

2014 TOCA Communications Contest Winners

2014 PHOTOGRAPHY Awards

(PPVM02) Pictorial 1 (photo of golf course, park, sports field or any commercial or community area)

Merit

“Plant Health Intro”

Pete Seltzer, Golfdom

First

“Fertilizing for the Future”

Pete Seltzer, Golfdom

(PPVM04) Picture Story (two or more photos to illustrate an article in a printed magazine)

Merit

“Driving Ambition”

Scott A. Miller, GCSAA/Golf Course Management

First

“The Night Life”

Jason McKibben, GCSAA/Golf Course Management

(PPVM05) Best Photograph – Print Magazine Cover

Merit

“My Green Heaven”

Pete Seltzer, Golfdom

First

“5 Keys to Picking Up Women”

Pete Seltzer, Golfdom

(PPVM08) Best long video/DVD (more than 2 minutes)

First

“Cart Path Renovation”

Kevin Ross, Turnstile Enterprises Inc.

(PPVM09) Best instructional video/DVD

Merit

“Mower Winterization”

Hector Velazquez, Turnstile Enterprises Inc.

First

“Aerial Reconnaissance”

Thomas Bastis, CGCS, Turnstile Enterprises Inc.

(PPVM10) Best use of editorial or opinion in video/DVD

First

“October News Tips and Emails”

Randy Wilson, Turnstile Enterprises Inc.

2014 DESIGN Awards

(PD01) Printed Magazines – Cover Page Design

Merit

“Diffusing the Demanding Golfer”

Lisa Lehman, Moose River Media

First

“Landscape Management – June Cover”

Tracie Martinez & Landscape Management Staff, North Coast Media

(PD02) Printed Magazines – Single Page Design, Editorial

Merit

“The 19th Hole – Bryan Nuss”

Pete Seltzer, Golfdom

First

“Prepping Golf Cart Batteries for the Summer Season”

Pete Seltzer, Golfdom

(PD03) Printed Magazines – Two-Plus Page Design, Editorial

Merit

“The Reality of Rankings”

Lisa Lehman, Moose River Media

Merit

“Diffusing the Demanding Golfer”

Lisa Lehman, Moose River Media

First

“The State of the Industry Report”

Stephanie Antal, GIE Media

(PD04) Printed Magazines – Overall Magazine Design

Merit

“Landscape Management – December Issue”

Tracie Martinez & Landscape Management Staff, North Coast Media

First

“April 2013 GCM – “What’s the Buzz About?””

Roger Billings & Kelly Neis, Golf Course Management magazine/GCSAA

(PD05) Electronic Publishing – Overall Company Web Design

First

“Landscape Management.net”

North Coast Media

(PD06) Overall Media Kit Design

First

“2014 Integrated Media Portfolio”

Andrea Vagas, GIE Media

2014 NEW MEDIA Awards

(PNM01) Podcasts (audio programs/shows produced solely as podcasts for audience by publishing company)

First

“Dog’s Best Friend”

Kyle Brown, GIE Media

(PNM02) Blogs (that communicate appropriate Green Industry information to audience, either by a corporate, public service or industry position)

Merit

“The LM Blog”

Landscape Management Staff, North Coast Media

First

“The Golfdom Daily”

Seth Jones, Golfdom

(PNM03) Websites (should include screen grabs, copies of key pages and other pertinent visual and content representation of key elements involving use of a web site)

Merit

“LandscapeManagement.net”

Landscape Management Staff, North Coast Media

First

“Website – TotalLandscapeCare.com”

Lauren Heartsill Dowdle & Patty Vaughn, Total Landscape Care

(PNM04) Innovative Use of Social Media (e.g., use of Facebook, Twitter, YouTube, LinkedIn or other social media)

Merit

“Landscape Management Social Media Strategy”

North Coast Media

First

“Social Media”

Lauren Heartsill Dowdle & Patty Vaughn, Total Landscape Care

(PNM05) Best mobile application

Merit

“Lawn & Landscape mobile app”

GIE Media Staff, GIE Media

First

“MOWmentum”

