

# 2012 LPC Contest Results

## Category 2: Association Publication

1st: *National Cattlemen*  
2nd: *America's Horse*

This is a really diverse category with differing types and styles of publications. National Cattlemen delivers on its stated objective of delivering fresh content and I can see why they have increased membership. They have a strong mix of industry news and human features. The writing is tight and engaging and the advertising doesn't clutter or detract from the content. I can see this publication sitting open on a number of farm tables across the country. America's Horse, while in a different glossier format, grabs readers with its beautiful cover photography and follows it with engaging content and a crisp, consistent design than pulls readers through the entire publication. Excellent job!

## Category 3: Non-Association Publication

1st: *Progressive Dairyman*  
2nd: *BEEF magazine*  
HM: *Dairy Today/Farm Journal Media*  
HM: *Working Ranch magazine*

The entries that stood out spent time on content and design, and they focused on meeting their stated objectives. Both of the top winners drew me in as a reader and made me want to read all the way through their publications. They showcased timely content and compelling writing. It's obvious they understand their audiences and deliver the news and information their readers want and need. I particularly like how Progressive Dairyman spotlights their online offerings and encourage readers to utilize their web pages and follow their social media accounts. As printed publications struggle to be relevant news vehicles, they have to deliver a strong publication that leverages their online presence to keep readers hooked on both platforms.

## Category 4: Newspaper

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

Both publications are to be commended on excellent publications. It is apparent staffs have spent considerable time in the development of design and content. The stated objectives are very clear and obviously met in the sample issues provided. A slight edge goes to *Hereford World* who did an excellent job with the overall concept and execution. The publication offers a great deal of original editorial and quality supporting photographs. Credit to *Tri-State Livestock News* for strong content and design. The creative executed on the front page is to be commended. The use of COBs, bold headlines and design variety from issue to issue is sure to catch the reader's eye. Congratulations to both staffs for fantastic publications.

## Category 5: Newsletter

1st: *Angus Journal/NJAA, Directions*  
2nd: *National Cattlemen's Beef Association, Beltway Beef*  
HM: *BEEF magazine, BEEF Daily*

The winning entry in this category is a clean, informative, well-designed newsletter. The content is developed well for the audience with supporting photos. It accomplishes effective use of a 2-color design. The Second Place and Honorable Mention winners effectively use original editorial in an electronic piece. Although the formats vary, *Beltway Beef* offers a large amount of timely content. *Cow-Calf Weekly* effectively incorporated video into one of their entries. Overall, this category has excellent winning entries that contain good design and original content.

## Category 6: Website

1st: *The Showtimes Magazine, www.theshowtimesmagazine.com*  
2nd: *Drovers/CattleNetwork, www.cattlenetwork.com*  
HM: *Dairy Today/Farm Journal Media, www.dairytoday.com*

The winning site features strong background images, up-to-date user interactivity including video, and visual metaphor. The winning site was built on a Drupal CMS.

Audience becomes an issue in this category, as this site is clearly aimed at a younger, Webby audience and successfully matches its look and feel, while others were more news/CNN-style, which implies an older audience, and often means that they are dealing with a lot more content. That tends to reduce the "wow" factor in their design, although some of that "wow" could easily be added, for example with carefully chosen photographic background page images.

## Category 7: Special Issue -- 100 pages or less

1st: *Working Ranch magazine, Working Ranch Junior*  
2nd: *America Farriers Journal, Getting Started in Hoof Care*  
HM: *Tri-State Livestock News, The Cattle Journal*

Impressive category! The concepts and creative presented by this group, overall, is excellent. These special issues were very inviting and engaging, encouraging from cover to cover.

## Category 8: Special Issue -- More than 100 pages

1st: *Hereford Publications Inc., Hereford Family*  
2nd: *Ranch House Designs, The American Brahman Review*

This category is a shining example of how far livestock publishing has advanced in content, design and creativity. We all know moving a special issue project from concept to reality require a special team of many talents with a single focus on a clear message. What's makes this category even cooler is the fact the individual messages are thoughtful and relevant.

