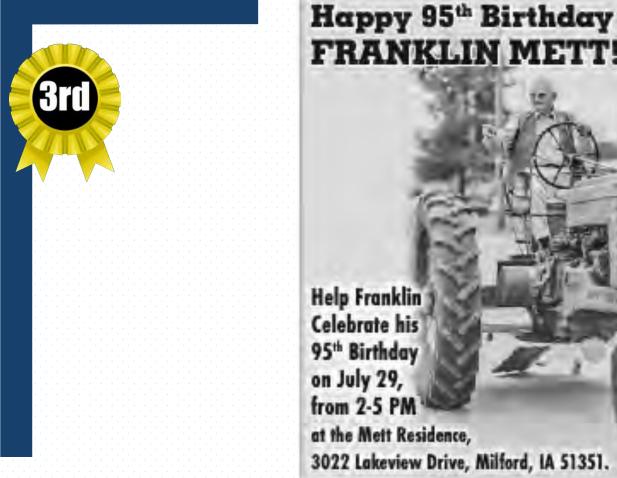
Welcome to our 2024 Awards Presentation



Category 1 Best Dining & Entertainment Ad Black & White Any Size

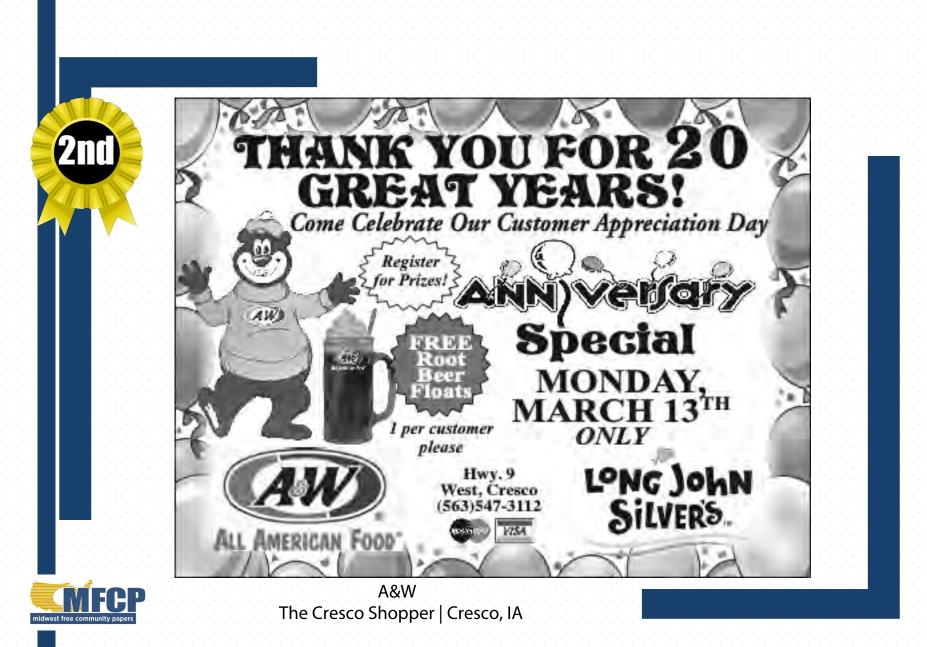


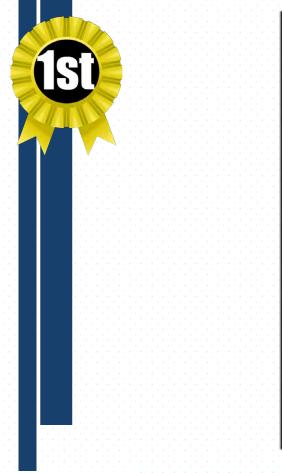


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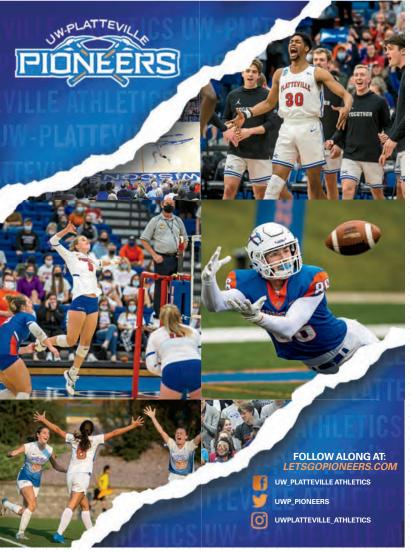


Annual Pancake Breakfast The Lakes News Shopper | Milford, IA

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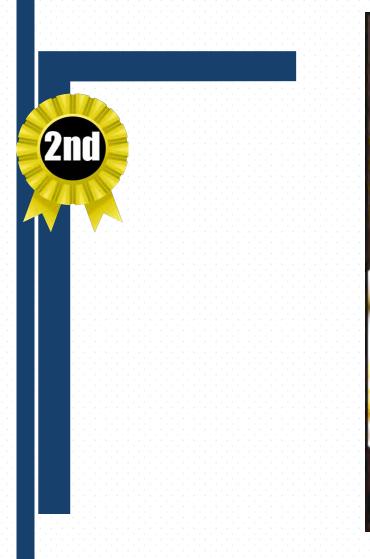






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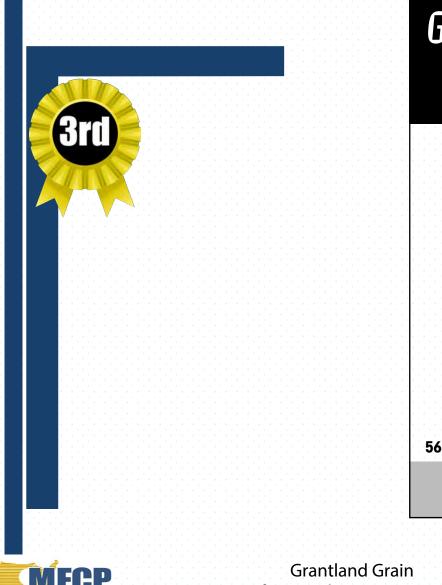
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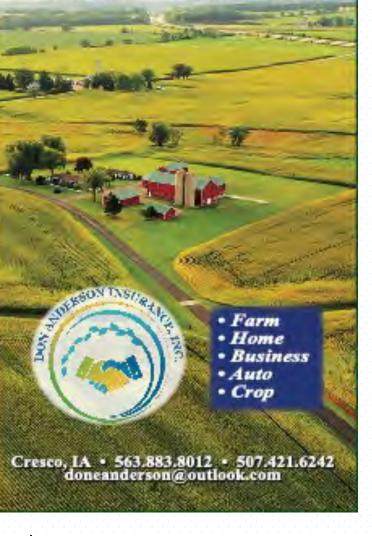
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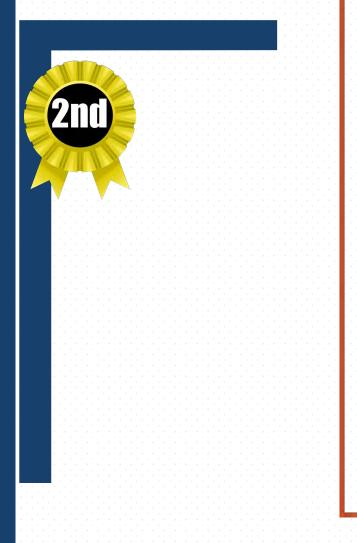


