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### **For Immediate Release**

## **TOCA Communications Awards Announced**

The Turf & Ornamental Communicators (TOCA) Award held its 28<sup>th</sup> annual meeting in Tampa, Florida on May 4, 2017 and named the winners of its 27<sup>th</sup> annual communications contest for marketing and publishing. There were more than 443 domestic and international entries in this year's contest.

TOCA recognizes members for excellence in writing, design, photography/AV, new media and special projects. The top winners from the marketing and publishing categories are named as Gardner Award winners.

Following is the list of this year's first place, merit and Gardner Award winners:

### **International Contest Winners**

#### **INTERNATIONAL DESIGN - MERIT**

Best Design Publication (full magazine article layout)

“Greenkeeper International”

Jim Croxton, Karl Hansell, Libbie Waddleton

#### **INTERNATIONAL DESIGN - FIRST**

Best Design Publication (full magazine article layout)

“My Experiences of Life in Ghana April 2016 Greenside”

Alan Mahon, Paddy Holohan

#### INTERNATIONAL DESIGN - FIRST

Best Design Publication - one-page design article

“TurfNet Lends Support to the Irish Open at The K Club”

Jon Kiger, Alan Mahon

#### INTERNATIONAL DESIGN - MERIT

Best Design Publication - two-plus page design article

“Tramore Golf Club December 2016 Greenside”

Alan Mahon

#### INTERNATIONAL DESIGN - FIRST

Best Design Publication - two-plus page design article

“Fuel Challenges in Modern Diesel Engines”

Alan Mahon, Bruce Lett

#### INTERNATIONAL PHOTOGRAPHY - FIRST

Best Photo Publication (cover or inside photo from news article)

“The BIGGA National Champion 2016”

Karl Hansell

#### INTERNATIONAL PHOTOGRAPHY - MERIT

Best Photo Publication (cover or inside photo from news article)

“Kinsale Golf Club Course Feature April 2016 Greenside”

Alan Mahon

#### INTERNATIONAL WRITING - FIRST

Best Writing Publication (article or editorial)

“Now for something a little different...”

Karl Hansell

#### INTERNATIONAL WRITING - MERIT

Best Writing Publication (article or editorial)

“This time there's no hiding place”

Karl Hansell

## INTERNATIONAL WRITING - MERIT

Best Writing Publication (article or editorial)

“He was screaming in pain so I didn't tell anyone I had been shot”

Karl Hansell

## Design – Marketing Communications

### DESIGN - FIRST

Overall newsletter design - printed newsletters

“OTF Turf News - Spring 2016”

Brian Laurent

### DESIGN - MERIT

Website design - digital design

“Toro Advantage”

Performance Marketing

Bob VandenBoom, Andrew Gillman, Kristine White

### DESIGN - FIRST

Website design - digital design

“Cushman Hauler Launch Landing Page”

Swanson Russell

### DESIGN - FIRST

Digital media (non website) - digital design

“Zero-Turn Service Interval Graphic”

Maureen McCormack, Amy Jones

### DESIGN - MERIT

Digital media (non website) - digital design

“Cushman Hauler Launch Email”

Swanson Russell

### DESIGN - FIRST

Electronic publishing - overall newsletter/magazine design

“Spring Clean Up eBlast”

Syngenta, Martin Williams and G&S Communications

DESIGN - FIRST

Electronic publishing - overall company web design

“LoveYourLandscape.org”

Lisa Schaumann, Missy Henriksen

DESIGN - FIRST

Printed collateral - overall collateral design

“Dave Thompson's Organic Healthy Grow Product Brochure”

EPIC Creative

DESIGN - MERIT

Printed collateral - overall collateral design

“Nufarm Insider It's What Matters To You Handout”

Nufarm Americas, Elle Alexander Design, Laser Image

DESIGN - MERIT

Printed collateral - overall collateral design

“Get Smart + Save Water Poster”

Sophia van Oss

DESIGN - MERIT

Printed direct response - overall direct response design

“Velista Fungicide Direct Mail”

Syngenta & Martin Williams

DESIGN - FIRST

Printed direct response - overall direct response design

“Summer Stress Direct Mail”