## Category 9: Event/Show Program

1st: *Dairy Today/Farm Journal Media, World Dairy Expo Journal*

Actually, this entry is a very "fun" read! Special printing issues, such as tabs, tip-ins, paper changes, etc., make the task of keeping the focus and the reader's interest more challenging. With only one entry in this category, the publication accomplishes its mission and clearly deserves 1<sup>st</sup> Place recognition.

## Category 10: National Show Coverage

1st: *Paint Horse Journal, Perverserance*  
2nd: *Paint Horse Journal, A World All Their Own*  
HM: *Ranch House Designs/The American Brahman Review, All American: Special Coverage*

The winning entries in this category have done a fantastic job of not only reporting the results, but also telling the story and capturing the "moments". The events represented here are, generally speaking, huge family events. Families gear up for these annual events and planning committees/boards put in numerous hours to ensure a memorable event. The use of photography is a wonderful compliment to the stories that took place at each event. The personal outtakes, moments, interviews and different photographic compositions add interest to the story. The first and second place entries exhibit strong layout and design coupled with good use of typography, which helps guide the reader through the story.

## Category 11: Single Article Layout and Design

1st: *Paint Horse Connection, Old Faithful, Art Vasquez and Jessica Hein*  
2nd: *Ranch House Designs/The American Brahman Review, Uberaba Confidential, Ashley Charanza, Rachel Cutrer and Lana Stanley*  
HM: *America's Horse, Red Rock Ride, Jason Brice*

This category was full of some very worthy competition across the board. The design used in each of these submissions created intrigue to the reader and also enhanced the story. In particular, the photography shot was well done.

**Category 12: Cover, Association**

1st: *The American Quarter Horse Journal*, Workin' A Cow, Justin Foster and Larri Jo Starkey  
 2nd: *The American Quarter Horse Journal*, Backlit Rider, Justin Foster and David Stroecklin  
 HM: *Paint Horse Journal*, June 2011, Tonya Ratliff-Garrison and Art Vasquez

Great photography work on the covers. Very unique and tight shots.

**Category 13: Cover, Non Association**

1st: *BEEF magazine*, State of the Industry Report, Krista Trempe  
 2nd: *Ranch House Designs*, The American Brahman Review  
 HM: *Working Ranch magazine*, March 2011, Cora White, Dan Macklin and Drew Lawler

Great use of bold imagery and colors that catch the readers eye. Nice use of font choices.

**Category 14: Cover, Newspaper**

1st: *High Plains Journal*, National Western Stock Show, Diana Derstein  
 2nd: *High Plains Journal*, Antique Machinery Issue, Lance Ziesch  
 HM: *High Plains Journal*, Good Cattle From Start to Finish, Diana Derstein

Good use of photography and placement of headlines with cover image. Layout concepts with copy did well on making it simple so you could view both photo and copy.

**Category 15: Published Editorial Photography**

1st: *Paint Horse Journal*, Southern Hospitality, Tonya Ratliff-Garrison and Susan Sampson  
 2nd: *Paint Horse Journal*, The Power of Pink, Jessica Hein and Katie Halse  
 HM: *Paint Horse Racing*, And They're Off, Tonya Ratliff-Garrison and Kelly Wise

Great overall photography and good use of fonts. The stories and imagery really pull in the reader.

**Category 16: Single Photo or Graphic Illustrating an Article**

1st: *Paint Horse Journal*, Spooky Win, Tonya Ratliff-Garrison  
 2nd: *The American Quarter Horse Journal*, Seven S Holy Roller, Larri Jo Starkey  
 HM: *The American Quarter Horse Journal*, Speed Racer, Holly Clanahan

Horses performing with riders were tops in this category. A good action shot freezes movement in a clear and compelling way but still imparts the movement that preceded and followed the moment. Contrast, composition, lighting and detail all played a part in creating the best images. All the prizewinners featured these assets in varying degrees.