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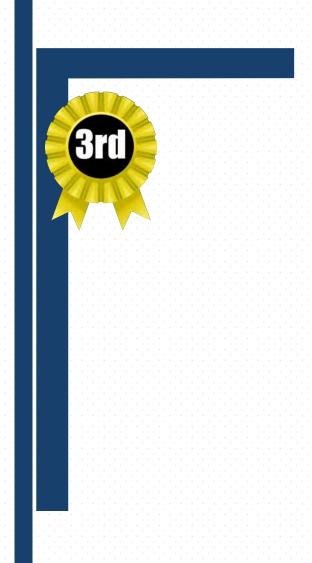




Simpson's Tractor Inc Richland Center Shopping News | Richland Center, WI

Category 4 Division 3 BEST AGRICULTURAL AD Separate Section





A special Section of the Fillmore County Journal / Monday, October 23, 2023 PROUD TO SERVE AND SALUTE OUR LOCAL FARMERS! meiful days and evenings ted by many area farmers

THE LEGACY CONTINUES

BY CLARLENC COSSON SELIEE: Astronomytomerations of the selection of th

Articles In This Section • Anhydrous Safety Should be Top Concern After Harvest • A Team Effort - Eitzen Truck Shop • How Rising Food Demand is Affecting Farming • Grant Funding Available to Support Sustainable Agriculture Research







Fall Harvest Fillmore County Journal | Preston, MN





BY JANETTE DRAGVOLD anette@fillmorecountyjournal.com

Caledonia Haulers of Caledonia, Minn. began in 1958 when their dairy routes aver-aged 50 miles per day, with 90 cans of milk "We started out with dairy," startes Caledonia Haulers CEO Dennis Gavin. "My dad and the other gays had (mill) can routes, and then bought their first bulk ruck."

a the dispatch center connect All trucks are equipped with

e communication. Photo by Janette Drage

Employe with driv

radius. Much of the milk goes to facilities in Wincensin: "A low of planns have closed," any Gavin. "The or of planns have closed," any Gavin. to now the milk has to travel factors. We have no now the milk has to travel factors. Much new to travel farther than they use to. They used to be able to take two or three loads a day. That's all changed, so we're had to change with it." The Lind O'Lakes commans, but as other

Originally noise milk bauling was all for the Land Clakes company, but as other milk haulers got out of the buintess they soon on other outset. They now hauf for around six to seven different co-ops and will be milk wherever the co-op needs it to go. Because they were traveling further with milk these milk wherever the co-op needs it to go. Because they were traveling further with milk were were taking dairy down to S. Louis, new we walk go to Kockiak and get com sweetners and hauf that back up nerth,

See HAULERS Page 6 >>



Articles In This Section

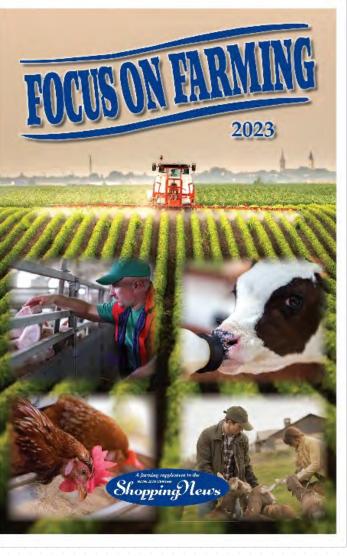
n Con uty Dairy ies takes place ng the 2023 Fi ty Dairy Royalt The fits of dairy Unique herd of U of M Holsteins can help red mastitis in dairy cows



Trucking for 65 Years Fillmore County Journal | Preston, MN

Now they have around 40 trucks that haid almost 50 loads of milk off area farms, mor-ing over 30,0000 gallons of raw milk daily. They pick up milk directly from dairy farms loads and the Albert Lea area as well as areas in they and Wiscomin Because there are fewer dairy plans and leas farmers, they have to go deliver to plans that are within 2.50 mile-radius. Much of the milk goes to facilities in Wiscomin.



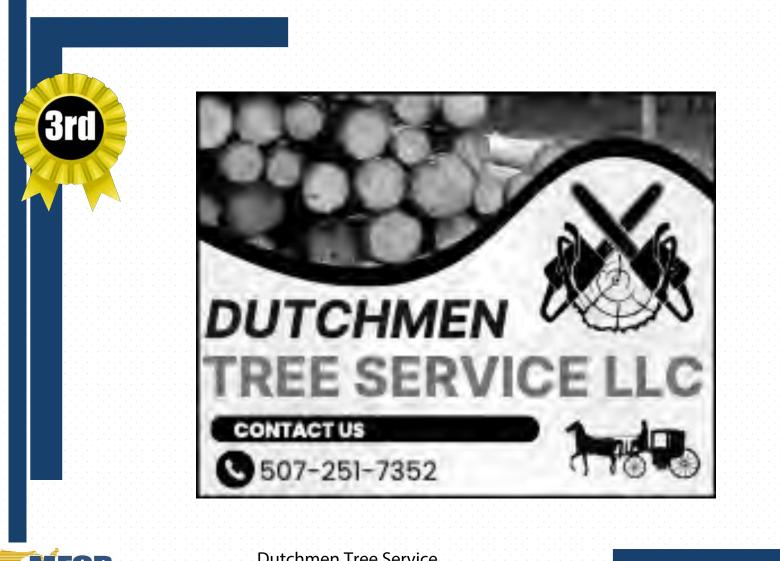




Focus On Farming Richland Center Shopping News | Richland Center, WI

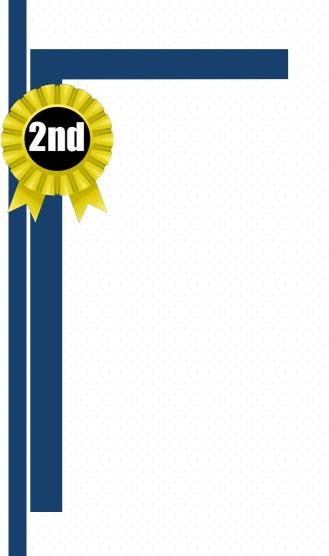
Category 5 Division 1 BEST PROFESSIONAL SERVICES AD BLACK & WHITE