Syngenta & Martin Williams

DESIGN - MERIT

Printed special projects

“Ewing Greeting Card Package”

Sophia van Oss

DESIGN - FIRST

Printed special projects

“Ewing 2017 Golf Event Package”

Sophia van Oss

DESIGN - FIRST

Overall press kit design

“2016 GIS Media Kit”

Performance Marketing

Bob VandenBoom, Andrew Gillman, Kristine White

DESIGN - MERIT

Overall press kit design

“Mural Fungicide Press Kit”

G&S Business Communications, Syngenta

DESIGN - MERIT

Point of purchase materials

“Local Plant Pro Point of Purchase Counter Cards”

Halleck Horticultural, LLC

DESIGN - FIRST

Point of purchase materials

“Landscape Products EZ-ID CV Dripline Header Boards”

Eddie Gordon

DESIGN - MERIT

Printed magazine/single page design, advertising

“ECHO Trimmer Ad”

EPIC Creative

DESIGN - FIRST

Printed magazine/single page design, advertising

“Healthy Grow Professional Ad”  
EPIC Creative

DESIGN - MERIT  
Printed magazine/two-plus page design, advertising  
“Tee-2-Green Pure Distinction Drop in the Bucket Ad”  
EPIC Creative

DESIGN - FIRST  
Printed magazine/two-plus page design, advertising  
“Hole of the month”  
Grant B. Gannon, Pete Seltzer

DESIGN - MERIT  
Printed magazine/less than one page design, advertising  
“Toro 1/3 Page Ads”  
Chris Urlaub, Lisa Howard, Kristine White

DESIGN - FIRST  
Printed magazine/less than one page design, advertising  
“Vista Pro Mini Floodlight Fractional Print Ad”  
Swanson Russell

### **New Media – Marketing Communications**

NEW MEDIA - FIRST  
Blogs  
“2016 WeevilTrak Blog”  
G&S Business Communications, Syngenta

NEW MEDIA - MERIT  
Blogs

“Soils Alive Blog”  
Halleck Horticultural, LLC

NEW MEDIA - MERIT  
Websites  
“Cool Planet Website Redesign”  
Wes Bolsen

NEW MEDIA - FIRST  
Websites  
“Nematode Knowledge Website”  
G&S Business Communications, Syngenta

NEW MEDIA - FIRST  
Websites  
“LoveYourLandscape.org”  
Missy Henriksen, Lisa Schaumann

NEW MEDIA - FIRST  
Most engaging social media campaign  
“Dave Thompson's Organic Healthy Grow Chicago Cubs Facebook Ads”  
EPIC Creative

NEW MEDIA - MERIT  
Most engaging social media campaign  
“Tweet for Cash Contest”  
Brian Laurent

NEW MEDIA - MERIT  
Most engaging social media campaign  
“SiteOne Social Media Launch”  
Swanson Russell

**NEW MEDIA - FIRST**

Best mobile application

“OTF Conference & Show Mobile APP”

Brian Laurent, Bill Brown

**Photography, Video and Multimedia – Marketing Communications**

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best photograph - marketing purposes - printed collateral (one or more photos in a collateral piece)

“729BT Heroic”

Brian Schoenthaler, Morgan Martinez

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best photograph - marketing purposes - printed custom publication

“Cushman Hauler Get Real”

Swanson Russell

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best photograph - marketing purposes - printed custom publication

“E-Z-GO TXT Get Real”

Swanson Russell

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best CD/audiovisual presentation

“2016 Set Your Course Online Training Program”

Dow AgroSciences

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best CD/audiovisual presentation

“Brand Essence Video”

Syngenta & Martin Williams

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best short video/DVD (2 minutes or less)



“SnowEx HDV Snowplow Video”  
EPIC Creative

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT  
Best short video/DVD (2 minutes or less)  
“Lebanon Stabilized Nitrogen Video”  
LebanonTurf

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST  
Best short video/DVD (2 minutes or less)  
“Renewal & Remembrance 20th Anniversary”  
Lisa Schaumann

