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  Cover photo by Richard Nowitz
CRITIQUE & AWARDS
PROGRAM WINNERS 2017

Crisis and Issues Communication

Outstanding Professional Skill Award
Margaret Lawrence, Katie Nichols, Emery Tschetter, Bridget Brown,
Bruce Dupree, Jenny Crickard, David McCormick, Jim Helms,
Jonas Bowersock, Jonathan Davis, Richard Feuerriegel, Paul Mask,
Kimberly Graham, Gary Lemme, Donna Reynolds, Alabama Cooperative
    Extension System

Class 47 — Crisis Communications
Gold Award: Margaret Lawrence, Katie Nichols, Emery Tschetter,
    Bridget Brown, Bruce Dupree, Jenny Crickard,
    David McCormick, Jim Helms, Jonas Bowersock,
    Jonathan Davis, Richard Feuerriegel, Paul Mask
    Alabama Cooperative Extension System
Silver Award: Beth Stuever, Tom Cummins, Jamie Wilson,
    Mindy Tape, Sean Corp, Deanna East
    Michigan State University Extension
Bronze Award: Samantha Gracenrock, Ruth Borger, Beverly James,
    Tracy Bryant, Brad Buck, Michele Wood,
    Tennille Herron, UF/IFAS Communications

Class 48 — Issues Management
Gold Award: Margaret Lawrence, Katie Nichols,
    Emery Tschetter, Bridget Brown, Bruce Dupree,
    Jenny Crickard, David McCormick, Jim Helms,
    Jonas Bowersock, Jonathan Davis,
    Richard Feuerriegel, Paul Mask
Silver Award: Maggie Lawrence, Emery Tschetter, David
    McCormick, Katie Nichols, Jim Helms, Ken Macklin
    Alabama Cooperative Extension System
The Professional Award is the highest recognition given by the Association for Communication Excellence to one of its members.

Robert Casler has served in many leadership positions within the Association for Communication Excellence, contributing to the excellence of our profession.

As a member of ACE since 1992, Robert served as Western regional representative for the Publishing Special Interest Group (SIG). He was instrumental in organizing the 1996 Western Regional Workshop in Tucson, Arizona. He served as Publishing SIG chair, coordinating the introduction of the Electronic Publication category to the Critique and Awards Program and the piloting of the Publication SIG electronic newsletter. He was a founding member of the X-Tension Chords and attended the May 2001 ACE Summit in Moscow, Russia. Robert served as ACE president for 2010-2011 and won the ACE Service Award in 2015.

He managed the University of Arizona’s College of Agriculture and Life Sciences’ (CALS) publication and marketing programs for more than 30 years, serving as coordinator of publications, as program director of publications/web programs, and director of college marketing, communications, and brand management from 2014 until his retirement.

He upheld professional standards for the high volume of work published through the CALS Marketing and Communications unit. His vast knowledge of and experience with commercial publishers and their procedures ensured a smooth flow, from consultation with faculty members regarding their needs, through on-time design, delivery to the printer, and subsequent distribution. Thousands of items were published under Robert’s watchful eye.

His long collaborative association with faculty and staff members and students in all college departments, extension offices, agricultural centers and other locations across the state—along with his associations with colleagues across the country, particularly in ACE—gave him the ability to convey a unified yet comprehensive view of CALS to various audiences.

Robert has spearheaded the branding process from the ground up, encompassing input from all areas of the college while adhering to its new strategic plan and drawing on trends in marketing from across the country.

Over the course of 32 years of leadership in publishing, branding, and marketing, Robert’s calm adherence to high standards of excellence resulted in an impressive and enduring collection of publications, signage, ads, brochures, communications plans, and other promotional pieces and efforts that together conveyed the value of the UA College of Agriculture and Life Sciences to countless audiences.
REUBEN BRIGHAM AWARD

Forrest Laws

The Reuben Brigham Award is offered in memory of Reuben Brigham (1887-1946), who served as an Extension editor in Maryland. The award, established in 1947, is reserved for a communicator who has made a major contribution in the field of agriculture, natural resources, or life and human sciences at the regional, national, or international level.

Forrest Laws grew up on a 70-acre farm in Arkansas. He picked cotton, loaded hay, cut firewood, and, as he notes, “a number of other presently useless tasks.”

