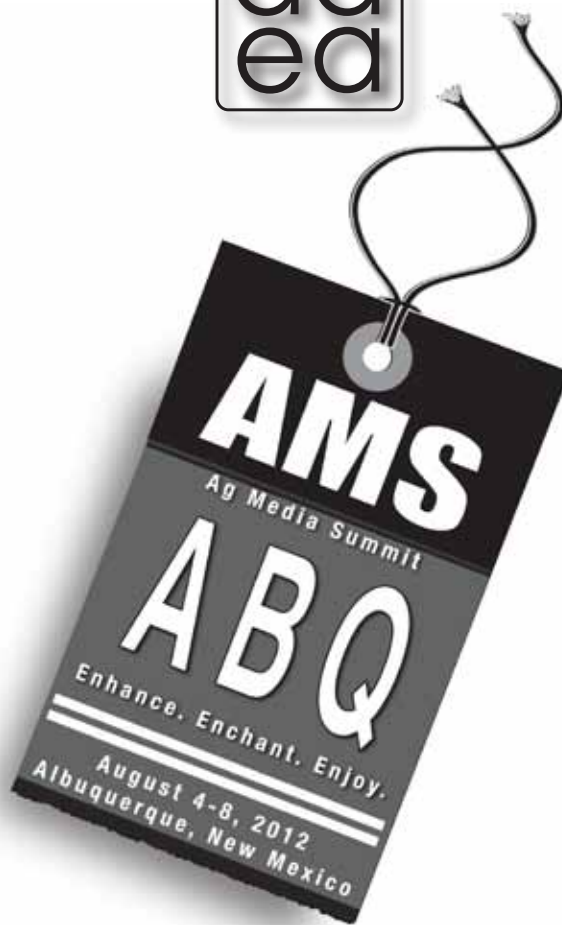


# AMERICAN AGRICULTURAL EDITORS' ASSOCIATION



## 2012 AWARDS

AUGUST 7, 2012  
AGRICULTURAL MEDIA SUMMIT  
HYATT REGENCY DOWNTOWN  
ALBUQUERQUE, NEW MEXICO

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## AAEA WRITING AWARDS PROGRAM

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

### BREAKING NEWS

- 1st – Marcia Zarley Taylor, DTN/The Progressive Farmer, “Other People’s Money”
- 2nd – Catherine Merlo, Agweb.com, “Exports are Ripe Opportunity for U.S. Dairy”
- 3rd – Tanner Ehmke, DTN/The Progressive Farmer, “Soybean Aphids Reported at Threshold Levels in Upper Midwest”

### ECONOMICS & MANAGEMENT

- 1st – Richard Banks, Massey Ferguson FarmLife/Red Barn Media Group, “The Big Apple”
- 2nd – Sara Brown, Top Producer, “Separate but Together”
- 3rd – Paul Jackson, Michigan Farm News, “Wind, Sun and Taxes: Energy or Ambiguity?”

### EDITORIAL OPINION

- 1st – Barb Glen, The Western Producer, “Meatless Monday initiative won’t affect global warming”
- 2nd – D’Arce McMillan, The Western Producer, “Time to end biofuel subsidy and let sector go on its own”
- 3rd – Mike Wilson, Farm Futures, “Save your soil, save your planet”

### HUMAN INTEREST

- 1st – Katie Micik, DTN/The Progressive Farmer, “Changing Face of Ag Women”
- 2nd – Jim Dickrell, Farm Journal, “Cheese. Cows. Wows!”
- 3rd – Steve Werblow, The Furrow, “Ag in the Beehive State”

### HUMOROUS ARTICLE

- 1st – Brent Olson, Agriculture Online, “Chainsaw”
- 2nd – John Phipps, Farm Journal, “Death by Remodeling”
- 3rd – Gail Keck, Ohio Farmer, “A revolutionary breakthrough veggie”

