



## Congratulations to our 2019 AAEA Communications Awards Winners!

This year's winners were announced Tuesday, July 30, at the 2019 Ag Media Summit in Minneapolis, Minnesota.

We recognize our members for a job well done. Our well-known annual awards program is an opportunity to showcase your best work through design, photography, writing, marketing and communications and digital and social media contests.

### 2019 Winners

#### AAEA Writing Awards

##### Breaking News

- 1st Katie Dehlinger, DTN/The Progressive Farmer, "Farmers Wary of Tariff's Financial Toll"
- 2nd Emily Unglesbee, DTN/The Progressive Farmer, "Regulators' Dicamba Angst"
- 3rd Gil Gullickson, Successful Farming, "EPA Dicamba Ruling Raises Spirits, Questions, and Concerns"

##### Economics & Management

- 1st Jennifer Latzke, High Plains Journal, "Trust Everyone, But Brand Your Data"
- 2nd Des Keller, DTN/The Progressive Farmer, "Back in the Fold"
- 3rd Gil Gullickson, Successful Farming, "Seed Secret: It's Out of the Bag"

##### Editorial Opinion

- 1st Holly Spangler, Prairie Farmer, "Beware the Rural Outrage Cycle"
- 2nd Urban Lehner, DTN/The Progressive Farmer, "An Idea Whose Time Has Come"
- 3rd Urban Lehner, DTN/The Progressive Farmer, "The Curious Politics of the Proposed USDA Relocation"

**Human Interest**

- 1st Gil Gullickson, Successful Farming, "Hometown USA"
- 2nd Joe Link, Homestead, "The Perfect Cure" Joe Link
- 3rd Courtney Leeper, Legacy, "From the Ashes" Noble Research Institute

**Humorous Article**

- 1st Gail Keck, Ohio Farmer, "Dealing With a Difficult Tick Disposal"
- 2nd Brent Olson, "Leeches"
- 3rd Mike Rankin, Hay & Forage Grower, "Tail of the Dragon" W.D. Hoard and Sons

**Issues**

- 1st Kayla Sargent, Western Ag Reporter, "Ranching on the Mexico Border – A Harsh Reality"
- 2nd Lacey Newlin, High Plains Journal, "Cowboy Cops"
- 3rd Lorne McClinton, The Furrow, "Farmyard Connection" LMCC Holdings Inc

**On-Farm Production**

- 1st Gil Gullickson, Successful Farming, "Sustainability"
- 2nd Lorne McClinton, The Furrow, "Night Harvest" LMCC Holdings Inc
- 3rd Mike Rankin, Hay & Forage Grower, "Grazing the Blue Ridge" W.D. Hoard and Sons

**Personality Profile**

- 1st Allison Jenkins, Today's Farmer, "Views From the Countryside"
- 2nd Steve Werblow, Homestead, "From Aargh to Art" Steve Werblow Communications
- 3rd Katy Holdener, Angus Journal, "Just One of Those Things"

**Regular Column**

- 1st Adam Calaway, Legacy, "Getting a Grip on Life"
- 2nd Mike Wilson, Farm Futures, "Embrace Your Customer's Mindset" Farm Progress
- 3rd Pamela Smith, DTN/The Progressive Farmer, "Embrace Farmer Diversity"

**Technical Feature**

- 1st Betsy Freese, Successful Farming, "Genes 2.0: What the Future Holds for Gene Editing in Livestock"
- 2nd Kerri Lotven, Today's Farmer, "River, Rail and Road" MFA Incorporated
- 3rd Jessie Scott, Successful Farming, "Plastics is Where the Money Is"