Laws, director of content for the Penton Media Agriculture Group, spent 10 years with a metropolitan daily newspaper before joining Delta Farm Press in 1980. He has written extensively on farm production practices, crop marketing, farm legislation, environmental regulations, and alternative energy. By his own estimation, he’s written more than 5,000 articles for Farm Press in his 36-year career.

He now oversees the content creation for Delta, Southeast, Southwest, and Western Farm Press, and for BEEF, Corn and Soybean Digest, Farm Industry News, Hay & Forage Grower, and National Hog Farmer.

Others in the industry sing his well-deserving praises:

Brad Haire, Southeast Farm Journal staff editor, says, “Forrest Laws is a professional’s professional who has worked hard with his reporting to earn the respect of farmers across the country. But he’d say anyone who’s hacked at farm reporting as long as he has would eventually get good at it. He’s set the bar for the rest of us for a long time. He generates as much or more quality content, including videos, articles, opinion pieces, and pictures, as anyone in the Penton Ag Group across the country.

He’s generous with his knowledge and advice, which is genteel but to the point. He is a champion of U.S. agriculture, especially southern ag’s particular flavor of it, but he is not timid and has cast a jaundiced but respectful eye on the industry when needed.”

Casey Martin, Louisiana Farm Bureau Federation information and public relations director, adds, “Forrest Laws has spent a lifetime telling the story of agriculture. I can remember reading his work in the Delta Farm Press when I was a college student at LSU 30 years ago! He is a true professional who can communicate with both a farm and non-farm audience. He is definitely worthy of consideration for this award.”

CRITIQUE & AWARDS PROGRAM WINNERS 2017

Information Technology

Outstanding Professional Skill Award

David Keto, Tana Stith, University of Wyoming Extension

Class 38 — Interactive Media Program

Gold Award: NMSU Media Productions
Silver Award: Emery Tschetter, Bruce Dupree, Tyler Weldon, Jonathan Davis, Kim Mullenix, Deborah Dupree, Aimee Lewis, Kim Graham, Alabama Cooperative Extension System

Class 39 — Best Innovative Use of Communication Technology

Gold Award: David Keto, Tana Stith
University of Wyoming Extension
Silver Award: Zeke Barlow, Lori Greiner, Thea Glidden
Virginia Tech
Bronze Award: Becky Koch, North Dakota State University

Class 40 — Website

Gold Award: Art Shirley, Beth Barron, Cindy Callahan, Rick Noffsinger, Elizabeth Gregory North, Troy DeRego, Bobby Goff, Mississippi State University Extension Service
Silver Award: Tennille Herron, Yiqi Gao, Jennifer Hugus
UF/IFAS Communications
Bronze Award: Shane Porter, J. Adam Calaway, Courtney Leeper, Rob Mattson, Arnie Morgan, The Samuel Roberts Noble Foundation

Class 41 — Technology Education

Silver Award: Bridget A. Brown, David McCormick, Emery Tschetter, Tyler Weldon
Alabama Cooperative Extension System
Courtney Gibson, agricultural communications assistant professor at Texas Tech University, has received multiple awards for her teaching and research.

Gibson’s research efforts have centered on advancing knowledge and understanding of various aspects of the communications discipline including risk and crisis communication, social media, design, and creativity. She has conducted research in the area of advancing the scholarship of teaching and learning within the agricultural communications discipline. Most recently, Gibson’s research focused on developing creative thinking capacities in agricultural communications students and the importance of creativity in their communication efforts.

Gibson is an integral faculty member in the Department of Agricultural Education and Communications. She and her colleagues are constantly working to evolve and improve the curriculum of the program to meet changing industry needs and grow enrollment. The agricultural communications major at Texas Tech is one of the fastest growing at the university thanks to its outstanding faculty members. Additionally, in 2015, the undergraduate agricultural communications program was ranked best in the nation.

Gibson has been an active ACE member since 2012. She served as the Academic Programs SIG vice-chair elect in 2015-2016 and continues to serve in the newly combined Academic and Research Learning Community as the research director. She is a regular reviewer for the Journal of Applied Communications and the ACE Conference research sessions.
AWARD OF EXCELLENCE
LEADERSHIP & MANAGEMENT

Ruth Borger

Ruth Borger, assistant vice president at the University of Florida/Institute of Food and Agricultural Sciences, has demonstrated strong regional leadership through the Southern Region Extension Program Leaders Network, mentoring communication leaders in the region and throughout the country. She chaired the national issues management project for two years.

