

2011 LPC Contest Results



Category 2: Association Publication

1st: *American Quarter Horse Journal*, The *American Quarter Horse Journal* Staff
2nd: *America's Horse*, The *America's Horse* Staff
HM: *The Cattleman*, The *Cattleman* Staff
HM: *Seedstock EDGE*, Tamara Choat, Stephen Weintraut II and Rachel Stine

This category is a great example of how important LPC has been to our profession and how far we've come as publication designers. The publications, as a group, are excellent representations of the livestock industry press. Bravo to all!

Category 3: Non-Association Publication

1st: *Progressive Dairyman*/Progressive Publishing, Walt Cooley
2nd: *BEEF*, *BEEF* Editorial Staff

This is an excellent category with many outstanding entries. The top entries illustrate the relevance of non-association publications by communicating many business aspects of the livestock industry apart from traditional breed associations — and do it with good design!

Category 4: Newspaper

1st: *Tri-State Livestock News*, *Tri-State Livestock News* Staff
2nd: *Hereford World*, *Hereford World* Staff

Excellent entries, and the results could have gone either way. The options for color in newsprint are so much better these days. Both entries have used color effectively in their design. It helps enhance supporting photos and advertising. Both contain excellent editorial content specific to their audience.

Tri-State Livestock News accomplished their goal of an eye-catching front page. The contents are thorough with quick reference to the respective page. The editorial content is very diverse and a good mix of opinion and feature pieces.

Hereford World presents a very clean, easy-to-read layout. The front page also is easy to follow with good navigation to respective story's page. The cover page, however, is not reflective of the entirety of its content. It is encouraged to list the regular columns and features for the readers. Oftentimes a reader may want to go directly to a regular column first. The publication is also a bit ad-heavy. Although the bottom line is imperative to the future of any publication, the physical size and volume of this publication could support a little more editorial.

Category 5: Newsletter

1st: *BEEF*, "BEEF Daily," Amanda Nolz Radke
2nd: Cultivate Agency, "Discover Dairy Newsletter"

A challenging category as both mediums are represented — electronic and print. In addition, one contains advertising, while the others don't. The top two places both deliver good editorial content to their readers. Both newsletters are organized well, enabling the reader a clear overview of the content. Content in both pieces is timely and newsworthy for the audience.

"Beef Daily" presents a cleaner design and incorporates advertising in a pleasing way. It does not compete with the editorial content, yet offers the advertiser good real estate. Navigation is easy through the newsletter. The reader is easily taken from top to bottom with standard supporting information presented clearly.

"Discover Dairy" uses typography to create an active piece. Sometimes this crosses the line with "busy" and doesn't provide clear direction for the reader. A reader may tend to hop all over a page without awareness of feature or highlighted articles. Effective use of supporting photos and particularly good use of the recipe. Perhaps the recipe led to the decision to use heavier paper. The piece could still be equally effective on a lighter stock and save some postage for the client in the end. Although this is not a determinant here, it is a bit heavy.

Both are good, informative newsletters.

Category 6: Website

1st: *BEEF*, *BeefMagazine.com*, *BEEF* Staff
2nd: *Dairy Today*, Farm Journal Media Inc., *dairytoday.com*, Cathy Merlo
HM: Kansas Livestock Association/*Kansas Stockman*, *kla.org*, KLA Staff
HM: Cultivate Agency, *dairymax.com*

Overall, great submissions in this category. The winner's website was clean, concise, and contained a significant amount of useful content. The purpose of the site was transparent, and the navigation was simple to use. Additionally, the use of effective meta tags in the coding, along with a quick-load time on all pages creates a pleasant user experience.

Thoughts for all: Designers should check websites against all browser platforms and devices. Using a significant amount of Flash elements will eliminate usefulness for those who prefer iDevices such as iPad and iPhones. There should be coding concessions made for Internet Explorer 9 as some tables are not displaying properly.

Great job to everyone!