**Category 17: Production/Management Article, Association**

1st: *The American Quarter Horse Journal*, The Science of Success at the Matador, Christine Hamilton  
 2nd: *Paint Horse Journal*, A Well-Oiled Machine, Jessica Hein  
 HM: *Seedstock EDGE*, Window to the Public, Katie Maupin

In this category, the entries ranged from specific production practices and challenges to broader stories of success. The stories were well written and kept the attention of the reader. The winner coupled strong writing skills and a compelling story, with a graphically appealing layout.

**Category 18: Marketing Article, Association**

1st: *Paint Horse Journal*, Social Studies, Abigail Wilder Boatwright  
 2nd: *Kansas Stockman*, Export future rests with traceability, Todd Domer

All the entries in the marketing category were well written. The winning piece was easy to read, nicely broken into subcategories with great sidebars. It gives the reader a chance to stay involved and remember what they read. I appreciate the thoroughness and timeliness of this piece.

**Category 19: Technical Article, Association**

1st: *Seedstock EDGE*, InSynch, Katie Maupin  
 2nd: *Paint Horse Racing*, Ink of an Eye, Jessica Hein

Presenting technical information in a compelling way is challenging. The winners in this category helped tell a story by providing the reader with relevant and important information. The winner exhibited strong grammar and presented the information in an easy-to-read, appealing manner.

**Category 20: Feature/Human Interest Story, Association**

1st: *Hereford Publications Inc.*, The Journey, Angie Stump Denton  
 2nd: *America's Horse*, Checking Fences, Andrea Caudill  
 HM: *The American Quarter Horse Journal*, Walking, Talking, Riding and Laughing, Holly Clanahan

The human interest category was so easy to read; so challenging to judge. So many of the stories conveyed a very emotional message in a very real way. The pieces I chose to receive recognition just really stood out with convincing writing, creative and thoughtful introductions and something that compelled me to keep reading. The photographs and design elements with the entries joined nicely with the written word and helped tell each story.

**Category 21: Instructional Article, Association**

1st: *America's Horse*, Pack Up Head Out, Andrea Caudill  
 2nd: *Paint Horse Journal*, Optical Illusions, Jessica Hein  
 HM: *America's Horse*, Lead On, Holly Clanahan

The entries in this category covered a broad range of topics, from styling hair (both horse and human) to training and technical subjects. Many were informative but still engaging and easily understood. The best made good use of visuals and sidebars to enhance the story with more information, and the No. 1 article even included tips from readers that had been solicited with social media.

**Category 22: Producer/Farm/Ranch Profile, Association**

1st: *America's Horse*, Cow Horses Good Ones, Jim Jennings  
 2nd: *Angus Journal/Angus Productions, Inc.*, A Problem Solver, Shauna Rose Hermel  
 HM: *Paint Horse Journal*, Heroes Never Die, Jessica Hein  
 HM: *Hereford Publications Inc.*, Mr. President. Angie Stump Denton

This category had so many well-written entries, and was difficult to judge. The first, second and honorable mention articles did a fabulous job of bringing the reader along for the story - as if you were right there, talking about the subject.

**Category 23: Production/Management Article, Non Association**

1st: *Certified Angus Beef LLC*, Four ways to marry implants, quality goals, Miranda Reiman  
 2nd: *High Plains Journal*, Criminals look to farms, Jennifer M. Latzke  
 HM: *Filament Marketing, LLC & Distillery Design Studio*, Off season: Evaluate your silage quality  
 HM: *Working Ranch magazine*, Your Cows, Everyone's Grass, Troy Smith

This category provided an interesting group of entries. The winners in this category provided solid material in concise, easy to read articles, allowing readers to walk away with truly useful nuggets of information.

