

2014 AWARD WINNERS PROGRAM

American Agricultural Editors' Association 2014 AAEA Communications Awards

Presented Tuesday, July 29, 2014
Agricultural Media Summit
Indianapolis Marriott Downtown
Indianapolis, Indiana

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AAEA Writing Awards Program

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

2014 Winners

Breaking News

- 1st – Mary MacArthur, The Western Producer, “Stampede disqualifies champion steer”
- 2nd – Jennifer M. Latzke, High Plains Journal/Midwest Ag Journal, “Investigation ongoing into GM wheat discovery in Oregon”
- 3rd – Jennifer Vincent Kiel, Michigan Farmer, “MSU welcomes Obama, new farm bill”

Economics & Management

- 1st – Steve Werblow, The Furrow, “India’s star is rising”
- 2nd – Mike Wilson, Farm Futures, “Smooth Transitions”
- 3rd – Deborah Huso, DTN/The Progressive Farmer, “Beef Up Profits”

Editorial Opinion

- 1st – Catherine Merlo, Dairy Today, “Should California’s Dairy Survival Matter to You?”
- 2nd – Jim Patrico, DTN/The Progressive Farmer, “Reasons To Embrace Factory Farming”
- 3rd – Holly Martin, High Plains Journal, “Be a squeaky wheel”

Human Interest

- 1st – Des Keller, Massey Ferguson FarmLife/Red Barn Media Group, “High-Country Hay”
- 2nd – Richard Banks, Massey Ferguson FarmLife/Red Barn Media Group, “Earth & Sky”
- 3rd – Charles Johnson, The Furrow, “Ranching with the Ancients”

Humorous Article

- 1st– John Harrington, DTN/The Progressive Farmer, “A Cautionary Tale of Grilling Finance”
- 2nd – Cheri Zagurski, DTN/The Progressive Farmer, “The Sanctimonious Farmer or Oprah in the Dell”
- 3rd – Sara Schafer, Top Producer, “From Wild West to Sterile Computers”

Issues

- 1st – Martha Mintz, High Plains Journal, “A Story of a Steak”
- 2nd – Mike Wilson, Farm Futures, “No country for old men”
- 3rd – Paul W. Jackson, Michigan Farm News, “Crouching wolf, hidden agenda”

On-Farm Production

- 1st – Laurie Bedord, Successful Farming, “Unlocking the Data”
- 2nd – Liz Morrison, Corn & Soybean Digest, “Craft a Weed Strategy”
- 3rd – Pamela Smith, DTN/The Progressive Farmer, “Never Too Narrow”

Personality Profile

- 1st – Shauna Hermel, Angus Journal, “Family Matters”
- 2nd – Des Keller, DTN/The Progressive Farmer, “Building a Better Pig”
- 3rd – Frank Lessiter, American Farriers Journal, “Afternoon-Only Work for Island Farrier”

Regular Column

- 1st – Mindy Ward, Missouri Ruralist, “Are you wasting hay? Here are the signs”
- 2nd – Jim Dickrell, Dairy Today, “A majority of the majority”
- 3rd – Steve Fairchild, Today’s Farmer, “Power line, pipe line, public use, private takings”

Technical Feature

- 1st – Dan Miller, DTN/The Progressive Farmer, “GoPro on Wings”
- 2nd – Tanner Ehmke, DTN/The Progressive Farmer, “Wheat Rises to Meet Challenges: New breeding techniques speed varietal development”
- 3rd – Steve Thompson, DTN/The Progressive Farmer, “Hard Life Of a Battery”

Team Story

- 1st – John Harrington, Virginia Harris, Victoria Myers, DTN/The Progressive Farmer, “Spring of Hope”
- 2nd – Marcia Zarley Taylor, Elizabeth Williams, DTN/The Progressive Farmer, “Health Care Countdown”
- 3rd – John Buckner, Gregg Hillyer, Charles Johnson, Jim Patrico, DTN/The Progressive Farmer, “Facing the Food Cliff”

Story of the Year

“A Story of a Steak”

Martha Mintz

High Plains Journal

Writer of the Year, Honorable Mention

Des Keller

DK Communications Group, Inc.