Dutchmen Tree Service Fillmore County Journal | Preston, MN







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Category 6 – Division 1 BEST HELP WANTED AD BLACK & WHITE





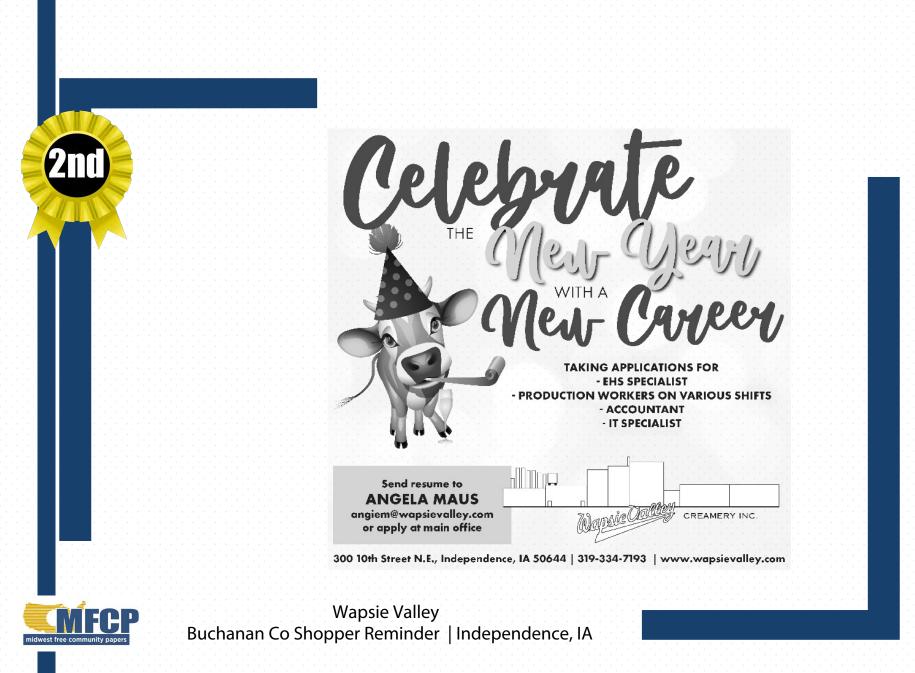


Super 8 The Cresco Shopper | Cresco, IA





Village Northwest The Extra | Rock Rapids, IA





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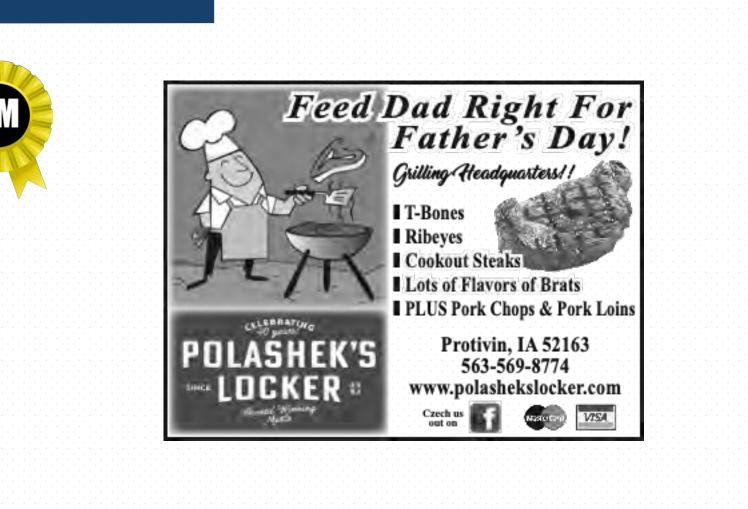




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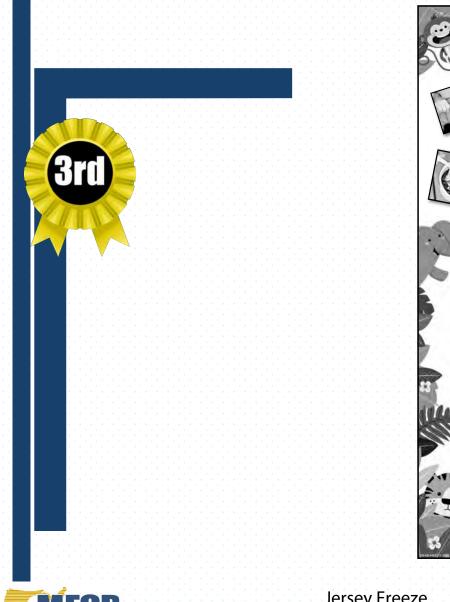
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Ada Walter DO OD DUDO 20,2023 Please send greetings to her at: 1010 North Elm Cresco, Iowa 52136



Happy Birthday Ads The Cresco Shopper | Cresco, IA





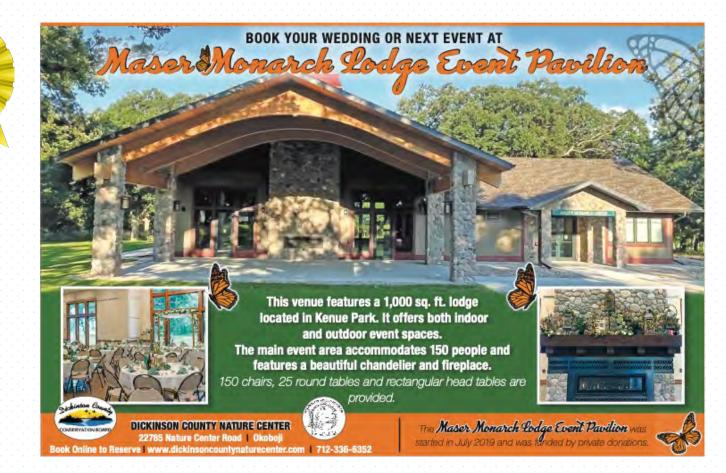


Gladiator Assault Challenge CityView | Johnston, IA





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Maser Monarch Lodge Event Pavilion The Lakes News Shopper | Milford, IA

Category 8 Division 1 BEST MISCELLANEOUS AD LARGER THAN A QUARTER PAGE BLACK & WHITE





COMMUNITY VALUES AND PRACTICING GREAT PSPRTSMANSH

2

•

team played lights out and won.