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT  
Best long video/DVD (more than 2 minutes)  
“A Career With Ewing Irrigation and Landscape Products”  
Kyle Ellsworth, Adreana Young, Jesse Tallman

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST  
Best long video/DVD (more than 2 minutes)  
“Benefits of Healthy Lawns and Landscapes”  
Missy Henriksen

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT  
Best long video/DVD (more than 2 minutes)  
“PERC Vinoy Renaissance Golf Club Straight Talk”  
Swanson Russell

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT  
Best instructional video/DVD  
“How to Clean and Seal Landscape Pavers”  
Kyle Ellsworth, Jesse Cravath

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT  
Best instructional video/DVD

“EC Grow Simplify Launch Video”  
Swanson Russell

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST  
Best instructional video/DVD  
“SiteOne Landscape Supply Safety Starts With One Video Series”  
Swanson Russell

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST  
Best use of editorial or opinion in video/DVD  
“Outdoor Kitchen Design Tips”  
Kyle Ellsworth, Jesse Tallman, Jesse Cravath, Roger Ramsey

PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT  
Best use of editorial or opinion in video/DVD  
“About the NALP Foundation”  
Lisa Schaumann

### **Special Projects – Marketing Communications**

SPECIAL PROJECTS - MERIT  
Special event  
“Golf Industry Show #SuccessOfaSuper Campaign”  
Syngenta, Martin Williams and G&S Communications

SPECIAL PROJECTS - FIRST  
Special event  
“Steiner 450 Launch Live Press Conference”  
EPIC Creative

SPECIAL PROJECTS - MERIT  
Best integrated marketing campaign  
““Don't Wish. Defend.” Campaign”  
Dow AgroSciences

**SPECIAL PROJECTS - FIRST**

Best integrated marketing campaign

“LawnSite Relaunch”

Mary Beth Shaddix, Annee Cook, Nick Phillips, Liz Kight, Heather Thompson, Brett Whitcomb, Mallory Brasseale

**SPECIAL PROJECTS - MERIT**

Best integrated marketing campaign

“Rain Bird Smart Irrigation Month CLC Landscape Renovation Project”

Swanson Russell

**SPECIAL PROJECTS - FIRST**

Miscellaneous special marketing communications project

“Zeon Zoysia & The Rio Olympic Games”

Stacie Zinn Roberts, Cynthia Levesque

**SPECIAL PROJECTS - MERIT**

Miscellaneous special marketing communications project

“LawnSite Ask the Expert”

Mary Beth Shaddix, Annee Cook, Nick Phillips, Liz Kight, Mallory Brasseale, Michael Donovan, Karen Gerome

**Writing – Marketing Communications**

**WRITING - MERIT**

Copywriting for a display ad - commercial publications

“Local Plant Pro Garden Center Magazine Ad Full Page”

Halleck Horticultural, LLC

**WRITING - FIRST**

Copywriting for a display ad - commercial publications

“Contend Fungicide Print Ad”

Syngenta & Martin Williams

WRITING - MERIT

Copywriting for a display ad - commercial publications

“Koch "What's In The Bag? How Choosing Enhanced Efficiency Fertilizers Can Boost Your Company's Bottom Line"”

Swanson Russell

WRITING - FIRST

Writing for printed newsletters, both internal and external

“Vista Pro "Perspectives" Enewsletter”

Swanson Russell

WRITING - MERIT

Writing for printed collateral

“Local Plant Pro App Custom Brochure”

Halleck Horticultural, LLC

WRITING - FIRST

Writing for printed collateral

“Dave Thompson's Organic Healthy Grow Product Brochure”

EPIC Creative

WRITING - MERIT

Writing for printed collateral

“Bluejack National Case Study - Profile Products”

Stacie Zinn Roberts

WRITING - MERIT

Writing for printed direct response

“Velista Direct Mail”

Syngenta & Martin Williams

WRITING - FIRST

Writing for printed direct response

“Summer Stress Direct Mail”

Syngenta & Martin Williams

WRITING - MERIT

Writing a news release

“Rain Bird Marks Smart Irrigation Month with Charitable Landscape Renovation Project”

