



2024 ACN WINNERS PROGRAM

OF THE YEAR AWARD WINNERS:

- Story of the Year - Performance over pedigree, Mike Wilson, Farm Progress
- Writer of the Year - Mike Wilson, Farm Progress
- Photo of the Year - Johannes Patursson, Steve Werblow, The Furrow
- Photographer of the Year - Katie Knapp, The Furrow
- Designer of the Year - Rachael Davis, Noble Research Institute
- Communicator of the Year - Katrina Huffstutler, Grant Company

2024 WRITING CONTEST WINNERS

W01: Breaking News

1st Place: "W.Va. residents unite against proposed timber fumigation facility", Ryan Tipps, AGDAILY

2nd Place: "AGCO, Trimble Sign \$2-Billion Deal", Dan Miller, DTN/Progressive Farmer

3rd Place: "Day 1 of Winter Wheat Tour Shows Drought Stress", Joel Reichenberger, DTN/Progressive Farmer

W02: Economics and Management

1st Place: "Performance over pedigree", Mike Wilson, Farm Progress Co.

2nd Place: "Be Prepared", Lisa Foust Prater, Successful Farming

3rd Place: "Good Cheeses Make Good Neighbors", Steve Werblow, The Furrow

W03: Editorial Opinion

1st Place: "Eagles and Expectations: 50 Years of the Endangered Species Act", Jason Jenkins, DTN/Progressive Farmer

2nd Place: "Stock show standoffs aren't worth the stress and strife", Heidi Crnkovic, AGDAILY

3rd Place: "Momentum", Mike Rankin, Hay & Forage Grower

W04: Human Interest

1st Place: "Spreading Happiness...in a Cup", Jennifer Shike, Farm Journal's PORK

2nd Place: "Sale Day in Mankato", Bill Spiegel, The Furrow

3rd Place: "Turkey Red: The wheat that built Kansas", Jennifer M. Latzke, Kansas Farmer Magazine / Farm Progress

W05: Humorous Article

1st Place: "Donkey madness", Mike Rankin, Hay & Forage Grower

2nd Place: "The \$100 road trip of a lifetime", Holly Spangler, Prairie Farmer/Farm Progress

3rd Place: “9 Rules Parents Throw Out the Window During Fair Week”, Jennifer Shike, Farm Journal's PORK

W06: Issues

1st Place: “All Work and No Play Is No Joke”, Martha Mintz for John Deere THE FURROW

2nd Place: “Blood, vet and tears: The winds of change blow to vet medicine”, Betty Haynes, Prairie Farmer

3rd Place: “Great Tech Hunt”, Dan Miller, DTN/Progressive Farmer

W07: On-Farm Production

1st Place: “View From the Cab”, Pamela Smith, DTN/Progressive Farmer

2nd Place: “Level Up on Soil Health With Livestock”, Courtney Leeper Girgis, Successful Farming

3rd Place: “Farmers: How to actually get paid for carbon”, Betty Haynes, Prairie Farmer

W08: Personality Profile

1st Place: “Peggy Whitson: From the Farm to the Stars”, Lisa Foust Prater, Successful Farming

2nd Place: “A Mission of Abundance”, Martha Mintz for John Deere THE FURROW

3rd Place: “For the Sake of Pig Care”, Jennifer Shike, Farm Journal's PORK

W09: Regular Column

1st Place: “Are Russian Wheat Farmers Outcompeting the World or Is Something Else Going On?”, Todd Hultman, DTN/Progressive Farmer

2nd Place: “Dear Farm Wife”, Holly Spangler, Prairie Farmer/Farm Progress

3rd Place: “Long live the rural veterinarian”, Holly Spangler, Prairie Farmer/Farm Progress

W10: Technical Feature

1st Place: “High Altitude Hatching”, Martha Mintz for John Deere THE FURROW

2nd Place: “Greens Get A New Flow”, Martha Mintz for John Deere THE FURROW

3rd Place: “Electric, driver-optional tractor sparks farmer interest”, Betty Haynes, Prairie Farmer

W11: Emerging Writer

1st Place: “Future Grain Marketers of America”, Cassidy Walter, Successful Farming

2nd Place: “From a Foreign Land”, Cassidy Walter, Successful Farming

3rd Place: “The Greatest Gift”, Bethany Baratta, Iowa Soybean Review

W12: Team story:

1st Place: “The local grain elevator closed. Now what?”, Betty Haynes and Tom Bechman, Farm Progress

2nd Place: “Chaotic Weather”, Chelsea Dinterman and Alex Gray, Successful Farming

3rd Place: “Prevent the tragedy of combine fires”, Curt Arens, Sarah McNaughton & Mindy Ward, Farm Progress

WRITER OF THE YEAR – HONORABLE MENTION

Martha Mintz for John Deere THE FURROW

MASTER WRITER LEVELS:

Level One

Rhiannon Branch
Pam Caraway
Mitch Galloway
Anna Miller

Level Two

Joshua Baethge
Alex Gray
Jennifer Hammarin
Adrienne Held
Jeff Hutton
Allison Lund

Level Three

Katelyn Allen
Phyllis Coulter
Jacqueline Holland
Todd Hultman
Candace Krebs
Julie Mais
Kriss Nelson
Chris Torres

Level Four

Kevin Schulz

Master Writer (level five)

