabama Farmers Federation, “Farming Feeds Alabama”
- 2<sup>nd</sup> Simply Southern, “Simply Southern TV Storybook Farm”

3<sup>rd</sup> Successful Farming, “From Fighter to Farmer”

### **2017 AAEA Digital & Social Media Judges**

Jessie Decker  
McGavock Edwards  
Lynette Von Minden  
Kerry A. O’Connor  
Jeff Salem  
Elaine Symanski

### **AAEA Photography Awards Program**

The AAEA Photography Awards Program is sponsored by AAEA through funding provided by Rabo AgriFinance.

### **2017 Winners**

#### **Portrait/Personality**

1<sup>st</sup> Todd Klassy, Range Magazine  
2<sup>nd</sup> Rob Mattson, The Samuel Roberts Noble Foundation  
3<sup>rd</sup> Rob Mattson, The Samuel Roberts Noble Foundation  
HM Jim Patrico, DTN/The Progressive Farmer  
HM Rob Mattson, The Samuel Roberts Noble Foundation

#### **Pictorial**

1<sup>st</sup> Jamie Cole, AGCO FarmLife/Red Barn Media Group  
2<sup>nd</sup> Jim Patrico, DTN/The Progressive Farmer  
3<sup>rd</sup> Jim Patrico, DTN/The Progressive Farmer  
HM Elaine Shein, DTN/The Progressive Farmer  
HM Jim Patrico, DTN/The Progressive Farmer  
HM Jim Patrico, DTN/The Progressive Farmer

#### **Feature**

1<sup>st</sup> Joel Reichenberger, The Furrow  
2<sup>st</sup> Joel Reichenberger, The Furrow  
3<sup>rd</sup> David Lundquist, C Magazine  
HM Ryan Ebert, Hoard’s Dairyman  
HM Martha Mintz, Homestead Magazine

#### **Nuts & Bolts – Livestock**

1<sup>st</sup> Lorne McClinton, The Furrow  
2<sup>nd</sup> Sam Wirzba, Last Light Bovine Photography

- 3<sup>rd</sup> Todd Klassy, Lifestyles Montana  
HM Jamie Cole, AGCO FarmLife/Red Barn Media Group  
HM Lorne McClinton, The Furrow

### **Nuts & Bolts – Crops**

- 1<sup>st</sup> Todd Klassy, Farm406  
2<sup>nd</sup> Todd Klassy, Farm406  
3<sup>rd</sup> Todd Klassy, Farm406  
HM Elaine Shein, DTN/The Progressive Farmer  
HM Elaine Shein, DTN/The Progressive Farmer

### **Picture Story/ Photo Sequence/ Photo Essay**

- 1<sup>st</sup> Rob Mattson, The Samuel Roberts Noble Foundation  
2<sup>nd</sup> Joel Reichenberger, The Furrow  
3<sup>rd</sup> Martha Mintz, Homestead Magazine  
HM Jim Patrico, DTN/The Progressive Farmer  
HM David Lundquist, C Magazine  
HM Tom Dodge, DTN/The Progressive Farmer

### **Emerging Photographer**

- 1<sup>st</sup> Catherine Merlo, Acres  
2<sup>nd</sup> Jennifer Latzke, High Plains Journal  
3<sup>rd</sup> Paul Jackson, Michigan Farmer  
HM Jill Loehr, Farm Progress  
HM Paul Jackson, Michigan Farmer

### **Photo Illustration**

- 1<sup>st</sup> Rob Mattson, The Samuel Roberts Noble Foundation  
1<sup>st</sup> Matt Strelecki, Meredith Agrimedia  
2<sup>nd</sup> Jim Patrico, DTN/The Progressive Farmer  
3<sup>rd</sup> Matt Strelecki, Meredith Agrimedia  
HM Rob Mattson, The Samuel Roberts Noble Foundation  
HM Matt Strelecki, Meredith Agrimedia  
HM Jim Patrico, DTN/The Progressive Farmer

### **Unpublished Photos**

- 1<sup>st</sup> Sam Wirzba, Last Light Bovine Photography  
2<sup>nd</sup> Katie Knapp  
3<sup>rd</sup> Jim Patrico, DTN/The Progressive Farmer  
HM Sam Wirzba, Last Light Bovine Photography  
HM Rob Mattson, The Samuel Roberts Noble Foundation  
HM Gregg Hillyer, DTN/The Progressive Farmer

