

TOCA Tidbits

THE FIRST QUARTER CENTURY



Oh, Such Humble Beginnings...

By Den Gardner, Executive Director

As long as I can remember, I've always thought that Confucius had it right when he said: "Choose a job that you like, and you will never have to work a day in your life." That describes TOCA and my 25-year adventure to a tee!

Talk about choosing a path/career that I love. Where else could I have found hundreds of people willing to share the same passion for what's green and take that fervor with a love for communications and form a fabulous professional development membership association?

You, my friends – the members of TOCA, whether you're a first-year member or you've been around all 25 years – are what have made TOCA relevant. I'm just glad people like current members Cindy Code and Pat Jones didn't think I was crazy when we met in Minneapolis in the summer of 1989 and decided to give this organization a whirl. And the good folks at the legacy company Ciba-Geigy, like current TOCA members Jose Milan and Owen Towne (who've gone on to bigger and better things), who found \$10,000 in their communications budget to provide a grant to get the organization off the ground.

OK, I'm not going to totally use this space to reminisce. But these folks basically said: "If you're gonna dream, you might as well dream big!" And so that first board in 1990 -- Jerry Roche, Jones, Code, Dale Keller and Bob Tracinski -- went on a magical mystery tour that found its way to Atlanta for the first annual meeting. And 17 attendees put us on a path to...Well, you can fill in the blanks.

This history recollection of milestones and interesting pieces of trivia, which reflects back on the accomplishments of TOCA over 25 years – was created by Steve and Suz Trusty (members since 1991). Thanks for your diligence in reviewing TOCA Times/TOCA Talk, previous meeting agendas and using your memories to put a little structure to what's transpired in the past two and one-half decades. Thanks to my daughter Leslie for designing the book.

To Liz Neiderhiser for helping with research. And to Barb Ulschmid, Kathy Heyda and Kristy Mach, who keep the wheels on the TOCA bus moving every day with all their behind the scenes efforts in our office. Even evil twin brother Dan, who's been to most of the 25 meetings and also helped us with our membership drive in recent years, deserves kudos for his efforts over the years. Finally -- my business partner and wife of 20 years Sandy – who through her accounting skills constantly keeps me on a fiscal path that I know our TOCA members appreciate.

But back a moment to all these terrific years. More often than I care to remember, many members have turned to me and aptly asked: "Does Anybody Really Know What Time It Is?" And frankly, I sometimes wondered.

But as our members' leadership efforts (through our board and many other TOCAites) helped create advertising guidelines, PR guidelines, scholarships for college students, a communications contest to recognize great work, an environmental communicator award program, internships and so much more, the answer became clear. Not only did we know what time it was, we knew which direction we were going, what we were going to do when we got there, how we would impact the green industry and most of all, deliver professional development to our members – now getting closer and closer to 250!

So, I look forward to the next 25 years. The future is exciting. Starting an international chapter in the UK is but one example. I'll finish with the way I started, by quoting Confucius: "Study the past, if you would divine the future." It's all up to you folks!

TOCA Tidbits

THE FIRST QUARTER CENTURY

1989

- The idea for a Turf & Ornamental Communicators Association (TOCA) is formed.
- A steering committee is formed and it consisted of Jerry Roche (executive editor Landscape Management magazine), president; Pat Jones (director of communications, Golf Course Superintendents Association of America), vice president; Cindy Code (editor, Lawn and Landscape Maintenance magazine), secretary/treasurer; Dale Keller (president, R/K Communications Group, Inc.), director. Den Gardner is executive director.



1990



- The first TOCA Times comes out in the spring. It includes details for the first annual meeting to be held in Atlanta.
- The first corporate sponsors are announced: Ciba-Geigy, Deere & Company, Monsanto and Mona, Meyer & McGrath.
- The first Membership Directory listed 59 individuals.
- The first annual meeting, Choices, Changes & Challenges is held May 20-22 at the Marriott Suites

Midtown in Atlanta with 19 attendees.

- Sessions included Ethics in Advertising, Strengthening the Relationships Between Editors and Public Relations Practitioners, and Shooting Quality Black & White Photos.
- Tours included the Fulton County Stadium and the Atlanta Athletic Club.
- The first TOCA board members were elected by the membership at the first annual members' business meeting. They included all of the steering committee in their positions with one additional board member, Bob Tracinski (division manager of media relations, Deere & Company).
- The second edition of TOCA Times listed 73 members.

Thanks to Attendees of First Annual Meeting

A special thank-you goes out to the following who attended TOCA's first annual meeting:

Jim Altemus -Public Relations Manager, Monsanto
Cindy Code - Editor, Lawn & Landscape Management
Rod Dickens - Editor, PRO Magazine
Amelia Eisenhower - Manager Advertising and Public Relations, Lebanon Chemical Corp.
Lori Ford - Public Relations Editor, Carmichael Lynch Advertising
Bob Hanvik - Account Executive, Mona, Meyer, & McGrath.
Doug Hawes - Instructor, Grayson Co. College, Plano, TX
Pat Jones - Director of Communications, GCSAA.
Dale Keller - President, R/K Communications Group, Inc.
Clay Loyd - Director of Publications, Golf Course Management
Jose Milan- Marketing Support Manager, Ciba-Geigy
Maureen O'Sullivan - Marketing Comm. Manager, Monsanto.
William Perry - Managing Editor, Landscape Management
Jerry Roche - Executive Editor, Landscape Management
Brigid Thompson - Vice President, Howard, Merrel & Partners
Owen Towne - Product Manager, Ciba-Geigy
Robert Tracinski - Division Manager, Media Relations, Deere & Company
Mark Welterlen - Editor, Grounds Maintenance Magazine
Den Gardner - Executive Director, TOCA

“Great group of people! Enjoyed the social time with editors and always learned something new from the seminars.”

—Robert L. Tracinski
President, 1992-1993

1991



- TOCA Talk becomes the new name for the newsletter.
- Proposed advertising guidelines are sent to members for discussion.
- First awards program is announced. Separate awards would be given for writing and for photography.
- TOCA Talk lists 81 members in the first 1991 edition.
- The TOCA Scholarship Program is proposed. Two \$500 awards would be given to worthy students completing course work in related fields. The funding would be provided by GIE Publishing, publisher of Lawn & Landscape Maintenance magazine and Edgell Communications Inc., publisher of Landscape Management magazine and Lawn Care Industry magazine.
- The Second Annual TOCA meeting, Gateway to Communication, was held May 4-6 at the Saint Louis Airport Marriott with 22 people in attendance. The keynote speaker was Allen James, executive director of the newly formed Responsible Industry for a Sound Environment (RISE). Tours included the Anheuser-Busch Brewery and Grants Farm. The first TOCA golf outing was held. The following took place at the Annual Business Meeting:
 - o The Advertising Guidelines were approved.
 - o The Scholarship Awards program was approved and the first scholarship committee was formed. It consisted of Cindy Code (GIE

- Publishing), Ron Hall (Edgell Communications, Inc.) and Steve Trusty (Trusty & Associates).
- o The first Membership Committee was formed. Elliot Maras (Yard & Garden magazine) and Bob Tracinski (Deere & Co.) agreed to serve on the committee.
- o The election of officers named Pat Jones (GCSAA), president; Bob Tracinski (Deere & Co.) vice-president; Cindy Code (Lawn & Landscape Maintenance magazine), secretary treasurer; Jose Milan (Ciba-Geigy), Dale Keller (R/K Communications Group, Inc.), directors and Jerry Roche (Landscape Management magazine), past president.
- o The 1992 Contest Committee would be headed by Felicia Gillham (Gillham & Associates), and Jerry Roche (Edgell Communications).
- The first place photography contest winners included Diane Clow (Rhea & Kaiser Advertising, Inc.), general photography, Bob Tracinski (Deere & Co.), news shots, and Dee Darden (R/K Communications), field shots. Tracinski also was awarded a merit prize in the general photography category. First place writing awards were presented to: Sandra Hensel Marting (Professional Lawn Care Association of America), collateral/direct marketing; Bob Hanvik (Mona, Meyer & McGrath), newsletters; and Bob Tracinski (Deere & Co.), commercial publications.

1992



- The writing and photography contests were expanded. Writing categories included writing for company custom or internal publications, writing for newsletters (both internal and external), writing for collateral/direct marketing, writing a news release and writing for audio-visual presentations. The photography contest included landscapes (field shots), portraits, best use of photography – magazine, and best use of photography – collateral.
- The third annual meeting, Discover Your Best, was held May 2-4 at the Columbus Marriott Suites (Ohio) with 31 members in attendance. A tour of AmeriFlora's 78 acre display of horticulture was a trip thoroughly enjoyed. Attendees also had a choice of golf at Bent Tree Golf Course or a tour of German Village.
- Since yard waste was going to be totally banned from all Ohio landfills by December 1993, one of the featured sessions was on the successful "Don't Bag It" program.
- It was decided that one \$1,000 scholarship would be awarded. The recipient of the first TOCA scholarship was Michele Thomas, a junior horticulture major at The Ohio State University.
- Officers elected at the Business Meeting included: Bob Tracinski, (Deere & Co.) president; Dale F. Keller, (Public Relations Management Inc.) vice-president; Jose Milan, (Ciba-Geigy Turf and Ornamental Products) secretary-treasurer; Bruce Shank (Adams Publishing Corp.) and Julie DeYoung, (Fleishman-Hillard, Inc.) directors; and Jerry Roche, (Advanstar Communications) past-president. Outgoing president Pat Jones had taken a new position as director of development for GCSAA and was not able to maintain active membership in TOCA.
- The thirty-six entries in the various writing and photography categories more than doubled the previous year's total in the competition.
- The TOCA Internship Program got underway with eleven TOCA members volunteering to provide internships to worthy students.
- The first TOCA Green Industry Roundtable was held in conjunction with the Green Industry Expo (GIE) in Indianapolis. It featured industry experts and took a look at business trends for 1993
- Due to "other pressing business requirements," Dale Keller resigned from the board in November. Lisa Osborne, (editor of Greenhouse Product News) was named as a director. Jose Milan moved up to vice-president and Bruce Shank to secretary treasurer.