### ISSUES

- 1st – Victoria G. Myers, DTN/The Progressive Farmer, “Blowing in the Wind”
- 2nd – Chris Clayton, DTN/The Progressive Farmer, “California Conundrum”
- 3rd – Phyllis Jacobs Griekspoor, Farm Progress, “Fighting for Status”

### ON-FARM PRODUCTION

- 1st – Dave Mowitz, Successful Farming, “Cut Corn Head Casualties”
- 2nd – Rhonda Brooks, Farm Journal, “Pivot Potential”
- 3rd – Jim Patrico, DTN/The Progressive Farmer, “New Ways To Plant Pipe”

### PERSONALITY PROFILE

- 1st – Claire Vath, DTN/The Progressive Farmer, “A 24-Hour Job”
- 2nd – Charles Johnson, Southern Farm Press, “At 97, Victor Guzman still is building better veggies”
- 3rd – Paul Jackson, Michigan Farm News, “Farmer willing to pay high price of justice”

### REGULAR COLUMN

- 1st – Larry Dreiling, High Plains Journal, “The Unsung Hero of Wheat”
- 2nd – Gail Keck, Ohio Farmer, “Animal Care Gets More Confusing”
- 3rd – Jennifer Latzke, High Plains Journal, “The little book”

### TECHNICAL FEATURE

- 1st – Gil Gullickson, Successful Farming, “State of the Trait”
- 2nd – Cheryl Tevis, Successful Farming, “Trapped”
- 3rd – Steve Werblow, The Furrow, “Finding Dollars in DNA”

### TEAM STORY

- 1st – Jeanne Bernick, John Buckner, Ed Clark, Farm Journal, “From Field to Port”
- 2nd – Barb Baylor Anderson, Tom Dodge, Gregg Hillyer, Charles Johnson, Des Keller, Jim Patrico, Marcia Zarley Taylor, DTN/The Progressive Farmer, “Agriculture’s Greatest Challenge”
- 3rd – Charles Johnson, Des Keller, Boyd Kidwell, Kurt Lawton, Dan Miller, Jim Patrico, Karl Wolfshohl, DTN/The Progressive Farmer, “A Time for Great Yields”

### STORY OF THE YEAR

“The Big Apple”  
Richard Banks  
Massey Ferguson FarmLife/Red Barn Media Group,

### WRITER OF THE YEAR

Claire Vath  
DTN/The Progressive Farmer

## 2012 MASTER WRITER PROGRAM

### NEW MASTER WRITERS (LEVEL FIVE) IN 2012

Tanner Ehmke, Freelancer  
Paul Jackson, Michigan Farm News  
Kurt Lawton, Corn & Soybean Digest  
Lorne McClinton, Freelancer  
Brent Olson, Freelancer  
Claire Vath, DTN/The Progressive Farmer

### LEVEL ONE

Rhonda Brooks, Farm Journal Media  
Sara Brown, Farm Journal Media  
Anna-Lisa Giannini, Farm Journal Media  
Clinton Griffiths, Farm Journal Media  
Eric Hodson, John Deere  
Jane Jenkins Herlong, Freelancer  
Tracey Kelley, Living the Country Life  
Kasey Miller, Angus Journal  
Larry Stalcup, Freelancer

### LEVEL TWO

John Buckner, Farm Journal Media  
Ann Camden, Gibbs & Soell  
Dee Goerge, Freelancer

### LEVEL THREE

William DeKay, The Western Producer  
Phyllis Jacobs Griekspoor, Kansas Farmer  
Edith Munro, Edith Munro Communications

### LEVEL FOUR

Richard Banks, Red Barn Media Group  
John Harrington, DTN/The Progressive Farmer  
Katie Micik, DTN/The Progressive Farmer