Bethany Baratta
Tom Bechman
Heidi Crnkovic
Chelsea Dinterman
Amber Friedrichsen
Marlee Jackson
Courtney Leeper-Girgis
Sarah McNaughton
Becky Mills
Lisa Prater
Jennifer Shike
Cassidy Walter

Writer of Merit (level six)

Betty Haynes
Greg Horstmeier
Mindy Ward

2024 PHOTOGRAPHY CONTEST WINNERS

P1: Portrait/Personality

1st Place: “Johannes Patursson”, Steve Werblow, The Furrow

2nd Place: “Hop Farmer”, Katie Knapp, The Furrow

3rd Place: “Karl Neudorf”, Lorne McClinton, The Furrow

HM: “A Daily Ritual”, Julie Mais, Angus Journal

P2: Pictorial

1st Place: “Throwing Pottery”, Katie Knapp, The Furrow

2nd Place: “Bin Site Sunrise”, Betty Haynes, Prairie Farmer

3rd Place: “Peppers”, Lorne McClinton, The Furrow

HM: “Soybean Sunset”, Joel Reichenberger, DTN/Progressive Farmer

P3: Feature

1st Place: “Triumph Over Tragedy”, Betty Haynes, Prairie Farmer

2nd Place: “Estella and Gwynne”, Steve Werblow, The Furrow / Homestead

3rd Place: “Beards and Boards”, Harlen Persinger, Hlensphotos

HM: “My turn”, DTN/Progressive Farmer, Joel Reichenberger

P4A: Nuts and Bolts Livestock

1st Place: “Sunrise roundup”, Joel Reichenberger, DTN/Progressive Farmer

2nd Place: “Highland Lass”, Martha Mintz for John Deere THE FURROW

3rd Place: “Feeding Time”, Betty Haynes, Prairie Farmer

HM: “The Perfect Dose”, Betty Haynes, Prairie Farmer

P4B: Nuts and Bolts: Crops

1st Place: “Checking Pivots”, Katie Knapp, The Furrow

2nd Place: “Cracked up”, Joel Reichenberger, DTN/Progressive Farmer

3rd Place: “Night Hops”, Katie Knapp, The Furrow

HM: “Worm Farmer”, Betty Haynes, Prairie Farmer

P5: Picture Story, Photo Sequence or Photo Essay

1st Place: “Blood, Vet and Tears”, Prairie Farmer, Betty Haynes

2nd Place: “Cowboy Up For Conservation”, Martha Mintz for John Deere THE FURROW

3rd Place: “Footscore Photostory”, Megan Silveira, Angus Journal

HM: “Farm Safety's Power Couple”, Prairie Farmer, Betty Haynes

P7: Emerging Photographer

1st Place: “Cattle Man Dan”, Joclyn Bushman, Iowa Soybean Association, Iowa Soybean Review

2nd Place: “Cover Crop Walk”, Joclyn Bushman, Iowa Soybean Association, Iowa Soybean Review

3rd Place: “The Kline Family”, Bri Grunden, Michigan Farm Bureau, Michigan Farm News

HM: “Drew Bordner”, Bri Grunden, Michigan Farm Bureau, Michigan Farm News

P8: Photo Illustration

1st Place: “Distilling Farm Legacy”, Martha Mintz for THE FURROW

2nd Place: “Tequila”, Katie Knapp, The Furrow

3rd Place: “Data Lockdown”, Steve Werblow, The Furrow

HM: “Soy Protein”, Katie Knapp, The Furrow

P9: Unpublished Photos

1st Place: “Total Eclipse on the Farm”, Rhiannon Branch, Illinois Farm Bureau / FarmWeek

2nd Place: “B.C. Rancher”, Elaine Shein, DTN/Progressive Farmer

3rd Place: “Fall Harvest”, Joel Reichenberger, DTN/Progressive Farmer

HM: “Waving wheat”, Joel Reichenberger, DTN/Progressive Farmer

P10: Advertorial Photos

1st Place: “Farming for the Future”, Prairie Farmer, Betty Haynes

2nd Place: “There Are Easier Ways To Make a Living”, Texas Beef Council, Victoria Heller

3rd Place: no entry

HM: no entry

P11: Rotating Theme: From Above

1st Place: “Pepper Packing Plant”, Elaine Shein, DTN/Progressive Farmer

2nd Place: “Rows of research”, Allison Jenkins, MFA Incorporated

3rd Place: “Corn & Soybeans Above”, Joclyn Bushman, Iowa Soybean Association

HM: “Soy Success”, Adam Hester, CHS

P12: Digitally Enhanced Photos

1st Place: “Mountain Grazing”, Martha Mintz for John Deere's THE FURROW

2nd Place: no entry

3rd Place: no entry

HM: no entry

Honorable Mention Photographer of the Year 2024:

Steve Werblow, The Furrow

MASTER PHOTOGRAPHER PROGRAM:

Level One

Rose Burgweger

Chris Clayton

Kevin Schultz

Jennifer Warren

Level Two

Bri Grunden

Victoria Heller

Julie Mais

Level Three

Jocelyn Bushman

Rhiannon Branch

Megan Silveira

Level Four

none in 2024

Level Five

none in 2024

Master Photographer

Katie Knapp

2024 MARCOMM CONTEST WINNERS

MC1: Advertorial One-Page

1st Place: Doreen Muzzi, BarkleyOKRP/Zoetis, “Highlighting the caring people supporting pig health”

