

<i>Category Name</i>	<i>Winner's Name</i>	<i>Winning Company</i>
<i>Campaigns Division – Agricultural Image</i>	Minnesota Pork	Weber Shandwick
<i>Campaigns Division – Marketing Communications for Non-Ag Audiences</i>	Sarah Kolell, Brandon Souza and Cheryl Grocock	AdFarm Sacramento
<i>Campaigns Division – Open Category</i>		Farmer Lumpe + McClelland
<i>Campaigns Division – Crisis Communications</i>	Susan Wright	Osborn & Barr
<i>Tactics Division – Print Publications: Single Issue Publications</i>	Cyndie Sirekis and Mary Burns	American Farm Bureau Federation
<i>Tactics Division – Digital and Social Media: Other Innovative Use of Social Media</i>	Mike Deering	National Cattlemen's Beef Association
<i>Tactics Division – Digital and Social Media: Blogs (tie)</i>		Charleston I Orwig
<i>Tactics Division – Digital and Social Media: Blogs (tie)</i>	Cyndie Sirekis, Mace Thornton, Mary Burns and John Earl	American Farm Bureau Federation
<i>Tactics Division – Unique Tactics and Executions: Open Category</i>	Sarah Kolell and Brandon Souza	AdFarm
<i>Tactics Division – Media Relations: Media Events and Conferences</i>	Sarah Kolell	AdFarm
<i>Tactics Division – Print Media Relations for Agricultural Audiences</i>	Jayma Appleby	Rhea + Kaiser
<i>Tactics Division – Video Programs</i>	Keri Geffert English	Osborn & Barr
<i>Tactics Division – Special Events</i>	SFP Team	Osborn & Barr
<i>Tactics Division – Feature Writing (tie)</i>	Stephanie Meyers	Osborn & Barr
<i>Tactics Division – Feature Writing (tie)</i>	Stephanie Meyers	Osborn & Barr
<i>Tactics Division – Digital and Social Media: Websites</i>	Ron Phillips	Animal Health Institute

Congratulations to our 2012 *Golden ARC de Excellence* winner,

Minnesota Pork and Weber Shandwick for

“Oink Outings: A Passion for Pork from Farm to Fork.”

Public Relations Campaign – Agricultural Image