## 2012 AAEA WRITING JUDGES

### **BREAKING NEWS, HUMAN INTEREST**

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

### **ECONOMICS & MANAGEMENT**

John Reitman, news and editorial director  
Turfnet.com

Jake Sherlock, communications coordinator  
American Numismatic Association

### **EDITORIAL OPINION**

Karen Pojmann, editor, web communications  
University of Missouri-Columbia

### **ISSUES**

Georgina Gustin, food/farming reporter  
St. Louis Post-Dispatch

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

### **HUMAN INTEREST**

Larry Aylward, editorial director  
Superintendent Magazine

### **HUMOROUS ARTICLE, PERSONALITY PROFILE, TEAM STORY**

Neal Fandek, communications specialist  
Missouri Small Business & Technology  
Development Centers  
University of Missouri

### **ON-FARM PRODUCTION**

Jason Jenkins, managing editor  
Rural Missouri

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

### **REGULAR COLUMN**

Darcy Boyle, freelance technical editor/writer  
Lawrence, Kansas

### **TECHNICAL FEATURE**

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

## AAEA DESIGN AWARDS PROGRAM

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

### **COVER PAGE DESIGN - COMMERCIAL**

1st – Donovan Harris, DTN/The Progressive  
Farmer

2nd – Mark Leiknes, Corn & Soybean Digest  
Tie- 3rd – Donovan Harris, DTN/The  
Progressive Farmer

Tie-3rd – Lynn Varpness, Farm Industry News

### **COVER PAGE DESIGN - CUSTOM**

1st – Tom Sizemore, The Furrow

2nd – Tom Sizemore, Homestead

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

Tie- 3rd – Tom Sizemore, Homestead

Tie- 3rd – Tom Sizemore, The Furrow

### **SINGLE-PAGE EDITORIAL DESIGN - COMMERCIAL**

1st – Donovan Harris, DTN/The Progressive  
Farmer

2nd – Donovan Harris, DTN/The Progressive  
Farmer

3rd – Donovan Harris, DTN/The Progressive  
Farmer

### **SINGLE-PAGE EDITORIAL DESIGN - CUSTOM**

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

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

3rd – Tom Sizemore, Homestead

### **OPENING PAGE OR SPREAD DESIGN - COMMERCIAL**

1st – Michelle Houlden, The Western  
Producer

2nd – Michelle Houlden, The Western  
Producer

3rd – Donovan Harris, DTN/The Progressive  
Farmer

### **OPENING PAGE OR SPREAD DESIGN - CUSTOM**

Tie- 1st – Tom Sizemore, The Furrow

Tie- 1st – Tom Sizemore, The Furrow

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

Tie- 3rd – Tom Sizemore, Homestead

### **TWO-PLUS PAGE DESIGN - COMMERCIAL**

1st – Michelle Houlden, The Western  
Producer

2nd – Matt Strelecki, Successful Farming

3rd – Donovan Harris, DTN/The Progressive  
Farmer

### **TWO-PLUS PAGE DESIGN - CUSTOM**

1st – Tom Sizemore, Homestead

2nd – Tom Sizemore, Homestead

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

### **SPECIAL EDITORIAL SECTION DESIGN**

1st – Donovan Harris, LuAnn Smith, DTN/  
The Progressive Farmer

2nd – Mark Leiknes, Corn & Soybean Digest

3rd – Donovan Harris, LuAnn Smith, DTN/  
The Progressive Farmer

### **OVERALL MAGAZINE DESIGN - COMMERCIAL**

1st – Matt Strelecki, Successful Farming

2nd – Mark Leiknes, Corn & Soybean Digest

3rd – Donovan Harris, LuAnn Smith, DTN/  
The Progressive Farmer

### **OVERALL MAGAZINE DESIGN - CUSTOM**

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

Tie- 1st – Tom Sizemore, Homestead

3rd – Tom Sizemore, The Furrow

### **OVERALL MAGAZINE DESIGN - SPECIAL ISSUES**

1st – Matt Strelecki, Successful Farming

2nd – Tom Sizemore, Homestead

3rd – Tom Sizemore, The Furrow

### **SPECIAL PUBLICATION DESIGN**

1st – Matt Strelecki, Successful Farming

2nd – Matt Strelecki, Successful Farming

3rd – Lynn Varpness, Farm Industry News

### **WEB DESIGN - ELECTRONIC NEWSLETTER/ MAGAZINE**

1st – Tom Sizemore, Homestead  
(JohnDeereHomestead.com)