**Category 24: Marketing Article, Non Association**

1st: *Dairy Today/Farm Journal Media*, The Road to Risk Management, Cathy Merlo  
 2nd: *Certified Angus Beef LLC*, Behind the export scene, Miranda Reiman  
 HM: *Cee Lee Communications*, Txt is gr8, but tmot, ftf is btr, Christy Couch Lee

The topics of the articles in this category varied as much as the writer's styles. Good marketing articles are technical and challenging to connect to the reader. The winner's of this category sorted to the top by using depth and breadth to cover their topic while not losing sight of their readers.

**Category 25: Technical Article, Non Association**

1st: *Ranch House Designs/The American Brahman Review*, To Record or Not to Record? BHIR Examined, Joelynn Donough  
2nd: *Working Ranch magazine*, You can't judge a cow by it's cover, Jamie Pullman  
HM: *Progressive Dairyman/Progressive Publishing*, Silage Joins the Polluter List, Dario Martinez

By using subheads, sidebars and bulleted lists, the top entries in this category organized technical pieces of information in a way that helped readers digest the more complex subject matters.

#### **Category 26: Feature/Human Interest Article, Non Association**

1st: *Progressive Publishing/Progressive Dairy*, Chasing a Dream: One woman's fight for a dairy farm life, Emily Caldwell  
2nd: *Encore Visions/Drive Magazine*, Finding His Voice, Christy Couch Lee  
HM: *Ranch House Designs/The American Brahman Review*, The Brahman Voice, Joelynn Donough

The "flow" of many of these stories was hard to follow with too much jumping back and forth between topics. Make the reader feel a real connection to the subject through interesting quotes from both the subject and others who know him/her.

#### **Category 27: Instructional Article, Non Association**

1st: *Dairy Today/Farm Journal Media, Inc.*, Before Bankruptcy Hits, Cathy Merlo  
2nd: *Encore Visions/Drive Magazine*, Temperature Rising, Julie White  
HM: *Cee Lee Communications*, The Marvelous Machine, Christy Couch Lee

This category had a few well-written entries, but the first and second place articles were outstanding representatives of an instructional article. As a reader, I appreciated knowing first, why this topic is important and second, how it works.

#### **Category 28: Producer/Farm/Ranch Profile, Non Association**

1st: *Certified Angus Beef LLC*, Relationships Rule, Miranda Reiman  
2nd: *Ranch House Designs/The American Brahman Review*, This is My Story, Joelynn Donough  
HM: *Certified Angus Beef LLC*, Crucible for Quality, Steve Suther

Many of these stories had compelling qualities to them but were either too long or jumped around to too many areas. It sometimes became confusing to trace back to the original intent of the story. Pay close attention to the length of paragraphs and always try to adhere to AP style.

#### **Category 29: News Story**

1st: *High Plains Journal*, How would you like that cooked?, Jennifer Carrico  
2nd: *Dairy Today/Farm Journal Media*, Colorado Wants You!, Cathy Merlo  
HM: *The American Quarter Horse Journal*, Bragging Rights, Larri Jo Starkey

In general, this category had a lot of strong leads. But sometimes, the nut graph was too far buried, making the story harder to follow. Paint a picture... the news does not have to be boring. The winners had catchy leads and strong facts, with a good flow. They all took everyday topics and made them more interesting to read. We should all look at how we can tell the same story, in a different, creative way.

#### **Category 30: Editorial**

1st: *Drovers/CattleNetwork*, Al Gore is wrong about ag, Greg Henderson  
2nd: *American Farriers Association*, Summit Speaker Decision Based on Core Principle, Pat Tearney  
HM: *Drovers/CattleNetwork*, Want safe food? Technology offers a solution, Greg Henderson

The editorials included impressive examples of persuasion and some punchy writing. The strongest editorials took a firm position on an issue of controversy, addressed opposing viewpoints with respect and provided facts to support the arguments.