Category 7: Special Issue (100 pages or less)

1st: *BEEF*, Genetics Today & Tomorrow, *BEEF* Editorial Staff
2nd: Certified Angus Beef LLC, Supplying the Brand,
Steve Suther, Miranda Reiman and Laura Nelson
HM: *Seedstock EDGE*, Gene Link,
Tamara Choat, Stephen Weintraut II and Rachel Stine

Often it isn't easy to accomplish a "special issue" mission when combined with the task of working around advertising. The entrants in this category, when necessary, did an excellent job of moving this reader through the issue without losing interest.

Category 8: Special Issue (more than 100 pages)

1st: *Tri-State Livestock News*, The *Cattle Journal*, *Tri-State Livestock News* Staff
2nd: *The Cattle Business Weekly*, "Cattle Business, Herd Reference," Codi Vallery-Mills, Kindra Gordon, Mary Ravellette, Josh Hauk and Sara Thissen

Although this category was small in numbers, both were excellent entries.

Category 9: Event/Show Program

1st: *Dairy Today*, World Dairy Expo Official Show Program, *Dairy Today* Special Projects Team of Jim Dickrell, Cathy Merlo, Lindsey Benne, Sara Brown and Rick Mooney

A very nice piece — well-produced and full on content. It contains great information and maps for the attendees. It offers great supporting articles and has been produced and developed in a manner which would make it an effective souvenir piece.

Category 11: Single Article Layout & Design

1st: *Tri-State Livestock News*, Wounded Warriors, Sharla Hayford
2nd: *America's Horse*, Family Fun, Jason Brice
HM: *BEEF*, Hungry Neighbors, Krista Trempe

The size of this category made judging even more difficult! Editorial layout and design can prove challenging for many pure designers. Willingness to compromise in an effort to design an article that, many times, gives more weight to the story is difficult for some. The entries in this category have done an excellent job of considering the message, the reader and the design necessary to accomplish the task.

Category 12: Cover, Association

1st: *The American Quarter Horse Journal*, March 2010 Cover: Anticipation, Justin Foster
2nd: *America's Horse*, July 2010 Cover: Planet Horse, Clint Swearingen
HM: *The American Quarter Horse Journal*, May 2010 Cover: Riding Out the Economic Downturn, Justin Foster

Great photography in the winning entry, capturing the foal in action. Vivid color captures the readers' attention to open the issue. Good, clean layout.

Category 13: Cover, Non-Association

- 1st: *High Plains Journal*/High Plains Publishers, 2010 Farm and Ranch Management Issue, Diana Derstein
 2nd: *High Plains Journal*/High Plains Publishers, 2010 Horse Issue: Healthy as a Horse, Diana Derstein
 HM: *BEEF*, Expanding in Today's Market, Krista Trempe

Great, clean photography with clean layout of copy. The photography of the winning entry really captures the emotion of the piece.

Category 14: Cover, Newspaper

- 1st: *High Plains Journal*/High Plains Publishers, 2010 Animal Health Issue, Lance Ziesch
 2nd: *High Plains Journal*/High Plains Publishers, 2010 Cow/Calf Issue, Lance Ziesch
 HM: *High Plains Journal*/High Plains Publishers, 2011 Premiere Issue: Dec. 13, 2010, Lance Ziesch

The winner was chosen because of the dramatic design with the copy of the article. It really grabs the readers' attention to learn what the threats are.

Category 15: Published Editorial Photography

- 1st: *Angus Journal*/Angus Productions Inc., Real-World Cowboy, Shauna Rose Hermel
 2nd: *Tri-State Livestock News*, Selenium Poisoning, Jan Swan Wood

The winning entry featured clean layout of photos throughout the article. This piece communicates the story of Bill Davis and gives you a "real" idea his personality and great accomplishments.