2nd Place: Faith Smith on behalf of Water Grows, “Water: The Secret Ingredient to All Your Texas Foodie Favorites”

3rd Place: Amber Selman, AgCulture Marketing & Total Farm Marketing, “TFM DRP Insurance Advertorial”

MC2: Advertorial, Multi-Page or Special Section

1st Place: Rebecca Lunna, broadhead, “Cattle First Flipbook: For Those Who Champion Cattle Health”

2nd Place: Ryan Tipps, AGDAILY, “ 'Back to the Basics of Weed Control' Storen Content Series”

MC3A: Best Media or Special Event – For-Profit

1st Place: Leigh Ann Cleaver / Mod Op, “FPS Ag Media Event”

2nd Place: Leigh Ann Cleaver / Mod Op, “Tech Talks Ag Media Event”

3rd Place: Marilyn Cummins and Jamie Cole / Red Barn Media Group, “Gleaner Centennial Event and Campaign”

MC3B: Media/Special Event: Not-For-Profit

1st Place: Clint White, Sorghum Checkoff, “Sorghum. The Smart Choice - Trade show booth”

2nd Place: Joy Crosby/Jessie Bland, Georgia Peanut Commission, “Peanut Butter Lovers Month”

3rd Place: Joy Crosby/Jessie Bland, Georgia Peanut Commission, “National Peanut Month”

MC4: Feature Article

1st Place: Jennifer Hammarin, AgWest Farm Credit, “Radiating Acts of Kindness”

2nd Place: Jamie Cole, Red Barn Media Group, “Bales, Bovine and Barn Ball”

3rd Place: Jamie Cole, Red Barn Media Group, “Making the Best Ground Better”

MC5: News Article

1st Place: Mitch Galloway, Michigan Farm News, “Eminent domain and farmland: ‘We need to protect agriculture’ ”

2nd Place: Jamie Cole, Red Barn Media Group, “Completing The Farming Circle with Biosolids”

3rd Place: Shannon Linderoth, broadhead, VAS Tissue Testing Press Release

MC6: Print News Releases

1st Place: National Sorghum Producers, “USDA RMA Announces Continued Improvements To Sorghum Crop Insurance”

2nd Place: Lori Maude and Landon Watkins, Bader Rutter & Zoetis, “Valcor Launch News Release”

3rd Place: Jennifer Goldston, AgTechPR/Zeakal, “ZeaKal And Nutrien Ag Solutions Collaboration Cements More Sustainable, Healthy U.S. Soybean Supply Chain”

MC7: Technical Writing

1st Place: Mod Op, “Progressive Forage Article”

2nd Place: Marilyn Cummins for Noble Research Institute, “Befriending Bats and Diving Into DNA”
3rd Place: Joseph Hopper and Susan Langman, Iowa Soybean Association, “Improved Cropping System in Iowa Ad”

MC8A: Publication – Print or Electronic – For Profit

1st Place: Kasey Brown, broadhead, “GEA Dairy Illustrated”
2nd Place: Holly Spangler, Betty Haynes, Rosa Francis & Rachel Velasco, Prairie Farmer/Farm Progress, “2024 Prairie Farmer Master Farmer Section”
3rd Place: Michigan Farm News, Dennis Rudat, Mitch Galloway, Bri Grunden & Tim Rogers, “Michigan Farm News”

MC8B: Publication – Print or Electronic – Not for Profit

1st Place: Rachael Davis (designer), Rob Mattson (photographer) & Tara Lynn Thompson (writer), Noble Research Institute, “Legacy Magazine”
2nd Place: National Sorghum Producers, “Sorghum Grower Magazine”
3rd Place: Joy Crosby/Jessie Bland, Southeastern Peanut Farmer, “Southeastern Peanut Farmer”

MC9: Media Materials/Kit

1st Place: Rebecca Lunna, broadhead, “We Packed You a Lunchbox for Your Deworming Crash Course”
2nd Place: broadhead / Wilbur-Ellis, “Get Your Stories Growing Media Kit”
3rd Place: Western Livestock Journal, “2024 Western Livestock Journal Media Kit”

MC10: Speeches and White Paper

1st Place: Cynthia Clanton, CHS, “Elevate: Board Chair Speech, 2023 CHS Annual Meeting”
2nd Place: Joseph Hopper and Susan Langman, Iowa Soybean Association, “ISA White Paper: Drainage Water Recycling”
3rd Place: AgCulture Marketing and Mach, “Mach Deploying Autonomy at Scale White Paper”

MC11: Writing for Special Projects

1st Place: Shannon Linderoth, broadhead, “McLanahan Manure Regulations eBook”
2nd Place: Doreen Muzzi, BarkleyOKRP/Valent, “Valent U.S.A. FY22 Sustainability Report”
3rd Place: Jessie Bland, Georgia Peanut Commission, “2024 Georgia Peanut Calendar”

MC12: Audio News Release

1st Place: Katrina Huffstutler, Grant Company, “Florida Auctioneer Wins World Livestock Auctioneer Championship Qualifier”
2nd Place: Bader Rutter, “Yield Record Breaker Audio News Release”
No 3rd place entry

MC13: Marketing Video

1st Place: Jessie Bland, Georgia Peanut Commission, “Times Square Advertising”
2nd Place: Jamie Cole / Red Barn Media Group, “Panek Farms”
3rd Place: Leigh Ann Cleaver, Mod Op, “Norbrook's Tauramox Video”