1993

TOCA Turf & Ornamental Communicators Association		Program Schedule	
1993 Annual Meeting May 1-3 <i>Spreading The Good News</i> Overland Park Marriott Overland Park, Kansas		Saturday, May 1 10:00 a.m. Golf tournament in lobby 11:00 a.m. Lunch/Hallmark Tournament in lobby 5:00 p.m. Depart for Corporate Sponsor Reception. Sponsored by GCSAA Transportation sponsored by Intersec Publishing Corp.	3:00 p.m. Break. Sponsored by O.M. Scott 3:30 p.m. Crop Writing Sharon Bass, Kansas University 4:30 p.m. Adjourn 6:00 p.m. Reception/Awards Banquet Sponsored by Ciba-Geigy Corp.
		Sunday, May 2 9:00 a.m. Continental Breakfast Sponsored by Dow/Flanco 9:45 a.m. Welcome Bob Tracinski, TOCA President 10:00 a.m. Panel Discussion: T&O Magazines In The Future Cindy Cole, Lawn & Landscape Maintenance Lisa Osborne, Greenhouse Product News Rita Smith, Southern Turf Management 11:00 a.m. Break. Sponsored by O.M. Scott 11:15 a.m. Crisis Communications: Company & Media Perspectives Dennis McCallloch, Fleishman-Hillard Dick Nelson, KCTV 12:15 p.m. Lunch. Sponsored by John Deere 1:45 p.m. Panel Discussion: Editors, Public Relations Practitioners "Working Together" Jerry Roche, Advanstar Communications Clay Loyd, Golf Course Management Angela Handorf, Butler Butler Bob Hawick, Mow Meyer McGrath & Gavin	Monday, May 3 8:00 a.m. Continental Breakfast 8:30 a.m. Panel Discussion Green Industry: Future Direction Julie DeYoung, FLCAA Doug Fender, ASP Steve Truitt, JTRA Carl Meyer, AAN Dr. Jeff Nix, GCSAA 10:00 a.m. Break Sponsored by O.M. Scott 10:15 a.m. Business Meeting 11:30 a.m. Adjourn Depart for Royals Stadium Lunch at Sports Complex Sponsored by BASF 1:30 p.m. Grounds Tour led by George Toma 3:00 p.m. Attendees Depart for Home

- The TOCA dues went from the original \$75 to \$80 per year for individual members.
- With funding from GIE Publishing, Advanstar Communications, Adams Publishing Corp., and Johnson Hill Press the availability of two \$1,000 scholarships was announced.
- The fourth annual meeting, Spreading the News was held May 1-3 at the Overland Park Marriott (Kansas) with approximately 25 members and guests present.
 - o The \$1,000 scholarship winners were Scott Hoffman, Colorado State University, and Jay Warnick, Utah State University. They were both horticulture majors with interests in green industry communications.
 - o Tours included the Hallmark Visitors Center in downtown Kansas City or golf at Overland Park Westlinks, a reception at the GCSAA headquarters in Lawrence and a tour of the sports complex including the Kansas City Royals and Chiefs Stadiums.
 - o Board members elected included Ron Smith, (Southern Turf Management) president; Jose Milan, (Ciba Turf & Ornamental Products) vice-president; Bruce Shank, (Adams Publishing Corp.) secretary-treasurer; Julie DeYoung, (Fleishman-Hillard) and Lisa Osborne, (Greenhouse Product News) directors and Bob Tracinski (Deere & Co.) past-president.
 - o There were 26 contest entries with nine first place and merit winners.
- The second annual Green Industry Roundtable was held at GIE in Baltimore. It followed a news conference format and focused on challenges facing the green industry.
- The board announced a new scholarship

sponsored by John Deere for a turf science student at North Carolina State University (NCSU). Applicants needed to write a publishable paper on the green industry and the winning paper would be published in an industry publication with the writer being awarded \$500.

1994



- The photography section of the awards program was expanded to include design achievements. One category – writing for company custom or internal publications – was dropped from the contest due to lack of interest the previous two years. The writing for commercial publications was expanded into three parts: editorial/column/opinion; feature article; and product information article.
- The fifth annual meeting, Rally 'Round Raleigh was held April 20 – May 2 in Morrisville, North Carolina at the Research Triangle Park Marriott with approximately 30 green industry communicators in attendance.

- o The annual golf outing was held at Lake Shore Golf Course and non-golfers enjoyed a guided tour of the Sarah P. Duke Gardens at Duke University.
- o The Saturday evening reception at Rhone Poulenc included a guided tour of the sponsor's research facilities.
- o Presentations included an update on RISE from Allen James and an introduction to the Turf Grass Information File (TGIF) by Peter Cookingham, Michigan State University. Ron Dodson, president of the Audubon Society of New York State, provided information on the Audubon Cooperative Sanctuary System. Other sessions included professional development topics.
- o Chris Hartwiger, a graduate student at NC State University was announced the winner of the \$500 TOCA Essay Contest sponsored by John Deere.
- o The current slate of officers were re-elected to a second term.
- o The winners of the two \$1,000 scholarships were Sally Moore, Michigan State University, and Nicole McCarren, Ohio State University. Sponsors were Adams Publishing Corp., Advanstar Communications, Argus Agronomics and GIE Publishing.
- o Corporate membership rates were adopted by the membership. \$80/year for the first person, \$60/ year for the second and a flat rate of \$200/year for three or more members. TOCA also switched to a January dues collection date rather than the member's anniversary date.
- o Members voted to add an advertising category to TOCA's affiliate membership.
- o A record number of TOCA awards were presented with a doubling of entrants over the previous years.
- o The meeting concluded with a tour of the picturesque MacGregor Downs Country Club led by Superintendent Jeff Granger and Dr. Leon Lucas, NC State.
- A membership drive was started to grow TOCA beyond the current 80 active members.
- The third Green Industry Roundtable was held in St. Louis in conjunction with the Green Industry Expo and offered a tour of the "Information Superhighway."

1995



- Membership reached 84.
- The sixth annual meeting, Energize in 95, was held May 6-8 at the Oak Brook Marriott (Illinois) with 30 attendees.
 - o The golfers played at Orchard Valley Golf Course. The others toured visited Baderbrau Brewery and Lynfred Winery.
 - o Sunday's schedule included a tour of the retail and production facilities of Schaefer Greenhouses.
 - o Monday included a tour of Wrigley Field led by grounds foreman Roger O'Connor.
 - o Officers elected included: Lisa Osborne, (Greenhouse Business) president; Jose Milan, (Ciba Turf & Ornamental Products) vice president; Julie DeYoung (Fleishman-Hillard) secretary/treasurer; Karla Cuculi, (PRO magazine), Mike Milligan, (Bader Rutter & Associates), Jeff Nus (GCSAA) and Steve Trusty (Trusty & Associates) directors. Ron

Smith (Southern Turf and Landscape Press) became past president.

- o \$3,250 in scholarships were awarded. The two \$1,000 TOCA Publishers Scholarships were awarded to Teresa Cousins, California Polytechnic State University and Katie Sue Thomas, Kansas State University. The TOCA Essay Scholarship Program sponsored by John Deere awarded \$500 scholarships to Marc McMullen, Michigan State University, and Douglas Walter, NC State. A \$250 honorable mention award also was presented to Christopher Hartwiger, NCSU.
- o The writing, photo and design contests had a record 96 entries which was up 18 from 1994. There were five first place and one merit award winners in the photography categories. The design awards included 8 first place and two merit award winners. Writing awards had four first place and three merit winners.
- The fourth annual Roundtable at the GIE in Fort Worth focused on environmental issues.

1996



- The first TOCA GCSAA Reception was announced. A continental breakfast was held on the Friday morning of the Golf Course Superintendents Association of America (GCSAA) Show in Orlando. Approximately 25 members and prospective members gathered at the Peabody Hotel for

- networking and TOCA information and updates.
- Karla Cuculi and Mike Milligan resigned from the board due to both leaving their positions in the industry to take agency jobs primarily outside the green industry.
- TOCA members Ron Smith and Harry Cline left the green industry communications field for greener (ag) pastures. They were editors of Turf & Landscape Press publications, which was owned by Argus Communications. Argus was purchased by Intertec Publishing.
- The seventh annual meeting, Face the Nation was held May 4-6 at the Georgetown Conference Center in Washington, D.C. with approximately 45 members and guest speakers discussing green industry issues and professional improvement techniques.
 - Early meeting attendees toured the Mt. Vernon home of George Washington and the gardens of Dumbarton Oaks.
 - A \$1,000 award in the TOCA Publishers Scholarship Program was given to Rebecca Ann Williams, Michigan State University. Sponsors were Adams Publishing Corp., Advanstar Communications and GIE Publishing.
 - Another record number of writing, photography and design entries were received and twenty-nine winner and merit awards were presented.
 - Members elected the following officers and directors: Lisa Osborne, (Greenhouse Business) president; Jose Milan, (Ciba Turf & Ornamental Products) vice president; Julie DeYoung, (Fleishman-Hillard) secretary treasurer; Cindy Code, (GIE Publishing), Helen Stone, (Adams Publishing), Steve Trusty (Trusty & Associates) and Karen Weber, (PLCAA) directors.
 - The meeting concluded with a guided tour of the U.S. National Arboretum.
- The TOCA board voted to expand the Publishers Scholarship program to students in two-year college programs. It was previously open only to those in four-year programs.
- A new category for electronic media content and design was added to the contest awards program.
- Secretary/treasurer Julie DeYoung left the green industry to lead the communications/marketing efforts for the National Turkey Federation headquartered in Washington D.C. Steve Trusty, (Trusty & Associates) was advanced to her position on the board and Debbie Clayton, (Clayton Communications) was appointed to the open

director position.

- Long-time TOCA member and former president Pat Jones left the GCSAA and joined Selz/Seabolt Communications, a marketing communications agency in Chicago.
- Director Helen Stone left Adams Publishing to become the publisher of Southwest Trees & Turf.
- The fifth TOCA Roundtable focused on key pesticide issues. It was held in Cincinnati at the Green Industry Expo.

1997



- TOCA writing, photography and design contests were expanded to include several new categories for both advertising and electronic media.
- The second annual reception at the GCSAA Show was held in Las Vegas. It drew a crowd of 35 current and prospective members.
- The eighth annual meeting, Grassroots

Communications: Our Readers and Environmental Responsibility, was held May 3-5 in San Diego, California at the Travelodge Hotel Harbor Bay.

- o While the golfers played at Mount Woodson Country Club the others took a tour down to Tijuana. After that they all joined together for a San Diego Padres/Montreal Expos game at Jack Murphy Stadium. Steve Wightman, head groundskeeper, gave a tour of the facility and spoke to TOCA members in the dugout before the game.
- o Other tours included the Paul Ecke Ranch to learn all about Poinsettias and their production, a cruise with dinner on San Diego Bay, and an afternoon at the San Diego Zoo.
- o Educational sessions included time with the judges, professional development, and industry updates as had been the case in previous years.
- o The two \$1,000 TOCA Publishers Scholarships were presented to John DeLisle from Michigan State University and Miranda Juett, University of Missouri. Sponsors were Adams Publishing Group, Advanstar Communications, GIE Publishing, and NEF Publishing.
- o Thirty-seven awards were presented in the writing, photography and design contest.
- o Cindy Code, (Group Publisher at Lawn & Landscape) was elected president; Michael Joyce, (Novartis) vice president; Steve Trusty (Trusty & Associates) secretary-treasurer; Debbie Clayton (Clayton Communications), Terry McIver (Landscape Management), Helen Stone (Southwest Trees & Turf) and Karen Weber (PLCAA) directors.
- o TOCA created a new award for Environmental Communicator of the Year sponsored by Terra Industries. It was officially introduced in Cleveland at the 1998 meeting. The first winner would be named in Orlando at the 10th annual meeting.
- The sixth TOCA Roundtable focused on labor issues and was held during the GIE in Charlotte, North Carolina.
- Lisa Osborne, former TOCA president, left the green industry to work in Los Angeles.
- Helen Stone took a leave of absence from her board position.
- The Board of Directors authorized the executive director to investigate a home page for TOCA on the internet.
- Membership stood at 120, its highest ever.