2nd – Tom Sizemore, The Furrow (JohnDeere.  
com/Furrow)

### **BEST USE OF TYPOGRAPHY**

1st – Matt Strelecki, Successful Farming

2nd – Matt Strelecki, Successful Farming

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

### **BEST USE OF CHART AND GRAPH MATERIAL**

1st – Marilyn Cummins, Newground  
Magazine, Arysta LifeScience

2nd – Lynn Varpness, Farm Industry News

Tie- 3rd – LuAnn Smith, DTN/The  
Progressive Farmer

Tie- 3rd – Tom Sizemore, The Furrow

### **AAEA DESIGNER OF THE YEAR**

Jamie Cole

Massey Ferguson FarmLife/Red Barn  
Media Group

## 2012 AAEA DESIGN JUDGES

Kim Bissell, associate dean for research and director, Institute for Communication & Information Research, College of Communication & Information Sciences  
University of Alabama

Susan Dendy, freelance art director; founding art director, Cooking Light magazine  
Birmingham, Alabama

Brian Johnson, associate creative director, Texas Monthly  
Minneapolis, Minnesota

Michael Martin, graphic design instructor  
Madison Area Technical College, Madison, Wisconsin

Leo Nieter, brand manager/creative director, Crestline  
Auburn, Maine

Jesse VanDerPol, web designer, Smartypig.com/philanthropig.com and founder/designer for jvcreate  
West Des Moines, Iowa

## 2012 AAEA MARCOMM JUDGES

Debbie Clayton, president  
Clayton Communications  
Ambler, Pennsylvania

Stacey Himes, owner  
Stacey Himes & Associates  
Havertown, Pennsylvania

Josh St. Peters, corn marketing manager  
DuPont Pioneer  
Ankeny, Iowa

Donna Schwartze, owner and president  
Donna Schwartze Public Relations, LLC  
Prairie Village, Kansas

Julie Bartels Smith, ABC, owner  
JBSmith Communications  
Leawood, Kansas

Peg Zenk, freelance PR writer  
Hilo, Hawaii

## 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, Farm Progress, High Plains Journal, Hoard's Dairyman, Meister Media Worldwide, Penton Media, Successful Farming/Agriculture Online and Vance Publishing.

### ADVERTORIAL - ONE-PAGE

- 1st - Blasdel Cleaver Schwalbe Communications - NovaSource for Surround Organic Advertorial
- 2nd - Bader Rutter & Associates - John Deere Financial for Risk Management Advertorial
- 3rd - Filament Marketing LLC - Land O'Lakes Purina Feed for Rumen Development Critical for Young Calves - AMPLI-Calf Grower Advertorial

### ADVERTORIAL - MULTI-PAGE OR SPECIAL SECTION

- 1st - Bader Rutter & Associates - Pfizer Animal Health for Responsible Antibiotic Use Advertorial
- 2nd - Gaines Communications - The Howard G. Buffett Foundation/Missouri Ruralist for Three Heads Better Than One
- 3rd - Exponent PR - DuPont Crop Protection for It's Time to Rethink Weed Management

### MEDIA/SPECIAL EVENT

- 1st - Harvest PR & Marketing - Northwest Pear Bureau/USA Pears for The Time is Ripe for Pears 8-City Tour
- 2nd - Blasdel Cleaver Schwalbe Communications - John Deere for John Deere Product Introduction Media Event
- 3rd - Blasdel Cleaver Schwalbe Communications - John Deere for Project Can Do Special Event