**Advertorial Photos**

1<sup>st</sup> Debra Davis, Alabama Farmers Federation

**Photo of the Year**

Joel Reichenberger, The Furrow

**Photographer of the Year**

Jim Patrico, DTN/The Progressive Farmer

**Honorable Mention Photographer of the Year**

Rob Mattson, The Samuel Roberts Noble Foundation

**2017 Master Photographer Program**

**Level One**

Katy Mumaw

**Level Two**

Jennifer Latzke

Paul Jackson

**Level Three**

Marilyn Cummins

Catherine Merlo

Matt Strellecki

Debra Davis

**Level Four**

Elaine Shein

Joel Reichenberger

**Master Photographer**

Todd Klassy

Rob Mattson

**2017 Photography Judges**

Jeannie Adams-Smith

Bob Elbert

Russell Graves

Andrea Hansen

David Hansen

Steve Woit

## **2017 AAEA Lifetime Achievement Award**

Sponsored by AAEA Professional Improvement Foundation

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. Eight 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.

### **Paul Queck**

Paul Queck began his ag journalism career in 1978 as the Hog Editor for Farm Progress Publication's *Wallaces Farmer* in Iowa. Queck went on to have a more than 21-year career as an editor with Farm Progress companies in Indiana, Ohio, Michigan, Pennsylvania, Kentucky, Maryland, and New York. In late 1999, he left Farm Progress Publications and worked in ag public relations for seven years before moving into freelance writing and photography.

Queck joined AAEA in 1978 and has served on the International Committee and the Legacy Committee, as well as serving as president in 1996. He also served as President of the International Federation of Agricultural Journalists from 1997 to 2000, the first American to hold this position. Queck continues to be active with AAEA, currently serving as an advisor to the AAEA PIF Board.

## **2017 Fellows of the AAEA**

The American Agricultural Editors' Association is proud to announce the selection of two new Fellows of the AAEA. The Fellows Program recognizes members for excellent service to AAEA.

The new AAEA Fellows are:

- Elaine Shein, FAAE, DTN/The Progressive Farmer
- Gil Gullickson, FAAE, Crops Technology Editor, Meredith Corporation

The Fellows were nominated by the 12-member AAEA Legacy Committee. The nominations were then passed onto the AAEA Board of Directors for final approval.



## **2017 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.

### **Jessie Scott**

Digital Content Manager  
Meredith Agrimedia (Successful Farming)

Jessie Scott, who has been with Meredith Corporation for nearly 5 years, created the job title and description that she has today—Digital Content Manager. Scott started as Innovations Editor and quickly moved up the ranks within Meredith, taking on a broader range of responsibilities as a multimedia editor, covering television and online content, in addition to print. Scott now directs one of the leading agricultural websites in the nation at the second largest media group in America.

“I have never witnessed an editor who encompasses that rare combination of a keen desire to work, the ready knowledge to produce high-quality editorial, and determination to excel at every task she is assigned,” wrote one of Scott’s references.

In her application for the Andy Markwart Horizon Award, Scott wrote that she hopes to become a visionary leader that guides a passionate team of editors to create powerful content that can make farmers better, more productive producers. She credits the continual learning opportunities that she’s gained from peers and leaders in the industry at Ag Media Summit and IFAJ congress for helping her to become the leader she aspires to be. Scott is “committed to excellent journalism and in working with clients, customers, and farmers,” wrote another reference.

Scott currently serves as a Young Professionals in Agriculture board member and as the AAEA AMS InfoExpo committee chair. She has been recognized across the industry for her work and was recently awarded the IFAJ Young Leader in Agriculture Journalism Award.

## **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.”

Jackie Newland  
Kansas State University

### **2017 AAEA/ACT Past Presidents’ Scholarship Recipients**

Shalin Lawson  
West Texas A&M University

Lindsay Robinson  
University of Missouri

Audrey Schmitz  
Kansas State University

### **2017 AAEA Interns**

**Emily Berger**, Texas A&M University double major in Poultry Science and Agricultural Communications & Journalism, served as the AAEA editorial communications intern with Farm Journal Media, Inc. She also assisted with the 2017 Ag Media Summit in Snowbird, Utah

**Michaela Simcoe**, an Agricultural Communications major and Animal Science minor at South Dakota State University, spent the summer as the AAEA marketing communications intern with broadhead. She also assisted with the 2017 Ag Media Summit in Snowbird, Utah.

### **AAEA Communications Awards Sponsors**

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Thank you to our award program managers, Debbie Alexander and Christine McClintic, and to Samantha Kilgore and Courtney Jackson of the AAEA staff for strong support of the award programs throughout the year.