1998



- The third TOCA GCSAA breakfast was held at the Disneyland Hotel in Anaheim.
- The ninth annual meeting, The Greening of the New American City was held May 2-4 in Cleveland at the Wyndham Cleveland Hotel at Playhouse Square. A record number of attendees were present.
 - o Golf was played at Black Brook Country Club in Mentor and others toured the Flats and the Rock 'n Roll Hall of Fame.
 - o The evening reception was held at Great Lakes Brewing Company
 - o Scholarships went to three college students. \$1,000 to Christy Cassady from University of Kentucky and \$500 each to Louise Anna Williamson of San Joaquin Delta College and David Fulgham of Mississippi State University.
 - o Another record number of contest entries produced 44 first and merit winners.
 - o The officers and board were reelected.

- Two additional directors were elected: David Cassidy, (NEF Publishing) and Gina Hogan, (Grounds Maintenance magazine).
- o Keynote Dr. Stephen Douglas presented: “Be Where You Are When You’re There.”
- o The panel discussion covered “Advertising or Editorial: Bending What Rules?”
- o The workshop focused on “Promoting Our Industry to Media and the Public.”
- o Attendees spent the late morning and afternoon touring Jacobs Field and watching the Cleveland Indians/Tampa Bay Devil Rays baseball game.
- o The meeting ended with a tour of the Holden Arboretum.
- The first TOCA booth at the GIE Show promoted TOCA and the Green Industry.
- The TOCA Roundtable at the GIE in Nashville centered on the impact of the recent consolidation of companies in the industry.
- The new TOCA Web Site went live in the fall.
- Terry McIver, former TOCA board member, left the industry to pursue other interests.
- Former president Pat Jones joined Advanstar as publisher/editor of the new Golfdom publication set to debut in February, 1999.
- Former board member Karla Raye Cuculi (Textron Turf and Specialty Products) rejoined TOCA after a couple years’ absence.

1999



- Approximately 40 people attended the TOCA breakfast at GCSAA in Orlando.
- Gina Hogan left the board to join a new magazine in the floral industry.
- TOCA celebrated its 10th year with a record number of attendees (47) at the annual meeting, A Decade of Green May 1-3 at the Grosvenor Resort in the Walt Disney World Resort – Lake Buena Vista, Florida.
 - o Following a stirring speech reminiscing on the history of TOCA by 10-year member and former president Bob Tracinski, over 40 members boarded a bus for a behind-the-scenes tour of Disney’s Animal Kingdom.
 - o The members elected Steve Trusty, (Trusty & Associates) president; Mike Joyce, (Novartis) vice president; Debbie Clayton, (Clayton Communications) secretary-treasurer; Karen Weber (PLCAA), David Cassidy (NEF Publishing), Beth Woerner (Terra Industries), Tom Mentzer (Swanson Russell Associates) and Pat Jones (Golfdom) directors and Cindy Code (Lawn & Landscape) past president. Code was unable to attend this meeting as she was 8 months pregnant and couldn’t travel. She had a healthy baby boy on June 5th.
 - o Trusty set three goals before the 2000 meeting: 150 members (currently 130), two new corporate sponsors (to join the record 28 currently on board) and 50 members at the Boston meeting.
 - o There were a record 160 contest entries.
 - o The association had a record \$20,000 in reserve.
 - o TOCA’s first Strategic Plan was presented.
 - o Two scholarships were awarded. One to Jamie Marie Vandecoeveing of Oregon State University and one to Carol Rudolph of North Carolina State University.
 - o The first Environmental Communicator of the Year award was presented to Mark Welterlen, editor of Grounds Maintenance magazine.
 - o Attendees spent an afternoon touring Disney’s Wide World of Sports Complex.
 - o Ann Wylie gave the first of her many workshops at TOCA meetings.
 - o The first TOCA Distinguished Service Award (now all DSA recipients are members of TOCA Hall of Fame) was presented to Den Gardner (Gardner & Gardner Communications) for his vision and determination to get TOCA up and running and through its first ten years.

- The GIE TOCA Roundtable in Baltimore focused on exploring the affect of genetics and biotechnology on the turf industry.
- The first Editor/PR Guidelines were published.
- Beth Woerner and Tom Mentzer resigned from the board and TOCA due to both taking new jobs outside the green industry. Kerry Brooks (Gibbs & Soell) was appointed to one of the director positions. The other remained open.
- New categories in the awards contest were announced. Those included a new category for Best of Show – design; Best of Show – photography; and Best of Show – writing. Each would come from all the winning entries in each respective category.

2000



- Approximately 40 members and prospective members attended the TOCA New Member Breakfast at the GCSAA show in New Orleans.
- A record 55 members attended the annual meeting -- TOCA Tea Party: A New Revolution In A New Decade -- April 29 – May 1 in Boston at the Royal Sonesta Hotel.
 - o While the golfers spent the morning at Colonial Golf Club about 40 members took a world-famous Duck Boat Tour around Boston.
 - o Membership reached 152 by the time of the annual business meeting.
 - o The following members were elected by acclimation: Steve Trusty, (Trusty & Associates) president; Michael Joyce, (Novartis Turf and Ornamentals) vice president; Debbie Clayton, (Clayton Communications) secretary-treasurer; Kerry Brooks (Gibbs & Soell); David Cassidy (Turf magazine); Kristi Evans (who left the board and the industry shortly after the meeting to take an agency job outside the industry); Pat Jones (Advanstar Communications), Jerry Roche (Adams Business Media), Don St. Dennis (Toro) and Cheryl Steelberg (Environmental Industries, Inc.) directors; and Cindy Code (Lawn & Landscape) past president.
- o The TOCA Publishers Scholarship awards (\$1,000 each) were presented to Helen Fare of Western Texas College and Marian Boutet of Finger Lakes Community College. Publisher sponsors were Adams Business Media, Turf magazine, Advanstar Communications and Lawn & Landscape Media Group.
- o The association had approximately \$31,000 in reserve.
- o Bill Love (W.R. Love Golf Architecture, and chairman of the American Society of Golf Course Architect's Environmental Committee), was named TOCA Environmental Communicator of the Year.
- o Sunday afternoon's activities included a tour of Fenway Park with full access to the field led by Joe Mooney, head groundskeeper.
- o Another new record was set in the awards competition with 178 entries. The Best of Show Awards were renamed The Gardner Awards with the following recipients: Best of Writing: Wayne Lohman (TopPro Specialties), Best of Photography: Michael O'Keefe (Grounds Maintenance magazine) and Best of Design: Charlotte Turcotte (Lawn & Landscape magazine)
- o After all the receptions, the banquet, breakfasts and sessions including panel discussions, a time management seminar, and concise writing workshop, attendees wrapped up the meeting with of tour of The Country Club (Home of the 1999 Ryder Cup matches).
- The topic for the TOCA Roundtable at the GIE Expo in Indianapolis was E-Commerce and its effect on the green industry.
- Secretary-treasurer Debbie Clayton accepted a position with Valentine Radford to work on the Bayer account.
- Due to the impending retirement of Mike Joyce

from Syngenta, he resigned from the board. Margaret McLean of Syngenta was named as his replacement.

- Several new awards categories were added. They were all related to the growing interest and use of electronic media.

2001



(TOCA's Crosby, Stills and Nash)



- About 40 members and guests attended the new member breakfast at GCSAA in Dallas.
- Long-time supporter and one of TOCA's original sponsors and friends, Bob Tracinski, retired from John Deere. Bill Klutho, who had worked with Bob the past year, would take Bob's place in TOCA.
- The 12th annual meeting, Desert Storm 2001 was held May 4-7 in Phoenix at the Crowne Plaza Hotel.
 - o The non-golfers toured the Heard Museum, featuring art and culture of Southwestern native people, while the golfers played a round at the spectacular Phantom Horse Golf Club.
 - o Later in the meeting, all attendees toured Bank One Ballpark (BOB) home of the Arizona Diamondbacks. Head groundskeeper Grant Trenbeath conducted the tour and provided his insight on growing grass in a removable roof stadium.

- o Two Publishers Scholarship awards of \$1,000 each were announced. Winners were Kelsey Hall of The Ohio State University and Beverly Moseley of the University of Florida.
- o Tim Doppel of Atwood LawnCare, Inc., Sterling Heights, Michigan was named the third Environmental Communicator of the Year.
- o Pat Jones (Advanstar Communications) was elected president. Other officers and directors were: Margaret McLean, (Syngenta) vice president; Debbie Clayton, (Valentine Radford) secretary-treasurer; Kerry Brooks (Gibbs & Soell), David Cassidy (MRP), Dave Hani (Lesco), Jerry Roche (Adams Business Media), Cheryl Steelberg (Environmental Industries, Inc.) and Bob West (Lawn & Landscape Media Group) directors. Steve Trusty (Trusty & Associates) became past president. Don St. Dennis resigned the post of director that he had held the past two years due to his moving to a part-time position at Toro.
- o Another contest record was set with 240 entries. The Gardner Awards (TOCA's best of...) went to John Deere in writing and Dow AgroSciences in both photography and design.
- o The final day included a tour of the Desert Botanical Garden led by a group of their horticulturists.
- The TOCA Roundtable at GIE in Tampa was titled, What's the "New" Supply Chain in the Turf and Ornamental Business? Panelists discussed the consolidations occurring in the industry.
- A contest category for Best Website Design was added.
- TOCA ended the year with about \$52,000 in reserve.

"I was blessed to be TOCA President in its 10th and 11th years of existence. It was a time of growth and mergers. I have said many times over the years that I have received more from the 'TOCA family' than from any other professional organization of which I have been a part."

—Steve Trusty
President, 1999-2001

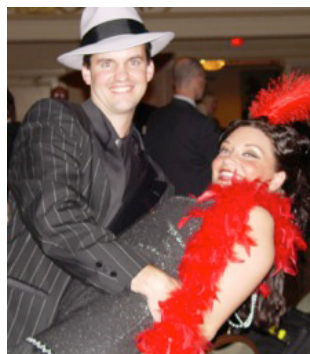
2002



- The TOCA Breakfast at GCSAA was held at the Rosen Centre Hotel in Orlando.
- TOCA's second highest attended conference, Remember the Riverwalk was held in San Antonio May 4-6 at The Plaza Hotel with nearly 60 members and guests.
 - o There was the choice of golf at Silverhorn Golf Course or a tour on the Riverwalk Canal and a trolley ride to the La Villita historical district followed by lunch at La Margarita.
 - o For the second year in a row TOCA enjoyed its annual meeting on Cinco de Mayo weekend.
 - o **The second TOCA Distinguished Service Award was presented as a surprise to \ long-time TOCA member, board president and communications person at John Deere, Bob Tracinski.**
 - o Dr. Stephen Wilbers gave a three-hour seminar on "Writing with Style."
 - o Officers elected included: Pat Jones (Golfdom magazine) president; Margaret McLean, (Syngenta Professional Products) vice president; Debbie Clayton, (Valentine Radford) secretary-treasurer; Kerry Brooks (Gibbs Soell), David Cassidy (MRP/Turf magazine), David Hanni (Lesco), Jerry Roche (Adams Hort Group), Cheryl Steelberg (Valley Crest) and Bob West (Lawn & Landscape Media Group)

- o directors and Steve Trusty (Trusty & Associates) past president.
- o Twenty-two companies were recognized for their excellence in writing, design or photography. They were chosen from the record 257 entries.
- o Doug Fender, executive director of Turfgrass Producers International (TPI) since 1983 was awarded the TOCA Environmental Communicator of the Year.
- o The TOCA scholarship winners were Linda Kiscellus of Harper College and Jennifer Hoyer of Iowa State University. They each received \$1,000.
- o There was a tour of the Alamo and the Quarry Golf Club for all attendees.
- o Attorney Wayne Porter gave members a better understanding on intellectual property rights.
 - o A panel of peers discussed media challenges.
- TOCA reached its reserve goal 1.5 years ahead of schedule. Those annual expenses are budgeted at approximately \$58,000 and there was more than that in investments that are to be used as a rainy day fund for the organization.
- The TOCA Roundtable was held in Nashville at the Opryland Hotel during the Green Industry Expo. The topic was the green industry's consistent struggle with legislative issues.