Carolyn LaWell, GIE Media

2014 MARKETING COMMUNICATIONS DESIGN Awards

(MCD02) Digital Design – Web Site Design

Merit

“Grasshopper Digitized Literature”

Brian Schoenthaler, Associated Integrated Marketing

First

“Agrium: Spread it and Forget it”

Swanson Russell

(MCD03) Digital Design – Digital Media (Merit-web site)

Merit

“XONERATE Herbicide Eblasts”

Woodruff Sweitzer & Arysta LifeScience

First

“ALOFT Insecticide & DISARM Fungicide Eblasts”

Woodruff Sweitzer & Arysta LifeScience

(MCD06) Printed Collateral – Overall Collateral Design

Merit

“2014 Ewing Phoenix Open Invitation”

Tyler Kavanaugh, Ewing Irrigation Products, Inc.

First

“Select Source Catalog & Product Rate Chart”

Julie Gauntt, Ashby Creative

(MCD07) Printed Direct Response – Overall Direct Response

Merit

“John Deere GreenFleet Mailer”

John Deere, IMRE

First

“2013-2014 Ewing Education Services Direct Mailers”

Tyler Kavanaugh, Ewing Irrigation Products, Inc.

(MCD08) Printed Special Projects

Merit

“EPIC Sample Book”

EPIC Creative

Merit

“2014 Ewing Phoenix Open Invitation”

Tyler Kavanaugh, Ewing Irrigation Products, Inc.

First

“XONERATE Herbicide Mirror Clings”

Woodruff Sweitzer & Arysta LifeScience

(MCD09) Overall Press Kits Design

Merit

“Country Club MD Demo Kit”

EPIC Creative

First

“Ringer Lawn Restore Media Kit”

EPIC Creative

(MCD10) Point of Purchase Materials

Merit

“Grasshopper Timeline”

Brian Schoenthaler, Associated Integrated Marketing

First

“Vista Landscape Lighting Distributor Posters”

Swanson Russell

(MCD11) Printed Magazine/Single Page Design, Advertising

Merit

“DISARM Print Ad”

Woodruff Sweitzer & Arysta LifeScience

First

“ALOFT Fire Ant Print Ad”

Woodruff Sweitzer & Arysta LifeScience

(MCD12) Printed Magazine/Two-Plus Page Design/Advertising

Merit

“AR722T magazine ad”

Brian Hajas, Adam Slick, Rachel Luken, Jacobsen

First

“Cuproxat Ad Series: ‘Right Chemistry,’ ‘Natural Fit’ and ‘Blooms Beautifully’”

Nufarm Americas and Elle Alexander Design

(MCD13) Printed Magazines/Less than One Page Design, Advertising

Merit

“FMC Echelon Herbicide “Nip it in the Tuber” Print Ad”

Adam Manwarren, FMC Professional Solutions

First

“Propane Mower Incentive Program Print Ad”

Swanson Russell

2014 SPECIAL PROJECT Awards

(MCSP01) Special Event

Merit

“Syngenta 2013 Turf Science Live”

Sharon Larson & Swapna Desai - Martin Williams; Mark LaFleur – Syngenta

First

“Syngenta Flowers Festival; Blooming on the Big Screen”

Syngenta Flowers Team, Gibbs & Soell, Inc.

(MCSP02) Best Integrated Marketing Campaign

Merit

“ALOFT Insecticide Fire Ant Campaign”

Woodruff Sweitzer & Arysta LifeScience

First

“Healthy Turf, Healthy Tomorrow”

Bayer and Global Prairie

(MCSP03) Miscellaneous Special Project

Merit

“Syngenta Holiday Card”

Sharon Larson & Swapna Desai – Martin Williams; Mark LaFleur – Syngenta

First

“Orange Everywhere”

Sharon DeWolfe, Glenn King, Brian Hajas, Amanda Bostian, Adam Slick – Jacobsen

2014 WRITING Awards

(PW01) Writing for commercial publications, editorial/opinion piece

Merit

“Don’t Lose a Bid to Goats”

Lauren Heartsill Dowdle, Total Landscape Care

First

“The beauty is a BEAST”