Writer of the Year

Martha Mintz

Corral Creek Communications

2014 Master Writer Program

Writer of Merit

Jim Patrico

New Master Writers (Level Five) in 2014

Richard Banks, Red Barn Media Group (2013 log includes Massey Ferguson, 2014 doesn't?)

Dan Crummett, DTN/The Progressive Farmer

John Harrington, DTN/The Progressive Farmer

Mary MacArthur, The Western Producer

Katie Micik, DTN/The Progressive Farmer

Martha Mintz, Corral Creek Communications (most from The Furrow, one from High Plains Journal)

Russ Quinn, DTN/The Progressive Farmer

Elaine Shein, DTN/The Progressive Farmer

Jodie Wehrspann, Farm Industry News

Level One

Lindsey Benne, Farm Journal

Lynn Betts, Corn & Soybean Digest

John Herath, Farm Journal

Wes Mills, Farm Journal

Stephanie Patton, DTN/The Progressive Farmer

Paul Queck, Farm Journal

Kenna Rathai, Kenna B. Rathai Communications

Jim Ruen, Corn+Soybean Digest

Jessie Scott, Successful Farming

Amanda Smith, Hoard's Dairyman

Level Two

Kasey Brown, Angus Journal

John Buckner, DTN/The Progressive Farmer

Patrick Delaney, American Soybean Association

Clinton Griffiths, Farm Journal

Joanne Paulson, The Western Producer

Emily Unglesbee, DTN/The Progressive Farmer

Cheri Zagurski, DTN/The Progressive Farmer

Level Three

Barb Baylor Anderson, DTN/The Progressive Farmer

Rhonda Brooks, Farm Journal

Corey Geiger, Hoard's Dairyman

Jerry Hagstrom, The Hagstrom Report/National Journal

Deborah Huso, DTN/The Progressive Farmer

Liz Morrison, Corn & Soybean Digest

Sara Schafer, Farm Journal

Steve Thompson, DTN/The Progressive Farmer

Level Four

Christy Couch Lee, Cee Lee Communications

Barbara Duckworth, The Western Producer

Josh Flint, Prairie Farmer

Virginia Harris, DTN/The Progressive Farmer

2013 AAEA Writing Judges

Larry Aylward, editorial director
Superintendent Magazine, Medina, Ohio

Ettie Berneking, assistant editor
417 Magazine, Springfield, Missouri

Darcy Devictor, freelance editor
Lawrence, Kansas

Katie Pollock Estes, editor
417 Magazine, Springfield, Missouri

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

Jason Jenkins, managing editor
Rural Missouri, Holts Summit, Missouri

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

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

Karen Pojmann, editor, Mizzou Wire
Univ. of Missouri, Columbia, Missouri

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

Jake Sherlock, director of marketing and communications
American Numismatic Association, Colorado Springs, 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

AAEA Design Awards Program

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

2014 Winners

Cover Page Design - Commercial

- 1st – Donovan Harris, DTN/The Progressive Farmer
- 2nd – Lisa Lynd, Farm Futures
- 3rd – Donovan Harris, DTN/The Progressive Farmer

Cover Page Design - Custom

- Tie- 1st –Tom Sizemore, The Furrow
- Tie- 1st –Tom Sizemore, The Furrow
- 3rd – Tom Sizemore, The Furrow

Single-Page Editorial Design - Commercial

- 1st – Matt Strolecki, Successful Farming
- 2nd – Matt Strolecki, Successful Farming
- Tie- 3rd – Matt Strolecki, Successful Farming
- Tie- 3rd – Matt Strolecki, Successful Farming