Let me start off by saying I'm not used to being seen when addressing a crowd. So, if you'd all turn around and close your eyes or maybe start driving your car that

would make me feel more at home. When I was asked by the school board to consider speaking at this, I was a little taken aback because I'm not a fan in the stands most nights. I don't officiate or coach and I'm certainly not playing these days. I wondered what I could say to you about the tonic of sportsmanship. The more I thought about it, I realized that in my position of play-by-play guy, I am given a platform where I either model well or poorly sportsmanship. Before I started writing this address I sat and thought about whether or not I model good or poor sportsmanship. It was a worthwhile exercise: To sit and evaluate myself. I encourage you to ask yourself that same question and self-evaluate. I also want to address an elephant that I think is in this room. It is the opinion of many here and of mine that Waverly-Shell Bock has not been treated entirely fairly when it has come to the evaluation of soortsmanshin. I think W-SR has been under a microscope and what's been found has been publicized more than at most places. I love this community and I am sure you do, too. I have found myself being an apologist for the Go-Hawks and their fans. I have tried to add context to what's

been reported. I on to events all over and there are examples of bad sportsmanship all over. It's not just a Waverly-Shell Rock problem or primarily a Go-Hawk issue. But when has the Waverly-Shell Back community settled for good enough? It's been the Go-Hawk way to strive to be the best. Go-Hawk students, parents, fans, and coaches: This is an opportunity to improve on sportsmanship and do the exhaustive work of shedding a reputation that may or may not be fair.

I call Wartburg football and one of my favorite places to visit is Bethel University in St. Paul. They always have a good team and the fans there are always so kind and welcoming. I'm not saying all the other places I visit have bad sportsmanship. I'm not saying that at all. They stick out among all the places I have been because the fans are kind and generous and loud and the football team plays fierce, hard-nosed football. What if that became our reputation? If teams knew at W-SR the fans would be loud, the teams would be fierce, and the sportsmanship would be noticeably better than other places. I want that for W-SR. I want this place to be known for all the best things. In broadcasting, we're encouraged to avoid cliches. Well, whoops. I'm going to do the 'ole begin a speech with checking the dictionary cliché.

The Oxford Dictionary defines sportsman ship as "Fair, generous and polite behavior, especially when playing a sport or a game." I think that's a solid definition and that's the definition I will use today. Let me give you a few things that I try to

do and think about in my attempt to be a good sport. This list isn't exhaustive or as good of information as what Millhov and Al will share later, but it's some things that entered my mind on the subject of sportsmanshin '



call Wartburg football. Wartburg fans have a tradition of getting to Walston-Hoover Stadium early and marking their spot. I get to the game two hours prior to kickoff and there's already a bunch of seats saved using blankets and chair-backs. I love walking to the top of the bleachers and looking at the variety of colors and logos on the chairbacks. The Knights are orange and black but the chairbacks are purple, red, black, gold, green or grey. The logos are not Wartburg's but the logos of the high schools that the young men playing for Wartburg attended. I sometimes chuckle as I scope out who hated who in high school based on rivalries. These boys went from high school foes to college buddies. They went from hating each other to in a few years standing in each other's weddings. Do you treat the players on the opposing

٠

teams like they could soon be your child's room-mate soon or that they could possibly be one of your best friends if you got to know each other?

•

they aren't nerfect.

for the next play.

would hope to receive.

When a bad call happens no one should

expect that the visceral reaction of a proan

won't arise from the bleachers. When a call

is obviously wrong, as the radio guy I try to

lving to them and withholding information

over and over and over and over is the sign

of a bad sport. Move on. Cheer positively

sports. We can't have games and matches without rule-keepers. I make mistakes a

Int. You make mistakes. Befs make mis-

takes. Let's give each other the grace we

Next time there's a call that the crowd

thinks is wrong can you be the fan that

leads those next to you to have a next-play

mentality? Can you influence those around

you to move on and cheer for the present

and not moan about the past?

There's a shortage of officials in all

honest and tell my listener, otherwise I'm

People with good sportsmanship don't

other, but you should never stoop to hating on a kid or a team simply because they're good.

excellence.

GIVE THE BENEFIT OF THE DOUBT A few weeks ago there was a pooch kick by the Waverly-Shell Rock football team. The ball lofted about 15 yards downfield and was caught by the Go-Hawks \blacklozenge before hitting the ground and Mason City didn't call for a fair catch. It was a remarkable feat that I had never seen before. Then we saw yellow on the ground. There was a flag. The referee said it was Kick Catch Interference and a 15-yard penalty. Needless to say, I was confused. To be honest, the fan in me wanted to call the officials idiots. I wanted to deary the call, but luckily this time, I just expressed my honest confusion. Eventually with the help of Mr. Rohne and the internet I learned that this was in fact the right call. The officials had gotten it right. I am impressed they knew such an obscure rule on the spot. I've called a lot of games, watched many more

mean those students were and how poor they reflected on their community.

and I had never seen that. Yet, they called it correctly right away. Give the benefit of the doubt: You might be wrong, and they might be right.

As a fan you may be screaming about your own coach because your team didn't run a play you thought could work. Coaches can only call plays that kids know. Give the ben-efit of the doubt. You may be incensed that the umpire called that pitch a strike. You're sitting down the 3rd base line and they're behind the plate. Give the benefit of the doubt.