2003



- The 8th annual TOCA New Member Breakfast during the GCSAA Convention was held in Atlanta's Marriott Marquis Hotel.
- Another new record was set for the contest with 297 entries.
- There were 54 TOCA members, the second largest group ever, at the annual meeting: Come to the Dance in Historic Charleston. The meeting was held April 26-28 at The Historic Francis Marion Hotel in Charleston, South Carolina.
 - A mentor program was implemented at this meeting for first-timers who were welcomed by board members and "mentored" during the meeting.
 - It was a little wet at the Patriot Points Links for the golfers. Non-golfers engaged in a horse-drawn carriage tour of historic Charleston.
 - The keynote speaker was legendary baseball promoter and minor-league owner Mike Veeck. His topic was "Thinking Beyond the Ballpark," and he spoke about the seven fundamentals of life that have guided his 52 years.
 - Dr. Stephen Wilbers made his second presentation to TOCA members. His writing seminar was again very well received.
 - The election of officers included: David Cassidy, (MRP/Turf magazine) president; Margaret McLean, (Syngenta Professional Products) vice president; Debbie Clayton, (Tierney Communications) secretary-treasurer; and directors Felicia Gillham (Gillham & Associates), Dave Hanni (Lesco), Bill Klutho (John Deere), Jerry Roche (Adams Business Media) and Bob West (Lawn & Landscape). Pat Jones (Golfdom magazine) became the past president representative on the board.
 - The scholarship winner was Beth Loberg from Iowa State University.
 - Alan James, president of Responsible Industry for a Sound Environment (RISE) was named the TOCA Environmental Communicator of the Year.
 - Attendees toured Middleton Place, a plantation owned by Henry Middleton, president of the First Continental Congress. They saw 800-year-old trees and 60 acres of America's oldest landscaped gardens.
- Membership stood at about 160 members and a new membership campaign was introduced with the goal of adding 25 new members by the 2004 meeting.
- A new member breakfast was held at the Green Industry Expo (GIE) in St. Louis in November. It took

the place of the TOCA Roundtable. More than 30 attended.

- The last printed TOCA TALK newsletter was delivered. The Summer 2003 issue became the first electronic edition and was delivered by e-mail.

2004



- The TOCA new member breakfast was held in conjunction with the GCSAA in San Diego.
- A record 67 members attended the 15th Annual Meeting, Not Sleepless in Seattle. It was held April 30-May 2 at The Westin-Seattle.
 - Another new record was set with 380 entries in the awards contest.
 - Twenty-seven new members were added. Because of some attrition membership stood at 175 at meeting time.
 - Approximately 30 members toured Pike Place Market while about 20 golfers wound their way up to The Golf Club at Newcastle and played the scenic China Creek Course.
 - **Owen Towne (Griffin LLC) was presented with TOCA's 3rd Distinguished Service Award. He was a driving force behind the original seed money for the development of TOCA as a product and marketing leader at Ciba-Geigy.**
 - Officers and board members elected by acclamation included: David Cassidy, (Turf magazine) president; Margaret McLean, (Syngenta) vice president; Debbie Clayton,

(Tierney Communications) secretary-treasurer; and directors Felicia Gillham (Gillham & Associates), Bill Klutho (John Deere), Jerry Roche (Adams Business Media), Bob West (Lawn & Landscape), Ed Hiscock (Golf Course Management), Cindy Ratcliff (Grounds Maintenance) and Jason Schmaderer (Swanson Russell Associates). Pat Jones (Golfdom) continued as past president.

- o Patrick McCullough of Clemson University and Dan Fuhrman of Colorado State University won the two TOCA scholarships. They both attended the meeting, a first for TOCA. The scholarship program was sponsored by Adams Business Media, Advanstar Communications, GIE Media Inc., MRP LLC and Plant Health Care.
- o Ron Dodson, founder, president and chief executive officer of Audubon Cooperative Sanctuary System and the Audubon Signature Cooperative Sanctuary program, was named the year's Environmental Communicator of the Year.
- o Attendees toured the Microsoft Campus, reviewing the grounds and fields used by employees for leisure activities.
- The TOCA Membership Breakfast was held in November in conjunction with the Green Industry Expo in Charlotte, North Carolina. More than 40 current and potential members attended. Ten new members signed up as a result of the meeting.
- Long-time member and former Environmental Communicator of the Year winner Doug Fender announced his retirement as executive director of Turf Producers International (TPI).

“The beautiful thing about TOCA is that it’s the one place that allows us to grow our relationships with each other without all the noise, distractions and deadlines we face every hour in our jobs. Most of us spend our days trying to educate and help readers and customers. TOCA allows us a chance to recharge our batteries, learn new things and become better people and better friends. That’s indispensable.”

—Pat Jones

President, 1991-1992; 2001-2003

2005



- The TOCA New Member Breakfast was held in February during the Golf Industry Show (GIS) in Orlando. A record 60 people were in attendance. As of the end of February, 28 new members had joined.
- Past president Pat Jones left Golfdom and Advanstar Communications to start his own consulting business.
- The 1st Annual TOCA International Communications Awards Program was introduced, thanks to Austen Sutton of Novartis (now Syngenta) in Switzerland.
- A record 80 members made their way to Memphis for the Hunka Hunka TOCA Love meeting at the Peabody Hotel April 29-May 1.
 - o The golfers played at the Cherokee Valley Golf Club in Olive Branch, Miss., while about 30 members toured the Rock 'N Soul Museum on Beale Street and the South Main Art District.
 - o Jeff Gullikson of Spokane Country Club was named 2005 TOCA Environmental Communicator of the Year.
 - o David Baer of Harper College and Whitney Siegfried of Colorado State University were named the scholarship winners.
 - o Bill Klutho (John Deere) was elected president; Margaret McLean, (Syngenta) vice president and Debbie Clayton, (Tierney Strategic Communications) secretary treasurer. Board members elected included:

Jerry Roche (Landscape & Irrigation), Bob West (LESCO, Inc.), Felicia Gillham (Gillham & Associates), Ed Hiscock (GCSAA Golf Course Management magazine), Cindy Ratcliff (Grounds Maintenance), Jason Schmaderer (Swanson Russell Associates), Jared Bodnar (Canyon Communications), Roger Stanley (GIE Media/Golf Course News), Troy Blewett (Simplicity Manufacturing) and Ron Hall (Questex Media Group, Inc.). David Cassidy became the past president.

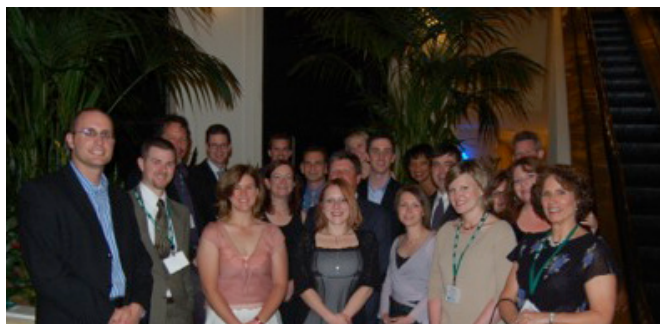
- o There were more than 360 entries in the awards contest.
- o One of the professional development sessions was titled "New Digital Photography Techniques."
- o All attendees were able to spend an afternoon touring the Graceland Museum.
- After all the years of being officially the TOCA Writing, Design and Photo Awards Contest, it was announced that it would be re-dubbed the TOCA Communications Contest. The contest would be divided into two groups, Marketing and Publishing.
- TOCA membership grew to 230 members, its high-water mark
- The TOCA Membership Breakfast was held during the Green Industry Show in Orlando.
- The first printed TOCA Membership Directory was issued.

2006



- The TOCA Breakfast Reception was held in during the GIS in Atlanta, Ga. An overflow crowd of 55 attended.
- The 17th Annual Meeting, California -- Here We Come -- was held in Napa at the Embassy Suites May 2-4. After 16 years of meeting on weekends, this was the first meeting with a Wednesday Thursday format. Among the attendees were 20 first-timers.
 - o Wednesday started with golf at Eagle Vines Golf Club or a Long Meadow Ranch Winery and Olive Oil Tour.
 - o The only change to the board of directors was that Cindy Code (GIE Media/Lawn & Landscape) took the place of Roger Stanley.
 - o Entries in the awards contest set a new record at 451.
 - o Kevin Trotta of the North Rockland Central School District in Garnerville, New York was named Environmental Communicator of the Year.
 - o The TOCA Scholarship winner was Angelina Toomey of the University of Florida in Gainesville. She was awarded \$1,500 after the membership voted to increase funding from \$1,000.
 - o Thursday afternoon was spent touring the Ceja Winery.
- Past president, long-time board member and charter member Jerry Roche announced that he was leaving the green industry for other endeavors.
- The cover story title of September's Grounds Maintenance magazine said it all: "Time's Up." They published their final issue in October. Several staff members including TOCA board member Cindy Ratcliff and former Environmental Communicator of the Year winner Mark Welterlen were among those having to make transitions for their future.
- The TOCA New Member Breakfast at the GIE was held in November in Columbus, Ohio with more than 45 in attendance.

2007



- Fifty members and guests met for the New Member Breakfast at the GIS in Anaheim.
- Bob West, formerly of LESCO accepted a position as a group publisher with Meister Media's Green Industry publications.
- There were more than 80 members and guests in attendance at the 18th Annual Meeting, Gates, Ghosts & Gardens, May 1-3 at the Hyatt Regency Savannah in Georgia.
 - o The golf outing was held at the Wilmington Island Golf Club. The non-golfers toured the historic downtown and had lunch at Mrs. Wilkes restaurant.
 - o The Wednesday Reception/Dinner was held at Old Fort Jackson on the Savannah River.
 - o One of the seminars was on ethics in the Green Industry led by University of Missouri School of Journalism Professor Emeritus Don Ranly. Another very well received session was on interviewing techniques.
 - o Ed Hiscock (GCSAA/Golf Course Management) was elected president. Bill Klutho became the past president and Margaret McLean (Syngenta) and Debbie Clayton (Tierney Communications) were elected vice president and secretary/treasurer respectively. Those continuing on the board included; Felicia Gillham, Jason Schmaderer, Bob West, Jerry Roche, Jared Bodnar, Troy Blewett, Ron Hall, Cindy Code and David

Cassidy. New members elected were Eric Schroder (SportsTurf magazine), John Reitman (Turnstile Publishing Co.) and Helen Stone (Southwest Trees & Turf).