Golfdom Magazine, Golfdom

(PW02) Writing for commercial publications, column

Merit

“Doing the right thing”

Pat Jones, GIE Media

Merit

“The life of a golf course”

Seth Jones, Golfdom

Merit

“No better backpack”

Seth Jones, Golfdom

First

“You Gotta Believe”

Pat Jones, GIE Media

(PW03) Writing for commercial publications, ornamental feature article

Merit

“Tropical Trees”

Lauren Heartsill Dowdle, Total Landscape Care

First

“Fried and true”

Jimmy Turner and Jenny Wegley, GIE Media

(PW04) Writing for commercial publications, turf feature article

Merit

“Beat the summer heat, plan for snow mold”

Paul Koch, Ph.D., Golfdom

Merit

“Workmanlike”

Larry Aylward, Moose River Media

First

“The ultradwarf revolution”

Mark Leslie, GCSAA/Golf Course Management

(PW05) Writing for commercial publications, product information article

Merit

“Night moves no more”

Stacie Zinn Roberts, GCSAA/Golf Course Management

First

“What’s the next big idea at Spectrum Technologies?”

Seth Jones, Golfdom

(PW06) Writing for commercial publications, operations profile

Merit

“After the Fire”

Trent Bouts, GIE Media

First

“Flower Power”

Christina Thomas, Golfdom

(PW07) Writing for commercial publications, business management

Merit

“Benchmarking Your Business”

Kristen Hampshire & Jim Huston, GIE Media

First

“A sharp mind at Sharp Park”

Seth Jones, Golfdom

(PW08) Writing for commercial publications, general feature article

Merit

”Living Out Loud”

Kristen Hampshire, GIE Media

Merit

“An American Dream”

Seth Jones, Golfdom

First

“Broken Trust”

Chuck Bowen, GIE Media

(PW09) Writing for commercial publications, environmental stewardship article

Merit

“Bee aware”

Anne Nagro

Lawn & Landscape

First

“A sharp mind at Sharp Park”

Seth Jones, Golfdom

(PW10) Writing for commercial publications, headline writing

Merit

“B the change”

Marisa Palmieri, North Coast Media

Merit

“Early to rise”

Beth Geraci, Golfdom

Merit

“Applied Knowledge”

Marisa Palmieri, North Coast Media

First

“Southern Discomfort”

Michael Zawacki, GIE Media

(PW11) Writing for web site – original content only

Merit

“Two women and a hoe”

Kristen Hampshire, GIE Media

First

“Meet New Norm”

John Reitman, Turnstile Enterprises, Inc.

First

“Powell’s Service to Industry Spanned Six Decades”

John Reitman, Turnstile Enterprises, Inc.

(PW12) Writing for electronic newsletter – original content only

Merit

“Golfdom’s Super Science”

Curt Harler, Golfdom

Merit

“Different by Design”

Kristen Hampshire, GIE Media

First

“Greenskeeper Bulletin/Special U.S. Open Edition”

Larry Aylward, Moose River Media

(PW14) Writing for special projects (special one-time publications, annual reports, etc.)

Merit

“The Industry Pulse 2013”

Marisa Palmieri & Sarah Pfladderer, North Coast Media

Merit

“LM150”

Landscape Management Staff, North Coast Media

First

“State of the Industry Report”

Kristen Hampshire, GIE Media

(PW15) Writing for commercial publications, series (two or more articles defined as a series)

Merit

“Coping with Unwanted Wildlife; Parts I and II”

Jim Knight, Ph.D., GCSAA/Golf Course Management

First

“BLOOM! Series”

Michelle Simakis, GIE Media

(PW16) Best Coverage of an on-site event (conference/tradeshows/product launches, etc.)

Merit

“BASF Launches Xzemplar and Lexicon”

Seth Jones, Golfdom

First

“Magnificent Merion”

Larry Aylward, Moose River Media

(MCW01) Writing for commercial publications, copywriting for a display ad

Merit

“E-Z-GO Refined to a Tee Print Ad”

Swanson Russell

Merit

“TORO Contractor Ad”

Performance Marketing

First

“Growing a Healthier Bottom Line”

Bayer and Global Prairie

(MCW02) Writing for printed newsletters, both internal and external

First

“Late Fall Surfactant Application – Have You Tried One?”