Over the past three years, Ruth has made multiple presentations on improving leadership and management skills at ACE conferences and repeated many of them as webinars for members unable to attend the annual conferences. Evaluations show they were some of the most valuable sessions to Leadership and Management Learning Community members. She has also been a valuable mentor.

Under her leadership, UF/IFAS won six gold awards last year in the ACE Critique and Awards program. This has been the pattern since she assumed leadership of the unit. She has served as chair of the Leadership and Management Learning Community, helping to reinvigorate it to attract new members and young professionals.

CRITIQUE & AWARDS
PROGRAM WINNERS 2017

Distance Education and Instructional Design

Outstanding Professional Skill Award
Bridget A. Brown, David McCormick, Emery Tschetter, Tyler Weldon
Alabama Cooperative Extension System

Class 34 — Educational Packages

Gold Award:  Bridget A. Brown, David McCormick, Emery Tschetter, Tyler Weldon
Alabama Cooperative Extension System

Silver Award:  Becky Koch, Scott Swanson, Kelli Armbruster, Bruce Sundeen, Bob Bertsch, Sonja Fuchs, Ellen Crawford
North Dakota State University

Bronze Award:  Kimberly Graham, Emery Tschetter, David McCormick, Aimee Lewis, Molly Gregg, Deborah Dupree, Bruce Dupree
Alabama Cooperative Extension System
CRITIQUE & AWARDS
PROGRAM WINNERS 2017

Electronic Media, Video

Class 31 — Spot Production
Gold Award: UF/IFAS Communications, Frankel Media Group
Silver Award: UF/IFAS Communications, Frankel Media Group
Bronze Award: Al Williamson, Rebecca Clapp
UF/IFAS Communications

Class 32 — Promotional Productions
Gold Award: UF/IFAS Communications, Frankel Media Group
Silver Award: UF/IFAS Communications, Frankel Media Group
Bronze Award: Al Williamson, Rebecca Clapp
UF/IFAS Communications

Class 33 — Informational or Non-credit Educational Video Production
Gold Award: New Mexico State University Media Productions
Silver Award: New Mexico State University Media Productions
Bronze Award: David Keto, University of Wyoming Extension

AWARD OF EXCELLENCE
MARKETING

Doug Edlund

Doug Edlund has worked for the University of Tennessee for 18 years, first as a video producer and now as assistant director. He’s worked in a number of areas that have increased the visibility of the Institute, including a rebranding campaign, marketing/visibility strategic plan initiatives, marketing videos, and much more.

Throughout his career, Doug has worked to build the Institute’s reputation on the national stage. In marketing materials, the unit takes a multi-platform approach to target a wide range of demographics among clientele and potential clientele. They mix traditional and new media to develop messaging relevant to the receiver. The unit’s social media efforts are another benchmark of success, especially YouTube with over two million minutes of video watched since the channel was launched.

As a former Learning Community Director, Edlund learned firsthand the importance of professional development and how it impacts one’s career. One of his contributions was to encourage the Marketing Learning Community, along with others, to provide their members year-round professional development. Through webinars, Google Hangouts, and other venues, learning community members received relevant and useful information in a “Learning Out Loud” environment of collaboration.
AWARD OF EXCELLENCE
PUBLISHING & GRAPHIC DESIGN

Ana Henke

Ana Henke has more than 20 years of experience in agricultural communications, outreach publications, and graphic design.

She works to promote communication best practices at New Mexico State University through webinars, workshops, and other training. Her endeavors include eBook development, producing extension publications in eBook formats, and working to promote New Mexico State Extension on social media, with more than 3,000 followers across platforms.

She has served as chair of the Publishing and Graphic Design Learning Community and presented workshops and webinars in support of the ACE mission.

ACE RETIREE AWARD OF EXCELLENCE

Robert Furbee

Robert “Bob” Furbee is an ACE legend when it comes to leadership. He has served in almost every leadership role from committee member to president and retiree director. When Bob is on a committee, it gets things done. His centennial committee for ACE generated historical facts, games, table toppers, and excitement. He gets things done.

As retiree director, Bob worked hard to clean up list-serves and the website information. He stayed in constant contact with retirees and encouraged their involvement with ACE. He was a trouble shooter and spokesman for all retirees during his board service. As a past president and long-time ACE member, he became the elder statesman on the board to explain the history of a topic or become a voice of reason and calm when needed. Bob personifies a true ACE professional, even in his retirement years.

