

AMERICAN
AGRICULTURAL
EDITORS'
ASSOCIATION



2008 AWARDS

JULY 28, 2008
AGRICULTURAL MEDIA SUMMIT
SADDLEBROOK RESORT
TAMPA, FLORIDA

AAEA LIFETIME ACHIEVEMENT AWARDS

Last year, the American Agricultural Editors' Association re-instituted the Lifetime Achievement Award, which had been given for the first and only time in 1990 to Wheeler McMillen. The AAEA presented five Lifetime Achievement awards in 2007, to Wilson Carnes, Bob Rupp, Charlie Scruggs, Jim Thomson and Cordell Tindall.

The two recipients for 2008 were selected by the AAEA Service Awards Committee. These awards are sponsored by The Sonja Hillgren Foundation.

CLAUDE GIFFORD

Born in Illinois and educated in Iowa, Claude Gifford had a distinguished academic career at Muscatine Junior College and Iowa State University. After service as a B-26 Marauder pilot and flight instructor in World War II, Gifford began a period of more than 20 years as economics and farm policy editor of *Farm Journal* and associated publications.

Gifford was co-author of the original American Agricultural Editors' Association code of ethics. In 1967, he started the AAEA Communications Clinic, the forerunner of today's Agricultural Media Summit. He was president of AAEA in 1967-68.

In 1971, Gifford's began a 23-year career as director of information for USDA. From Washington, he managed a communications operation with more than 1,300 specialists who published more than 50 million copies of publications annually. He retired in 1994 with senior executive service status. Today he resides in Muscatine, Iowa.

LARRY HARPER

Born in Butler, Mo., Larry Harper began his career with *Missouri Ruralist* soon after his graduation in agricultural journalism from the University of Missouri, where he made the All-American Rifle Team. Harper became editor of *Missouri Ruralist* in 1976. He was a tireless voice for agriculture in his state. Larry died in May of 2005.

Harper is best known in the American Agricultural Editors' Association for bridging the gap between young members and old through his organization of what became known as the "Flame Conference" held at a lodge near the Lake of the Ozarks in 1984. It proved to be a turning point in how the organization would be shaped, including the development of the AAEA Professional Improvement Foundation (PIF).

Harper believed that AAEA's best purpose was in training and professional development. To that end, he worked to create a series of photo workshops that attendees say were among the most intense and educational they'd ever attended.

AAEA DISTINGUISHED SERVICE AWARD

DR. DWAYNE BECK

MANAGER, DAKOTA LAKES RESEARCH FARM, PIERRE, SD

Dwayne Beck has developed no-till farming practices that have helped producers in the Great Plains of the U.S. and other countries to farm in a more profitable and environmentally friendly fashion.

Because of his research and educational outreach, countless farmers on the Great Plains have moved from their traditional wheat-summer fallow rotations into diversified rotations that involve more crops and eliminate the fallow year, while producing greater profits, eliminating wind erosion and improving soil quality. His mantra, "Let the farm work for you," echoes in the minds of producers, reminding them of the power they hold to change the way they do business.

Showcasing this reminder is the Dakota Lakes Research Farm, an 840-acre site that is a cooperative effort between South Dakota State University and the Dakota Lakes Research Farm Corporation, a not-for-profit corporation established by area farmers. This group owns the land, buildings, and other fixed assets. The production enterprise is managed so that the research program is optimized with the goal to make as much money as possible and return those funds on further research projects, facility improvements, and equipment purchases and upgrades.

AAEA has named a Distinguished Service Award recipient each year since 1947. This award is sponsored by Archer Daniels Midland.

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 a new 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 2005 from heart problems.

Each year the winner of the award will receive a \$2,500 stipend, which can be used for attending the International Federation of Agricultural Journalists (IFAJ) annual meeting, the AMS meeting or a special class/seminar/workshop the recipient proposes and is approved by PIF.

The first-ever winner, in 2007, was Jamie Cole, managing editor of *The Progressive Farmer* magazine, from Maylene, Ala. This year's winner will be announced at the 10th Anniversary AMS Celebration and Joint Awards Ceremony on July 29.

AAEA/ACT SCHOLARSHIP PROGRAM

The AAEA/ACT Scholarship Program is a joint effort of AAEA and the Agricultural Communicators of Tomorrow. One of these scholarships is now designated as the Memorial Scholarship, to which AAEA members can donate in memory of someone who was significant in their life and career.