Single-Page Editorial Design - Custom

- 1st – Jamie Cole, Massey Ferguson FarmLife/Red Barn Media Group
- 2nd – Tom Sizemore, Homestead
- 3rd – Tom Sizemore, Homestead

Opening Page or Spread Design - Commercial

- 1st – Lindsey Benne, Farm Journal
- Tie- 2nd – Matt Strolecki, Successful Farming
- Tie- 2nd – Matt Strolecki, Successful Farming

Opening Page or Spread Design - Custom

- 1st – Jamie Cole, Massey Ferguson FarmLife/Red Barn Media Group
- 2nd – Jamie Cole, Massey Ferguson FarmLife/Red Barn Media Group
- 3rd – Amy Gohman, C Magazine

Two-Plus Page Design - Commercial

- 1st – Matt Strolecki, Successful Farming
- Tie- 2nd – Michelle Houlden, The Western Producer
- Tie- 2nd – Matt Strolecki, Successful Farming

Two-Plus Page Design - Custom

1st – Jamie Cole, Massey Ferguson FarmLife/Red Barn Media Group

2nd – Amy Gohman, C Magazine

3rd – Amy Gohman, C Magazine

Special Editorial Section Design

1st – Donovan Harris, Brent Warren, DTN/The Progressive Farmer

2nd – Lisa Lynd, Corn & Soybean Digest

3rd – Donovan Harris, Brent Warren, DTN/The Progressive Farmer

Overall Magazine Design - Commercial

1st – Matt Strelecki, Successful Farming

2nd – Matt Strelecki, Successful Farming

3rd – Lisa Lynd, Corn & Soybean Digest

Overall Magazine Design - Custom

1st – Amy Gohman, C Magazine

2nd – Tom Sizemore, The Furrow

Tie- 3rd – Jamie Cole, Massey Ferguson FarmLife/Red Barn Media Group

Tie- 3rd – Jamie Cole, Leo Nieter, Massey Ferguson FarmLife/Red Barn Media Group

Overall Magazine Design – Special Issues

1st – Chad Owen, Matt Strelecki, Successful Farming

2nd – Michelle Houlden, The Western Producer

3rd – Tom Sizemore, Homestead

Special Publication Design

1st – Amy Gohman, C Magazine

2nd – Jamie Cole, BALE Magazine, Massey Ferguson FarmLife/Red Barn Media Group

Web Design – Electronic Newsletter/Magazine

1st – Jamie Cole, Massey Ferguson FarmLife/Red Barn Media Group

Tie- 2nd – Ryan Ebert, Hoard's Dairyman

Tie- 2nd – Tom Sizemore, Homestead

Best Use of Typography

1st – Matt Strelecki, Successful Farming

Tie- 2nd – Matt Strelecki, Successful Farming

Tie- 2nd – Matt Strelecki, Successful Farming

Best Use of Chart and Graph Material

1st – Matt Strelecki, Successful Farming

2nd – Michelle Houlden, The Western Producer

3rd – Michelle Houlden, The Western Producer

Best Use of Photography in a Print Periodical

1st – Tom Sizemore, The Furrow

Tie- 2nd – Tom Sizemore, Homestead

Tie- 2nd – Jamie Cole, Massey Ferguson FarmLife/Red Barn Media Group

AAEA Designer of the Year

Matt Strelecki

Successful Farming

2014 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

Susan Dendy, independent creative director

Birmingham, Alabama

Sam DuRegger, business development

Performance Display, Des Moines, Iowa

Derek Gaylard, president and CEO

Gaylard Enterprises Inc./Ryecroft Creative, Birmingham, Alabama

Lane Gregory, art director

ALABAMA Magazine, 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 Program

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

2014 Winners

Advertorial – One-page

1st – MorganMyers, Inc. – Case IH, Case IH Agronomic Design Advertorial “Beyond the picket fence”

2nd – MorganMyers, Inc. – Illinois Soybean Association, Illinois Soybean Growers: How to Become an Advocate in 3 Easy Steps