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<th>Electronic Media, Audio</th>
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<tr>
<td><strong>Outstanding Professional Skill Award</strong></td>
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<td>Charles M. Denney, University of Tennessee</td>
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<td><strong>Class 27 — News and Features</strong></td>
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<td><strong>Class 28 — Programs and Spots</strong></td>
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<tr>
<td>Gold Award: Charles M. Denney, University of Tennessee</td>
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<td>Silver Award: Scott Swanson, Kelli Armbruster, Bruce Sundeen, North Dakota State University</td>
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<th>Electronic Media, Video</th>
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<td><strong>Outstanding Professional Skill Award</strong></td>
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<tr>
<td>New Mexico State University Media Productions</td>
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<tr>
<td><strong>Class 29 — News and Features</strong></td>
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<tr>
<td>Gold Award: Susan Hutton, Joanne Littlefield, Jim Beers, Colorado State University Extension</td>
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<td>Silver Award: David Keto, Lindsay Hadfield, University of Wyoming Extension</td>
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<td>Bronze Award: Barb McBreen, Iowa State University</td>
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<td><strong>Class 30 — Programs</strong></td>
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<tr>
<td>Gold Award: Dave Deken, Lyndall Stout, Kurtis Hair, Kristin Loveland, Oklahoma State University</td>
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<td>Silver Award: Leighton Spann, Troy Moling, Amy Myers, Gary Bachman, Tim Allison, Brian Utley, Natasha Haynes, Jonathan Parrish, Mississippi State University</td>
</tr>
<tr>
<td>Bronze Award: Maurice Perkins, LaRachelle Smith, Prairie View A&amp;M University</td>
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CRITIQUE & AWARDS
PROGRAM WINNERS 2017

Publishing

Class 25 — Editing
Gold Award: Allison Nick, UF/IFAS Communications
Silver Award: Glenda Freeman, Carla Elston
Alabama Cooperative Extension System
Bronze Award: Melea Reicks Licht, Iowa State University

Class 26 — Electronic Publications
Gold Award: Jenny Crickard, David McCormick, Emery Tschetter,
Aimee Lewis, Bridget Brown, Jonathan Davis, Bruce Dupree, Brenda Ortiz, Maggie Lawrence, Glenda Freeman, Alabama Cooperative Extension System
Silver Award: Michele Wood, Tyler Jones
UF/IFAS Communications
Bronze Award: Tana Stith, Tanya Engel, Steve Miller
University of Wyoming Extension

AWARD OF EXCELLENCE RESEARCH

Lulu Rodriguez

Lulu Rodriguez, Agricultural Communications Program director at the University of Illinois, brought a strong, distinguished academic and professional background to the university in 2013.

Rodriguez, an associate professor, is among the most active and productive communications researchers addressing the food complex, natural resources, renewable energy, rural development, and other activities related to agriculture.

Evidence is apparent in her scholarly publishing record. It has taken the form of one edited book involving agricultural research and communications, nine book chapters (four involving agricultural communications), 40 refereed journal articles (25 involving agricultural communications), and 41 refereed conference papers and presentations (23 involving agricultural communications). These efforts do not include her extensive scholarly work published in bulletins, technical reports, proceedings, and other outlets. Internationally, among more than 600 researchers who have published scholarly literature in this field since 2000, she is the premier author of book chapters.

As an ACE member, she has contributed in multiple ways during the past 20-plus years. Her contributions center on research, education, and international programs.

- As author, her articles published in the Journal of Applied Communications trace back to 1996.
- She has served as a research article reviewer for JAC since 2004 and research paper reviewer for the Research SIG/LC since 2015.
- She is taking part in current visioning and strategic planning activities of ACE members and others involved in advancing agricultural communications education and research.
- She is contributing actively to the professional development of ACE members through her service in the Agricultural Communications Documentation Center. She is helping build the collection of research, news, perspectives, and how-to information of value to ACE members.
**PIONEER AWARD**

**Randy LaBauve, Louisiana State University**

Randy LaBauve is an associate communications specialist at Louisiana State University, where he works as a videographer and video producer. He produces high-quality videos used in newscasts and for promotional and educational purposes. He also trains LSU AgCenter faculty members on video production techniques and communication skills.