AAEA/ACT SCHOLARSHIP RECIPIENTS, 2008-2009

Brooke Clay, Oklahoma State University

Emily Kilian, Oklahoma State University

Nicole Schaendorf, Michigan State University

MEMORIAL SCHOLARSHIP RECIPIENT

Sarah Jackson, University of Missouri

This scholarship is given in memory of the following individuals:

KEN GARDNER

Dad could bring a smile to the face of nearly anyone with whom he came into contact. Thankfully he gave me his sense of humor, passion for everything that's green and the belief that I could accomplish anything if I worked smart and kept my nose clean. He loved farming for all the right reasons: love of the outdoors, working as an independent businessman, enjoying the solitude of a walk with his sons around the farmstead and a belief that small-town America was where the "real" people made a difference in the lives of others. He was the best!

(Donation by Den Gardner)

LOIS WALTER

My mom grew up on a small mixed grain and livestock farm in Buffalo County, Nebraska. Once she left the farm to attend college at the University of Nebraska, she never returned to agriculture as a career, but instead devoted herself to her family and her husband, Irven's, business. Her life-long support of her children always was based on unconditional love. That's what I remember her most for – the love of her children. When I decided to pursue a career in ag journalism, and help take care of her family's farm in Nebraska, I think it made her proud that one of us had returned to our roots. What a feeling that is, to make your mom happy. Thanks, Mom, for everything.

(Donations by John Walter and Irven Walter)

JEAN MCCALLA

My quiet, demure mom wasn't raised on a farm, so she was a bit overwhelmed when she married into my dad's gregarious family and became a young farm wife. You'd never have known it though, the way she pitched right in while raising five kids. I always felt she set aside her own aspirations of being a writer and a "working woman" to give her children opportunities she didn't have. After she passed away too young of Alzheimer's, the overriding comment we heard was, "Your mom was such a lady." Her acceptance of and kindness toward others, her grace through adversity, and her complete, unconditional love and support of her children left a legacy – one worth living up to.

(Donation by JoAnn Alumbaugh)

BILL AND BETTY JOHNSTON

My dad was a full-time farmer from the age of 16 until he died at 75. The only thing he loved more than the land and livestock was seeing his family succeed. Denied anything more than an 8th grade education himself by tragedies of the Depression, he was incredibly pleased and proud when his kids reached for higher learning. You could engage him in an all-day discussion by bringing up Hereford cattle (the horned kind, there was something wrong with cattle that didn't grow horns), or Lynks seed corn, for which he was a master dealer. My mom was a gentle farm homemaker who never missed a parent-teacher conference or a Christmas concert, and made sure the homework was always done on time. She had a natural curiosity about new things and people, and she instilled this into her five children. It has served me well in my career. Mom seldom drove a tractor and never sorted hogs, but she was legendary in her family as a chicken butcher. When she put on her head scarf, butchering apron, and the belt that held the knives, this petite woman became a killing machine, and her grandkids took to calling her "Grambo." She didn't know what they were talking about, but she loved their attention.

(Donation by Gene Johnston)

2008 AAEA WRITING AWARDS PROGRAM WINNERS

BREAKING NEWS

- 1st – Marcia Taylor, DTN
“Elevators Leery of Futures Risks”
2nd – Chris Clayton, DTN
“Johanns to Announce Resignation”
3rd – Greg Horstmeier, DTN
“Policing the Refuge”

ECONOMICS AND MANAGEMENT

- 1st – Jim Patrico, The Progressive Farmer
“GPS Payback Time”
2nd – Dan Looker, Successful Farming
“Competitive Edge”
3rd – Linda Smith, Top Producer
“Field of Dreams”

EDITORIAL OPINION

- 1st – Jim Dickrell, Dairy Today
“AgJOBS now!”
2nd – Mike Wilson, Farm Futures
“The Biofuel Smear Campaign”
3rd – Marlys Miller, Pork
“Silence is Not Golden”

HUMAN INTEREST

- 1st – Steve Werblow, The Furrow
“Guardians of the Gate”
2nd – Des Keller, American Farmland
“Nature at its Best”
3rd – Kieran Gartlan, DTN
“U.S. Farmers in Brazil”

HUMOROUS ARTICLE

- 1st – John Phipps, Farm Journal
“Measure Twice, Cuss Once”
2nd – Jennifer Latzke, High Plains Journal
“Single Life in Farm Country”
3rd – Barb Glen, The Western Producer
“In Praise of Spaghetti Farmers”

ISSUES

- 1st – Jim Patrico, The Progressive Farmer
“Heroes Wanted”
2nd – Gail Keck, Ohio Farmer
“Rally for Raw Milk”
3rd – Jim Dickrell, Dairy Today
“ICE Sends Chilling Message”