**Team Story**

- 1st Mike Wilson and Bryce Knorr, Farm Futures, "Farm Like Pharaoh"
- 2nd Gregg Hillyer, Barb Anderson, Des Keller, Katie Dehlinger, Elizabeth Williams, and Chris Clayton, DTN/The Progressive Farmer "Master Your Margins: Mid-Nov. 2023"
- 3rd Gregg Hillyer, Elton Robinson, Jim Patrico, Des Keller, Greg Lamp, Debra Ferguson, Charles Johnson, and Susan Winsor, DTN/The Progressive Farmer, "Listen to the Land Mid-Feb. 2019"

**Story of the Year**

"Farm Like Pharaoh"  
Mike Wilson and Bryce Knorr  
Farm Futures

**Writer of the Year, Honorable Mention**

Steve Werblow

**Writer of the Year**

Joe Link

## **2019 Master Writer Program**

### **New Writer of Merit**

Jennifer Latzke

### **New Master Writers (Level Five) in 2019**

Allison Jenkins

#### **Level One**

Robert Arnason  
Debra Ferguson  
Brad Haire  
Katy Holdener  
Lindsay King  
Diane Meyer  
Maggie Seiler

#### **Level Two**

Brent Adams  
Curt Arens  
Debra Davis  
Katie Knapp  
Maggie Malson  
Kayla Sargent  
Ryan Tipps

#### **Level Three**

Lacey Newlin  
Elton Robinson

#### **Level Four**

J. Adam Calaway  
Kerri Lotven  
Ron Lyseng  
Mike Rankin  
Elizabeth Williams

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## **AAEA Design Awards**

### **Cover Page Design -- Commercial**

1st Lisa Lynd, Farm Progress, May/June 2018 Cover  
2nd Matt Strelecki, Successful Farming, July 2018 cover  
3rd Matt Strelecki, Successful Farming, Mid-November 2018 cover

### **Cover Page Design -- Custom**

1st Rachael Davis, Legacy Magazine, "From the Ashes"  
2nd Matthew Winterholler, Sorghum Grower, Winter Cover Sorghum Grower  
3rd Nate Werner, Homestead Magazine April 2019 cover

### **Single-Page Editorial Design -- Commercial**

1st Matt Strolecki, Successful Farming, March 2019 Table of Contents  
2nd Matt Strolecki, Successful Farming, Mid-November 2018 Table of Contents  
3rd Michelle Houlden, The Western Producer, "The End of Fake Calamari"

### **Single-Page Editorial Design -- Custom**

1st Rachael Davis, Legacy Magazine, "Pecans"  
2nd Nate Werner, The Furrow, "A Commodity Niche" December 2018  
3rd Nate Werner, The Furrow, "Beetlemania" March 2019

### **Opening Page or Spread Design -- Commercial**

1st Michelle Houlden, The Western Producer, "The Fault with Salt"  
2nd Matt Strolecki, Successful Farming, "Genes 2.0"  
3rd Matt Strolecki, Successful Farming, "Put More Profit in Your Pocket"

### **Opening Page or Spread Design -- Custom**

1st Rachael Davis, Legacy Magazine, "From the Ashes"  
2nd Amy Gohman, C Magazine, "Edible Oil Revolution"  
3rd Rachael Davis, Legacy Magazine, "Pecan Bandage"

### **Two-Plus Page Design -- Commercial**

1st Michelle Houlden, The Western Producer, "Faking it / The Great Honey Robbery"  
2nd Matt Strolecki, Successful Farming, "Seed Secret"  
3rd Matt Strolecki, Successful Farming, "Unblocked"

### **Two-Plus Page Design -- Custom**

1st Rachael Davis, Legacy Magazine, "From the Ashes"  
2nd Nate Werner, The Furrow, "A Sharp Skill" December 2018  
3rd Nate Werner, Homestead, "The Muscle for Brussels" March 2019

### **Special Editorial Section Design**

1st Rachael Davis, Legacy Magazine, "DIY: Reigning Champions"  
2nd Brent Warren and Jennifer Richburg, DTN/The Progressive Farmer, "America's 2019 Best Young Farmers and Ranchers"  
3rd Rachael Davis, Legacy Magazine, "What's Online"