3rd – MorganMyers, Inc. – Illinois Soybean Association, Illinois Soybean Association Animal Agriculture Economics Advertorial

Advertorial – Multi-Page or Special Section

1st – Exponent PR – DuPont Crop Protection, CAPCA Advertorial Series

2nd – Charleston/Orwig – SCR Dairy, "Don't Guess" Advertorial Series

3rd – Bader Rutter – Mycogen Seeds, Winning the Plant Bug Battle

Media/Special Event

1st – Charleston/Orwig – Bayer CropScience, 2014 Ag Issues Forum

2nd – MorganMyers, Inc. – Illinois Soybean Association Anniversary Kickoff

3rd – MorganMyers, Inc. – Case IH, 2013 Case IH Media Event

Feature Article

1st – Gibbs & Soell – Syngenta, “The Future of Fuel”

2nd – Filament Marketing, LLC – Land O'Lakes Animal Milk Products – Lifestyle, “Lamb nutrition, industry research helps Hidden Springs Creamery grow”

3rd – Gibbs & Soell – Syngenta, “Power Traits”

News Article

1st – Blasdel Cleaver Schwalbe Communications – Livestock Marketing Association, Dustin Focht Takes Title at LMAs 50th Anniversary World Livestock Auctioneer Championship

2nd – Bader Rutter – PhotoGen Cottonseed/Dow AgroScience, PhotoGen Cottonseed: “More Questions than Answers on Corynespora Leaf (Target) Spot”

3rd – Amy Roady – Illinois Soybean Association, Illinois Soybean Growers Helps Support Cuba Trade Relations Conference

News Release

- 1st – Rabo Agrifinance, Ground Beef Nation News Release
- 2nd – Blasdel Cleaver Schwalbe Communications – John Deere, ExactEmerge™ planter news release
- 3rd – Martinez Creative Group -- Super M, Inc., Max Armstrong's Tractor App Press Release

Technical Writing

- 1st – Bader Rutter - Zoetis, “Eyeballing Health Treatment? Take a second look”
- 2nd – Gibbs & Soell – Syngenta, “Nurturing Nature”
- 3rd – Harvest PR & Marketing – Advanced Animal Diagnostics, QScout MLD: “Expose hidden mastitis in your herd and generate an extra \$50 per cow”

Publication – Print or Electronic

- 1st – Gibbs & Soell – Syngenta, Thrive
- 2nd – Patrick Delaney, American Soybean Association, American Soybean
- 3rd – Illinois Soybean Association, Illinois Field & Bean Magazine

Media Materials/Kit

- 1st – Colle+McVoy - WinField, New Mapping Capabilities Provide Scorecard for Precision Ag Plans
- 2nd – Filament Marketing, LLC – ImmuCell, Immediate Immunity Media Kit-Beef Market
- 3rd – Blasdel Cleaver Schwalbe Communications– John Deere, John Deere Product Introduction Media Kit

Writing for Special Projects

- 1st – MFA Incorporated, Proud Past, Bright Future: MFA Incorporated's First 100 years
- 2nd – Colle+McVoy – Farm Credit Mid-America, Real Growth is Measured in Years
- 3rd - High Plains Journal - All Aboard Harvest, All Aboard Wheat Harvest Insert

2014 AAEA MarComm Judges

Dawn Boyer, communications director
Dominican Sisters of Springfield, IL; Auburn, Illinois

Jessie Decker, director of marketing and business development
Orthopedic Center of Illinois, Springfield, Illinois

Felicia Gillham, managing director
Gillham & Associates Marketing, San Diego, California

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

Rick Purnell, principal
RPR Company, Palm Springs, California

Elaine Symanski, communications consultant
Overland Park, Kansas

AAEA Digital & Social Media Awards Program

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

2014 Winners

Digital & Social Media – Publishing Division

Podcasts

- 1st – Holly Spangler, Prairie Farmer, Confessions of a Farm Wife, Vol. 5
- 2nd – Red Barn Media Group – Massey Ferguson FarmLife, She’s Number One
- 3rd – Red Barn Media Group – Massey Ferguson FarmLife, Earth and Sky: David Garfrerick on Being a Farmer and a Chef