### FEATURE OR NEWS WRITING

- 1st - Exponent PR - DuPont Crop Protection for Reining in a Worrisome Weed
- 2nd - Bader Rutter & Associates - Pfizer Animal Health for Take Advantage of All Opportunities
- 3rd - Bader Rutter & Associates - Pfizer Animal Health for Nabbing the Culprits Behind Calfhood Pneumonia

### NEWS RELEASE

- 1st - University of Illinois College of ACES - Department of Crop Sciences for Severe root damage to Bt corn confirmed in northwestern Illinois (by Jennifer Shike)
- 2nd - Harvest PR & Marketing - Cotton Incorporated for Cottonseed Prices Down Despite Reports of Lower Cotton Acres and Continued Drought in Texas

- 3rd - Filament Marketing LLC - Land O'Lakes Animal Milk Products for Cold stress happens even after the snow is gone

### TECHNICAL WRITING

- 1st - Kenna B. Rathai Communications - Novus International, Inc. for Improve ROI by Maintaining Oxidative Balance
- 2nd - Exponent PR - WinField for "Expertise. It's Part of Our Genetics" CROPLAN Genetics 2012 Seed Guide
- 3rd - Exponent PR - DuPont Land Management for "Balancing FERC Compliance, Public Concern and Delivery of Safe, Reliable Power"

### PUBLICATION - PRINT OR ELECTRONIC

- 1st - Exponent PR - WinField for Expertise in Your Inbox
- 2nd - Gibbs & Soell - Syngenta for Thrive
- 3rd - Mike Deering - National Cattlemen's Beef Association for National Cattlemen

### MEDIA MATERIALS/KIT

- 1st - AKC Marketing - Lely for World Dairy Expo Media Kit
- 2nd - DTN/The Progressive Farmer - Strategy Guide Direct Mail
- 3rd - Filament Marketing LLC - ImmuCell Corporation for Immediate Immunity Media Kit

### SPEECH/WHITE PAPER

- 1st - Jerry Hagstrom - The Hagstrom Report for Farmers and Foodies: A Guide to the Farm Bill and the Elections in 2012
- 2nd - Mike Deering - National Cattlemen's Beef Association for Stop the Destructive Death Tax
- 3rd - Filament Marketing LLC - ImmuCell Corporation for Immediate Immunity White Paper: Does your vaccination protocol compromise newborn health?

### WRITING FOR SPECIAL PROJECTS

- 1st - High Plains Journal, Special Projects - All Aboard Wheat Harvest 2011 Special Insert
- 2nd - Blasdel Cleaver Schwalbe Communications - Boehringer Ingelheim Vetmedica Inc. for Daily Dose
- 3rd - AKC Marketing - Latham Hi-Tech Seeds for 2012 Seed Guide

## AAEA NEW MEDIA AWARDS PROGRAM

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

### NEW MEDIA - PUBLISHING DIVISION

#### BLOGS

- 1st – Holly Spangler – Prairie Farmer, “My Generation”
- 2nd – Urban C. Lehner – DTN/The Progressive Farmer, “An Urban’s Rural View”
- 3rd – Mike Wilson – Farm Futures, “This Business of Farming”

#### WEBSITES

- 1st – Farm Journal – AgWeb.com
- 2nd – Dairy Today – Dairy Today.com
- 3rd – DTN/The Progressive Farmer – www.dtnprogressivefarmer.com

#### 6 WEBCASTS/WEBINARS

- 1st – Bryce Knorr – Farm Futures, “The Buzz”

#### SOCIAL MEDIA

- 1st – Farm Journal Media – AgWeb.com
- 2nd – Farm Journal Media – Farm Journal
- 3rd – Living the Country Life on Facebook