Category 16: Single Photo or Graphic Illustrating an Article

- 1st: *The American Quarter Horse Journal*, Home is where you plug in, Jason Brice
 2nd: *el Lechero*/Progressive Publishing, NMC Center Spread, Kevin Brown
 HM: *Tri-State Livestock News*, Selenium Poisoning, Sharla Hayford

Quite interesting and unique entries into this category. Entries that created the most intrigue without confusion or need for deep deciphering stood out. Unique, eye-catching visuals that immediately drew the reader into the piece placed higher. While dramatically different in purpose, the top-placing entries excel in attracting interest. The first-place entry is unexpected for the content, creates curiosity and is incredibly clean and simple; the second-place entry makes an educational message palatable and allows much information and a multi-lingual layout to be easily consumed.

Category 17: Production/Management Article, Association

- 1st: *Angus Journal*/Angus Productions Inc., Kicking the Haying Habit, Troy Smith
 2nd: *Kansas Stockman*, Sandhills System Curbs Calf Scours, Scarlett Hagins
 HM: *The American Quarter Horse Journal*, Knowledge is Power, Andrea Caudill

Production and management stories are the backbone of livestock publications, and well read by livestock producers. The winning entries in this category did a nice of combining scientific research, industry expert sources and producer testimonials into stories that meet the stated objective and provide valuable information to the reader. In the future, keep these stories as clear and concise as possible, and edit them tightly. Some of the lead paragraphs could have been summed up into more effective lead sentences.

Category 18: Marketing Article, Association

- 1st: *Seedstock EDGE*, The Marketing Files, Tamara Choat
 2nd: *Angus Journal*/Angus Productions Inc., Big Future for Small Farms, Kindra Gordon
 HM: *Hereford World*, All Calves are Not Created Equal, Sara Gugelmeyer

There were many well-written entries in this category. Graphics, subheads, bullet points and photo captions contribute greatly to the readability and effectiveness of any story. Please use them — and use them wisely. Producer testimonials that demonstrate results are powerful messages to include in a marketing story. Look for industry leaders and reach out to them.

Category 19: Technical Article, Association

- 1st: *The American Quarter Horse Journal*, Fundamental Soundness, Christine Hamilton
 2nd: *The American Quarter Horse Journal*, Pigeon Fever, Andrea Caudill
 HM: *Angus Journal*/Angus Productions Inc., Simplified Selection, Crystal Albers
 HM: *The American Quarter Horse Journal*, Here Comes Baby, Andrea Caudill

This group of writers has developed true skill for taking technical subjects and presenting them in an easy-to-understand way. The articles that used real-world examples rose to the top of this category, but overall, a great set of entries and a pleasure to read.

Category 20: Feature/Human Interest, Association

- 1st: *The American Quarter Horse Journal*, Scoop, Richard Chamberlain
 2nd: *Seedstock EDGE*, Going once, going twice, SOLD!, Rachel Stine

This category featured a great selection of articles. Both winning articles were well organized, interesting, informative and well written. The winning entry featured nice multiple perspectives on Scoop from his friends, family and colleagues. The story was nicely articulated with a good use of quotes. Excellent storytelling.

Category 21: Instructional Story, Association

- 1st: *America's Horse*, Reining Dressage Series, Andrea Caudill
 2nd: *The American Quarter Horse Journal*, Cow Horse Strategies, Annie Lambert
 HM: *The American Quarter Horse Journal*, The Bigs, Jennifer Horton

From short-and-sweet two-page articles to multi-article series, this category had a wide range of impressive entries. The top contenders used a nice balance of direct quotes and paraphrasing from expert sources, as well as sidebars to educate the reader and provide additional information on the topic.

Category 22: Producer/Farm/Ranch Profile, Non-Association

- 1st: *The American Quarter Horse Journal*, Flying High, Christine Hamilton
 2nd: *The American Quarter Horse Journal*, Surfer Cowgirl, Jennifer Horton with Christine Hamilton
 HM: *Angus Journal*/Angus Productions Inc., Real-World Cowboy, Shauna Rose Hermel

The articles in this category were well written and interesting, featuring many human-interest details.