- o There were 440 entries in the awards contest, the second highest ever.
- o Helen Stone, publisher of Southwest Trees & Turf and president of Stone Peak Services was named Environmental Communicator of the Year.
- o Scholarship winners were Kelly Norris of Iowa State University and Pat Jackson of Delaware State University.
- o The Thursday afternoon event was an educational tour of Savannah, The Forest City. It focused on grounds maintenance with professionals in the city's Park and Tree Division.
- o The TOCA fall breakfast moved to the Green Industry and Equipment Expo in Louisville.

2008



- TOCA members attended a continental breakfast at the Rosen Centre Hotel in Orlando during the Golf Industry Show.
- 81 members attended the 19th Annual TOCA Meeting, Exploring Perspectives, at the Radisson Plaza Hotel in Minneapolis May 7-8.
 - o Golfers braved the wind and temps in the low 50s as they played the U.S. Open/PGA Championship Hazeltine National Golf Club in

suburban Chaska.

- o Other members felt the weather was perfect for a “Minneapolis: A River Runs Through It” tour. They saw the city’s oldest neighborhood, Saint Anthony, and walked across the historic Stone Arch Bridge. They also saw the lock and dam that tamed the former 40-foot natural waterfall, toured the Guthrie Theater and the Gold Medal Park.
- o The officers and board were elected for another year. The changes included Jerry Roche going off the board and McGavock Edwards (The Catevo Group) and Lacy Ravencraft (Ewing Irrigation) added to the board.
- o TOCA finished the year in the black for the 19th straight year. There was about \$81,000 in the contingency fund.
- o It was announced that the 20th anniversary meeting would be held in Puerto Rico.
- o There were 431 entries in the communications contest.
- o The scholarship winner was Carol Allen from the University of Maryland.
- o One of the educational sessions was on blogging and podcasting, fairly new concepts at the time.
- o The Environmental Communicator of the Year award went to the Allied Golf Associations of Colorado. It was a consortium that conducted and communicated the results of a self-funded study: Golf in Colorado – An Independent Study of the Economic Impact and Environmental Aspects of Golf in Colorado.
- o On Thursday afternoon the members toured the Walker Sculpture Garden. Iconic sculptures viewed included the Spoonbridge and Cherry water fountain by Claes Oldenburg and Coosje van Bruggen and the Frank Gehry Standing Glass Fish fountain.
- TOCA membership stood at about 215, as the recession began to severely affect membership.
- The TOCA Breakfast Reception (with more than 50 in attendance) was held on October 24 at the Kentucky Exposition Center in Louisville in conjunction with the GIE+EXPO.

2009



- The TOCA GIS Breakfast Reception was held at the Hilton New Orleans Riverside Hotel on February 6th with about 50 in attendance.
- About 50 members attended the 20th Anniversary Meeting at the Wyndham Rio Mar Beach Resort in San Juan, Puerto Rico May 12-14. The theme was: Celebrating Deep Roots, Strong Branches, New Heights.
 - o Attendance was down due to the severe recession and restrictions on travel instituted by many companies.
 - o Golfers braved the rain at the Rio Mar Country Club while others enjoyed taking a step back in history on the island of Puerto Rico, visiting Old San Juan.
 - o Professional development highlights included: a presentation on optimizing your website writing; the nuts and bolts of podcasting; and a workshop on “Working Smarter with Leaner Staffs/Tools in Today’s Environment.”
 - o The group elected to lead TOCA for 2009-2010 included: Jared Bodnar, (Canyon Communications) president; Margaret Bell, (Syngenta) vice president; Bob West, (Meister Media Worldwide) secretary treasurer; and the following directors: Debbie Clayton (Clayton Communications), McGavock Edwards (Catevo Group), Felicia Gillham (Gillham & Associates), Jason Schmaderer

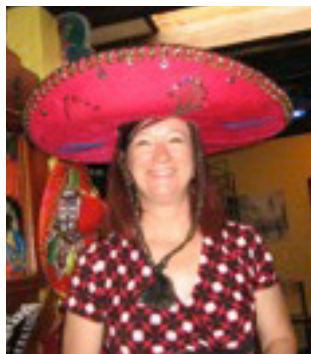
(Swanson Russell), Troy Blewett (Briggs & Stratton Yard Power Products Group), Ron Hall (Questex Media Group, Inc.), Cindy Code (B Communications), David Cassidy, Eric Schroder (SportsTurf magazine), Lacy Ravencraft (Ewing Irrigation), John Reitman (Turfnet) and Helen Stone (Southwest Trees & Turf). Ed Hiscock moved to the position of past president and, after many years of service, Bill Klutho left the board.

- o Even with the recession, 90 percent of the corporate sponsors renewed.
- o There were 401 entries in the communications contest, a slight decrease from the previous year, but still the fourth highest.
- o The TOCA Scholarship winner was Jennie Love from Longwood Gardens School of Horticulture in Pennsylvania. She was awarded \$2,500.
- o The Environmental Communicator of the Year award was presented to Drs. Larry Stowell and Wendy Gelernter of PACE Turf in San Diego.
- o The Thursday morning tour was to the El Yunque National Rainforest conducted by expert horticulturists.
- The TOCA Breakfast Reception was held at the Kentucky Exposition Center in October.
- For the 5th year in a row, TOCA had a printed membership directory thanks to the sponsorship of New Holland.
- Director McGavock Edwards joined the Baltimore-based IMRE, a full-service integrated marketing agency.

“Yeah, I was the first TOCA president. But I was a skeptic from the very beginning. I simply didn’t buy into the absurd concept that Den Gardner was trying to sell: that a bunch of competitors could not only live together in peace, but we could thrive together. Boy, was I wrong! Under Den’s direction, the organization came together so fast that it still makes my head spin. In the 15 or so years that I was involved as an officer, a director and just a regular-type member, I had so much fun and so many laughs, learned so much, made so many good friends, and retain so many wonderful memories, that it boggles the mind. Were my initial feelings about TOCA unjustified? Heck, yes--thank goodness! Here’s hoping that it’s around for another 25 years and another 25 after that.”

—Jerry Roche
President, 1989-1991

2010



- The TOCA/GIS Breakfast was held in San Diego on February 10 with 50 attendees.
- The recession (which significantly affected the Green Industry) took a big bite out of membership. From a high of about 230 members a few years ago, it appeared that the numbers would settle at about 160 by year-end.
- Past President Pat Jones joined the Golf Course Industry team full-time as publisher and editorial director.
- The 21st Annual Meeting -- Desert Discoveries -- was held at the El Conquistador Golf & Tennis Resort in Tucson May 5-7.
 - o The golfers played the El Conquistador Golf Club while about 25 toured the Sonora Desert Museum.
 - o The meeting format was changed to include more professional development and there was no additional tour.
 - o The Opening Night Reception/Dinner was held at The Last Territory nearby, a private facility owned by the hotel.
 - o Professional development sessions included a session on using social media, a social media roundtable discussion, two sessions on water issues and a two-part session led by Media Futurist Bo Sacks on the future of print and online media. He demonstrated several communications tools of the future including the iPad.

- o The board and officers were re-elected with the addition of Christina Schave (Total Landscape Care), Tom Mentzer (Gardner & Gardner Communications), Mark Founds (Trone) and Marisa Palmieri (Lawn & Landscape).
- o As a further result of the recession, the contest entries totaled 310, a 25 percent decrease from the previous year. Another reason for the decrease was a consolidation and elimination of certain categories.
- o The \$2,500 scholarship was awarded to Mikael Pehkonen from the University of Guelph. He was the first winner from outside the U.S.
- o The Environmental Communicator of the Year was Chris Gray of Marvel Golf Club in Kentucky.
- The GIE + EXPO TOCA Breakfast Reception was held in October at the Kentucky Exposition Center in Louisville.
- The annual meeting – Inspiration In The Air – was held May 3-5 at the Grove Park Inn Resort & Spa in Asheville, North Carolina.
 - o Since most attendees need to arrive the day before the first full day's activities, time was set aside on May 3 for members to set up meetings with editors, peers or to conduct any other business that is best done face-to-face.
 - o While the golfers were out on the Grove Park Inn Golf Course, others toured Biltmore Estates.
 - o The professional development sessions included two sustainability panels, Ann Wylie's two-part workshop on thinking like the reader/customer, a session on ROI of social media and an editor/PR workshop that focused on new ways to provide information in 24/7 news cycles.
 - o Anthony Williams, director of grounds for Stone Mountain Golf Club in Stone Mountain, Ga, was named the 2011 TOCA Environmental Communicator of the Year.
 - o The \$2,500 scholarship winner was Anna McIntyre of the University of Georgia.
 - o A mentoring program was announced. It would go beyond the annual meeting and offer mentoring by seasoned veterans of the industry to those new to it.
 - o The bylaws were changed to allow board members to consider attendance at board meetings permissible by teleconference.
 - o A new slate of officers and board members was elected. They included: McGavock Edwards, (IMRE) president; Margaret Bell, (Syngenta) vice president; and Lacy Ravencraft, (Ewing Irrigation) secretary treasurer. Jared Bodnar moved to past president. New directors included; Linda Frerichs (Arysta LifeScience), Linda Beattie (Schiller-Pfeiffer Inc.), Scott Hollister (Golf Course Management), Chuck Bowen (Lawn & Landscape) and Brian Schoenthaler (Associated Advertising). Re-elected board members were Debbie Clayton, Jason Schmaderer, Cindy Code, Felicia Gillham, Ron Hall, John Reitman, Christina Schave (Two Rivers Marketing), and Tom Mentzer.
- The first TOCA sponsored Webinar "Using Video Effectively for Green Industry Editorial and Promotion" was held. It attracted about two dozen members.
- The TOCA Breakfast was held in October at the Kentucky Exposition Center in Louisville in

2011



(A visit to the Presidential Suite at the Grove Park Inn)

- More professional development articles were added to TOCA Talk beginning with the Winter 2011 issue emailed in January.
- The TOCA GIS Breakfast Reception was held February 9th at the Rosen Centre Hotel in Orlando with 45 in attendance.

conjunction with the GIE + EXPO.

- TOCA moved to an online directory.