#### **Category 31: Regular Column**

1st: *Certified Angus Beef LLC*, What's Cooking at CAB, Chef Michael Ollier  
2nd: *High Plains Journal*, columns by Holly Martin  
HM: *High Plains Journal*, columns by Jennifer M. Latzke  
HM: *Paint Horse Journal*, Recollections, Jessica Hein

Entries in this category ranged from informative to light and comical, but all of the winners grabbed my attention from the start and made me genuinely look forward to reading their next two columns.

#### **Category 32: In-depth Reporting, Single Article**

1st: *Working Ranch Magazine*, The Howling; Sound of Success or Call to Battle?, Tim O'Byrne

This section should have had more entries. As communicators, people relay on us to give them detailed and trusted information. The only story in this category had details, breakout sections and drew the reader in. It was a good mix of historical and current information. Gave the subject a good look, and showed both the good and bad sides of the issue.

#### **Category 33: In-depth Reporting, Multiple Article Series**

1st: *Angus Beef Bulletin*, Ranching in the Presence of Wolves, Kim Holt  
2nd: *Dairy Today/Farm Journal Media*, Foundation for the Future

Again, like the previous category, this section should have had more entries. Think about ways you can elaborate on an idea and story that important to your readers. The two entries both supplied a look at two different topics. The strength in both of these was using multiple methods to share the information. Details were both historical and current. Opinions were used effectively and clearly outlined.

#### **Category 34: Commentary or Essay Article**

1st: *Encore Visions/Drive Magazine*, Lawyers, doctors and...farmers?, Elizabeth Oliver

The commentary or essay entries took basic viewpoints and saw larger meanings in them. The work that stood out in this category took personal experience to an international level, gave a face to a challenge and summed up the narrative with succinct and heartfelt thoughts.

#### **Category 35: Miscellaneous Writing**

1st: *The American Quarter Horse Journal*, Borrow a Trainer, Christine Hamilton and Marina Herbert-Schwarz  
2nd: *The American Quarter Horse Journal*, Out of Hibernation, Pamela Britton-Baer  
HM: *The American Quarter Horse Journal*, Onward and Upward, Pamela Britton-Baer

What a pleasure it was to find editors, writers, etc. working to connect with readers in a personal way. Each of these pieces holds their own identity and you get a good sense of the reader when reviewing the pieces. When working to connect with the reader, the writer must strike a balance with telling a story and sharing just enough of themselves to give the piece personality. Moving over that line makes the piece feel self indulgent and can make a reader disconnect. The winning entries do an excellent job of sharing and telling.

#### **Category 36: 4-color, Full-page ad for a Livestock Sale**

1st: *Ranch House Designs*, Expect Greatness, Stacey Shanks  
2nd: *AgTown Technologies*, Innovation Breed Opportunity

The winning entry was a very clean ad. Not overwhelming to the reader with good flow. Nice use of black and white as well as color photos. Fonts were well chosen and complement the layout nicely.

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

1st: *Encore Visions*, Molding the Perfect Showpig, Lacy Short  
2nd: *Ranch House Designs/The American Brahman Review*, Horse Stomp Ranch, Stacey Shanks  
HM: *The Showtimes Magazine*, Trausch Farms, Brian J. Reid

This is a nice representation of ads for the livestock industry. The ultimate goal of livestock ads is to showcase and sell a product, with the design supporting that goal.

**Category 38: 4-color, Full-page ad for a Livestock Supplier, Service or Association**

1st: *Filament Marketing, LLC & Distillery Design Studio*, First Defense Catalog Ad  
2nd: *Filament Marketing, LLC & Distillery Design Studio*, Land o'Lakes Purina Feed Hot Mama  
HM: *Encore Visions*, Honor Show Chow

A large category, this was difficult to judge. I was impressed by the intelligence of the ads and the broad scope of design ideas.