ON-FARM PRODUCTION

- 1st – Gregg Hillyer, The Progressive Farmer
“Bean Busters”
2nd – Jodie Wehrspann, Farm Industry News
“Tough Enough for Corn”
3rd – Karen Bernick, Corn & Soybean Digest
“Mastering Continuous Corn”

PERSONALITY PROFILE

- 1st – Mike Wilson, Farm Futures
“Thunder on the Plains”
2nd – Pam Henderson, Top Producer
“Bottom Line Buying”
3rd – Jeanne Bernick, Top Producer
“Blue Chip Investment”

REGULAR COLUMN

- 1st – Dale Miller, National Hog Farmer
“The Ties That Bind”
2nd – Gail Keck, Ohio Farmer
“Green Version of Indulgences”
3rd – Jim Dickrell, Dairy Today
“\$485.91/CWT!”

TECHNICAL FEATURE

- 1st – Greg Hillyer, The Progressive Farmer
“Glyphosate Worries Keep Growing”
2nd – Gil Gullickson, Successful Farming
“Kissin’ Corn Cousins?”
3rd – Jodie Wehrspann, Farm Industry News
“The Fight for the Cab”

TEAM STORY

- 1st – Mary Baxter, Robert Irwin,
Don Stoneman
Better Farming
“A Better Farming Special Investigation: Faith
in Arlan Galbraith, Ontario’s Pigeon King”
2nd – Chris Clayton, Daniel Davidson,
Aine Gianoli, Lin Tan, Marcia Taylor
DTN
“Unintentional Consequences of High-Priced
Corn”
3rd – Anthony Greder, Russ Quinn,
Cheryl Warren
DTN
“FFA Profiles”

STORY OF THE YEAR

- “Guardians of the Gate”
Steve Werblow, The Furrow

WRITER OF THE YEAR

- Mike Wilson, Farm Futures

2008 MASTER WRITERS

LEVEL ONE

- Paula Barbour, Successful Farming
Alaina Burt, BEEF
Anthony Greder, DTN
Rick Jordahl, Pork
Elaine Kub, DTN
Lorne McClinton, Freelance
Lin Tan, DTN

LEVEL TWO,

- Mary Baxter, Better Farming
Dan Davidson, DTN
John Harrington, The Progressive Farmer
Robert Irwin, Better Farming
Kurt Lawton, Stellar Content (Freelance)
Liz Morrison, Corn & Soybean Digest
Mikkel Pates, Ag Week
Don Stoneman, Better Farming

LEVEL THREE,

- Steve Fairchild, Today’s Farmer
Margy Fischer, Farm Journal
Kieran Gartlan, DTN
Pam Golden, Southern Farmer
Mark Moore, Moore Communications
(Freelance)
Brent Olson, Freelance
Doug Rich, High Plains Journal
Susanne Stahl, DTN
Neil Tietz, Hay & Forage
Cheryl Warren, DTN

LEVEL FOUR

- Holly Martin, High Plains Journal
Russ Quinn, DTN
Greg Vincent, Top Producer
Jodie Wehrspann, Farm Industry News
(Freelance)
Susan Winsor, Corn & Soybean Digest

MASTER WRITERS

- Aine Gianoli, DTN
Fran O’Leary, Wisconsin Agriculturist
John Russnogle, Corn & Soybean Digest

2008 AAEA WRITING JUDGES

BREAKING NEWS, PERSONALITY PROFILE, HUMOROUS ARTICLE

Chris Sigurdson
Purdue University

ECONOMICS AND MANAGEMENT

Richard Lee
University of Missouri

EDITORIAL OPINION

Larry Aylward
Golfdom Magazine

HUMAN INTEREST

Jerry Perkins
Des Moines Register

ISSUES

Mike Danna
Louisiana Farm Bureau Federation

Julie Douglas
Purdue University

ON-FARM PRODUCTION

Beth Stuever
Michigan State University

Susan Thompson
Iowa State University

REGULAR COLUMN

Chuck Offenburger
Offenburger.com

2008 AAEA DESIGN AWARDS PROGRAM WINNERS

COVER PAGE DESIGN - COMMERCIAL

1st - Douglas Kraus, Hobby Farms
2nd - Donovan Harris, The Progressive Farmer
3rd - Donovan Harris, The Progressive Farmer

COVER PAGE DESIGN - CUSTOM

1st - Kirsten Ponti, Farm Forum
2nd - LuAnn Smith, The Progressive Farmer
3rd - Kirsten Ponti, Farm Forum

SINGLE-PAGE EDITORIAL DESIGN - COMMERCIAL

1st TIE - LuAnn Smith, The Progressive Farmer
1st TIE - Jamie Cole, The Progressive Farmer
3rd - Donovan Harris, The Progressive Farmer

