



2012 MERIT AWARD WINNERS

<i>Category Name</i>	Winner's Name	Winning Company
<i>Campaigns Division – Marketing Communications for Agricultural Audiences</i>	Jill Spiekerman and Brooke Baxley	Karwoski & Courage Public Relations
<i>Campaigns Division – Agricultural Image (tie)</i>	Alpharma Animal Health	Charleston I Orwig
<i>Campaigns Division – Agricultural Image (tie)</i>	Monsanto's America's Farmers Mom of the Year 2011	Monsanto
<i>Campaigns Division – Cause Marketing</i>	Greg Lammert	Rhea + Kaiser
<i>Campaigns Division – Open Category</i>		Farmer Lumpe + McClelland
<i>Campaigns Division – Issues Management</i>	Lindsay Keller	Osborn & Barr
<i>Tactics Division – Annual Reports: Non-Financial Annual Reports</i>		CropLife America
<i>Tactics Division – Speeches (tie)</i>	Mace Thornton	American Farm Bureau Federation
<i>Tactics Division – Speeches (tie)</i>	Mike Deering	National Cattlemen's Beef Association
<i>Tactics Division – Feature Writing (tie)</i>	Jennifer Wing	Dairy Management Inc.
<i>Tactics Division – Feature Writing (tie)</i>	Arm & Hammer Animal Nutrition – “Amino Acid Balancing Feature Series in Feedstuffs”	Charleston I Orwig
<i>Tactics Division – Collateral/Literature</i>	Daren Williams and Daniel Sullivan	The Beef Checkoff through National Cattlemen's Beef Association
<i>Tactics Division – Unique Tactics and Executions: Open Category</i>	Chemtura AgroSolutions	Charleston I Orwig
<i>Tactics Division – Special Events (tie)</i>	Dairyland Seed	Charleston I Orwig
<i>Tactics Division – Special Events (tie)</i>	Keri Geffert English	Osborn & Barr
<i>Tactics Division – Media Relations: Radio Media Relations – Agricultural Audiences</i>	Illinois Soybean Association	Charleston I Orwig
<i>Tactics Division – Media Relations: Media Events and News Conferences</i>	Keri Geffert English	Osborn & Barr
<i>Tactics Division – Media Relations: Agricultural Audiences</i>	Stephanie Meyers	Osborn & Barr
<i>Tactics Division – Video Programs (tie)</i>	Stephanie Meyers	Osborn & Barr
<i>Tactics Division – Video Programs (tie)</i>	Neil Caskey	Osborn & Barr
<i>Tactics Division – Digital and Social Media: Websites</i>	Beth Davis	Osborn & Barr