Larry Lennert, Aquatrols

(MCW03) Writing for printed collateral

Merit

“Vanguard 810cc Engine Brochure”

Swanson Russell

Merit

“Bayer Solutions Binder”

Bayer Environmental Science and Cannonball Agency

First

“FMC Echelon Herbicide Golf Collateral”

Adam Manwarren, FMC Professional Solutions

(MCW05) Writing a news release (by agency/company/association for publishing in publication)

Merit

“National Mall Goes Green”

Swanson Russell

First

“Bayer to Launch Plant Health Research and Education Program”

Bayer and Global Prairie

(MCW06) Writing a feature article (company/agency written and placed in commercial publication)

Merit

“Mum is Not the word”

Syngenta Flowers Team, Gibbs & Soell, Inc.

Merit

“Getting Over Overseeding”

Adam Manwarren, FMC and Debbie Clayton, ClaytonHimes PR

First

“Charlotte Motor Speedway”

Adam Slick & Eric Schroder, Jacobsen

(MCW08) Writing for electronic newsletter – original content

Merit

“All Seasons. All Reasons eBlast”

Brian Schoenthaler, Associated Integrated Marketing

First

“On Course E-Newsletter Article”

Bader Rutter

(MCW09) Special Writing Project (special one-time publicaitons, annual reports, etc.)

Merit

“Rain Bird PGA Series Valve Video”

Swanson Russell

First

“Rain Bird Sprayanalysis Non-Potable water video”

Swanson Russell

2014 Photography, Video and Multimedia Awards

(MCPVM01) Best Photograph – marketing purposes – Printed Collateral

Merit

E-Z-GO Pebble Beach Photography

Swanson Russell

First

“Tee-2-Green Calendar”

Jim Becker, EPIC Creative

(MCPVM03) Best CD/audiovisual presentation

Merit

“Jacobsen Corporate Presentation”

Amy Leonardi, Jacobsen

First

“Set Your Course Online Training Program”

Bader Rutter

(MCPVM04) Best short video/DVD (2 minutes or less)

Merit

“Oregon Power Family Video”

Swanson Russell

First

“Bad Boy Buggies Ambush iS Product Video”

Swanson Russell

(MCPVM05) Best Long video/DVD (more than 2 minutes)

Merit

“Fostering Healthy Environments at Golf Industry Show 2013”

Bayer and Global Prairie

First

“Vanguard 810cc Engine Video”

Swanson Russell

(MCPVM06) Best instructional video/DVD

Merit

“Using a Toner to Identify Electrical Wires”

Jesse Tallman, Ewing Irrigation

First

“John Deere Golf 2500B / 2500ECut Operator Video”

EPIC Creative

(MCPVM07) Best use of editorial or opinion in video/DVD

Merit

“Intrinsic Brand Fungicide Success Stories”

PadillaCRT

First

“Drip Irrigation Tip Emitter Placement”

Jesse Tallman, Ewing Irrigation

2014 NEW MEDIA Awards

(MCNM01) Podcasts (audio programs/shows produced solely as podcasts by company/association)

First

“Landscape Live!”

Jody Shilan, North Coast Media

(MCNM02) Blogs (that communicate either a corporate, public service or industry position)

Merit

“Panorama Blog”

Bader Rutter

First

“Aquatrols Blog”

Michael Hanisco, Aquatrols

(MCNM03) Websites

Merit

“Ewing 2014 Smart Irrigation”

Tyler Kavanaugh, Ewing Irrigation Products

First

“New Website Design”

Cindy Code and Dan Jacobs, Project EverGreen

First

“Rain Bird Project PRS Site”

Swanson Russell

(MCNM04) Most Engaging Social Campaign

Merit

“Western 5 Plow”

EPIC Creative

First

“Mowing the Lawn”

EPIC Creative

(MCNM05) Best Mobile Application

First

“MOWmentum”

Brian Schoenthaler, Dave Stewart, Tim Landwehr, Associate Integrated Marketing