Category 23: Production/Management Article, Non-Association

- 1st: *High Plains Journal*/Midwest Ag Journal, Family dairy remembers priorities, Jennifer M. Latzke
 2nd: *High Plains Journal*/High Plains Publishers, At the end of the trail, Kylene Scott
 HM: *Beef Today*, Put a Cover on It, Kim Watson Potts

This category featured many informative articles about timely issues. Winners were chosen based on amount of information provided, objectivity in showing viewpoints and examples to illustrate points, as well as interesting introductions and writing style.

Category 24: Marketing Article, Non-Association

- 1st: *BEEF*, Heavier is Better, Larry Stalcup
 2nd: *Tri-State Livestock News*, Protect your bottom line, Alaina Mousel
 HM: *High Plains Journal*/High Plains Publishers, Sample Sunday serves up family fun, Jennifer Carrico
 HM: *Beef Today*, Montana to Korea, Sara Brown

I would encourage authors to think more about interesting titles, leads and overall content in this category. Overall, the articles were informative and helpful, but some were more thorough than others. Still, most of the articles in this category were well written and the information will be useful to readers.

Category 25: Technical Article, Non-Association

1st: Certified Angus Beef LLC, The Growing Angus Advantage, Miranda Reiman
 2nd: *Drovers/CattleNetwork*, Accelerated Growth Curve, John Maday
 HM: *Progressive Dairyman/Progressive Publishing*, New three-way intranasal vaccine, Walt Cooley

This was a strong group of entries. The writers did a solid job of presenting technical information to the reader in organized, clear and concise stories. The first-place entry was in-depth in its coverage. Its selection of quotes and placement allowed the reader to move through the article without difficulty. It provided a good grouping of data and sources to support the story's focus. This is an article with well-presented science, technology and experts that an individual can refer back to when considering a rancher's cattle herd production systems.

Category 26: Feature/Human Interest Story, Non-Association

1st: *High Plains Journal/High Plains Publishers*, A steak and so much more, Jennifer M. Latzke
 2nd: *BEEF*, Temple Hits HBO, Joe Roybal
 HM: Certified Angus Beef LLC, Etched in the Land, Laura Nelson

Overall, the entries in this category were very well written. Great organization was evident in each of these stories, which allowed the reader to easily follow. The writers also provided insight and relevance into their subjects.

The winning entry provided great depth of coverage, accuracy of information and excellent use of quotes. Additionally, it went above and beyond, giving the reader a sense of the cause, and evoking the reader to care.

Category 27: Instructional Story, Non-Association

1st: *BEEF*, Safe makes for safety, Temple Grandin
 2nd: Certified Angus Beef LLC, Wean Early Without Working Overtime, parts I, II & III, Laura Nelson
 HM: *Dairy Today/Farm Journal Media Inc.*, Undercover Snoops, Jim Dickrell

The purpose of this category is to instruct the reader, with how-to information in a step-by-step format. Each story submitted did just that, with clarity, usefulness and relevant content. The winning entry, especially, was easy to read and understand, with great organization and step-by-step instructions.

Category 28: Producer/Farm/Ranch Profile, Non-Association

1st: Certified Angus Beef LLC, The Herd that Inspires the Words, Miranda Reiman
 2nd: *BEEF*, One Person at a Time, Joe Roybal
 HM: *BEEF*, One of the Last Great Places, Burt Rutherford

What a difficult category, with so many great entries! When evaluating the focus, organization, clarity and conciseness of each story, the first-place entry rises to the top. The use of quotes in the story made it a great, newsworthy, well-written piece.