### **Overall Magazine Design -- Commercial**

1st Matt Strolecki, Successful Farming, Mid-November 2018  
2nd Jennifer Richburg and Brent Warren, DTN/The Progressive Farmer, February 2019  
3rd Michelle Houlden, The Western Producer, "Yield Saskatchewan 2019"

### **Overall Magazine Design -- Custom**

1st Rachael Davis, Legacy Magazine, Fall 2018  
2nd Amy Gohman, C Magazine, Spring 2018  
3rd Rachael Davis, Legacy Magazine, Winter 2018

### **Overall Magazine Design -- Special Issues**

1st Michelle Houlden, The Western Producer, "The Innovation Issue"  
2nd Amy Gohman, C Magazine, Special Issue  
3rd Jennifer Richburg and Brent Warren, DTN/The Progressive Farmer, "Listen to the Land"

### **Special Publication Design**

1st Rachael Davis, Noble Research Institute, 2017 Annual Report: Possible  
2nd Rachel Robinson (American Angus Association) and Tim Loretangeli (Random Thought Studio),

American Angus Association Annual Report  
3rd Katie Range, Illinois Soybean Association, ISA Annual Report 2018

**Web Design – Electronic Newsletter/Magazine**

1st Shalin Pinkerton, Simply Sorghum eNewsletter – Celebrate Sorghum Month!  
2nd Katy Holdener, Inside Angus eNewsletter,

**Best Use of Typography**

1st Rachael Davis, “Vision” 2017 Annual Report  
2nd Matt Strelecki, Successful Farming, “Unblocked”  
3rd Matt Strelecki, Successful Farming, “Game Changers: 13 Innovations Reshaping Ag”

**Best Use of Chart and Graph Material**

1st Michelle Houlden, The Western Producer, “Who Pays More?”  
2nd Michelle Houlden, The Western Producer, “Farmland Values Raise in Canada”  
3rd Amy Gohman, C Magazine, Spring 2018

**Best Use of Photography in a Print Periodical**

1st Amy Gohman, C Magazine, 2018  
2nd Allison Jenkins and Kerri Reynolds Lotven and Craig Weiland, Today’s Farmer

**AAEA Designer of the Year, Honorable Mention**

Matt Strelecki

**AAEA Designer of the Year**

Rachael Davis

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## AAEA MarComm Awards

**Advertorial -- One-page**

1st Filament Marketing LLC, Purina “How a Co-Op Feeds Your Coop”  
2nd Stephanie Hault, Karwoski & Courage and Jesse Cler, West Central Distribution, “Efficiently Manage Phosphorus During the Growing Season”  
3rd Joan Olson, FLM/Harvest and Hilary Winn, FMC

**Advertorial -- Multi-page or Special Section**

1st Shawna Hubbard and Annie Spencer, Corteva Agriscience “Enlist Weed Control System Native Content for [Agriculture.com](http://Agriculture.com)”  
2nd Illinois Soybean Association, MorganMyers “Illinois Soybean Association: Consumer Protein Trends and Truth Special Section”  
3rd Joann Pipkin, Show Me Agri-Comm, “Step Up to the Table”

**Media/Special Event**

1st Illinois Soybean Association, MorganMyers “Illinois Soybean Association: Soy in the City Tech + Food Dinners”  
2nd Joy Crosby and Whitney Brannen, Georgia Peanut Commission, “Peanut Harvest Tour”  
3rd Brenda Ruesch, Joseph Waite, Kelsey Gunderson, Katie Boettcher, WinField United, Exponent PR, “Disrupting the Drone Dialogue”

**Feature Article**

1st Illinois Soybean Association, Charleston|Orwig “The Dehydrated Elephant in the Room”

2nd Kristina Mossong, Alex Gunderson, Carol Estocko, WinField United, Exponent PR “Protecting Minnesota Farmers’ Yield Potential with Nitrogen Management Strategies”  
3rd Barb Anderson, Anderson and Associates “Soy Power: The Protein of Choice”