MC14: Collateral Piece

1st Place: Clint White, Sorghum Checkoff, “Sorghum Checkoff 15th Anniversary Logo”

2nd Place: broadhead, “PRRSGard Efficacy Summary”

3rd Place: Jessie Bland, Georgia Peanut Commission, “Peanut Butter Graphic”

MASTER COMMUNICATOR LEVELS:

Level One

Bobby Edwards
Rosa Francis
Jennifer Goldstein
Lori Hallowell
Betty Haynes
Susan Langman
Lori Maude
Anna Miller
Dennis Rudat
Amber Selman
Faith Smith
Holly Spangler
Rachel Velasco

Level Two

Marilyn Cummins
Mitch Galloway
Jennifer Hammarin
Doreen Muzzie
Tara Lynn Thompson
Jennifer Warren
Clint White

Level Three

Wyatt Bechtel
Kasey Brown
Leigh Ann Cleaver
Rebecca Lunna
Ryan Tipps

Level Four

Cynthia Clanton
Joseph Hopper

Level Five (Master of Communications)

Jessie Bland
Katrina Huffstutler

Level Six (Communicator of Merit)

none in 2024

2024 DESIGN CONTEST WINNERS:

D01 Cover Page Design – Commercial

1st Place: “How to score in '24”, Farm Progress, Lisa Lynd

2nd Place: “192 Successful Farming Feb 2024”, Successful Farming, Matt Strelecki

3rd Place: “Reimagine retirement”, Farm Progress, Lisa Lynd

D02 Cover Page Design - Custom

1st Place: “The Furrow Cover, Summer 2023, Homestead Edition”, Nate Werner, Mod Op

2nd Place: “C magazine - Winter 2024”, Amy Gohman, Colle McVoy, CHS

3rd Place: “The Furrow Cover, February 2024”, Nate Werner, Mod Op

D03 Single-Paged Editorial Design - Commercial

No entries in 2024

D04 Single-Paged Editorial Design - Custom

1st Place: “Green & Growing, Furrow, Summer 2023”, The Furrow, Nate Werner, Mod Op

2nd Place: “Bits & Pieces, Furrow, Sep/Oct 2023”, Homestead, Nate Werner, Mod Op

3rd Place: no entries in 2024

D05 Opening Page or Spread Design – Commercial

1st Place: “Weather Chaos spreads Oct 23”, Successful Farming, Matt Strelecki

2nd Place: “How to score in '24”, Farm Progress, Lisa Lynd

3rd Place: “Grain marketing opener 8-23”, Successful Farming, Matt Strelecki

D06 Opening Page or Spread Design – Custom

1st Place: “Rodeo Silence”, Amy Gohman, Colle McVoy, CHS

2nd Place: “Step by Step”, Amy Gohman, Colle McVoy, CHS

3rd Place: “Crop Cadet”, Amy Gohman, Colle McVoy, CHS

D07 Two-Page Plus Design - Commercial

1st Place: "A Legacy of Leadership: The Wayne Fredericks Feature, Iowa Soybean Review February 2024", Susan Langman, Iowa Soybean Association

2nd Place: “Pencil out a preharvest advantage”, Farm Futures/January 2024, Farm Progress, Lisa Lynd

3rd Place: “SF Foreign land spreads 1-24”, Successful Farming, Matt Strelecki

D08 Two-Page Plus Design - Custom

1st Place: “From Pasture to Plate”, Noble Research Institute, Rachael Davis

2nd Place: “Delivering Results”, Amy Gohman, Colle McVoy, CHS

3rd Place: “Fertilizer's Efficient Future”, Amy Gohman, Colle McVoy, CHS

D09 Special Editorial Section Design (Commercial or Custom)

1st Place: “Legacy Magazine DIY, Spring 2023”, Noble Research Institute, Rachael Davis

2nd Place: “Blurred Biologicals”, DTN/Progressive Farmer, Brent Warren /Art Director

3rd Place: no entry for 2024

D10 Overall Magazine Design - Commercial

1st Place: “The Cattleman, October 2023”, Grant Company, Heather Heater

2nd Place: “Mental Health is Health, Iowa Soybean Review May 2023”, Iowa Soybean Association, Susan Langman

3rd Place: “Angus Journal January 2024”, Angus Journal, Jaime Albers

D11 Overall Magazine Design – Custom

1st Place: “The Furrow, Spring, 2024”, The Furrow, Nate Werner, Mod Op

2nd Place: “C magazine - Summer 2023”, Amy Gohman, Colle McVoy, CHS

3rd Place: “Legacy, Fall 2023”, Noble Research Institute, Rachael Davis

D12 Overall Magazine Design – Special Issues (Commercial or Custom)

1st Place: “The Furrow, February, 2024”, The Furrow, Nate Werner, Mod Op

2nd Place: “North American Bull Guide”, Anna Miller, Western Livestock Journal

3rd Place: no entry for 2024

D13 Special Publication Design – Annual Reports, etc (Commercial or Custom)

1st Place: “Long Live Our Grazing Lands”, Noble Research Institute, Rachael Davis

2nd Place: “Frona ESG report”, Wyatt Bechtel, broadhead

3rd Place: “Iowa Soybean Production 2022 in Review Handout”, Iowa Soybean Association, Susan Langman