Category 29: News Story

1st: *Seedstock EDGE*, Made in China. Registered in U.S.A., Tamara Choat
 2nd: *The American Quarter Horse Journal*, Lucky No. 7, Kellie Carr
 HM: *High Plains Journal/High Plains Publishers*, This Trich is No Treat, Doug Rich

There were very solid articles in the news story category. Many had elements of a great story, but not all of them combined those elements. The ones that did were outstanding, and it was difficult to choose placings among the top three. The authors are to be commended.

Category 30: Editorial

1st: *Drovers/CattleNetwork*, New GIPSA rules won't stop industry evolution, Greg Henderson
 2nd: *Seedstock EDGE*, The Byline: Dusty boxes and memories, Tamara Choat
 HM: *High Plains Journal/High Plains Publishers*, An unlikely meeting, Holly Martin

There were a number of excellent editorials in this category. It's evident the authors understand and feel strongly about their respective industries.

The winning entry provided a fair representation of both sides of a difficult issue, and ended with a strong message to all cattlemen. Well done.

Category 31: Regular Column

1st: *Dairy Today/Farm Journal Media Inc.*, Dairy Talk, Jim Dickrell
 2nd: *High Plains Journal/High Plains Publishers*, Better than perfect, An unlikely meeting, It's about more than ribbons, Holly Martin
 HM: *The American Quarter Horse Journal*, Pam Britton-Baer column, Pamela Britton-Baer

These entries were very well written and interesting. The intent of each was decidedly different, which created a dilemma: do you recognize great, entertaining writing that's funny and enjoyable, or do you go with great writing that discusses industry issues and offers guidance for his/her audience? We chose the latter.

Category 32: In-depth reporting, single article

1st: *Dairy Today/Farm Journal Media Inc.*, California's Turning Point, Cathy Merlo
 2nd: University of Illinois College of ACES, Keeping the Lights On, Jennifer Shike
 HM: *Angus Journal/Angus Productions Inc.*, Hot-Iron Branding; The Cost & Benefit, Troy Smith

What a high-quality set of entries, and a tough group to judge. The leads and creativity set the winners apart. All entrants did a great job evaluating all sides of their respective issues and utilized excellent resources.

Category 33: In-Depth Reporting, multiple article

1st: *Hereford World*, Tracking Technology, Christy Couch Lee, Julie White, Sara Gugelmeyer, Troy Smith, Kindra Gordon and Angie Stump Denton
 2nd: *Progressive Dairyman/Progressive Publishing*, Running out of time, Parts I-III, Walt Cooley
 HM: *BEEF*, Expansion in Today's Market and Proceed with Caution, Wes Ishmael

Good continuity between each article in all three entries. The winning entry did a thorough job of illustrating how to take advantage of the internet to manage your business, but was a little confusing, as the last four articles were not about technology, at all. They didn't seem to fit.

Category 34: Commentary or Essay

1st: *High Plains Journal/High Plains Publishers*, It's about more than ribbons, Holly Martin
 2nd: *BEEF*, An Industry's Dilemma, Troy Marshall
 HM: *Angus Journal/Angus Productions Inc.*, An Issue to Watch, Shauna Rose Hermel

As a group, these were well-written, informative commentaries. Some opening paragraphs were not as compelling as they could have been.

Category 35: Miscellaneous Writing

1st: *High Plains Journal/High Plains Publishers*, Traveling with farmers, Doug Rich
 2nd: *Seedstock EDGE*, Steeped in Tradition, Rachel Stine
 HM: *High Plains Journal/High Plains Publishers*, Beef, the new fabric of our lives, Jennifer M. Latzke

This category featured a very eclectic group of entries. All were very well written, and the technical articles were very informative and not too product heavy.

Category 36: 4-color, Full-page Ad for a Livestock Sale

No entry stood out above average, warranting a placing.

Category 37: 4-color, Full-page Ad for a Farm or Ranch

1st: Filament Marketing LLC and Distillery Design Studio, April-Day Blooms Advertisement

The winning entry gives the reader an attractive, well-executed layout. The category includes clean layouts, good photography and appropriate animal copy. We caution the use of small, serif types reversed on a 4-color mixed background.