Blogs

- 1st – DTN/The Progressive Farmer, Urban Lehner, DTN/The Progressive Farmer, An Urban’s Rural View
- 2nd – DTN/The Progressive Farmer, Chris Clayton, DTN/The Progressive Farmer
- 3rd – Farm Futures Magazine, farmfutures.com/blogs

Websites

- 1st – DTN/The Progressive Farmer, dtnprogressivefarmer.com
- 2nd – Farm Industry News, farmindustrynews.com
- 3rd – Corn & Soybean Digest – cornandsoybeandigest.com

Webinars

- 1st – Farm Futures Magazine, The Buzz
- 2nd – Hoard’s Dairyman, “No more lame excuses”
- 3rd – Hoard’s Dairyman, “Cows and their calcium”

Social Media

- 1st – Red Barn Media Group– Massey Ferguson FarmLife Social Media
- 2nd – High Plains/Midwest Ag Journal, High Plains Journal Social Media
- 3rd – Living the Country Life, Living the Country Life Social Media

Mobile/Tablet Technology Applications

- 1st – DTN/The Progressive Farmer, DTN/The Progressive Farmer Agriculture App for the iPad
- 2nd – DTN/The Progressive Farmer, DTN Ag Weather Tools App

Multimedia Story

- 1st – Agriculture.com, The Ultimate UTV Evaluation
- 2nd – Living the Country Life, Chicken Coops 101
- 3rd – Red Barn Media Group – Massey Ferguson FarmLife, Dairyman’s Digest

Digital & Social Media – Marketing Communications Division

Podcasts

- 1st – Filament Marketing, LLC – Purina Animal Nutrition, Walk Stock Testimonial Video
- 2nd – Filament Marketing, LLC – Purina Animal Nutrition, Accuration Block Podcast

Blogs

- 1st – MorganMyers, Inc. – Case IH, Be Ready Blog
- 2nd – DK Communications Group – EDA, EDA Blog
- 3rd – MorganMyers, Inc. – Illinois Soybean Association, Soy Insights - Embracing the Past, Envisioning the Future

Websites

- 1st – Harvest PR & Marketing – U.S. Apple Association, AppletizeMe
- 2nd – Bader Rutter – Zoetis, Dairy Wellness
- 3rd – Karen Bernick Marketing Communications – Dairyland Laboratories, Inc., dairylandlabs.net

Webinars

- 1st – Kenna B. Rathai Communications and Feature Group USA – Novus International, Minerals Training Webinar
- 2nd – Filament Marketing, LLC – Purina Animal Nutrition, Accuration Block Launch Webinar

Social Media

- 1st – Harvest PR & Marketing – U.S. Apple Association, 28 Days of Apples
- 2nd – Bader Rutter – Zoetis, Dairy Wellness Facebook
- 3rd – Exponent PR – CHS/Cenex, Cenex Facebook Page

Mobile/Tablet Technology Applications

1st – Martinez Creative Group – Super M, Inc., Max Armstrong’s Tractor App

2014 AAEA Digital & Social Media Judges

Digital & Social Media – Publishing Division

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

Gardener Hatch, PR group leader
Bader Rutter, Brookfield, Wisconsin

Katy Ibsen, executive editor
Sunflower Publishing, Lawrence, Kansas

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 Program

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

2014 Winners

Portrait/Personality

1st – Jim Patrico, DTN/The Progressive Farmer

2nd – Steve Werblow, The Furrow

3rd (tie) – Jim Patrico, DTN/The Progressive Farmer

3rd (tie) – Jim Patrico, DTN/The Progressive Farmer

Hon. Mention – David Lundquist, C Magazine

Hon. Mention – Lorne McClinton, The Furrow

Pictorial

- 1st – Jim Patrico, DTN/The Progressive Farmer
- 2nd – Sam Wirzba, Last Light Photography
- 3rd – David Ekstrom, Successful Farming
- Hon. Mention – Lorne McClinton, The Furrow
- Hon. Mention – Steve Werblow, The Furrow