D14 Web Design – Electronic Newsletter/Magazine (Commercial or Custom)

1st Place: “AGCO FarmLife”, Jamie Cole, Red Barn Media Group

2nd Place: no entry in 2024

3rd Place: no entry in 2024

D15 Best Use of Typography (Commercial or Custom)

1st Place: “Rolling Out the Red Carpet”, Angus Journal, Jaime Albers

2nd Place: “Fishing, Iowa Soybean Review November 2023”, Iowa Soybean Association, Susan Langman

3rd Place: “Egypt, Iowa Soybean Review May 2023”, Iowa Soybean Association, Susan Langman

D16 Best Use of Chart and Graph Material (Commercial or Custom)

1st Place: “Successful Farming Foreign land ownership Jan 24”, Successful Farming, Matt Strelecki

2nd Place: “Waves of change”, Farm Progress, Shelly Jarka

3rd Place: “Husker football fan food facts”, Farm Progress, Shelly Jarka

D17 Best Use of Photography in a Print Periodical (Commercial or Custom)

1st Place: “C magazine”, CHS, Amy Gohman

2nd Place: “The Furrow, Dec 2023, Jan, Feb, Mar 2024”, The Furrow, Nate Werner, Mod Op

3rd Place: “Angus Journal”, Angus Journal, Megan Silveira and Jaime Albers

Honorable Mention Designer of the Year:

Amy Gohman

2024 DIGITAL & SOCIAL MEDIA AWARD WINNERS

PUBLISHING:

DP1 Podcasts

1st Place: “Angus at Work: Avoid Genetic Train Wrecks”, Angus Media, Miranda Reiman and Kasey Brown

2nd Place: “Just how much farmland does Bill Gates own?”, Farm Progress, Curt Arens and Sarah McNaughton

3rd Place: “What Is Influencing Land Values”, DTN/Progressive Farmer, Elaine Shein, Victoria Myers, & Nick Scalise

DP2 Blogs

1st Place: “Production Blog”, DTN/Progressive Farmer, Pamela Smith

2nd Place: “Cowtowns & Skyscrapers”, Kansas Farmer magazine/ Farm Progress, Jennifer M. Latzke

3rd Place: “MasseyFerguson.com Customer Story Blog”, Red Barn Media Group, Jamie Cole

DP3 Websites

1st Place: “Angus Journal website”, Angus Journal, Angus Journal team (Julie Mais, Megan Silveira, Jaime Albers, Miranda Reiman)

2nd Place: “Agriculture.com”, Successful Farming, Natalina Sents Bausch and Noah Rohlfing

3rd Place: “AGDAILY”, AGDAILY, Ryan Tipps & Heidi Crnkovic

DP4 Webinars

1st Place: “Hoard's Dairyman Monthly Webinar- 'Managing for success with robotic milking systems’”, Hoard's Dairyman, Abby Bauer

2nd Place: “Hoard's Dairyman Monthly Webinar- 'Feeding the calves of today and tomorrow’”, Hoard's Dairyman, Abby Bauer

3rd Place: “Hoard's Dairyman Monthly Webinar- 'The long-term consequences of heat stress in dairy cattle.’”, Hoard's Dairyman, Abby Bauer

DP5 Social Media

1st Place: “Angus Journal's Social Media Presence”, Angus Journal, Megan Silveira

2nd Place: “AGDAILY Social Media”, AGDAILY, Ryan Tipps & Heidi Crnkovic

3rd Place: “Native American Agriculture Funds Social Media”, Native American Agriculture Fund, Samantha Belote

DP6 Mobile/Tablet Technology Applications

No entries in 2024

DP7 Multimedia Story

1st Place: “Sorghum Sustains - Docu Series”, Sorghum Checkoff, Clint White

2nd Place: “Rural Revival: Why 3 Pig Farmers’ Wives Quit Teaching and Bought a Coffee Truck”, Farm Journal's PORK, Jennifer Shike

3rd Place: “ ‘The Space in Between,' The Cattleman, January 2024’”, Grant Company, Jena McRell

DP8 Video Production

1st Place: “Help for Wild Horses”, Successful Farming Custom Solutions, Justin Davey

2nd Place: “Awaken at Aiken”, Successful Farming Custom Solutions, Justin Davey

3rd Place: “Trail Boss”, Red Barn Media Group, Jamie Cole

2024 DIGITAL & SOCIAL MEDIA AWARD WINNERS

MARKETING COMMUNICATIONS

DM1 Podcasts

1st Place: “ACM + Global Farmer Network Podcast”, AgCulture and Global Farming Network, Amber Selman

2nd Place: “History of Farm Policy with Jim Wiesemeyer and Jeff Harrison”, Sorghum Smart Talk: Policy Edition, National Sorghum Producers, Jennifer Warren

3rd Place: “ILSoyAdvisor Podcast”, ILSoyAdvisor, Illinois Soybean Association, Kelsey Litchfield

DM2 Blogs

1st Place: “Water Grows Blog”, Faith Smith on behalf Water Grows - an initiative of Texas Corn Producers and the Natural Resources Conservation Service

2nd Place: “Nedap LinkedIn newsletters”, broadhead, Shannon Linderoth

3rd Place: “ILSoyAdvisor's Field Notes Blog”, Illinois Soybean Association, ILSoyAdvisor, Illinois Soybean Association Agronomy Team/Kelsey Litchfield