2012



- The second TOCA Webinar was held January 26. The topic was “Time Management for Creative Types.”
- The GIS/GCSAA TOCA Breakfast Reception was held in February at the Las Vegas Hilton Hotel.
- Hit the Right Notes in Nashville was the theme for the 23rd Annual Meeting, May 1-3 at the Hilton Nashville Downtown Hotel.
 - o “Taking Care of Business Tuesday” returned for those interested in setting up meetings with colleagues during the afternoon.
 - o A media/board of directors’ event was hosted Tuesday evening by The Grasshopper Company at the Gaylord Opryland Hotel where the hotel’s lead groundskeeper Hollis Malone recounted the refurbishing of the property following the devastating floods of May 2010.
 - o While the golfers played at Gaylord Springs Golf Links, about 15 members enjoyed a tour of Cheekwood Botanical Garden & Museum of Art.
 - o Dr. Frank Rossi of Cornell University was named the 14th recipient of the TOCA Environmental Communicator of the Year.
 - o **Margaret Bell was presented TOCA’s fourth**

Distinguished Service Award. She retired from Syngenta right after the meeting.

- o Highlights of the professional development sessions included: an end-user panel of lawn, landscape and design contractors on challenges in their businesses; the return of Ann Wylie with a two-part workshop on online communications; a session on time management; and one on how to select and use video for commercial or media purposes.
- o It was announced that a goal of 250 members by the end of 2015 had been set by the board. There were 167 members at the time of the meeting. (The number by January 2014 was more than 200.)
- o The current officers and directors were re-elected. New board members included; Jeff Cull (Total Landscape Care), Dan Jacobs (Landscape Management) and Larry Aylward (Superintendent magazine).
- o The \$2,500 scholarship winner was Kari Weis, University of Missouri.
- o Entries in the awards contest moved up past 400 again.
- Questex Media Group’s Industrial & Specialty Group was spun off and as a result North Coast Media, LLC was launched.
- The TOCA New Member Breakfast was again held in conjunction with GIE + EXPO.
- TOCA announced a new internship program. It involves the selection of a college student for an eight-to-10-week summer employment with a Green Industry publication that’s a member of TOCA. The intern will receive a \$3,000 stipend from TOCA.

“TOCA has enjoyed an incredible run over the last 25 years. TOCA has been a partner in my own green industry career; virtually paralleling my growth and my wonderful opportunities along the way. Through its professional development sessions, annual awards contest and fantastic networking, TOCA has helped shape the lives of green industry communicators nationwide. The readers and customers of our publications and services have benefitted as well, through great interactive content framed by high standards. TOCA is an organization that I am so very proud to be associated with all these years. Congratulations on 25 years of professionalism TOCA!”

—Cindy Code
President, 1997-1999

2013



- The new TOCA website was launched. Thanks to the pro bono work of Associated Advertising Agency of Wichita and board member Brian Schoenthaler.
- It was announced that the entries for the awards contest would be via PDF online to encourage more entries.
- A new Plant Health Writer Award Program was announced. It will be provided annually to an outstanding writer for excellence in plant health issues to the appropriate green industry audience through writing, including New Media, for a publication or publishing company. The winner must be a TOCA member.
- The TOCA Facebook page was launched.
- The TOCA New Member Breakfast Reception was held at the GIS at the Hilton San Diego Bayfront Hotel on February 6. There were more than 60 members and prospects.
- As of the end of February there were 165 members, including 124 renewals and 41 new members.
- The 24th Annual Meeting -- Good Things Are Brewing -- was held May 7-9 at the Embassy Suites in downtown Portland, Oregon with 70+, the second highest attendance in TOCA history.
 - o Golfers enjoyed a wonderful round of golf at the Stone Creek Golf Club in Oregon City while more than 30 members toured Pacific Landscape Management, a landscape design and build company.
 - o Phil Fogarty of Weed Man and Crowley's
- Vegetation Management was named Environmental Communicator of the year.
- o Highlights of the professional development sessions included: an update of turfgrass research in the Pacific Northwest and elsewhere; a panel on Oregon turf and landscape issues; Ann Wylie returned in a three-part performance on making B-B writing more creative; Rita Emmett provided many tips on preventing procrastination through better organization.
- o Larry Aylward (Superintendent magazine's editorial director) was named the first recipient of the Plant Health Writer of the Year award.
- o Matthew McKernan, a sophomore at Kansas State University, accepted the \$2,500 scholarship. He attended the entire meeting.
- o Jason Schmaderer (Swanson Russell) was elected president; Scott Hollister, (Golf Course Management) vice president; Lacy Ravencraft, (Ewing Irrigation) secretary-treasurer; and McGavock Edwards (IMRE) past president. Elected as a new director was Patty Dimucci (Bayer Environmental Science). Re-elected directors are Jeff Cull (Randall Reilly), Dan Jacobs (Project Evergreen), Larry Aylward (Superintendent), Linda Frerichs (Arysta LifeScience), Linda Beattie (Schiller Grounds Care, Inc.), Chuck Bowen (Lawn & Landscape), Brian Schoenthaler (Associated Advertising Inc.), Debbie Clayton (Clayton Himes PR), Cindy Code (Gardner & Gardner Communications), Felicia Gillham (Gillham & Associates), John Reitman (Turnstile Publishing), and Christina Jesson.
- o There were 360 entries in the awards contest.
- The TOCA Breakfast was held October 25 at the Kentucky Exposition Center.
- Former board member Marisa Palmieri was named editor in chief of Landscape Management magazine.
- The TOCA membership count reached 203 before the end of the year.

TOCA's Corporate Sponsors

TOCA's success over the past quarter century would not be possible without the many corporate sponsors who have covered the costs of so many of TOCA's events and programs. Some of these sponsors have been with TOCA from the beginning and some have stepped up for special programs for a specific period of time.

1990

Ciba-Geigy, Deere & Company, Monsanto and Mona, Meyer & McGrath

1991

Ciba-Geigy, John Deere, Landscape Management, Lawn & Landscape Maintenance, Lawn Care Industry, Golf Course Superintendents Association of America, and DowElanco

1992

Ciba-Geigy, John Deere, Lawn & Landscape Maintenance, Lawn Care Industry, Landscape Management, DowElanco, Adams Communications Co., LESCO, Johnson Hill Press, Scotts, and BASF

1993

Ciba, John Deere, Lawn & Landscape Maintenance, Landscape Management, Adams Communications Co., LESCO, Johnson Hill Press, Scotts, Grounds Maintenance, Golf Course Superintendents of Association of America, and BASF

1994

Ciba, John Deere, Lawn & Landscape Maintenance, Landscape Management, Adams Communications Co., LESCO, Johnson Hill Press, Scotts, Grounds Maintenance, Golf Course Superintendents of Association of America, Argus Agronomics, Rhone-Poulenc, AgrEvo and BASF

1995

Ciba, John Deere, Lawn & Landscape Maintenance, Landscape Management, Adams Communications Co., Scotts, Monsanto, Sandoz, Toro, Argus Agronomics, Rhone-Poulenc, AgrEvo and Valent

1996

Ciba, John Deere, Lawn & Landscape, Landscape Management, Adams Communications Co., Scotts, Monsanto, Sandoz, Toro, Argus Agronomics, RISE, Rhone-Poulenc, AgrEvo and Valent

1997

Novartis, RISE, Golf Course Superintendents Association of America Foundation, Rohm and Hass, AgrEvo, Bayer, Valent, Landscape Management, Lawn & Landscape, Turf (NEF Publishing), Scotts, BASF, Adams Communications Co., Swanson Russell Associates, Terra, Shandwick Ceres Communications Group, Professional Lawn Care Association of America, LESCO, Cyanamid, Rhone-Poulenc and Monsanto

1998

Novartis, RISE, Golf Course Superintendents Association of America Foundation, Rohm and Hass, AgrEvo, Bayer, Dow AgroSciences, Landscape Management, Lawn & Landscape, Turf (NEF Publishing), Scotts, BASF, Adams Communications Co., Swanson Russell Associates, Terra, Shandwick Ceres Communications Group, Professional Lawn Care Association of America, LESCO, Cyanamid, Rhone-Poulenc, and Monsanto

1999

Novartis, Toro, Professional Lawn Care Association of America, Griffin, Lawn & Landscape, Landscape Management, Turf (NEF Publishing), BASF, Dow AgroSciences, Rohm and Hass, Bayer, Shandwick Ceres Communications Group, Golf Course Superintendents Association of America Foundation, Cyanamid, Scotts, Rain Bird, Swanson Russell Associates, Rhone-Poulenc, John Deere, Plant Health Care, Inc., Terra, AgrEvo, Adams Communications, Zeneca Professional Products, Turfgrass Producers International, and Environmental Industries, Inc.

2000

Novartis, Toro, Professional Lawn Care Association of America, Griffin, Lawn & Landscape, Landscape Management, Turf (NEF Publishing), BASF, Dow AgroSciences, Rohm and Hass, Bayer, Shandwick International, Golf Course Superintendents Association of America Foundation, Cyanamid, Scotts, Rain Bird, Swanson Russell Associates, Rhone-Poulenc, John Deere, Plant Health Care, Inc., Terra, AgrEvo, Adams Business Media, TopPro Specialties (A unit of BASF Corporation), Zeneca Professional Products, Turfgrass Producers International, Textron Turf Care and Specialty Products, Aventis, Sports Turf Managers Association, Resource One and Environmental Industries, Inc.

2001

Syngenta, LESCO, Rohm and Hass, Toro, Lawn & Landscape, Textron Turf Care and Specialty Products, Swanson Russell Associates, Adams Business Media, Sports Turf Managers Association, John Deere, Turf Producers International, Aventis, TopPro Specialties, Griffin, Scotts, Landscape Management, Professional Lawn Care Association of America, Turf An MRP Publication, Golf Course Superintendents Association of America Foundation, Rain Bird, Pro Source One, Aquatrols, and Bayer

2002

Syngenta, LESCO, Rohm and Hass, Toro, Lawn & Landscape, Textron Turf Care and Specialty Products, Swanson Russell Associates, Adams Business Media, Sports Turf Managers Association, John Deere, Turf Producers International, Aventis, TopPro Specialties, Griffin, Scotts, Landscape Management, Professional Lawn Care Association of America, Turf An MRP Publication, Golf Course Superintendents Association of America Foundation, Rain Bird, Pro Source One, Aquatrols, Ferris, and Bayer

2003

Syngenta, LESCO, Rohm and Hass, Toro, Lawn & Landscape, Textron Turf Care and Specialty Products, Swanson Russell Associates, Adams Business Media, Sports Turf Managers Association, John Deere, Turf Producers International, Aventis, BASF Professional Turf, Griffin, Scotts, Landscape Management, Professional Lawn Care Association of America, Turf An MRP Publication, Golf Course Superintendents Association of America Foundation, Rain Bird, Pro Source One, Aquatrols, Ferris, Plant Health, Inc., Nu-Gro, and Bayer Environmental Science

2004

Syngenta, LESCO, Rohm and Hass, Toro, Lawn & Landscape, Swanson Russell Associates, Adams Business Media, Sports Turf Managers Association, John Deere, Turf Producers International, Aventis, BASF Professional Turf, Griffin, Certis, Scotts, RISE, Landscape Management, Professional Lawn Care Association of America, Turf An MRP Publication, Golf Course Superintendents Association of America, Rain Bird, Plant Health, Inc., Nu-Gro, and Bayer Environmental Science