Feature

- 1st – Frank Lessiter, Lessiter Publications
- 2nd – Jim Patrico, DTN/The Progressive Farmer
- 3rd – David Ekstrom, Successful Farming
- Hon. Mention – Steve Werblow, The Furrow
- Hon. Mention – Dean Houghton, The Furrow

Nuts and Bolts – Livestock

- 1st – Lorne McClinton, The Furrow
- 2nd – Harlen Persinger, Freelance
- 3rd – Sam Wirzba, Last Light Photography
- Hon. Mention – Jennifer Carrico, High Plains Journal
- Hon. Mention – Sam Wirzba, Last Light Photography

Nuts and Bolts – Crops

- 1st – Dean Houghton, The Furrow
- 2nd – Charles Johnson, Homestead
- 3rd – Dean Houghton, The Furrow
- Hon. Mention – Lorne McClinton, The Furrow
- Hon. Mention – Lorne McClinton, The Furrow
- Photo Story/ Photo Essay
- 1st – Jim Patrico, DTN/The Progressive Farmer
- 2nd – Jim Patrico, DTN/The Progressive Farmer
- 3rd – Steve Werblow, The Furrow
- Hon. Mention – Lorne McClinton, Homestead
- Hon. Mention – Harlen Persinger, freelance

Emerging Photographer

- 1st – David Ekstrom, Successful Farming
- 2nd – Jennifer Blackburn, Sorghum Grower
- 3rd – David Ekstrom, Successful Farming
- Hon. Mention – Brent Warren, DTN/The Progressive Farmer
- Hon. Mention – David Ekstrom, Successful Farming

Photo Illustration – Staged Concept Photo

- 1st – David Lundquist, C Magazine
- 2nd – Lorne McClinton, The Furrow
- 3rd – David Lundquist, C Magazine
- Hon. Mention – Lorne McClinton, The Furrow

Photo Illustration – Photo-Based Graphic Illustration

- 1st – Lynn Betts / Lisa Lynd / Kurt Lawton, Corn & Soybean Digest
- 2nd – Kurt Lawton/ Lisa Lynd, Corn & Soybean Digest
- 3rd – Ryan Ebert, Hoard’s Dairyman
- Hon. Mention – Susan Winsor / Lisa Lynd / Kurt Lawton, Corn & Soybean Digest

Unpublished Photos

- 1st – Harlen Persinger, freelance
- 1st – Frank Lessiter, Lessiter Publications
- 2nd – Amy Roady, Illinois Soybean Association
- 3rd – Harlen Persinger, freelance
- Hon. Mention – Steve Werblow, Steve Werblow Communications
- Hon. Mention – Elaine Shein, DTN/The Progressive Farmer
- Hon. Mention – Amy Roady, Illinois Soybean Association

Photo of the Year

Frank Lessiter

Photographer of the Year, Honorable Mention

Lorne McClinton

Photographer of the Year

Jim Patrico
DTN/The Progressive Farmer

2014 Master Photographer Program

Level One

Lynn Betts, Corn & Soybean Digest
Kasey Brown, Angus Journal
Brent Warren, DTN/The Progressive Farmer
Jennifer Vincent Kiel, Michigan Farmer

Level Two

Jennifer Blackburn, Sorghum Grower

Level Three

Amy Roady, Illinois Soybean Association
Sam Wirzba, Last Light Photography

Level Four

David Ekstrom, Successful Farming

Ryan Ebert, Hoard's Dairyman

Master Photographer

Lorne McClinton, The Furrow

2013 Photography Judges

Dave Charrlin

Dave Charrlin Photography, Indianapolis, Indiana

Mary Ann Carter, photographer

Indianapolis, Indiana

Thomas Campbell, writer, editor, photographer

Purdue University's Department of Agricultural Communications

2014 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 re-instated the Lifetime Achievement Award, which had been given for the first and only time to Wheeler McMillen in 1990.