Category 38: 4-color, Less-than-full-page ad for Livestock**Supplier, Service, Assn.**

1st: Cultivate Agency, Food Fight
 2nd: Filament Marketing LLC and Distillery Design Studio,
 Goats will eat anything
 HM: Cultivate Agency, Nature's finest dining
 HM: *Hereford World*, Rock Solid. Field Ready, Hereford Publications Inc.
 HM: Filament Marketing LLC and Distillery Design Studio, Breeding confidence

The top-placed ads in this category came through with fresh headlines, very clean layouts and copy that consistently supports each headline. Most adequately meet the challenge of conveying the product/service to the reader. Placing the name of the product or event at the bottom or in the fine print can confuse the reader.

Category 39: 4-color, Less-than-full-page Livestock Ad

1st: AgTown Technologies, Optimum Transition -- No Commission, No Fees,
 No Obligations, AgTown Technologies Staff
 2nd: Ohio Cattlemen's Association, Hubbard Feeds, Jamie King
 HM: Cultivate Agency, 3K Pie Bum

These entries get the job done well, within a partial page space. The first-place entry features interesting photo treatment in a clean, adept copy-coordinated message, something all ads can strive for.

Category 40: 2-color or 3-color, Livestock-affiliated Ad, any size

1st: Cultivate Agency, Texas Sown; Texas Grown
 HM: *Angus Journal*/Angus Productions Inc., Eby Ranch, Crystal Young

The winning entry contains an interesting, concise layout and appropriate color usage conveys the total message in just a partial-page advertisement. Entries meet the challenge of the 2-color price range.

Category 41: 1-color, Livestock Ad

1st: Cultivate Agency, A Toast to Dairy Producers

Photos of kids always stop the reader. A clean, black-and-white layout also helps this partial page get noticed. It took a bit of reading to learn what DairyMax is all about, however.

Category 42: Livestock Advertiser Campaign

1st: Cultivate Agency, Discover Dairy campaign
 2nd: Filament Marketing LLC and Distillery Design Studio, Calf-Tel "Purchase Wisely" Advertising Campaign
 HM: *Seedstock EDGE*, BuyersChoiceAuction.com, Stephen Weintraut II

Four strong, creative campaigns were featured in this category, each telling a unique, interesting story. Great use of strong, compelling, dominant visuals to capture the readers' attention and carry the message. All were very well designed and exceptional campaigns.

Category 43: Livestock Ad Headline

HM: Cultivate Agency, Texas Sown; Texas Grown

The headline type of this entry doesn't keep with the creative theme of the ad and the play of the Texas graphic.

Category 44: Multiple Page Livestock Ad

2nd: Cultivate Agency, He'll be Ready, Will You

This entry possesses a highly arresting design, and the creative expectation of this spread ad certainly gains the attention of the outdoorsman.

Category 45: Logo Design

1st: Filament Marketing LLC and Distillery Design Studio,
 Farm Fresh Photos logo
 2nd: Cultivate Agency, A1 Land and Cattle Red Label
 HM: *Seedstock EDGE*, NJSA National Youth Leadership Conference Logo,
 Stephen Weintraut II

A very diverse group of entries was featured in this category. All had strong visual elements combined with compelling type and other graphics. The top three finalists were particularly impactful.

Category 46: Brochures, Flyers and Direct-mail Pieces

1st: AgTown Technologies, Premium Natural Beef Company Brochure, AgTown
 Technologies Staff
 2nd: Cultivate Agency, Checkoff Works Brochure
 HM: Cultivate Agency, Tarrant County Ag Scholarship Gala Invite

This was a strong category, top to bottom, with a wide variety of exceptional work. The top three entries are indicative of the creativity and strong design characteristics of all entries.

Category 47: Sale Catalogs, any color on cover, 4-color text pages

1st: Hereford Publications Inc., Atkins Delaney Genetic Opportunity Sale,
 Hereford Publications Inc.