SINGLE-PAGE EDITORIAL DESIGN - CUSTOM

1st - Tom Sizemore, The Furrow
2nd - Tom Sizemore, Homestead
3rd - LuAnn Smith, The Progressive Farmer

TWO-PLUS PAGE DESIGN - COMMERCIAL

1st - Jamie Cole, The Progressive Farmer
2nd TIE - Douglas Kraus, Hobby Farms
2nd TIE - Douglas Kraus, Hobby Farms
2nd TIE - Douglas Kraus, Hobby Farms

TWO-PLUS PAGE DESIGN - CUSTOM

1st - Tom Sizemore, The Furrow
2nd - Aaron Cooper, Challenger Revolution
3rd - Tom Sizemore, Homestead

OVERALL MAGAZINE DESIGN - COMMERCIAL

1st - LuAnn Smith, The Progressive Farmer
2nd - Douglas Kraus, Hobby Farm Home
3rd - Douglas Kraus, Hobby Farms

OVERALL MAGAZINE DESIGN - CUSTOM

1st - Kirsten Ponti, Farm Forum
2nd - JoAnn Alumbaugh, Pork Business Journal
3rd - Tom Sizemore, The Furrow

OVERALL MAGAZINE DESIGN - SPECIAL ISSUE - COMMERCIAL/CUSTOM

1st - Nancy Itani, Successful Farming
2nd - Anna McBrayer, Farm Journal
3rd - Tom Sizemore, John Deere

WEB DESIGN - COMMERCIAL

1st - Justin Davey, Living the Country Life
2nd - Lindsey Benne, Dairy Today
3rd - Laura Menconi, The Progressive Farmer

WEB DESIGN - CUSTOM

1st - Kirsten Ponti, Farm Forum

SPECIAL PUBLICATION DESIGN - ANNUAL REPORTS, ETC. - COMMERCIAL/CUSTOM

1st - Jennifer Kampinen, Corn & Soybean Digest Toolkit
2nd - Jennifer Kampinen, The Corn & Soybean Digest Media Kit
3rd - Jennifer Kampinen, Farm Industry News Media Kit

BEST USE OF TYPOGRAPHY - COMMERCIAL/ CUSTOM

1st - Donovan Harris, The Progressive Farmer
2nd - Douglas Kraus, Hobby Farms
3rd TIE - Douglas Kraus, Hobby Farms
3rd TIE - Douglas Kraus, Hobby Farms

BEST USE OF CHART AND GRAPH MATERIAL - COMMERCIAL/CUSTOM

1st - LuAnn Smith, The Progressive Farmer
2nd - Jamie Cole, The Progressive Farmer
3rd - Anna McBrayer, Farm Journal

2008 DESIGN JUDGES

Kenner Patton
Southern Living

Leo Nieter
Skytone Studio

Matt Strelecki
Meredith Corporation

Winslow Taft
Mental Floss magazine

2008 AAEA MARCOMM AWARDS PROGRAM WINNERS

NEWS RELEASE

- 1st - Kenna Rathai, Martin Williams
Pfizer Animal Health - "10 Tips to Better
Handling and Administering of Vaccines"
2nd - Heidi Nelson, Harvest PR & Marketing
Cotton Inc. - "Even With Higher Prices,
Nutritionists Keep Cottonseed in the Mix"
3rd - Kelly Schwalbe, BCS Communications
John Deere - "John Deere Agri Services
Introduces New Labor and Product
Training Data Management Solutions to
Produce Industry"

ADVERTORIAL

- 1st - Susan Montgomery, The Progressive
Farmer
"Market Space"
2nd - Mike Opperman, Charleston/Orwig
Westphalia Surge - "Sorting themselves to the
top"
3rd - Wendy Mayo, Bader Rutter
Merial Limited - "Improve Herd Genetics
With More Science, Less Time"

MEDIA/SPECIAL EVENT

- 1st - Kenna Rathai, Martin Williams
Pfizer Animal Health - "Delivering Solutions
Through Research and Innovation"
2nd - Mike Opperman, Charleston/Orwig
Dairyland Seed - "Dairyland Seed 100
Anniversary Celebration"
3rd - Kelly Schwalbe, BCS Communications
John Deere - "John Deere 2007 New Product
Introduction"

PUBLIC RELATIONS WEB CONTENT

- 1st - Heidi Nelson, Harvest PR & Marketing
National Cottonseed Products Assoc. -
Cottonseed Oil Comeback Tour