Joe Dan Boyd

Joe Dan is a legendary farm writer. At *Farm Journal* and its *Cotton Today* publication, he moved readers and stimulated industry colleagues. As one of the first recipients of AAEA's Writer of Merit award, Joe Dan's body of work still leads others to make their writing the best it can be. As a past president, he remains a figure of encouragement and inspiration. Boyd is graduated from Texas A&M University and is from Winnsboro, Texas.

Del Deterling

Del is the winner of several awards for writing excellence, as well, including an AAEA Writer of the Year prize. Yet, he is often thought of for his work as a strong, trusted editor at *The Progressive Farmer*. He is the embodiment of the word leader, not only in the industry, but in his community. Deterling, also an AAEA past president, graduated from Texas A&M University and is from Richardson, Texas.

Both of this year's recipients attended what became known as the "Flame Meeting" of 1984, which kindled AAEA's modern mission to be an organization for the professional development of its members. They helped create the building blocks for the AAEA Professional Improvement Foundation that now funds a myriad of programs for the betterment of members.

2014 AAEA Distinguished Service Award

Sponsored by Archer Daniels Midland (ADM)

Joe Martin, PhD

Emeritus Professor of Agronomy, Kansas State University Agricultural Research Center at Hays, Kansas

The 2014 AAEA Distinguished Service Award recipient is Joe Martin, PhD, professor emeritus of agronomy at the Kansas State University Agricultural Research Center at Hays, Kansas.

Joe Martin is considered an unsung hero of the wheat industry. While he may not have developed the hard white winter wheat class, Joe's research brought it forward to be accessible to farmers, who have made it a popular choice in their growing plans. In turn, this class of wheat has led the boom in desire by consumers for health whole grain products.

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

2014 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.

Kacey Birchmier

Meredith Agrimedia

The 2011 Iowa State University graduate in agricultural communications is the assistant agronomy editor for Successful Farming, a Meredith Agrimedia brand. Growing up on a central Iowa farm, Birchmier's passion for agriculture started at a young age. She honed her multi-media skills at ISU and during an internship with the Iowa Soybean Association. In her current position, she presents complex information in an understandable format across multiple media channels.

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 2014 Jim Evans Scholarship Recipient

Courtney Leeper
University of Missouri

2014 AAEA/ACT Past Presidents’ Scholarship Recipients

Breanne Brammer
University of Missouri

Logan Britton
Kansas State University

Stacie Seger
The Ohio State University

2014 AAEA Interns

Breanne Brammer, University of Missouri, spent the summer as the 2014 AAEA editorial intern at Agri-Pulse Communications in Washington, D.C. She also assisted with the 2014 Ag Media Summit in Indianapolis, Indiana.

Logan Britton, Kansas State University, spent the summer as the 2014 AAEA marketing communications intern at the National FFA Organization in Indianapolis, Indiana. He also assisted with the 2014 Ag Media Summit in Indianapolis, Indiana.

AAEA Communications Awards Sponsors

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

Writing Awards:
Syngenta

Design Awards:
Case IH
DuPont Pioneer

MarComm Awards:
Agri Marketing
DTN/The Progressive Farmer
Farm Journal Media
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

Jamie Cole, Chair

AAEA MarComm Awards Committee (Affiliate Advisory Committee)

Cynthia Clanton, Chair

AAEA Digital & Social Media Awards Committee

Josh Flint, Chair

AAEA Photography Awards Committee

Jim Patrico and Ryan Ebert, Co-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: Natalie Helms, Courtney Leeper and Madison Williams.

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

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