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California Polytechnic State University

Aug. 22, 2002

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FOR IMMEDIATE RELEASE

Cal Poly Shines In National Agricultural Publications Summit

SAN LUIS OBISPO -- Sharlene Swaim, a Cal Poly agricultural business student from Norco, took top honors and won three first-place awards at the recent Agricultural Publications Summit, held in Reno, Nev.

Swaim, a senior, won the \$2,000 Livestock Publications Council Forrest Bassord Scholarship, the highest student honor awarded by the organization. This is the second time in four years that a Cal Poly student won the award, according to Scott Vernon, associate professor and director of Cal Poly's Brock Center for Agricultural Communication.

Of the eight Cal Poly students who attended the conference, four won awards. Swaim won first place in the multimedia projects category for creating the Brock Center's Web site. She also took first in the public relations projects and public relations campaign categories.

Jennifer Duarte, an agricultural science senior from Newman, won first place in the job interview/portfolio category; Bridgett Vanherweg, a journalism senior from Bakersfield, won second place in the black-and-white photography division; and Nick Garcia, an agriculture graduate student from Galt, placed third in the news story category.

The Agricultural Publications Summit is a national meeting of the American Agricultural Editors Association, the AgriBusiness Council, the Agricultural Relations Council, the Livestock Publications Council and the Agricultural Communicators of Tomorrow.

More than 275 entries were submitted to the contest by students from such universities as Kansas State, Ohio State, Oklahoma State, Texas A&M, Michigan State and Texas Tech.

Vernon, who accompanied the students to the conference, was also

honored with a first-place writing award in the commentary and essay division of the Livestock Publications Council writing contest. His winning commentary was published in the Pacific Showcase Magazine and Purple Circle Magazine. A panel of judges from across the United States selects the winners. More than 800 entries were received for over 90 categories in the writing and critique contest.

Also during the meeting, Vernon was elected to serve three years on the board of directors for the Livestock Publications Council, the first university professor to serve on the board of the international group.

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