NEWSLETTER - PRINT OR ELECTRONIC

- 1st - Mike Opperman, Charleston/Orwig
ABS Global "Technical Services Global
Newsletter"
2nd - Karen Simon, North Central Soybean
Research Program
North Central Soybean Research Program -
NCSRP e-newsletter: "Improving Soybean
Productivity"

2008 MARCOMM JUDGES

- McGavock Edwards
The Catevo Group

Felicia Gillham
Gillham & Associates

2008 PHOTOGRAPHY AWARDS PROGRAM WINNERS

PORTRAIT/PERSONALITY

1st - Mary MacArthur, The Western Producer
2nd - David Lundquist, CHS
3rd - Dean Houghton, The Furrow
Hon. Mention - Jim Patrico,
The Progressive Farmer
Hon. Mention - Mary MacArthur,
The Western Producer

PICTORIAL

1st - Mike Raine, The Western Producer
2nd - Harlen Persinger, Freelancer
3rd - Harlen Persinger, Freelancer
Hon. Mention - David Lundquist,
Cooperative Partners
Hon. Mention - Gregg Hillyer,
The Progressive Farmer

FEATURE

1st - Mike Raine, The Western Producer
2nd - Mike Rozin, Capital Press Agricultural
Weekly
3rd - Jim Patrico, The Progressive Farmer
Hon. Mention - Gil Gullickson,
Successful Farmer
Hon. Mention - David Lundquist, CHS

NUTS & BOLTS - LIVESTOCK

1st - Jennifer Bremer, Midwest Ag Journal
2nd - Ryan Ebert, Hoard's Dairyman
3rd - David Lundquist, Cooperative Partners
Hon. Mention - Harlen Persinger, Freelancer
Hon. Mention - Harlen Persinger, Freelancer

NUTS & BOLTS - CROPS

1st - Jim Patrico, The Progressive Farmer
2nd - Rich Fee, Successful Farming
3rd - David Lundquist, Cooperative Partners
Hon. Mention - Harlen Persinger, Freelancer
Hon. Mention - David Lundquist,
Cooperative Partners

PICTURE STORY, ESSAY, SEQUENCE

1st - Harlen Persinger, Freelancer
2nd - Dean Houghton, The Furrow
3rd - Jim Patrico, The Progressive Farmer
Hon. Mention - Lorne McClinton,
The Furrow
Hon. Mention - Harlen Persinger, Freelancer

COVER

1st - The Progressive Farmer
2nd - The Progressive Farmer
3rd - The Furrow
Hon. Mention - CHS
Hon. Mention - The Progressive Farmer

BEST USE OF PHOTOS

1st - Homestead
2nd - Hobby Farm Home
3rd - The Furrow
Hon. Mention - Hobby Farms
Hon. Mention - CHS

UNPUBLISHED PHOTOS

1st - David Lundquist, CHS
2nd - Rich Fee, Successful Farming
3rd - Lorne McClinton, The Furrow
Hon. Mention - Jennifer Bremer,
Midwest Ag Journal
Hon. Mention - Debra Ferguson,
Southern Images

PICTURE OF THE YEAR:

Mary MacArthur, The Western Producer

PHOTOGRAPHER OF THE YEAR:

Harlen Persinger, Freelancer

Hon. Mention - Jim Patrico,
The Progressive Farmer

2008 PHOTO JUDGES

Dan White
Commercial Photographer, Kansas City, Mo.

Dave Hansen
Newport Daily News

Andrea Hansen
Commercial Photographer, Newport, R.I.

**THANK YOU TO OUR WONDERFUL SPONSORS,
WHO HELP FUND THE AAEA AWARDS PROGRAMS:**

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MARCOMM AWARDS

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Farm Progress
High Plains Journal
Meister Media
Penton Media
The Progressive Farmer
Successful Farming/Agriculture Online
Vance Publishing

PHOTOGRAPHY AWARDS

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Rabobank International

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Archer Daniels Midland Company (ADM)

LIFETIME ACHIEVEMENT AWARDS

The Sonja Hillgren Foundation

ANDY MARKWART HORIZON AWARD

John Deere and the
AAEA Professional Improvement Foundation

THANK YOU TO OUR COMMITTEES:

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AAEA DESIGN AWARDS COMMITTEE

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Gene Johnston (chair), JoAnn Alumbaugh, Jennifer Bremer, Jeff Caldwell, David Doerfert, Karen Simon, Bill Spiegel, Kimberly Joy Warren, Abby White, Mindy Williamson

Thank you also to our award program managers, Marilyn Cummins and Christine McClintic, and this year's interns from the University of Missouri Agricultural Journalism program: Laura Chapuis and Taryn Dameron

Program design by Valerie Cummins Kisling, Oklahoma State University.