LaBauve produces a weekly gardening segment, “Get It Growing,” with LSU AgCenter horticulturalist Dan Gill. The program airs on news programs in every major television market in Louisiana and is very popular with Louisiana’s gardening public. The videos are posted to social media, where they tend to receive a tremendous amount of engagement. He has been recognized for his work on “Get It Growing” with awards from ACE’s Critique and Awards Program.

LaBauve is a critical member of the LSU AgCenter communications team. He is eager to work outside of just video. He is a talented script writer, and as the communications staff has dwindled, LaBauve has been called on to write press releases and articles for other publications.

LaBauve attended his first ACE conference in Charleston. He has participated in webinars with the Electronic Media Learning Community and in online discussions. He co-produced the video for the ACE 2017 conference and will also present a breakout session on training youth to use video tools.

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**CRITIQUE & AWARDS PROGRAM WINNERS 2017**

**Class 22 — Technical Publications**

**Gold Award:** Diana Friedman, SARE

**Silver Award:** Tana Stith, Steve Miller

University of Wyoming Extension

**Bronze Award:** Jenny Crickard, Eve Brantley, Emery Tschetter, Bruce Dupree, Deborah Dupree, Jonathan Davis, Bridget Brown, Alabama Cooperative Extension System

**Class 23 — Special Reports**

**Gold Award:** Emery Tschetter, Gary Lemme, Paul Brown, Bruce Dupree, David McCormick, Glenda Freeman

Alabama Cooperative Extension System

**Silver Award:** J. Adam Calaway, Rachael Davis, Courtney Leeper, Rob Mattson, Shane Porter, The Samuel Roberts Noble Foundation

**Bronze Award:** Lori Greiner, Tim FisherPoff, Zeke Barlow, Bobbi Hoffman, Anna Painter

Virginia Cooperative Extension

**Class 24 — Promotional Publications**

**Gold Award:** Matthew Scarfo, Lindsay Wiles, Zane Lacko, Greg Jacobs, Carol Grimes, Lori Costello, Sherry White

West Virginia University Extension Service

**Silver Award:** Kimberly Graham, Emery Tschetter, Aimee Lewis, Seth Tuttle, Alabama Cooperative Extension System

**Bronze Award:** Lesa Vold, klgray Design, Iowa State University
CRITIQUE & AWARDS
PROGRAM WINNERS 2017

Publishing

Outstanding Professional Skill Award
Matthew Scarfo, Lindsay Wiles, Zane Lacko, Greg Jacobs, Carol Grimes, Lori Costello, Sherry White, West Virginia University Extension Service

Class 18 — Direct Mail
No longer a category.

Class 19 — Newsletters
Gold Award: Tana Stith, Chavawn Kelley, Steve Miller
University of Wyoming Extension

Class 20 — Magazines and Periodicals
Gold Award: J. Adam Calaway, Rachael Davis, Rob Mattson, Courtney Leeper, Robyn Peterson, Josh Meo, Shane Porter, The Samuel Roberts Noble Foundation
Silver Award: Kym Pokorny, Gail Wells, Karen Zimmermann, Ariel Ginsburg, Erik Simmons, Peg Herring, Phillip Brown
Oregon State University
Bronze Award: Susan Ferris Hill, Joey Holleman
South Carolina Sea Grant Consortium

Class 21 — One- to Full-Color Popular Publications
Gold Award: Beth Stuever, Jamie Wilson, Mindy Tape, Sean Corp, Eileen C. Gianodis, Holly Whetsone, Abby Rubly
Michigan State University Extension
Silver Award: Dave Kellam, Sarah Schaier, Holly Young, Kyle Belmont, Pam Doherty, Five Line Creative,
UNH Cooperative Extension
Bronze Award: Tana Stith, Chavawn Kelley, Steve Miller
University of Wyoming Extension

PIONEER AWARD
Scott Swanson
North Dakota State University

Scott Swanson has been with NDSU Agriculture Communication since March 2009 as an electronic media specialist. He works in all phases of video, audio, and distance education.

He often is called upon to lead distance technologies for NDSU Extension Service meetings and interviews. Administrators and specialists know he’ll take care of the details to make sure the technology works correctly when needed.

Swanson was instrumental from the initial brainstorming to develop the weekly Sound Ag Advice podcast. He has produced videos on multiple topics, including cleaning up after a flood, Gearing Up for Kindergarten, and scouting for pests in fields.