#### MOBILE/TABLET TECHNOLOGY APPLICATIONS

- 1st – Cygnus Business Media – Case IH, Farm Forum iPad app

#### MULTIMEDIA STORY

- 1st – AgWeb.com – “A Day in Agriculture”
- 2nd – Massey Ferguson FarmLife/Red Barn Media Group – “Cowboy Gospel”
- 3rd – Agriculture.com – SmartTour Soybean Snapshots

### NEW MEDIA - MARKETING COMMUNICATIONS DIVISION

#### PODCASTS

- 1st – Mike Deering, National Cattlemen’s Beef Association – “Beltway Beef Podcast”

#### BLOGS

- 1st Place (tie) – Mike Deering, National Cattlemen’s Beef Association – “Beltway Beef”
- 1st Place (tie) – Monsanto – Monsanto Corporate, “America’s Farmers” Blog

#### WEBSITES

- 1st – Harvest PR & Marketing – Southern Peanut Growers, PeanutButterLovers.com
- 2nd – Mike Deering, National Cattlemen’s Beef Association – BEEFUSA.org
- 3rd – Harvest PR & Marketing – Cotton Incorporated, WholeCottonseed.com

#### SOCIAL MEDIA

- 1st – Monsanto – Monsanto Corporate, “Thank you, America’s Farmers” Video
- 2nd – Filament Marketing LLC – Land O’Lakes Animal Milk Products, “We Care for Calves” Facebook page
- 3rd – Mike Deering, National Cattlemen’s Beef Association – “Overregulation All Across the Nation”

## 2012 AAEA NEW MEDIA JUDGES

### NEW MEDIA - PUBLISHING DIVISION

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

Pat Jones, publisher/editorial director  
Golf Course Industry  
Cleveland, Ohio

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

Barbara McCabe, principal  
Barbara McCabe Writing & Public Relations  
San Diego, California

### NEW MEDIA - MARKETING COMMUNICATIONS DIVISION

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

Nicole Wisniewski, senior project manager,  
corporate communications & marketing  
The Davey Tree Expert Company  
Chippewa Lake, Ohio

## AAEA PHOTOGRAPHY AWARDS PROGRAM

The AAEA Photography Awards Program is sponsored by AAEA through funding provided by Monsanto Company and Rabo AgriFinance, joined by supporting partner AG CONNECT for Photographer of the Year.

### PORTRAIT/PERSONALITY

- 1st – William DeKay, The Western Producer  
2nd – Jamie Cole, Massey Ferguson FarmLife/  
Red Barn Media Group  
3rd – Jim Patrico, DTN/The Progressive  
Farmer  
Hon. Mention – Dean Houghton, Homestead  
Hon. Mention – William DeKay, The  
Western Producer

### PICTORIAL

- 1st – Tom Dodge, Groveland  
Communications  
2nd – William DeKay, The Western Producer  
3rd – William DeKay, The Western Producer  
Hon. Mention – Jim Patrico, DTN/The  
Progressive Farmer  
Hon. Mention – William DeKay, The  
Western Producer

### FEATURE

- 1st – William DeKay, The Western Producer  
2nd – William DeKay, The Western Producer  
3rd – Harlen Persinger, Freelancer  
Hon. Mention – Jim Patrico, DTN/The  
Progressive Farmer  
Hon. Mention – William DeKay, The  
Western Producer

### NUTS AND BOLTS - LIVESTOCK

- 1st – Ryan Ebert, Hoard's Dairyman  
2nd – Lorne McClinton, The Furrow  
3rd – Dean Houghton, National Hog Farmer  
Hon. Mention – Martha Ostendorf Mintz,  
Corral Creek Communications  
Hon. Mention – Jennifer Carrico, High Plains  
Journal

### NUTS AND BOLTS - CROPS

- 1st – William DeKay, The Western Producer  
2nd – Gil Gullickson, Successful Farming  
2nd – Rich Fee, Successful Farming  
3rd – William DeKay, The Western Producer  
Hon. Mention – Harlen Persinger, Freelancer  
Hon. Mention – Jim Patrico, DTN/The  
Progressive Farmer