CHEER FOR The ESPNification of sports has many thinking that a fan's job is to cheer against. To love Michael is to hate LeBron. The Barstool effect of social media has many students thinking that ripping down \diamond and insulting the other team is the trademark of a good fan. Now, there's some old fashion ribbing that might be OK on the professional side. As a Cubs fan, I have endured and

RECOGNIZE GREATNESS; GIVE CREDIT

recognize when you're playing Decorain that the Josie kevel is kid is dam special, when you're playing Cedar Falls that that AJ. Green guy is great, when you're facing New Hampton with Cole McDonald on the mound

Hat it's going to be a tough. Some broadcasters mistakenly takes such a homer approach that it seems that our girls our great and their girls aren't. I don't understand that at all. In my approach it's more exciting when your team manages

to defeat the team with the great player. It's more truthful when you acknowledge that the boy that was on the other

For your team to be appreciated you don't need to avoid praising the other. I'm not saving fans should give a stand-

ing ovation when the kid from the other team's good performance hurts your favorite team. What I am saying is that

there's no reason not to tip the cap. There's no reason when you're walking out to your car and you see her to say, " really enjoy watching you play." Or "Coach, I know your team lost but your kids played so hard." I would encourage you

to do that when you have the opportunity. Think about the reputation your school can get if fans tipped their cap to

Very often fans, all over the country, not only don't tip their cap, but they disparage good athletes. I was at the State Tournament when Ames basketball had Harrison Barnes and Doug McDermott on their team. That squad was loaded.

Dougle McBucket's dad was the coach at lows State but Doug was going to Creighton. This was before Coach Mac had announced he was going to Creighton, too. But in Wells Fargo Arena a group of students from a school I don't remember

hassled Doug during warm-use. They channed "Baddy doesn't want you." Doug is an NBA player now but on that day he was a teenager. Granted he knew something those kids didn't, but the fact is that fans thought that was appropriate.

Doug played an amazing State Tournament and I will forever remember how great he was, and I will remember how

You can and should be loud when the other team has the ball, you can and should cheer for your team and not the

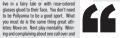
Good sports tip their cap to the other team EVEN when what's accomplished hurts. You can

WHERE IT IS DUE

can appreciate a joke at my team's expense. You know what I'm talking about Bears fans. That said, the mark of a great fan base is how they cheer for their team. Go nuts. Be loud. Have all your squad's

gear on at once. Do theme nights in the stands. Lose your voice during an exciting game. Listen to the coach's show, read the recap of the game and play the highlights over and over.

As a station our goal is, as my boss says, to make heroes out of the kids. Our goal is to provide a service to the community and to highlight the achievements of the students in our listening area. I'm glad and proud to work for an organization with this mindset. Fans, let's be known for cheering for our players, coaches and teams.



As I said before. I think some of the reputation that Waverly-Shell Rock has gained for sportsmanship is unlike. Regulations are hard to overcome. You won't accidentally or sort of change your reputation. I Mattr M want Waverly-Shell Rock to have a great reputation for sportsmanship. I want my kids to be members of a school system that is known for excellent teams and excellent fans. To do this, we must go above what other

schools are doing. We must work at it like the athletes work in the GPEC. As I prepared to speak today I was nervous because I know Jim Miller and Al Kerns are great speakers and I'm mostly just a ouv who says what he sees. I was nervous. I told Mr. Epley, halfway in jest, to make sure I didn't have to follow them Jim Miller. But here's the deal: I could give the best speech about sportsmanship. Jim and Al could give the best speeches, too and that's not really what matters. What matters is you guys. Do you want to be known for great sportsmanship? What are you going to do? What's your thing that will ring positively like the lowa

Wave? James the brother of Jesus has a great line: Be doers of the word and not hearers only The work the students are doing through The Nest is great. The sportsmanship video that plays before games is awesome. These students are taking the lead to earn the reputation they want to have. Adults, can we join them in this? Can we do all the little things needed? Can we be known for fair, generous and polite behavior, especially when playing a sport or a game? After this event, I encourage you to think about your own sportsmanship. I also encourage you to think about and talk with your friends about something that could be Waverly-Shell Rock's unique way of demonstrating to visiting fans and officials that this community values and practices the ideals of great sportsmanship.





Sportsmanship Waverly Super Shoppers | Waverly, IA "RADIO PERSONALITY AT KWA

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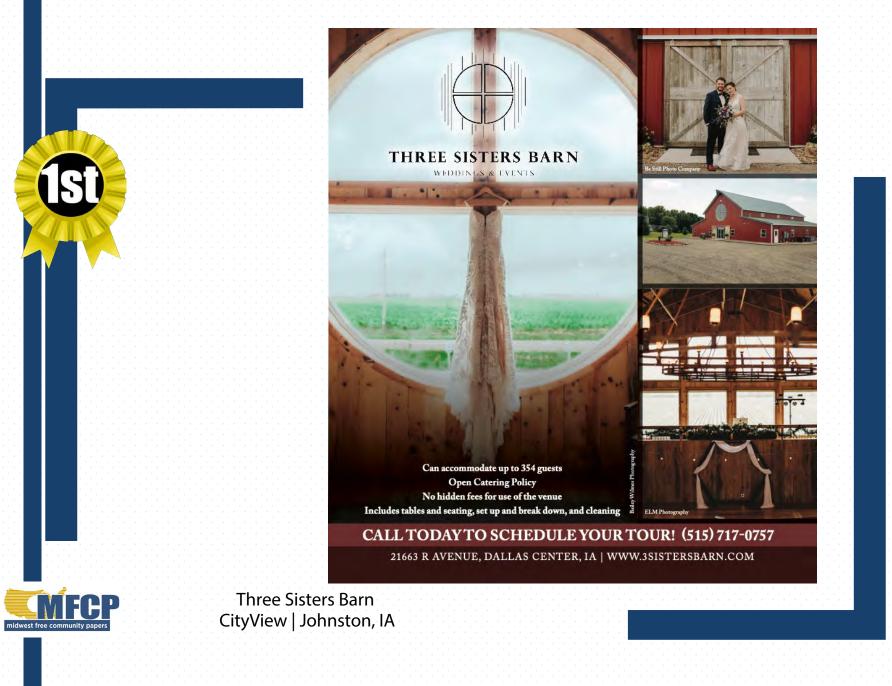