DM3 Websites

1st Place: “Sorghum. The grain that gives. Sustainability Website landing page”, Sorghum Checkoff, Clint White

2nd Place: “PRRSGard Landing Page”, broadhead, Kasey Brown

3rd Place: “Georgia Peanut Commission Website”, Georgia Peanut Commission, Joy Crosby

DM4 Webinars

1st Place: “Endangered Species Act and Its Impact on Pesticide Regulation”, Illinois Soybean Association, ILSoyAdvisor, Kelsey Litchfield

2nd Place: “What are Climate Smart Agricultural Commodities, and How Do Soybeans Fit In?”, Illinois Soybean Association, ILSoyAdvisor, Kelsey Litchfield

3rd Place: no entry

DM5 Social Media

1st Place: “Water Grows Social Media”, Faith Smith on behalf of Water Grows - an initiative of the Texas Corn Producers and the Natural Resources Conservation Service

2nd Place: “Fendt North America Social Content Program”, Red Barn Media Group / Fendt North America, Jamie Cole

3rd Place: “Purina Chatbots”, broadhead, Nicole Smith

DM6 Mobile/Tablet Technology Applications

No entries in 2024

DM7 Online Media Rooms/Media Kits/Media Events

1st Place: “Corteva Range & Pasture Online Media Kit”, Bader Rutter, Lori Hallowell

2nd Place: no entries in 2024

3rd Place: no entries in 2024

DMS Video Production

1st Place: “In the Eye of the Storm”, Grant Company, Katrina Huffstutler

2nd Place: “Zoetis Born of the Bond Series”, Bader Rutter & Zoetis, Lori Maude

3rd Place: “Cover Crop Chronicles: Management Strategies Before Corn”,

Illinois Soybean Association, ILSoyAdvisor, Kelsey Litchfield

2024 ACN Lifetime Achievement Award

The Ag Communicator's Network (ACN) Lifetime Achievement Award (LAA) is designed to honor current and former members of the organization, including those who may be deceased, for their outstanding professional and personal achievements. Recipients of the award are recognized for leadership, with specific emphasis on their contributions toward improving the viability and value of ACN. This award is reserved for those who have adhered to high standards of professionalism in all aspects of their endeavors.



PR Pioneer Kelly Schwalbe Receives Lifetime Achievement Award from Ag Communicators Network

LAGRANGE, GA – Kelly Schwalbe, public relations professional and pioneer, has been named the Agricultural Communicators Network's (ACN) Lifetime Achievement Award recipient for 2024.

This award honors ACN members for outstanding professional and personal achievements in leadership. During his 35+ years in the agricultural public relations business, Schwalbe has served in corporate, freelance and agency public relations roles, received multiple accolades for his innovative work, and dedicated hours of volunteer time to give back to the industry.

“Kelly is an exemplary volunteer and supporter of ACN and very deserving of this honor,” said Samantha Kilgore, ACN Executive Director. “He selflessly dedicated hours to growing our organization and sharing his public relations expertise and wisdom from his career to help ACN and its members succeed.”

After graduating from Iowa State University, Kelly began his career in agricultural communications. He began his career with Walnut Grove Animal feed as the director of publications. He then joined Valentine Radford (VR) and would spend the next 18 years there, serving as a public relations account supervisor leading public relations support efforts for Bayer Crop Science.

In 2003, he founded BCS Communications with partners (and former VR colleagues) Leigh Ann Cleaver and Illinois Blasdel in 2003. Their concept was to create a smaller, nimbler agency model where senior counselors would have more day-to-day contact with clients.

In 2015, BCS evolved into Sage Communications and continued serving top-tier agricultural and animal health clients such as John Deere, NovaSource, Boehringer-Ingelheim Vetmedica, the Cardiac Education Group and others.

Throughout the evolution of the BCS/Sage agency, Schwalbe led the public relations practice team. He was actively involved in the development, direction, and execution of public relations programs for all the agency's clients. In addition to his public relations expertise, Schwalbe has served as a trusted teacher and mentor for many young agricultural public relations professionals, within his own organization and throughout the agricultural industry.

As a member and participant of many industry clubs and associations, Schwalbe nurtured and grew relationships throughout the agriculture and animal health industries. He generously contributed his time and expertise to many agribusiness-industry organizations. For example, when he spearheaded the effort to create a strategic communications plan for the National Association of Farm Broadcasting in 2006-2007 – he contributed this work as a pro bono service to the organization.

Throughout his career, Schwalbe has been recognized as one of the leading agricultural public relations practitioners in the U.S. In 2017, he was invited to provide media and message training to entrepreneurs and business owners at the Danforth Plant Science Center's 39 North – Venture Café.

Schwalbe received accolades from prestigious organizations such as the North American Precis Syndicate and National Agri-Marketing Association (NAMA) for numerous Best of NAMA awards, the 2017 Professional Development Award for Excellence in Public Relations, and "25 Under 25" award in 2017 for the top 25 businesses in Kansas City with under 25 employees. Over his 35 years of public relations, he has won numerous Marketing Communications awards from the ACN Communications Awards Contest.

As an ACN member, Schwalbe was influential on ethics as he developed and implemented guidelines for paid and unpaid content by companies and agencies. He also served on the membership committee during a time of tremendous growth and helped start the ACN MarComm awards while serving as an advisor on the board. Lastly, he served the ACN Professional Improvement Foundation as the Chairman for 10 years.