While there was only one entrant in this category, it exhibited nice use of color and eye-catching cover design. The creative and "cool" layout was a nice modern interpretation of the catalog. The treatment and repetitive nature of the farm/family names is appreciated and there was nice photography throughout. A few considerations: could have created more consistency with cover typeface use inside catalog; a graphic treatment and headline on the welcome letter would help draw the reader in; use caution in using gold type on lot entry boxes as it's difficult to read; consider use of "opportunity" sale name throughout to break up sections or create transitions.

Category 49: Annual Reports

1st: American Angus Association, American Angus Association Annual
 Report, Crystal Albers and Crystal Young
 2nd: *Hereford World*, Hereford Strategy for Success, Hereford
 Publications Inc. Staff
 HM: Cultivate Agency, DairyMax Annual Report

With much data to communicate, all entries achieved robust information and visual interest. Expression of key message carried throughout the piece was a key in placement. Quality design and layout is a must for achieving the thematic expression, and leading entries used design to stir emotion in reader — a challenging thing to accomplish. Collaboration between writer and designer is a must in creating a quality entry, and those that exhibited design complimentary to written word achieved a more comprehensively impactful piece. This set certain entries apart from others.

Category 50: Miscellaneous Design

1st: *Hereford World*, American Hereford Association Membership Packet,
 Hereford Publications Inc. Staff
 2nd: Cultivate Agency, Dairy Discovery Zone Mobile Marketing Exhibit
 HM: Filament Marketing LLC and Distillery Design Studio, Filament Marketing
 Holiday Card

An incredibly diverse category, ranging from single-page design executions to mobile marketing displays! Attention to audience as a key in evaluation. Simplicity and thematic approach to the design was a determining factor in placement. Variety of imagery and balance of imagery and text also contributors in sorting entrants. Recognized entrants made statements about their brand or industry with their design — from "heritage and class" to "fun and for me" to "creativity and different perspectives," the takeaways in winning entries were clear to the viewer/reader.

Category 51: Publication Website

1st: *Progressive Dairyman*/Progressive Publishing, *progressivedairy.com*,
 Web Editor, Emily Caldwell, and Webmaster, Ray Merritt

Very nice use of graphics and text. Code was clean and contained proper meta tags for search engine optimization. A nice blend and use of social media links to drive additional traffic. Pages loaded fast and website navigation and purpose was transparent. Great job!

Category 52: Association Website

1st: Cultivate Agency, *dairymax.org*
 2nd: *Seedstock EDGE*, *nationalswine.com*, Tamara Choat, Stephen Weintraut II,
 Rachel Stine

Both contestants' websites were strong with content, design and appeal. The winning contestant's website used nice multimedia elements that are easily viewed on all platforms including iDevices (iPhone and iPad). The additional use of social media links and meta tags for search engine optimization is a great strategy for driving additional guests to the website.

Category 53: Breeder Website

1st: Agtown Technologies, *powerpluscattle.com*, Agtown Technologies Staff

2nd: Cultivate Agency, *morrisboxranch.com*

HM: Cultivate Agency, *cattleshowcase.com*

All very strong submissions in this category. The winner's website contained a significant amount of visual and textual information and used effective meta tags for search engine optimization. The navigation was simple to use and pages loaded quickly. Information was focused and organized into a concise taxonomy.

Category 54: Livestock-affiliated Website

1st: AgTown Technologies, *chasecountyfair.com*, Agtown Technologies Staff

2nd: Filament Marketing LLC and Distillery Design Studio, *biotracking.com*

HM: Filament Marketing LLC and Distillery Design Studio,

FarmFreshPhotos.com

The winner's website was concise and clear. Nice blend of both visuals and text. Meta tags were present with attention to key words for search engine optimization. Navigation was clear and information was focused. Website was viewable across all browser platforms and iDevices (iPhone and iPad). Overall, very nice design.