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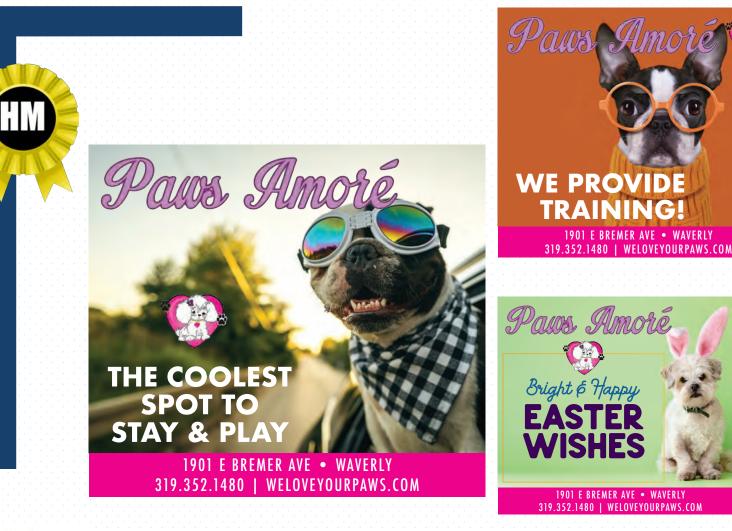
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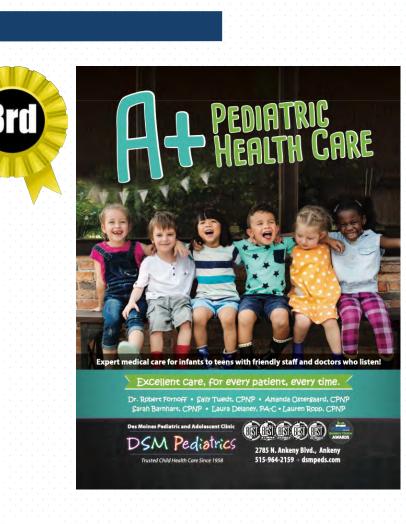
Category 9 BEST AD SERIES

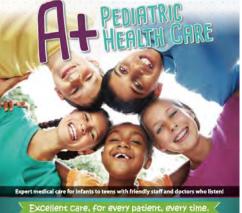






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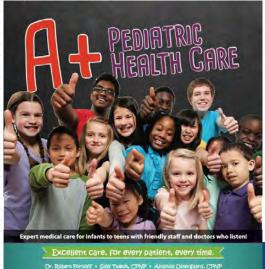




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Category 10 Division 1 BEST HOLIDAY AD – CHRISTMAS any size - black and white





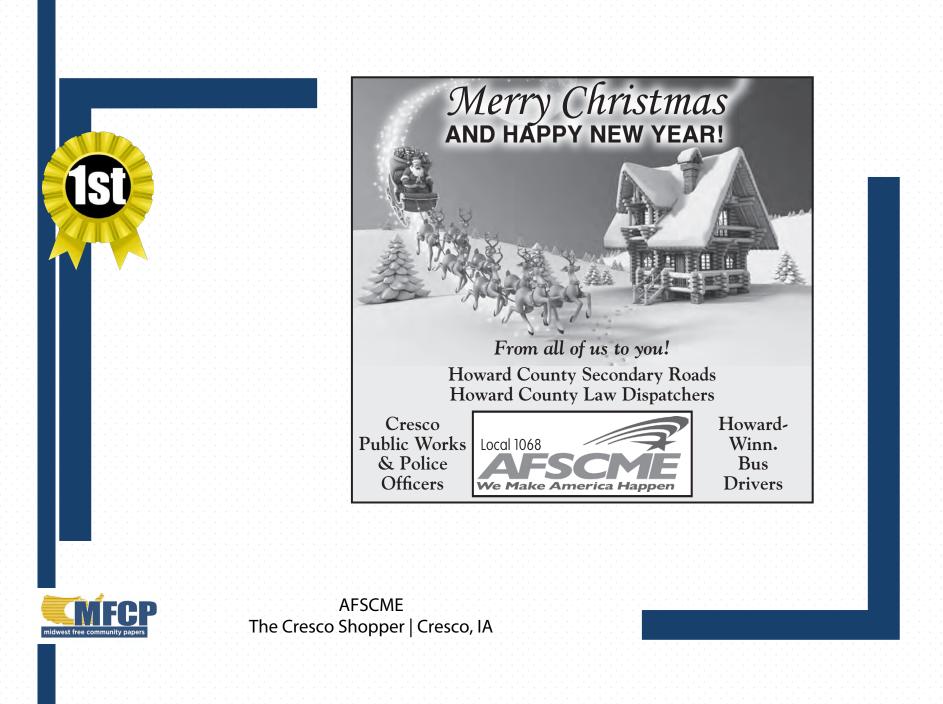


Holstrom's Gift Jewelry The Cresco Shopper | Cresco, IA





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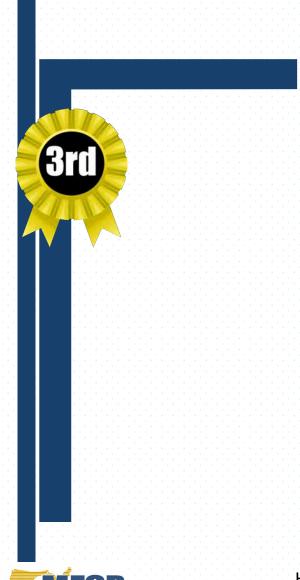
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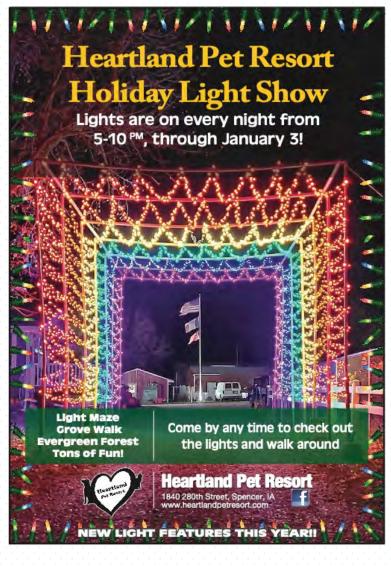