### PHOTO STORY/PHOTO SEQUENCE OR PHOTO ESSAY

- 1st – William DeKay, The Western Producer  
2nd – William DeKay, The Western Producer  
3rd – Dean Houghton, The Furrow  
3rd – Jim Patrico, DTN/The Progressive  
Farmer

- Hon. Mention – Jamie Cole, Massey Ferguson  
FarmLife/Red Barn Media Group  
Hon. Mention – Jim Patrico, DTN/The  
Progressive Farmer

### FARM MAGAZINE COVER PHOTO OF THE YEAR

- 1st – The Furrow, Deere & Company  
2nd – The Furrow, Deere & Company  
3rd – DTN/The Progressive Farmer  
Hon. Mention – Hoard's Dairyman  
Hon. Mention – Successful Farming

### BEST USE OF PHOTOGRAPHY

- 1– The Furrow, Deere & Company  
2– Homestead, Deere & Company  
3rd– DTN/The Progressive Farmer  
Hon. Mention – Massey Ferguson FarmLife/  
Red Barn Media Group

### UNPUBLISHED PHOTOS

- 1st – Cory Hall, Freelance  
2nd – Martha Ostendorf Mintz, Corral Creek  
Communications  
3rd – Jamie Cole, Massey Ferguson FarmLife/  
Red Barn Media Group  
Hon. Mention – Ryan Ebert, Hoard's  
Dairyman  
Hon. Mention – Jennifer Carrico, High Plains  
Journal

### PHOTO OF THE YEAR

- William DeKay  
The Western Producer

### PHOTOGRAPHER OF THE YEAR, HONORABLE MENTION

- Jim Patrico  
DTN/The Progressive Farmer

### PHOTOGRAPHER OF THE YEAR

- William DeKay  
The Western Producer

## 2012 PHOTOGRAPHY JUDGES

Jennifer Davidson, Jennifer Davidson  
Photography  
Santa Fe, New Mexico

Paul Mobley, Paul Mobley Studio  
New York, New York

Jim Richardson, Jim Richardson Photography  
Lindsborg, Kansas

## 2012 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. Six 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.

### EARL MANNING

Mid-South Regional Editor Emeritus  
DTN/The Progressive Farmer

"Earl Manning was selected for his lifetime of devotion to his readers and to the profession of agricultural reporting," said Larry Dreiling, Legacy Committee chair. Of special note, Dreiling said, is Manning's work as AAEA president in 1985-86 and in the development of InfoExpo we know today, which changed the way editors met with agribusiness companies and other ag organizations during the Communication Clinic, the forerunner of today's Ag Media Summit.

"It used to be, the story goes, that editors were often swamped during Communications Clinics attending private meetings with agribusiness companies and other ag organizations, which often caused them to miss attending professional development sessions. Earl Manning changed that with InfoExpo, which gave advertisers guaranteed time with editors and gave editors time to attend the professional development sessions they needed for personal growth."

Manning, a strong supporter of professional improvement who himself helped out at the AAEA Photo School from 1976-1984, made the first financial contribution to the AAEA Professional Improvement Foundation -- a check for \$100 made possible by an above-average cotton harvest at Needmore Acres, the family farm in DeSoto County, Mississippi, in the fall of 1985.

## 2012 AAEA DISTINGUISHED SERVICE AWARD

Sponsored by Archer Daniels Midland (ADM)

### JIM EVANS, PHD

Professor Emeritus, University of Illinois

Dr. Evans is being recognized for his work in the development of the Agricultural Communications Documentation Center on the U of I campus, creating a multi-faceted compendium of information on agriculture in general and the profession of agricultural communication in specific.

"Jim Evans and his staff are the true keepers of agriculture's historical attic," said Larry Dreiling, chair of AAEA Legacy Committee. "AAEA has now authorized to ACDC to be the association's archivists. Our rich history joins the history of so many other agricultural organizations. It's to Jim Evans's credit we who love this profession have this treasure trove to keep our industry's legacy alive and vital."