#### **News Article**

1st Karyn Ostrom G&S Business Communications “Weathering the Storm”  
2nd Rabo AgriFinance “Navigate Dairy Revenue Protection and Risk with Your Lender”  
3rd Allison Jenkins, MFA Incorporated “Season of Extremes”

#### **News Release**

1st Filament Marketing LLC, “GEA DPQ Installation”  
2nd Kristina Mossong, Alex Gunderson, Katie Boettcher, Amanda Allworth WinField United, Exponent PR “Tissue Sampling Reveals Plant Health Trends”  
3rd Casey Parrett, G&S Business Communications “Mary-Dell Chilton Tribute Release”

#### **Technical Writing**

1st Miriam Paulson, G&S Business Communications “Integrated Innovation”  
2nd Brenda Ruesch, Kelsey Gunderson, Katie Boettcher, Carol Estocko WinField United, Exponent PR “Equipping Applicators to Control Dicamba Drift”  
3rd Stephanie Hoult, Karwoski & Courage and Jesse Cler, West Central Distribution “Profit Opportunities Increase Grower Yields Sustainably”

#### **Publication -- Print or Electronic -- Not for Profit**

1st J. Adam Calaway, Rachael Davis, Courtney Leeper, Robyn Peterson, Rob Mattson, Tim Woodruff, Noble Research Institute, “Legacy”  
2nd Amy Roady, Rachel Peabody Illinois Soybean Association Barb Anderson Anderson and Associates “Soy Perspectives”  
3rd Joy Crosby, Southeastern Peanut Farmer, “May/June 2018 Southeastern Peanut Farmer”

#### **Publication -- Print or Electronic – For Profit**

1st MFA Incorporated “Today’s Farmer”  
2nd Wendell Calhoun, Ann Bryan, Syngenta Susan Fisher, Miriam Paulson, G&S Business Communications Mark Caskie, Letizia Albamonte Pace Communications “Thrive Magazine”  
3rd Filament Marketing LLC, “Purina Herdsmart eNewsletter Program”

#### **Media Materials/Kit**

1st Filament Marketing LLC, “Nedap Editor Box”  
2nd Jessie Bland, Georgia Peanut Commission “2019 Southeastern Peanut Farmer Media Kit”

#### **Speech/White Paper**

1st Rachel Peabody, Amy Roady Illinois Soybean Association, Ameet Sachdev, Finn Partners “Soybeans at an Unprecedented Crossroads”  
2nd CoBank, Knowledge Exchange Division “Higher Costs and Debt to Hamstring Producers”  
3rd Brenda Ruesch, Carol Estocko, Katie Boettcher, WinField United, Exponent PR “Affirming Ag Retailers as Ag Tech Experts”

#### **Writing for Special Projects**

1st Illinois Soybean Association, MorganMyers “Illinois Soybean Association: Legislative Fact Sheet Series”  
2nd J. Adam Calaway, Courtney Leeper, Noble Research Institute “2017 Annual Report: Possible”  
3rd CoBank, Knowledge Exchange Division “The Year Ahead: Forces That Will Shape the U.S. Rural Economy in 2019”

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## **AAEA Digital and Social Media Awards**

### **Digital & Social Media – Marketing Communications Division**

#### **Podcasts**

- 1st WinField United and Exponent PR, Feeding Knowledge-Hungry Listeners on the Deal with Yield
- 2nd Successful Farming, SF Podcast: Hometown USA
- 3rd Rabo AgriFinance, RaboResearch Food & Agribusiness North America Podcast

#### **Blogs**

- 1st Two Rivers Marketing and Zinpro Corporation “Essential Feed Blog”
- 2nd Illinois Soybean Association and Charleston | Orwig, ILSoyAdvisor Blog
- 3rd Cenex and Exponent PR “Calling in the Experts: Easy Answers to Tough Questions on the Farm” Blog