"I am incredibly honored and humbled to be receiving this year's Lifetime Achievement Award," said Schwalbe. "Being a part of ACN for the last 30 years has been a true blessing and a gift."

The Ag Communicators Network has named a Lifetime Achievement Award recipient since 1990.

The 2024 Lifetime Achievement Award was sponsored by CHS, Inc.

2024 ACN Distinguished Service Award

Each year the Ag Communicators Network honors an individual outside of the organization with the Distinguished Service Award (DSA). The recipient is a leader who gives something back to the agricultural community through outstanding efforts in education, science, or public affairs. The person selected should be currently active in their field.



LAGRANGE, GA – George Rehm, University of Minnesota (U of M) Extension Soil Fertility Specialist, has been posthumously named the Agricultural Communicators Network (ACN) Distinguished Service Award recipient for 2024. Rehm’s nutrient management Extension program was used across the country. He was known for both being a skilled educator and a charismatic supporter of Minnesota and Nebraska farmers. Rehm passed away in January 2024.

The Distinguished Service Award is presented to non-members who give back to the agricultural community and have demonstrated outstanding leadership efforts in agricultural education, science, or public affairs. ACN has named Distinguished Service Award recipients since 1947. Rehm’s family will be receiving this award on his behalf during the 2024 Agricultural Media Summit in Kansas City, Missouri on August 6.

Rehm’s life was always soil-focused and dedicated. He started his soil career when he received his Bachelor of Science degree from Ohio State University before moving to the University of Minnesota to obtain his master’s and PhD in soil science. In 1969, he accepted a position as an Extension soil fertility specialist at the University of Nebraska’s Northern Regional Extension Center. He returned to Minnesota in 1983 to continue to bleed maroon and gold again, when he became the University of Minnesota’s Extension soil fertility specialist.

“His nutrient management Extension program was highly regarded nationally,” said Carl Rosen, who heads the University of Minnesota’s department of soil, water, and climate. “He gained the trust of farmers through his common sense and practical approach. George was a prolific writer about the latest nutrient management research and fertilizer application guidelines, contributing this information to extension bulletins, popular farm magazines, and most recently online blogs, even in his retirement.”

According to Rosen, Rehm had the ability to connect with farmers wherever he went, making anybody feel like somebody. “He was always in high demand for presenting information to farmers in the Upper Midwest at numerous speaking events every year,” he said.

He did much of his research on iron chlorosis in soybeans. Fortunately, the problem is becoming

manageable due to tolerant soybean varieties and a product called SoyGreen that enables plants to better absorb iron.

In Minnesota, Rehm valued the variety the large state provided. “Minnesota has different soils and cropping systems. We would work in the Jackpine counties in the North and then go to the Red River Valley, and then the hill country of southeastern Minnesota,” Rehm shared.

One common theme of Rehm’s career was time spent debunking “foo-foo juice”—those “magical” fertilizers or compounds sold by salespeople with a smile, a shoeshine and no backing data.

Years later, in 2015, Rehm was at it again in retirement, presenting a talk as a private consultant about foo-foo juices titled No Good Then, No Good Now. He also kept his research chops sharp by working with Discovery Farms of Minnesota as a fertility specialist. He also served as a consultant and expert witness in legal cases.

Looking back, Rehm was somewhat amused and proud of the fact that many concepts touted as “new” today—such as the 4R program that stresses placing fertilizer at the right rate, time, place and source—are rooted in research he and other soil scientists conducted in Nebraska and Minnesota.

“I have been very fortunate,” said Rehm. “I look at all the research we conducted and recommendations that are still being used today. And I just had some wonderful researchers and farmers to work with throughout my career.”

His work has been recognized with awards, including the 1987 Outstanding Soil Scientist by the National Fertilizer Solutions Association, the 1990 Outstanding Contribution to Agronomy from the American Society of Agronomy, the 1994 Fellow of the American Society of Agronomy, the 1998 Fellow of the Soil Science Society of American, the 2001 Outstanding Service to Extension by the Minnesota County Extension Agent Association, the 2002 Outstanding Service to Agriculture by the Minnesota Farm Bureau, and the 2005 Outstanding Service to Minnesota Corn Growers by the Minnesota Corn Growers.

2024 Andy Markwart Horizon Award

The Andy Markwart Horizon Award is an annual award given to an ACN member who embodies the youthful vigor, energy, passion, dedication, and creativity shown by Andy in his volunteer work with the organization for many years. Andy, editor of The Furrow, died in 2006 from heart problems. However, his legacy lives on through this prestigious honor. The award is sponsored by the ACN Professional Improvement Foundation (PIF) and Gardner & Gardner Communications.

Wyatt Bechtel / broadhead

The Andy Markwart Horizon Award, presented by the Agriculture Communicators Network's Professional Improvement Foundation is an annual award given to an ACN member who embodies the youthful vigor, energy, passion, dedication and creativity shown by Andy in his volunteer work for ACN for many years.

Andy left a wonderful legacy. We're pleased to announce this year's winner who epitomizes Andy's talent, spirit and passion.

That's pretty evident by what people who have worked with this year's winner have stated.

Excerpts include:

“His work makes a difference in the U.S. beef industry. He has a helpful and unassuming communication and leadership style, as well as knowledge of the market that is second to none.”