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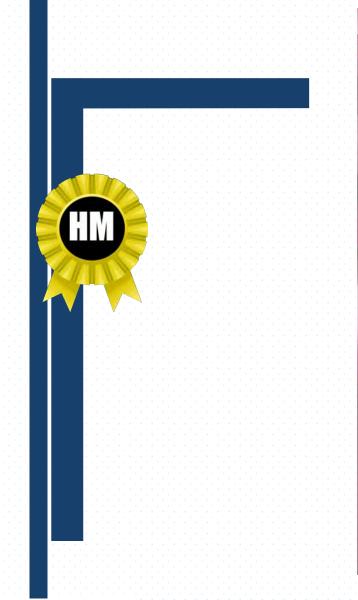
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Category 11 Division 2 BEST HOLIDAY AD OTHER THAN CHRISTMAS Color



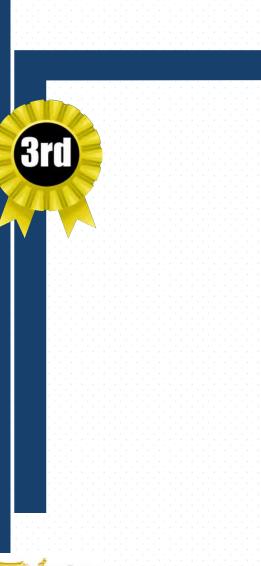


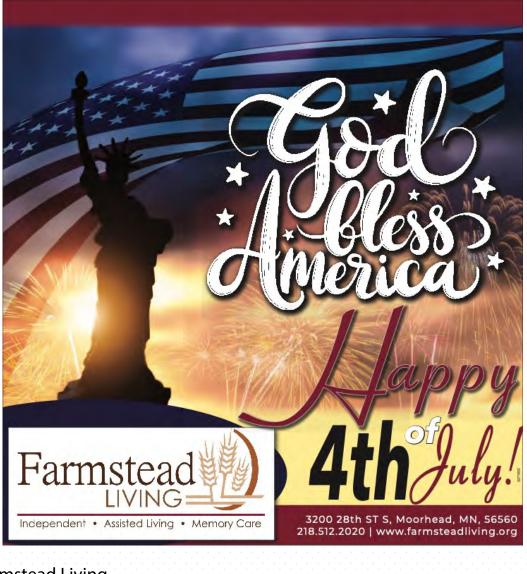


*Some exclusions apply. Valid through Feb. 15, 2023.



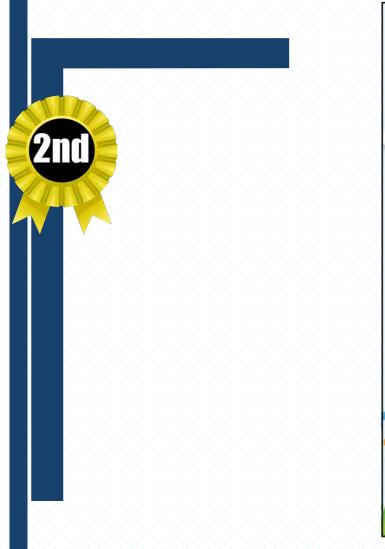
Grandgenett Jewelry Algona Reminder | Algona, IA







Farmstead Living The Extra | Moorhead, MN







Easter Egg Hunt The Cresco Shopper | Cresco, IA





Christopher's Fine Jewelry CityView | Johnston, IA

Category 12 Division 1 BEST ADVERTISING PROMOTION OR SPECIAL SECTION RUNNING AS ROP





midwest free community paper







DAY, TODAY & TOMOBBOW

Family ties dairy together

Four generations of Liesers work side by side

By Tiffany Klaphake tiffany.k@dairystar.com

GREENWALD, Minn. - Four generations of the Liser family work together on a daily basis at their farm near Greenwald. When it comes time to put up hay, Gerald Liser, 86, climbs into the trac-

Geraid Leser, so, climbs into the trac-tor to pull the choper and will gladly remain there until the job is done. His son, Don Lieser, hauls wagons as Don's wife, Irene, runs the merger and also makes sure every family mem-

ber is fed. Their daughter, Sara Ranta, helps on the farm, and her husband, Jason, runs the bagger. The couple also han-dles milking 80 cows twice each day in a triated by

a tiestall barn. Sara and Jason's children also pitch in.

in. Eleven-year-old Logan eagerly rides along and counts down the days when he can farm alongside Jason and also his grandpa and great grandpa. "It feels good to see family helping out like that," Jason said. "I'm really grateful for everybody here and that we

can all work together. Sara agreed.



THEAD AND A CONTRACT Jan. 1.

"His pretty cool to know that we fieldwork, and Dan stays havy doing said. "He lowes helping out and is have four generations working together in the various other old jobs around the always doing something." Grand drives tractor and does. "Farming is (my dat's) life." Don <u>Turn to LIESERS | Page | 4</u>

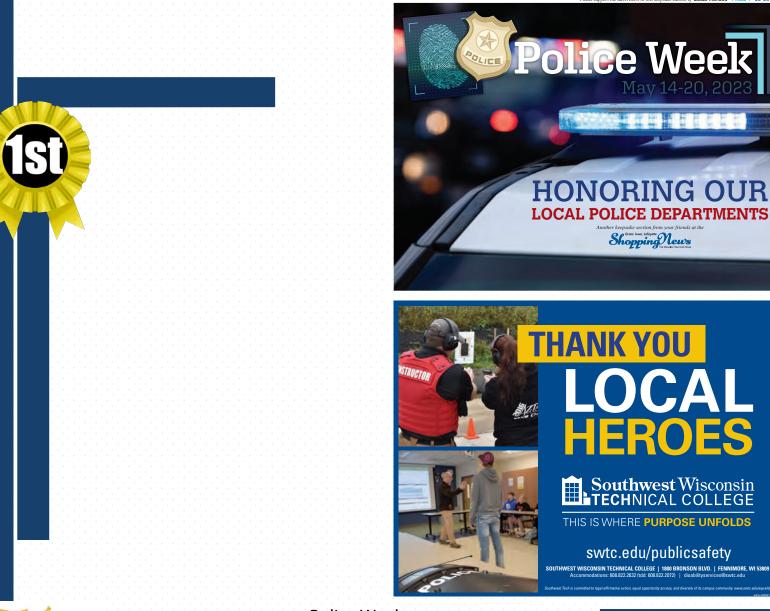
farm. "Farming is (my dad's) life," Don



Iowa Dairy Princess Dairy Star | Sauk Centre, MN Dairy Star • Second Section • Saturday June 24, 2023 • Page 13