#### **Websites**

- 1st Boehringer Ingelheim and broadhead, Boehringer Ingelheim Lockout Website
- 2nd The Partnership, Cheribundi 7 Day Challenge Website
- 3rd The Partnership, Milk on My Mind Website

#### **Webinars**

- 1st Illinois Soybean Association and Charleston|Orwig, ILSoyAdvisor Webinars
- 2nd FLM Harvest, FMC Webinar Series
- 3rd Truffle Media Networks and Agricultural Relations Council, ARC Webinar Series Delivers Value to Members

#### **Social Media**

- 1st Filament Marketing LLC, “Purina Co-Op Sign Reveal”
- 2nd WinField United and Exponent PR, “Honest Ag: Getting Real with Farmers”
- 3rd G&S Business Communications, “2018 National Pollinator Week”

#### **Video Production**

- 1st Illinois Corn Marketing Board/MorganMyers, “Illinois Corn Marketing Board: A seed. A spark. An idea.
- 2nd The Partnership, “Peach Stuffed French Toast”
- 3rd Today's Farmer Magazine “Steps in the Right Direction”

### **Digital & Social Media – Publishing Division**

#### **Podcasts**

- 1st Brent Adams, Fastline Media Group “Fastline Fast Track”
- 2nd David Jones, Chrissy Taylor, Chad Wagner, Nate Werner, John Deere, “On Life & Land: The Psychology of Tech”
- 3rd Bryce Anderson, Nick Scalise, Elaine Shein, DTN/The Progressive Farmer, “Flooding in Midwest”

#### **Blogs**

- 1st Chris Clayton, DTN/The Progressive Farmer, “Ag Policy Blog”
- 2nd Russ Quinn, DTN/The Progressive Farmer, “Machinery Chatter Blog”
- 3rd Urban Lehner, DTN/The Progressive Farmer, “An Urban's Rural View”

#### **Websites**

1st AGDAILY, [www.AGDAILY.com](http://www.AGDAILY.com)  
2nd MFA Incorporated, [www.TodaysFarmerMagazine.com](http://www.TodaysFarmerMagazine.com)  
3rd Random Thought Studios/American Angus Association, [www.AngusLink.com](http://www.AngusLink.com)

### **Webinars**

1st Hoard's Dairyman, "Calf Rearing Affects Lifetime Eating Behavior"  
2nd Hoard's Dairyman, "Cutting Feed Costs Without Cutting Milk"  
3rd Hoard's Dairyman, "The Dairy Situation and Outlook 2019"

### **Social Media**

1st American Angus Association, National Junior Angus Show Video Campaign  
2nd Fastline Media Group, Pink Tractor Social Media  
3rd American Angus Association, I Am Angus Subject Reveals

### **Multimedia Story**

1st Filament Marketing LLC, "Purina No Two Herds are Alike"  
2nd Allison Jenkins and Kerri Lotven, MFA Incorporated, "Steps in the Right Direction"  
3rd Allison Jenkins, MFA Incorporated, "A Mother's Mission"

### **Video Production**

1st Noble Research Group, "From the Ashes"  
2nd American Angus Association, "This is Our Home. Angus. America's Breed."  
3rd MFA Incorporated, "Empower"

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## **AAEA Photography Awards**

### **Portrait/Personality**

1st Rob Mattson, Legacy Magazine  
2nd Jim Patrico, DTN/The Progressive Farmer  
3rd Steve Voit, DTN/The Progressive Farmer  
HM Kerri Lotven, Today's Farmer  
HM Joe Link, Homestead Magazine

### **Pictorial**

1st Jim Patrico, DTN/The Progressive Farmer  
2nd Jim Patrico, DTN/The Progressive Farmer  
3rd Joe Link, Homestead Magazine  
HM Martha Mintz, The Furrow  
HM Katie Knapp, The Furrow