He joined ACE shortly after he began working at NDSU. He has attended every national ACE conference since and has presented at several. In 2012, he presented with three other ACE members on how to produce videos as a “one-man band.” The following year, that topic was turned into a half-day pre-conference session he and the group taught. Swanson also has actively participated in the Electronic Media and Photography Learning Community.
OTHER AWARDS

Development Fund Grants
Barbara Chamberlin, New Mexico State University Learning Games Lab, Site Visit: Game Development Studios
Dennis Hinkamp, Utah State University, Drone Mapping and 3D modeling Using DroneDeploy.com, Pixel3D and other emerging software packages
Mike Whitesides, Utah State University, Online Behavioral Retargeting to Promote Extension Programs and Products

Research Papers
Outstanding Research Paper Award: The Communication Effectiveness of Scientist-Stakeholder Partnerships Addressing Agriculture and Natural Resources Issues: A Citation Analysis of the [State] Water and Climate Alliance, Dr. Shuyang Qu and Dr. Tracy Irani
Runner-up Outstanding Research Paper Award: Eating Animals: The Influence of Food-based Narratives, Gillian Spolarich, Dr. Amanda Ruth-McSwain, and Dr. Lisa Lundy
Outstanding Thesis: Cassie Wandersee, Kansas State University, “An Audience Focused Approach to Framing Climate-Change Communication in Agriculture:”
Outstanding Proposal: McKayla Brubaker, Mississippi State University, “The Use of Branding and Social Marketing in The Food Factor”

Journal of Applied Communications
Runner-up: “Assessing the Content of Online Agricultural Awareness Campaigns” by Joy N. Rumble, Quisto Settle, and Tracy Irani in Volume 100, Issue 3.

CRITIQUE & AWARDS
PROGRAM WINNERS 2017

Graphic Design

Class 14 — Posters
Gold Award: Bruce Dupree, Aimee Lewis
Alabama Cooperative Extension System
Silver Award: Rachel Davis
The Samuel Roberts Noble Foundation
Bronze Award: Matt Browning, Stacy Herrick
West Virginia State University

Class 15 — Exhibits
Gold Award: Joshua Paine, Carla Wood, Katie Walker, Jay Bauer, Angela Rowell, Cindy Allen, Kathryn Schilio
University of Georgia
Silver Award: David McCormick, Emery Tschetter, Bruce Dupree, Aimee Lewis, Kimberly Graham, Molly Gregg
Alabama Cooperative Extension System
Bronze Award: Bruce Dupree, Glenda Freeman, Sondra Parmer
Alabama Cooperative Extension System

Class 16 — Cover
Gold Award: David McCormick, Emery Tschetter, Bruce Dupree, Aimee Lewis, Kimberly Graham, Molly Gregg
Alabama Cooperative Extension System
Silver Award: Diane Doering, University of Wisconsin-Madison
Bronze Award: Rachael Davis, Rob Mattson
The Samuel Roberts Noble Foundation

Class 17 — Logos
Gold Award: Bruce Dupree, David McCormick, Kerry Smith
Alabama Cooperative Extension System
Bronze Award: Matt Browning, Stacy Herrick
West Virginia State University
CRITIQUE & AWARDS
PROGRAM WINNERS 2017

Graphic Design

Outstanding Professional Skill Award
David McCormick, Bruce Dupree, Kerry Smith, Kim Graham, Aimee Lewis, Emery Tschetter, Alabama Cooperative Extension System

Class 11a — Print One to Full Color
Gold Award: David McCormick, Bruce Dupree, Kerry Smith, Kim Graham, Aimee Lewis, Emery Tschetter Alabama Cooperative Extension System
Silver Award: Tracy Bryant, UF/IFAS Communications
Bronze Award: Bruce Dupree, Jennifer Crickard, Glenda Freeman, Eve Brantley, Emery Tschetter Alabama Cooperative Extension System

Class 11b — Print Advertisement
Gold Award: Matt Browning, West Virginia State University
Silver Award: Ruth Hohl Borger, UF/IFAS Communications
Bronze Award: Tracy Bryant, UF/IFAS Communications