The winning ad is very simple but very memorable. Even while thumbing through a magazine, it would immediately grab a reader's attention. The "grab line" is thought provoking when paired with the dominant photo and yet the photo of the product still has great presence. Varying font sizes and colors keep readers interested while nice spacing makes text easy to read. The four major points buyers should know about the product are well placed and not cumbersome. Overall, just a clean and pleasing ad design.

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

1st: *The Showtimes Magazine*, Friday Night Sale, Brian J. Reid  
2nd: *Cultivate Agency*, Plant Pogue, Brady White

Good use of color and textures. Each ad offsets well with there being several other ads on the page competing.

**Category 40: 2-color or 3-color, Livestock-affiliated Ad, Any Size**

1st: *The Showtimes Magazine*, Denver 5 Year, Brian J. Reid

The winning entry had a great design and layout concept. The black and white color scheme works well and can be used in all print mediums at an affordable cost.

**Category 41: 1-color Livestock Ad, Any Size**

1st: *Cultivate Agency*, Where Brands Have Shown, Brady White  
2nd: *Shorthorn Country*, Y Lazy Y Shorthorns, Audrey Hambright

With the simplistic medium of a 1-Color ad, simplicity in the ad design is often more appealing and more effective.

**Category 42: Livestock Advertiser Campaign**

1st: *AgTown Technologies*, VirtualHerd.com  
2nd: *Cultivate Agency*, Discover Dairy, Brady White  
HM: *Angus Journal/Angus Productions, Inc.*, Cow Series/Angus E-List

Campaigns create repetitious touch points to drive brand awareness. From multimedia to print-only campaigns, there were great entries in this category.

**Category 43: Livestock Ad Headline**

1st: *Ranch House Designs, Inc./The American Brahman Review*, The Legacy of Ellis  
2nd: *The Showtimes Magazine*, Mountain States Beef Expo

We were taught that headlines should be concise, tell the reader enough to get them interested and be designed to be readable. These basics should be remembered and followed when designing winning headlines.

**Category 44: Multiple Page Livestock Ad**

1st: *Shorthorn Country*, Lone Star Edition XVII Shorthorn Sale, Tracy Duncan  
2nd: *Shorthorn Country*, Peak View Ranch, Audrey Hambright  
HM: *Ranch House Designs/The American Brahman Review*, Beauty is in the Eye of the Beholder, Rachel Cutrer

Designs were crisp, clean and easy to follow. Creative headlines and great layouts pushed the winners to the top along with staying true to their stated objectives.

**Category 45: Logo Design**

1st: *Cultivate Agency*, MVP Logo, Brady White  
2nd: *Cultivate Agency*, Timber Creek Ranch Logo, Brady White  
HM: *Cultivate Agency*, Texas Junior Red Angus Association Logo, Brady White

The winning entry is nicely done. Immediately obvious by the use of the football graphic what type of MVP is involved. Easy to identify, easily readable fonts and great use of color.

**Category 46: Brochures, Fliers and Direct-mail Pieces**

1st: *Filament Marketing, LLC & Distillery Design Studio*, First Defense Direct Mail Campaign  
2nd: *Filament Marketing, LLC & Distillery Design Studio*, GEA Iodine Teat Dip Brochure  
HM: *Cultivate Agency*, State Fair of Texas Youth Livestock Auction Invitation, Brady White

This category had great competition and the decision to only award a first, second and honorable mention proved difficult. Winners in this category rose to the top for their creative approach and thinking outside the box to help promote their products. All three top winners used creativity to grab the attention of the intended audience in a unique way.

**Category 47: Sale Catalog**

1st: *AgTown Technologies*, Z7 Bar Ranch Female Sale Catalog  
2nd: *Hereford Publications Inc.*, DeanaJak Farms Inc. and Guests

This category had many great entries and although the idea of each catalog was to sell cattle, each designer approached the design in a unique way.

With a nicely designed custom envelope, the winning catalog would demand attention from buyers the moment it hit the mailbox. Beautiful photos, simple design and a muted color palette set an elegant tone. This catalog was visually pleasing from cover to cover.