“His stories revealed both his understanding of many complex subjects, but also his desire to help producers be successful with new ideas and innovations in management.”

Award winners will receive a \$2,500 stipend, which can be used for attending the International Federation of Agricultural Journalists annual meeting, the AMS meeting, or a special class, seminar, or workshop. ACN members 35 years or younger are eligible for this award.

Andy Markwart had a passion for life and agriculture, and this year's winner clearly exhibits that. This year's award will help give our winner the opportunity to afford the tools to truly serve the people that sustain the environment, food security, rural economies, and most importantly, life.



2024 ACN PIF Scholarship Recipients

Both scholarships are made possible through a grant from The Agricultural Communicators Network Professional Improvement Foundation.

The Future Ag Communicators Committee is excited to announce this year's two Ag Communicators Network scholarship recipients: Kesley Holdgrafer and Jackie Miller, both agricultural communications seniors at Iowa State University.

Holdgrafer interviewed in-person at the Ag Media Summit in Kansas City and received top scholarship named in honor by Dr. James Evans (\$3,000) and made possible by an endowment from ACN member Lyle E. Orwig. Jackie Miller, runner-up, received the Past Presidents' Scholarship (\$1,500), which is made possible through donations to the ACN Professional Improvement Foundation.

We look forward to getting to know these two students more at AMS. In the meantime, we've asked them a few questions as a way of introduction.

Kesley Holdgrafer

Hometown: Bryant, Iowa

College: Iowa State University

Double Major: Agricultural Communications and Public Relations

Expected Graduation: May 2025

What are your summer plans?

This summer, I'm excited to join Vermeer Corporation as a Forage Product Marketing Intern. My role involves engaging in a variety of marketing activities and event planning. I'll be working closely with the forage brand experience team to develop and implement campaigns that highlight our forage products. This includes but is not limited to creating promotional materials, supporting event logistics, and engaging with dealers, customers, and the press. I am looking forward to contributing to Vermeer Corporation's goals while gaining insights into the forage industry and refining my marketing expertise. Growing up, my summers were always surrounded by hay season, actively involved in our family's custom baling business. Even though this summer will look a little different than my summers spent in a tractor baling hay, I am thrilled to channel my passion for forage into this exciting internship!



What are your career goals?

Agriculture is my whole life. It is all I have ever known. Living on our cattle, corn, soybean and

My dad's farm has taught me countless life lessons. One thing I was always told was if you wanted to know just how hard a farmer works, look at their hands.

When I look at my dad's hands there is a lot to see. For starters, they are usually covered in something, whether it's dirt from the fields, grease from equipment, corn dust from checking the bins, or possibly even manure from working cattle. However, when I look at his hands, I do not see rough, cracked and calloused hands. I see a story.

My dad's hands are the first to feel the heart of a newborn calf. His hands freeze multiple times year after year from cruel winters as he breaks ice from frozen waters so his livestock can drink. They grip tractor steering wheels for hours as he makes countless trips across fields. His hands are not only working hard on the farm. Those same exact hands have held and raised his four kids. Those hands are the ones first in line to give me a high five and hug after each one of my accomplishments. Those hands give and give and give. They work tirelessly to not only feed our family, but they also help feed the world. A lot can be told by a farmer's hands. It is my goal in life to tell that story.

As an agricultural communications and public relations major at Iowa State, I am making it my mission in future endeavors to advocate for this extraordinary industry. I want to share with the world the amazing story of the American farmer. I do not know where I will end up or what my exact title will be for my future career or what organization or company I will work for, but one thing I do know is that my main career goal will always be to always be a strong and passionate advocate and communicator for the agriculture industry.

What does it mean to you to be a scholarship finalist?

Receiving this scholarship is an immense honor for me. It signifies recognition of my dedication and hard work in the field of agricultural communications, an area I am deeply passionate about. This scholarship not only acknowledges my academic achievements and leadership roles but also validates my commitment to making a positive impact in the agricultural community. However, it also pushes me to want to do more.

Is there anything else you'd like to share?

Feel free to check out my website to learn more! It is <http://www.kesleyholdgrafer.com/>

Jackie Miller

Hometown: Maquoketa, Iowa

College: Iowa State University

Major: Agricultural Communications

Expected Graduation: December 2024

What are your summer plans?

This summer I am serving as a U.S. Farm Animal Retail Sales intern for Elanco Animal Health in Columbia, Missouri.

What are your career goals?

Upon graduation in December, I plan to begin my Master's in International Agriculture at Oklahoma State University. Through this experience, I will have the opportunity to study abroad. Long-term, I desire to pursue a career for a larger company within marketing, sales, and international public relations.

What does it mean to you to be a scholarship finalist?

I am blessed to be recognized for my experience in the agricultural communications and marketing industry by such a core organization, like Agricultural Communicators Network. My personal and professional experiences in the agricultural communications industry have made an instrumental impact on me. This opportunity of being honored by ACN is so special. To my industry connections, mentors, and dear friends within agricultural communications, thank you for motivating and inspiring me to become my best.

Is there anything else you'd like to share?

This past school year, I participated in the Iowa State University National Student Exchange Program (NSE) at Oklahoma State University. Through this opportunity, I was able to experience OSU's agricultural communication program. It is pretty special to say I have such an appreciation for two gracious communities at two universities.