### **Feature**

1st Martha Mintz, The Furrow  
2nd Joe Link, The Furrow  
3rd Jim Patrico, DTN/The Progressive Farmer  
HM Kylene Scott, High Plains Journal  
HM Jennifer Blackburn, National Sorghum Producers

### **Nuts & Bolts-Livestock**

1st Martha Mintz, The Furrow  
2nd David Lindquist, C Magazine



3rd Harlen Persinger, The Byline  
HM Lorne McClinton, The Furrow

### **Nuts & Bolts-Crops**

1st Kerri Lotven, Today's Farmer  
2nd Lorne McClinton, The Furrow  
3rd Dean Houghton, The Furrow  
HM Mike Rankin, Hay & Forage Grower e Hay Weekly, Hoard's Dairyman, W.D. Hoard & Sons  
HM Pamela Smith, DTN/The Progressive Farmer

### **Picture Story/ Photo Sequence/ Photo Essay**

1st Martha Mintz, The Furrow  
2nd Joe Link, The Furrow  
3rd Joe Link, The Furrow  
HM Dean Houghton, The Furrow  
HM Lorne McClinton, Homestead

### **Emerging Photographer**

1st Maggie Seiler, Hoard's Dairyman  
2nd Maggie Seiler, Hoard's Dairyman  
3rd Jessie Bland, Georgia Peanut Commission  
HM Jessie Bland, Georgia Peanut Commission

### **Photo Illustration**

1st Steve Werblow, The Furrow  
2nd Rob Mattson, Noble Research Institute  
3rd David Lundquist, C Magazine  
HM Steve Werblow, The Furrow  
HM Kerri Lotven, Today's Farmer

### **Unpublished**

1st Rob Mattson, Noble Research Institute  
2nd Katy Holdener, American Angus Association  
3rd Brent Warren, DTN/The Progressive Farmer  
HM Rob Mattson, Noble Research Institute  
HM Mike Rankin, Hay & Forage Grower e Hay Weekly

### **Advertorial**

1st Ryan Ebert, Hoard's Dairyman

### **Rotating Theme: Animal House**

1st Ryan Ebert, Hoard's Dairyman  
2nd Martha Mintz, The Furrow  
3rd Kerri Lotven, Today's Farmer  
HM Joel Reichenberger, Homestead

### **Digitally Enhanced Photos**

1st Katy Holdener, American Angus Association

### **Photo of the Year**

"Depression Diner"  
Steve Werblow  
The Furrow

**Photographer of the Year**

Martha Mintz

**Honorable Mention Photographer of the Year**

Dean Houghton

**2019 Master Photographer Program****Level One**

Steve Godwin  
Jodi Henke  
Austin Keating  
Julie Mais  
Victoria Myers  
Edwin Remsburg  
Mark Wallheiser

**Level Two**

Jessie Bland  
Steve Voit

**Level Three**

Jennifer Blackburn  
Katy Holdener  
Kylene Scott  
Maggie Seiler  
Pamela Smith  
Brent Warren

**Level Four**

Kerri Lotven

**Level Five**

Ryan Ebert

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**AAEA Lifetime Achievement Award**

Jim Patrico

JoAnn Alumbaugh

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**2019 Fellows of the AAEA**

Den Gardner, Gardner and Gardner Communications  
Kenna Rathai, broadhead  
Steve Werblow, Steve Werblow Communications

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## **2019 Andy Markwart Horizon Award**

Cassie Yontz

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## **AAAEA/ACT Scholarship Program**

### **The Jim Evans Scholarship**

Amanda Crow, Iowa State University

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## **2019 AAEA/ACT Past Presidents' Scholarship Recipients**

Amanda Crow, Iowa State University  
Janae McKinney, Kansas State University  
Jessica Wesson, University of Arkansas  
Kathryn Zelechowski, University of Illinois at Urbana-Champaign

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## **2019 AAEA Interns**

Loren Lindler

Katherine Wist

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