**Category 49: Annual Reports**

1st: *Certified Angus Beef LLC*, Brand Update '11  
2nd: *Hereford Publications Inc.*, Demand. Research. Leadership.

With only two submissions, this made this category harder to give some critique. However, I think this small number of submissions demonstrates difficult it is to design an effective annual report. I commend those that submitted to this category and encourage others to take this challenge on. The submissions did a good job of telling each organization's financial story through the use of photography and design.

**Category 50: Miscellaneous Design**

1st: *Cultivate Agency*, AgriQuest contest, Brady White  
2nd: *Cultivate Agency*, Toolkit for Schools, Brady White  
HM: *Filament Marketing LLC & Distillery Design Studio*, April-day calendar ad

Entries in this category had strong results in concept of design and creativity. Winners moved forward because of their approach in thinking of creative ways to reach their target audience and by using technology to enhance educational components. Winners also exhibited a great approach to a multi-faceted campaign in a fun and memorable way.

**Category 51: Publication Website**

1st: *The Showtimes Magazine*, theshowtimesmagazine.com  
2nd: *Working Ranch Magazine*, workingranchmag.com  
HM: *Progressive Publishing/Progressive Dairyman*, progressivedairy.com

A very strong group. The top two sites in particular both made use of strong background images, up-to-date user interactivity including video, and visual metaphor. The winning site was built on a Drupal CMS.

On some of the sites, inside pages suffered from large blank spaces or a lack of explanation, there was body text that was a bit small, and there was autoplaying video, which might be annoying to some users. Sites are not fully explained on the home page.

#### **Category 52: Association Website**

1st: *Gelbvieh World*, [gelbvieh.org](http://gelbvieh.org)

2nd: *National Cattlemen's Beef Association/National Cattlemen*, [beefusa.org](http://beefusa.org)

HM: *National Pork Board*, [pork.org](http://pork.org)

Most of the sites dealt with a significant amount of content, incorporating dynamic content, flyout menus, and social media presence. The winner kept the design clean and uncluttered, with readable text, consistency across pages, and good use of white space.

Some sites suffered from slow downloads, out-of-date HTML, inconsistencies across browsers (e.g. flyout menus that displayed underneath images), and most could provide more explanation of purpose on the home page, both for users and SEO purposes. Half of the entries did not have their own favicon, a touch that usually is a sign of a thorough design.

#### **Category 53: Breeder Website**

1st: *AgTown Technologies*, [Z7BarRanch.com](http://Z7BarRanch.com)

2nd: *Encore Visions*, [realmccoymgenetics.com](http://realmccoymgenetics.com)

HM: *Ranch House Designs*, [V8ranch.com](http://V8ranch.com)

Small group with quality shown by all. Winner here is another that makes clear use of visual metaphor that is tied into the logo, background image, and header photos. Nice use of panoramic images in header. Site doctype is HTML5 and use is made of HTML elements.

Legacy code such as use of `<table>` for layout should be avoided. Sites should provide redundant navigation so user is not forced to scroll or use back button. All navigation links need to be tested and functioning—every link from every page.

#### **Category 54: Livestock-affiliated Website**

1st: *Certified Angus Beef LLC*, [CABpartners.com](http://CABpartners.com)

2nd: *Ranch House Designs*, [ranchhousedesigns.com](http://ranchhousedesigns.com)

HM: *The American Quarter Horse Journal*, [aqha.com/worldshow](http://aqha.com/worldshow)

The winner in this category does most things right, without going over the top. Most of the content is kept above the fold, the colors complement, and there is consistent use of a design grid, and other touches such as sticky notes on images, semi-transparent pop-ups. Nice use of Wibya social media toolbar.

Things to watch for: make use of grids and avoid text that runs across the entire page; do not force then user to use the back button—always have the logo link to the home page.