Class 12 — Illustration: Single or Series
Gold Award: Bruce Dupree, Jim Armstrong Alabama Cooperative Extension System
Silver Award: Melea Reicks Licht, Push Branding & Design, Michael Castellano, Matthew Helmers, Jamie Benning, John Lawrence, Pat Howard, Iowa State University
Bronze Award: Josh Meo, The Samuel Roberts Noble Foundation

Class 13 — Interactive Multimedia and Web Graphics
Gold Award: David McCormick, Emery Tschetter, Bruce Dupree, Aimee Lewis, Kimberly Graham, Molly Gregg, Deborah Dupree, Alabama Cooperative Extension System
Silver Award: New Mexico State University / Media Productions
Bronze Award: New Mexico State University / Media Productions

MEMBERSHIP MILESTONES

2002 — 15-Year Members
Karen Cannon
Tobie Blanchard
Mandy Gross
Tracey B. Nelson
Rick Noffsinger

1997 — 20-Year Members
Cindy Eves-Thomas
Deb Pryor
Bruce Sundeen

1992 — 25-Year Members
Rhonda Conlon
Elizabeth Gregory North
Becky Koch
Ricky Telg

1977 — 40-Year Members
John Crosiar
Evie Engel
Marci Hilt

1957 — 60-Year Member
LaRue Pollard
## Writing

**Outstanding Professional Skill Award**
- J. Adam Calaway, Courtney Leeper, The Samuel Roberts Noble Foundation

### Class 1 — Writing for Newspapers
- **Gold Award:** Chris Moran, UF/IFAS Communications
- **Silver Award:** Beverly James, UF/IFAS Communications
- **Bronze Award:** Brad Buck, UF/IFAS Communications

### Class 2 — Writing for Magazines
- **Gold Award:** Jim Melvin, Clemson University
- **Silver Award:** Sean Corp, Michigan State University
- **Bronze Award:** Steve Miller, University of Wyoming Extension

### Class 3 — Writing within a Specialized Publication
- **Gold Award:** J. Adam Calaway, Courtney Leeper
  The Samuel Roberts Noble Foundation
- **Silver Award:** Andy Zieminski, SARE
- **Bronze Award:** Stacie Clary, Western SARE

### Class 4 — Promotional Writing
- **Gold Award:** Steve Elliott
  Western Integrated Pest Management Center
- **Silver Award:** J. Adam Calaway
  The Samuel Roberts Noble Foundation
- **Bronze Award:** Lesa Vold
  Egg Industry Center at Iowa State University

### Class 5 — Script Writing for Visual Media
- **Gold Award:** Charles M. Denney
  University of Tennessee Institute of Agriculture
- **Silver Award:** Leighton Spann, Agricultural Communications
  Mississippi State University
- **Bronze Award:** New Mexico State University/Media Productions

### Class 6 — Writing for the Web
- **Gold Award:** Chris Moran, UF/IFAS Communications
- **Silver Award:** Jim Melvin, Clemson University
- **Bronze Award:** Kathy Keatley Garvey
  University of California, Davis

## Photography

**Outstanding Professional Skill Award**
- Rob Mattson, The Samuel Roberts Noble Foundation

### Class 7a — Feature Photo
- **Gold Award:** Gene Hettel, International Rice Research Institute
- **Silver Award:** Tyler Jones, UF/IFAS Communications
- **Bronze Award:** Kathy Keatley Garvey, University of California, Davis

### Class 7b — Environmental Portrait or Personality Photo
- **Gold Award:** Kevin Hudson
  Mississippi State University Extension Service
- **Silver Award:** Rob Mattson
  The Samuel Roberts Noble Foundation
- **Bronze Award:** Michael Thomas, Prairie View A&M University

### Class 8 — Picture Story
- **Gold Award:** Rob Mattson
  The Samuel Roberts Noble Foundation
- **Silver Award:** Kathy Keatley Garvey, University of California, Davis
- **Bronze Award:** Steve Elliott
  Western Integrated Pest Management Center

### Class 9 — Service Photo
- **Gold Award:** Rob Mattson
  The Samuel Roberts Noble Foundation
- **Silver Award:** Michelle Olgers, Eugene Batiste
  Virginia State University
- **Bronze Award:** Tyler Jones, UF/IFAS Communications

### Class 10 — Enhanced Photo
- **Gold Award:** Tyler Jones, UF/IFAS Communications
- **Silver Award:** Stephen Patton, University of Kentucky
  Agricultural Communications Services