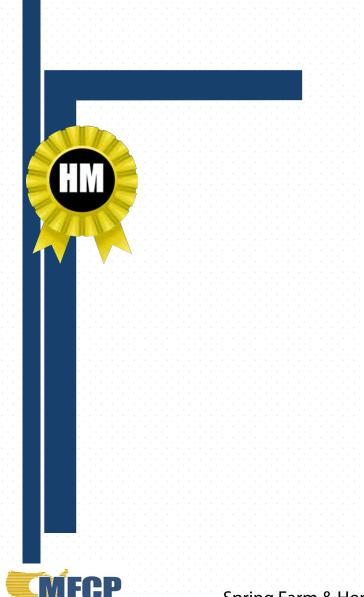


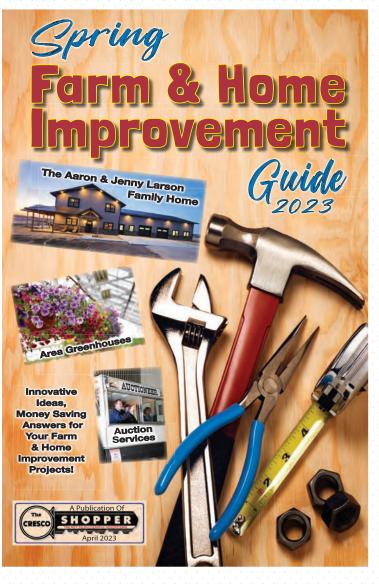


Police Week Grant Iowa Lafayette Shopping News | Platteville, WI

Category 12 Division 2 BEST ADVERTISING PROMOTION OR SPECIAL SECTION APPEARING AS A SEPARATE SECTION

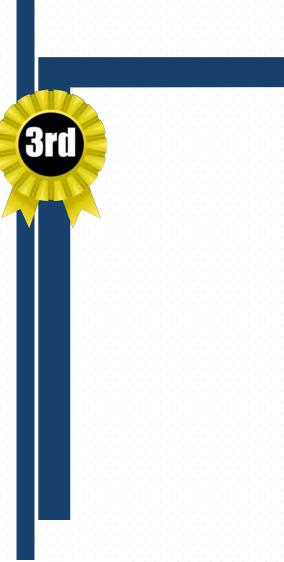


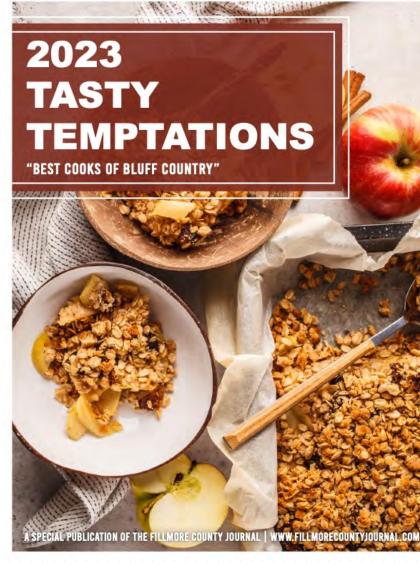






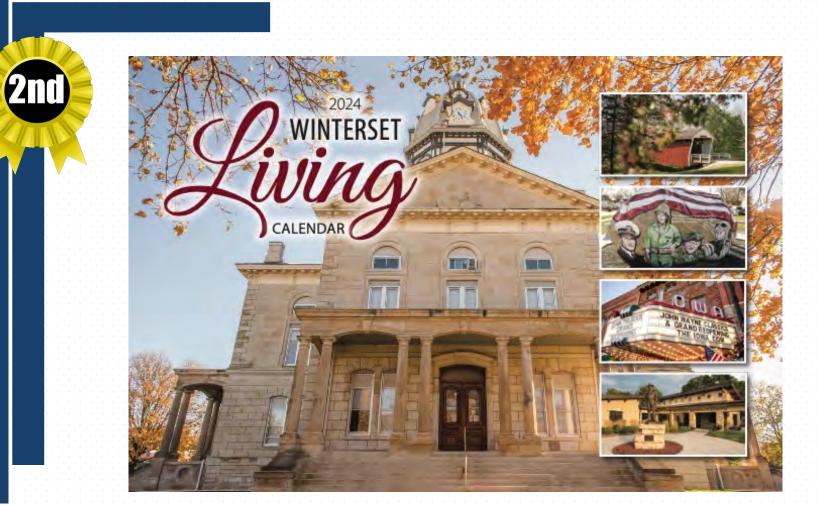
Spring Farm & Home Improvement The Cresco Shopper | Cresco, IA





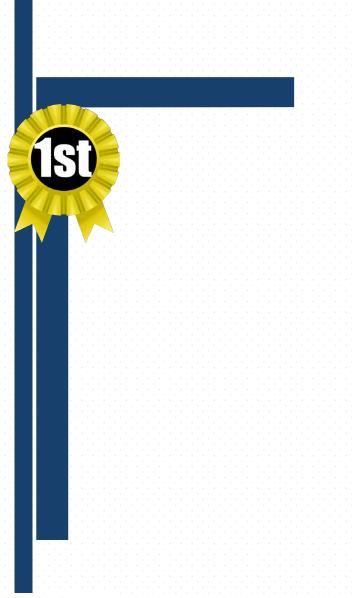


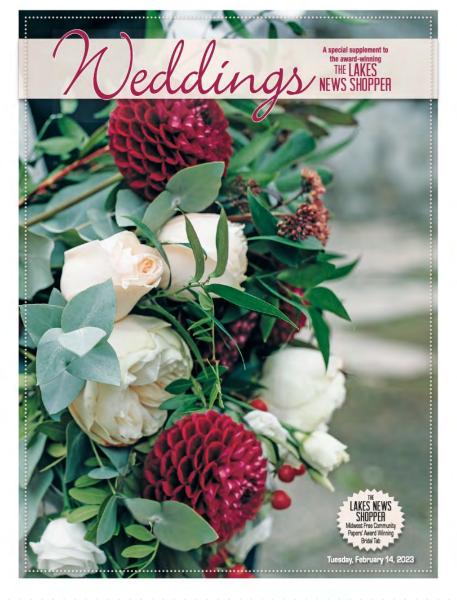
2023 Tasty Temptations Fillmore County Journal | Preston, MN





Iowa Living Calendars Iowa Living Magazine | Johnston, IA







Weddings The Lakes News Shopper | Milford, IA