Dr. Evans and his faculty colleagues had the foresight to create the ACDC in 1982. Today, the ACDC contains more than 36,000 documents in a collection that involves agriculture-related communications in 170 countries and is expanding at the rate of 100 documents a month. Among his many, many accomplishments, Dr. Evans is perhaps best known to many AAEA members across the country as an amazing mentor and adviser. He helped students form the American Association of Agricultural Communicators of Tomorrow (ACT, now NACT) in 1970, then served for 25 years as a faculty advisor and coordinator of the national headquarters.

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

## 2012 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.

### JENNIFER SHIKE

Assistant Director for Communications and Marketing  
University of Illinois College of ACES

This year's winner, Jennifer Shike, is the adviser for the Illini Agricultural Communicators of Tomorrow chapter and serves on the student committees for both AAEA and LPC.

Jennifer said in her Horizon Award application essay:

"It's been an honor to receive awards in AAEA and LPC contests, but they pale in comparison to the satisfaction I receive from helping young people achieve success. If I were to receive this honor, I would use the stipend to attend the 2013 Ag Media Summit. And, if allowable, I would like to share the stipend with a student who is not financially able to attend. I would not be where I am today without strong mentoring provided by my heroes in agricultural communications. That's the legacy I hope to leave. I believe that's the legacy Andy Markwart left as well."

Each year, the award's winner receives a \$2,500 stipend, which can be used for attending the International Federation of Agricultural Journalists (IFAJ) annual meeting, the AMS meeting or a professional development class, seminar or workshop.



## **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**

This year, the AAEA board approved naming the top AAEA/ACT scholarship given each year “The Jim Evans Scholarship.” In the words of the Future Ag Communicators committee: “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 2012 Jim Evans Scholarship winner

#### **CLAIRE BENJAMIN**

junior  
University of Illinois, Champaign-Urbana

## **2012 AAEA/ACT SCHOLARSHIP RECIPIENTS**

#### **AMELIA MARTENS**

sophomore with junior standing  
University of Illinois, Champaign-Urbana

#### **FAITH JUREK**

senior  
Texas Tech University

#### **ELLEN REEDER**

sophomore  
University of Illinois, Champaign-Urbana

## **2012 AAEA INTERN**

**Lindsay Calvert**, Iowa State University, spent the summer as the 2012 AAEA intern at DTN/The Progressive Farmer and assisted with the 2012 Ag Media Summit in Albuquerque.

**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

Farm Progress

High Plains Journal

10 Hoard's Dairyman

Meister Media Worldwide

Penton Media

Successful Farming/Agriculture Online

Vance Publishing

**NEW MEDIA AWARDS:**

Syngenta

**PHOTOGRAPHY AWARDS:**

Monsanto Company

Rabo AgriFinance

AG CONNECT

(supporting partner of Photographer of the Year award)

**DISTINGUISHED SERVICE AWARD:**

Archer Daniels Midland Company (ADM)

**LIFETIME ACHIEVEMENT AWARDS:**

CHS Inc.

**ANDY MARKWART HORIZON AWARD:**

John Deere

AAEA Professional Improvement Foundation

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Thank you to our award program managers, Marilyn Cummins and Christine McClintic, and to our AAEA Award Program interns from the University of Missouri Science & Agricultural Journalism program: Breanne Brammer, Alicia Harris, Courtney Leeper, Kari Weis and Sarah Woodhurst. Thank you to AAEA winner program designer Valerie Kisling, senior graphic designer, Oklahoma State University marketing.

Thank you to Den Gardner, Kenna Rathai, Kathy Heyda and Barb Ulschmid of the AAEA staff for strong support of the award programs throughout the year. Thank you also to AAEA intern Lindsay Calvert from Iowa State University.