2005

Syngenta, John Deere, BASF, Turf Producers International, Dow AgroSciences, Adams Business Media, Swanson Russell Associates, Environmental

Turf, Audubon International, Turf, Landscape Management, Lawn & Landscape, Grounds Maintenance, Jacobsen, New Holland, RISE, Bayer Environmental, PLCAA, GCSAA, Phoenix Environmental Care, Snapper Pro, Scotts, PBI/Gordon, Epic Creative Communications, PLANET Professional Landcare Network, Nu-Gro, Toro, Plant Health Care, Inc. and Sports Turf Managers Association

2006

Syngenta, John Deere, Toro, BASF, Dow AgroSciences, Bayer Environmental Science, Advan LLC, New Holland, Jacobsen, Swanson Russell Associates, Ewing Irrigation, LESCO, Phoenix Environmental Care, The Trugreen Companies, Novozymes Biological, Arysta LifeScience, Snapper Pro, Sports Turf Managers Association, Golf Course Superintendents Association of America/Golf Course Management Magazine, RISE, PLANET, Trone, and Canyon Communications

2007

Syngenta, BASF, Dow AgroSciences, Jacobsen, John Deere, Bayer, New Holland, Syngenta International, Toro, Snapper Pro, Swanson Russell Associates, LESCO, Phoenix Environmental Care, Ewing Irrigation, PBI/Gordon, The TruGreen Companies, Arysta Life Sciences, Project Evergreen, Sports Turf Managers Association, Turfgrass Producers Association, PLANET, GCSAA/Golf Course Management magazine, Novozymes Biologicals, RISE, The Catevo Group, Canyon Communications, Epic Creative Communications

2008

Syngenta, John Deere, Toro, Jacobsen, BASF, Bayer, New Holland, Briggs & Stratton Yard Power Products Group, Swanson Russell Associates, Ewing, Phoenix Environmental Care, The TruGreen Companies, Arysta LifeScience, Dow AgroSciences, Project Evergreen, Syngenta International, PBI/Gordon, Sports Turf Managers Association, GCSAA, RISE, PLANET, Novozymes, Turfgrass Producers International

2009

Syngenta, Bayer Environmental Science, Briggs & Stratton Yard Power Products Group, Arysta LifeScience, Project Evergreen, Phoenix Environmental Care, PBI/Gordon, New Holland, Ewing, Dow ArgoSciences, Agrium, TruGreen, Syngenta International, Swanson Russell, GCSAA, STMA, RISE, PLANET and OPEI

2010

Syngenta, Bayer Environmental Science, John Deere, New Holland, Briggs & Stratton Yard Power Products Group, Jacobsen, Project Evergreen, Syngenta International, Agrium, Phoenix Environmental Care, TruGreen Companies, Swanson Russell, Ewing, Arysta Life Science, PBI/Gordon, Gardner & Gardner Communications, Nufarm, Quali-Pro, GCSAA, STMA, RISE, PLANET, and OPEI

2011

Syngenta, Bayer Environmental Science, John Deere, New Holland, Briggs & Stratton Yard Power Products Group, Project Evergreen, Schiller Grounds Care, Syngenta International, Agrium, Bobcat, BASF, Swanson Russell, Ewing, Arysta Life Science, PBI/Gordon, Gardner & Gardner Communications, Becker-Underwood, Nufarm, Quali-Pro, GCSAA, STMA, Total Landscape Care, and OPEI

2012

Syngenta, Bayer, Briggs & Stratton, Jacobsen, John Deere, Project Evergreen, Agrium, Arysta, Becker-Underwood, Bobcat, Ewing, Nufarm, PBI/Gordon, Quali-Pro, Schiller Grounds Care, Syngenta International, TruGreen, Dow Agro-Sciences, Gardner & Gardner Communications, The Grasshopper Company, Swanson Russell, Total Landscape Care

2013

Bayer, Syngenta, John Deere, Ewing, Phoenix/ UPI, Project EverGreen, Syngenta International, BASF, Randall Reilly, Briggs & Stratton Yard Power Products Group, Agrium, Arysta LifeScience, FMC, Nufarm, TruGreen, Becker-Underwood, Gardner & Gardner Communications, Swanson Russell, Dow AgroSciences, GCSAA/GCM, and GIE+EXPO

TOCA Environmental Communicators of the Year (1999-2013)

Mark Welterlen

former Grounds Maintenance magazine publisher

Bill Love

W.R. Love Golf Architecture

Tim Doppel

Atwood Lawncare, Inc.

Doug Fender

former Executive Director, Turfgrass Producers International

Allen James

RISE CEO

Rod Dodson

Audubon International

Jeff Gullickson

Spokane Country Club

Kevin Trotta

Grounds Manager, IPM Specialist, Cornwall, NY

Helen Stone

publisher, Southwest Trees & Turf magazine
Allied Golf Associations of Colorado

Drs. Larry Stowell and Wendy Gelernter

PACE Turf

Christopher Gray

Precise Path Robotics (formerly Marvel Golf Club in Kentucky)

Anthony Williams

director of grounds at Stone Mountain Golf Club, Stone Mountain, GA

Dr. Frank Rossi

associate professor, extension turfgrass specialist, Cornell University, Ithaca, NY

Phil Fogarty

of Weed Man and Crowley's Vegetation Management

TOCA Hall of Fame (through 2013)

1999



Den Gardner
(Gardner & Gardner Communications/
Executive Director, TOCA)

2002



Bob Tracinski
(John Deere)

2006



Owen Towne
(Phoenix Brands by UPI)

2012



Margaret Bell
(Syngenta)

TOCA Scholarship Award

- 1992** Michelle Thomas, Ohio State University
- 1993** Jay Warnick, Utah State
Scott Hoffman, Colorado State
- 1994** Sally Moore, Michigan State
Nicole McCarren, Ohio State
- 1995** Teresa Cousins, California Poly
Katie Sue Thomas, Kansas State
- 1996** Rebecca Ann Williams, Michigan State
- 1997** John DeLisle, Michigan State
Miranda Juett, University of Missouri
- 1998** Christy Cassady, University of Kentucky
Louise Williamson, San Joaquin Delta College
David Fulgham of Mississippi State
- 1999** Jamie Vandecoeveering, Oregon State
Carol Rudolph, North Carolina State
- 2000** Helen Fare, Western Texas College
Marian Boulet, Finger Lakes Community
College, NY
- 2001** Kelsey Hall, Ohio State
Beverly Moseley, U of Florida
- 2002** Linda Kiscellus, Wm Rainey Harper College, Ill
Jennifer Hoyer, Iowa State
- 2003** Beth Loberg, Iowa State University
- 2004** Patrick McCullough, Clemson University
Dan Fuhrman, Colorado State University
- 2005** David Baer, Harper College
Whitney Siegfried, Colorado State
- 2006** Angelina Toomey, University of Florida
- 2007** Kelly Norris, Iowa State
Patricia Jackson, U of Delaware
- 2008** Carol Allen, U of Maryland
- 2009** Jennie Love, Longwood Gardens
- 2010** Mikael Pehkonen, University of Guelph
- 2011** Anna McIntyre, University of Georgia
- 2012** Kari Weis, University of Missouri
- 2013** Matthew McKernan, Kansas State University



TOCA TIMES

Turf and Ornamental Communicators Association

Spring 1990

1990 TOCA ANNUAL MEETING PLANS DETAILED

Plans have been finalized for the first Turf and Ornamental Communicators Association (TOCA) annual meeting May 20-22 in Atlanta.

The registration fee for TOCA members is \$125 per person. In addition, TOCA has reserved a block of rooms at the beautiful new Marriott Suites Midtown Atlanta. Rooms are available at the reduced rate of \$99 per night. Registration forms have been included in this newsletter and should be returned to the address listed on the form by May 4.

Highlights of the scheduled program include several professional improvement workshops, a tour of the Atlanta Athletic Club conducted by golf superintendent Ken Mangum and a visit to the grounds of Fulton County Stadium, home of the Atlanta Braves. A business meeting, which will include the election of officers, also is on the agenda.

The annual meeting will begin on Sunday evening, May 20, with a reception for TOCA's corporate sponsors. Active members (trade editors) and TOCA's corporate sponsors are invited.

Monday's session begins with breakfast, sponsored by Deere & Company. The morning program will include a panel discussion on what constitutes appropriate and acceptable advertising, and small group discussions on strengthening the relationship between editors and corporate and agency public relations professionals. The afternoon session will include the stadium and golf course tours.

Tuesday's session begins with breakfast sponsored by Monsanto. A seminar by John Spink of the Atlanta Journal-Constitution on how to take quality black and white photographs will precede the business meeting, which closes the annual meeting.

The first writing and photography awards, sponsored by Ciba-Geigy and to be given in 1991, will be announced at the close of Tuesday's meeting, around lunchtime.

We hope to see all of you in Atlanta for what will certainly be an informative and productive first annual meeting! ■

THANK YOU TO 1990 TOCA CORPORATE SPONSORS

Along with the members of TOCA, the backbone of the organization is made up of corporate partners who have donated time and money to help make possible the first association devoted to the advancement of the communications practices within the turf and ornamental industry.

We would like to recognize our 1990 corporate sponsors: Ciba-Geigy, Deere & Company, Monsanto, and Mona, Meyer & McGrath. Thanks to all of you for helping to make TOCA possible. ■



Monsanto



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THANK-YOU TO FIRST TOCA STEERING COMMITTEE

TOCA would like to extend thank-yous to those people who helped launch the association. They are Jerry Roche, Cindy Code, and Pat Jones. Roche, who is executive editor of *Landscape Management* magazine, serves as the steering committee president.

Steering committee vice president Pat Jones is director of communications at the Golf Course Superintendents Association of America, and secretary/treasurer Cindy Code is editor of *Lawn and Landscape Maintenance* magazine.

Roche, Jones and Code have been instrumental in the smooth startup of TOCA, and we look forward to their continued leadership. A fourth member of the steering committee was recently added. He is TOCA director Dale Keller, president, R/K Communications Group, Inc. Thanks to all of you! ■

TOCA TIMES



TOCA Times is published six times annually for the members of the Turf and Ornamental Communicators Association.

President:

Jerry Roche

Vice President:

Pat Jones

Secretary/Treasurer:

Cindy Code

Director:

Dale Keller

Executive Director:

Den Gardner

Questions or comments should be addressed to Den Gardner, Editor, TOCA Times, 8500 Normandale Lake Blvd., Suite 1200, Bloomington, MN 55437

CELEBRATING TOCA'S 10TH ANNIVERSARY

(Editor's Note: At the 10th annual meeting of the Turf and Ornamental Communicators Association in Orlando in May, John Deere spokesperson Bob Tracinski spoke eloquently about the 10 years of TOCA and its shape on world events. At the request of a number of members, following is the text of that speech. Tracinski is a 10-year member of TOCA and a former president of the association.)

Good morning. I hope you enjoyed breakfast. It's John Deere's pleasure to be a silver sponsor of the TOCA annual meeting for the 10th time.

