



TURF AND ORNAMENTAL COMMUNICATORS ASSOCIATION

JOIN TODAY
AND START REAPING THE BENEFITS

THERE'S MORE THAN MEETS THE EYE.

WHEN YOU GET BELOW THE SURFACE.

- A quarterly newsletter which keeps members up-to-date on association activities
- An annual professional improvement meeting
- A writing, photography and design contest which recognizes members for outstanding communications in the industry
- A chance to develop contacts with active and affiliate TOCA members
- The annual TOCA Environmental Communicator of the Year program which provides a \$500 stipend to the winner
- The opportunity to serve on various committees, including the Publishers Scholarship Committee, Annual Meeting Committee and Membership Committee

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WWW.TOCA.ORG

WHY YOU SHOULD JOIN TOCA

“TOCA is different. It offers networking and professional improvement like other organizations. But the TOCA difference is that all members--editors, designers, PR folks and corporate leaders--are given equal respect. We learn more about each other that way and build stronger working relationships as a result.”

Felicia Gillham

Managing Director

Gillham & Associates Marketing Communications

“I’ve been a TOCA member since its inception, and for good reason. Though I’ve belonged to many professional organizations over the years, TOCA is the one that most provides a variety of services that I’m interested in: professional development seminars...the chance to meet and make new friends in the green industry...social events like the annual awards banquet. And it’s all wrapped in an enjoyable, fun package that easily fits my budget!”

Jerry Roche

Executive Editor

Adams Business Media

“I joined TOCA in 1997 as a way to expand my connections in the industry and have been an active and happy member ever since. I have been an editor of several Green Industry publications so it was logical to get to know my competitors, advertisers and industry representatives better. Since then, I’ve come to know many industry insiders very well - especially by attending the annual meeting. This event gives all attendees plenty of time to network and start building strong working relationships, as well as solid information on industry issues, professional skills development and local Green Industry sites. I’ve made many friendships in this group. These friendships alone have greatly enhanced my work because we’re able to communicate more smoothly and openly to meet our mutual goals.”

Sue Porter

Director of Custom Media

Advanstar Landscape Group

“As a public relations professional, TOCA gives me the opportunity to meet face-to-face with green industry editors, company executives, freelancers and other marketing providers a few times a year. We get to network, share ideas, learn something about each other and have fun. Without TOCA, I may only know these folks through phone calls and email.”

Angela Bendorf Jamison

Principal

Communicopia

“I’ve been a TOCA member for a total of nine years and its value is brought home to me regularly. The PR and editorial guidelines alone are worth the price of membership, and I refer other industry professionals to those guidelines multiple times each month. The large increase in TOCA membership in the last few years is a good indication that the industry recognizes the benefits of belonging.”

Ed Hiscock

Editor in Chief, Golf Course Management

Golf Course Superintendents Association of America

“Being a member of TOCA is, quite simply, a no-brainer for anyone involved in Green Industry communications. The TOCA annual meeting is one of the few remaining educational opportunities available for most of us at a time when training budgets are limited, at best, for most companies. From a PR perspective, there’s no better investment than TOCA because it’s the one chance all year for face-time when editors and colleagues when there’s no trade shows, press conferences or other distractions. It’s not really a question of ‘why join TOCA?’ It’s more a question of ‘why on earth wouldn’t you join TOCA?’”

Pat Jones

Flagstick Strategic Consulting