This is a very special occasion for all of us because we're celebrating 10 years of TOCA success. Special recognition should go to Owen Towne and Den Gardner for brainstorming the idea, and for securing the initial funding from Ciba Turf & Ornamental Products, which is now Novartis. They worked with Cindy Code, Pat Jones and Jerry Roche to launch what was a new venture in late 1989, so that TOCA could hold its first annual meeting in 1990.

I remember when Jerry Roche called me to talk about the new idea, and to gauge John Deere's willingness to support it. I thought it was a V8 head slapper – you know – a "Why didn't I think of that!" kind of thing. I immediately communicated that I thought it was a great idea, and that I'd scrape money out of my budget to help TOCA struggle into existence.

Ten years! Wow, that's a very long period when clocked in Wall Street time where three months is an eon and success or failure can be measured in days and weeks, sometimes in minutes. In the hustle and bustle of our frenetic business lives, where we focus on projects that can have the life span of a fruit fly, we can forget just how long a decade can be, and how much history can be packed into half a generation.

I just wanted to review with you a few historical highlights to help put the past 10 years into perspective.

This organization was born during a time of great travail. We human beings were trashing Mother Earth and she was not pleased. For 1989 the key word was Ecology. The headlines were filled with stories about an ecological disaster. The Exxon Valdez dumped 240,000 gallons of oil along the coast of Alaska. In the lower 48 we were facing a more mundane but some thought equally serious challenge with the Landfill Crisis. Perhaps you remember that New Jersey sent a garbage scow around the world to dramatize the fact that it had run out of landfill space and no one was willing to take its trash. And in our own backyard there was the need to recycle grass clippings at home rather than send them to already overburdened landfills. And so equipment manufacturers developed mulching mowers. And the Professional Lawn Care Association developed the Grasscycling campaign that's been adopted by many state extension services. And TOCA was organized to deal with these great issues in the time-honored fashion that journalists have pursued since the creation of the printed word. We partied.

TOCA held its first annual meeting in Atlanta in 1990. Jerry Roche was the president that first year, Pat Jones was vice president and Cindy Code was secretary/treasurer. And Den Gardner was the executive director. TOCA had about 60 members back then. I reviewed that original roster to see how many people are still among TOCA's 140-plus members today. I found six names: Gary Burchfield, Cindy

Code, Jerry Roche, Dave Slaybaugh, Mark Welterlen . . . and me.

To tell you the truth, I don't remember a whole lot about that first annual meeting. We must have partied pretty hardy. It seems like a blur to me now. The only memory that really stands out is that we had a terrific wind and rain storm as people were arriving at the hotel. It came up suddenly and wrecked havoc with anyone trying to walk into the hotel. Later I talked to Cindy Code who said she was up on Stone Mountain when the weather went crazy, and it was really wild up there. And it was pretty wild down in Atlanta when the TOCA party started rolling. And that's what we liked about TOCA from the very beginning, it was a chance for editors and PR managers to get to know one another without the stressful environment of a trade show. We could talk . . . relax . . . share a few drinks . . . and enjoy a few laughs. It was fun.

Well, we kicked up our heels in Atlanta . . . and soon afterward Saddam Hussein kicked sand in the collective faces of the western powers by invading a little country called Kuwait. Operation Desert Shield moved military forces to Saudi Arabia to protect the Saudis from what was considered an imminent invasion of their oil fields.

In January and February of 1991, the western nations and their Arab allies kicked Hussein's marauding horde out of Kuwait and saved the oil reserves in Saudi Arabia, so our teenage sons could impress girls by "peeling out," as they said when I was one, or "laying a strip" as they say today. Wall Street was happy with Allied success in the desert and passed the 3,000 mark for the first time in April, 1991. Boy, if anything shows the passage of time, it's that – just think, that was 7,000 Dow points ago! They say time is money, and now we can measure time in terms of points on the Dow average of 30 industrials. With all the good news, the TOCA board figured it was time to party again. And so the chant was heard in St. Louis . . . TOCA, TOCA, TOCA.

Once again the details of that meeting are a little lost in the mists of my besotted brain, but I do remember something about a tour of the Anheiser-Busch brewery and the Busch zoo and gardens. Some of you may remember that Lois Kocon worked with Den Gardner then and was active in organizing tours for green industry journalists. She always managed to include some kind of alcohol-related visit that often involved free samples. I think the Busch tour was probably her finest hour as the beer flowed freely . . . and it was truly the King of beers. Good stuff! Lois, wherever you are, we salute you! Free alcohol and journalists just naturally go together.

Actually I do remember a bit more about that meeting. I remember a fascinating tour of Monsanto's facilities and meeting some scientists who were altering the genetic structure of corn so it was impervious to Roundup, and cotton so it contained its own boll weevil repellent. I remember going to the top of the Gateway Arch, enjoying lunch at a riverboat restaurant, touring a shopping area converted from an old railroad station, and lots of good food, interesting conversation and great fun.

Well, the rest of 1991 didn't live up to its early promise. After we partied in St. Louis, Anita Hill accused Clarence Thomas of sexual harassment and we learned that just about everything goes better with Coke.

And 1992 didn't exactly start out on a positive note. Bill and Hillary expressed shock on the "60 Minutes" Show that Gennifer Flowers

Speech continued page 6

Speech

continued from page 5

would allege that there was ever an affair. Jeffery Dahmer lost his appetite when the jury found him sane and he faced 15 life sentences. And rioting erupted in South-Central Los Angeles in late April when four white cops were acquitted on all but one count of beating Rodney King. King asked if we could all just get along. TOCA answered yes ... and so we held another bash – this time in Columbus, Ohio.

Once again I can't remember many details of this adventure, but I do recall an October Fest pub crawl through the Germantown neighborhood. Yes, Lois Kocon organized that to her eternal shame. We lived it up under the last months of the Bush administration, as Bill Clinton was elected our 42nd president in November.

The year 1993 was filled with excitement. Bill Clinton took the oath of office, and promptly forgot his oath to Hillary. There was an omen that year that missed many of us, but most of us guys got the message. 1993 is probably most memorable to all of us men as it's the year when Lorena Bobbitt did the unthinkable, and used a kitchen knife to settle a domestic dispute. She drove away with the evidence and tossed it into a weed-strewn vacant lot. Fortunately the evidence was recovered and returned to its rightful owner, so the story had a kind of happy ending. But I don't think Bill Clinton recognized the significance of this event. Had he thought about it more, maybe he would have been a bit more careful about what he did with his own evidence.

Anyway ... the world was going crazy and so it was time to have a major party and Kansas City seemed like a good place to carouse. For some reason I can't remember what distillery or brewery Lois found for us that year, but I do remember touring Hallmark Cards and having lunch at the Crowne Plaza. And I remember something about Hallmark having a program for jaded executives that helped them improve their creativity by getting in touch with their inner child. It had something to do with putting a whole lot of executives in a room with a box of crayons and seeing what they would come up with. Of course, anything they could dream up wouldn't come close to the creativity shown by Bill Clinton when Paula Corbin Jones accused him of flaunting his evidence at her in an Arkansas hotel room. And so 1994 saw the beginning of the seemingly endless law suit that only recently came to a close when Paula and her husband split up over sharing a \$200,000 settlement, while the lawyers took the rest and laughed all the way to the bank.

1994 was a weird year. The bodyguard of ice skating champion Tonya Harding whacked her rival, Nancy Kerrigan, across the knee with a crow bar. The Menendez brothers were freed by hung juries. Michael Jackson gave a boy he was accused of molesting \$10 million, then recouped his losses by marrying into the Elvis Presley fortune. Nicole Simpson and Ronald Goldman were murdered, and NBC cut away from the National Basketball Finals to follow OJ and his road buddy being pursued by police in that famous Bronco chase scene. Was that Hollywood or what? Susan Smith made Joan Crawford look like mother of the year. Jeffery Dahmer ate his last meal. And Marion Barry was re-elected to office as mayor of Washington, DC after allegations of using drugs and womanizing.

With all that going on, we TOCA members needed to slow down the pace a little so we held our annual bash in Raleigh, North Carolina,

voted the number one place to live by FORTUNE magazine, and the best place to do business. Since I live in Raleigh I didn't have to travel that year. I didn't play as hard, either. I remember touring Rhone Poulenc in Research Triangle Park, and I think visiting a Ciba research facility. It was all very serious that year, I thought.

But 1995 was different. We went to Chicago to get away from the OJ trial. As I recall, we made a pact that we would celebrate a two-and-a-half-day time out from OJ Trial coverage. But I don't think it worked. I think I suffered from media overload that year because I can't remember a thing about our party. But of course we didn't have as good a time as Hugh Grant. At least, I didn't. I would have remembered that.

In 1996 we all breathed a sigh of relief as the FBI arrested the Unabomber, and we all recognized Teddy Kaczynski as one of the October Fest waiters at our Columbus meeting. We weren't so saturated with Whitewater scandals, Paula Jones accusations, and bitter political party bickering to brave the nation's capital that year, and pay homage to the Washington Monument, the tribute to the father of our country and the monument to macho attributes, a further sign that the Washington political scene is a man's world after all. Years from now when members of the Democratic Party are trying to determine the most fitting way to celebrate the Clinton presidency, perhaps one suggestion could be a special plaque on the side of this massive monolith, a fitting tribute to the ample evidence that Bill made his mark in history the hard way. I'm spending all this time talking about the Washington scene because I can't remember much about the meeting itself. I guess it was a really good one. Is this the time we went to a karaoke bar and sang "Duke of Earl" to inaugurate the first official TOCA choir? We all spoke with husky voices at the meeting the next day.

In 1997 Mary Poppins became a horror film as the English nanny, Louise Woodward, was charged with murder. A teacher was charged with giving birth to her student's child. Marv Albert bit a woman 15 times, and Frank Gifford accompanied Kathie Lee to a marriage counselor. Mike Tyson pulled a Jeffery Dahmer and or a Marv Albert and bit off Evander Holyfield's ear. Mike immediately asked for a rematch on the grounds that you can't just eat one. The nation followed the crazed killings of Andrew Cunanan, and Princess Diana was hounded to death by overzealous paparazzi. We held our meeting in San Diego that year, and for the first time, I couldn't attend. I was stuck in a month-long trial ... not as defendant as some of you might guess, but as a distinguished member of the jury. I can tell you all about the case, but I don't know a thing about the TOCA meeting that year.

In 1998 the TOCA meeting was held in my old neighborhood, Cleveland, Ohio, where I was born in St. Ann's hospital, and grew to manhood. This is the year that we learned about friendship from Linda Tripp, and about the value of cherishing such intimate love tokens as a fine cigar and a soiled dress. This meeting I remember more about. We went to a micro brewery for the first night's festivities. We saw the Indian's play at Jacob's Field. And many of us toured the Rock & Roll Hall of Fame.

And now it's 1999 and we're in Disney World. And all I can say is this – if you go home from this meeting and next year, you can remember everything you did, then you're not relaxing enough. Join those of us who are over 50 and make this your motto – Been there, done that, can't remember. Have a great time in Orlando.