Swanson Russell

WRITING - MERIT

Writing a news release

“Briggs & Stratton National Preparedness Month”

Swanson Russell

WRITING - FIRST

Writing a news release

“PremierPRO at the World War II Memorial”

Sabrina J. Russo

WRITING - FIRST

Writing a feature article

“Beyond the Paycheck, Greenhouse Management Magazine”

Leslie Halleck

WRITING - MERIT

Writing a feature article

“Putting the Air in Aerification - Air2G2”

Stacie Zinn Roberts

WRITING - MERIT

Writing for company website - original content

“What's Your Landscape Style”

Lisa Schaumann

WRITING - MERIT

Writing for company website - original content

“5-4-2-3-1 Things to Know About Pressure Loss in Irrigation Systems”

David Olson

#### WRITING - FIRST

Writing for company website - original content

“Team Ewing Runners Rock and Roll to the Finish Line”

Jennifer Klemmetson

#### WRITING - MERIT

Writing for electronic newsletter - original content

“Hoganix + Coffee + Your Customer = Recipe for Success”

Kayli Hanley

#### WRITING - FIRST

Writing for electronic newsletter - original content

“George Toma Newsletter Article”

Performance Marketing

Bob VandenBoom, Kristine White

#### WRITING - MERIT

Special Writing Project

“Overseeding White Paper”

Jennifer Klemmetson

#### WRITING - FIRST

Special Writing Project

“Rain Bird "Irrigating with Reclaimed Water: What You Need to Know"”

Swanson Russell

#### **Design - Publishing**

##### DESIGN - FIRST

Cover page design - printed magazines

“LM October 2016 Cover”

Tracie Martinez, Lisa Lorek, LM Staff

##### DESIGN - MERIT

Cover page design - printed magazines

“The sky is the limit”

Pete Seltzer

DESIGN - FIRST

Single page design, editorial - printed magazines

“Presidential properties”

Roger Billings

DESIGN - MERIT

Single page design, editorial - printed magazines

“Your Move”

Tracie Martinez

DESIGN - FIRST

Single page design, editorial - printed magazines

“Turf: Your Team”

Rob Ghosh

DESIGN - MERIT

Two-plus page design, editorial - printed magazines

“Stronger Than Ever”

Tracie Martinez

DESIGN - FIRST

Two-plus page design, editorial - printed magazines

“For the Fun of It”

Samantha Gibbons

DESIGN - FIRST

Two-plus page design, editorial - printed magazines

“Root Strength”

Justin Armburger

DESIGN - FIRST

Overall magazine design - printed magazines

“Lawn & Landscape Oct 2016”

Justin Armburger, Chuck Bowen, Brian Horn, Kate Spirgen, Katie Tuttle

DESIGN - FIRST

Overall magazine design - printed magazines

“Turf Magazine”

Rob Ghosh

DESIGN - MERIT

Overall magazine design - printed magazines

“LM October 2016”

Tracie Martinez

DESIGN - FIRST

Overall company web design - electronic publishing

“LawnSite's Fresh Look”

The Turf and LawnSite Staff

DESIGN - FIRST

Overall media kit design

“TurfNet 2017 Media Kit”

Peter McCormick

**New Media - Publishing**

NEW MEDIA - MERIT

Podcasts

“Superintendent Radio Network Tartan Talks”

Guy Cipriano

NEW MEDIA - FIRST

Podcasts

“Renovation Report: Reducing Braemar Golf Course from 27 to 18 Holes”

Jon Kiger



NEW MEDIA - MERIT

Blogs

“TurfNet on Tour - Volunteering at the 2016 Irish Open”

Jon Kiger

NEW MEDIA - FIRST

Blogs

“Syngenta Welcomes Back Golf - TurfNet's 2016 Olympic Golf Blog”

Jon Kiger

NEW MEDIA - FIRST

Websites

“The New TurfMagazine.com”

Nicole Wisniewski, Danielle Pesta, Mallory Brasseale, Jennifer King

NEW MEDIA - MERIT

Websites

“LandscapeManagement.net”

Marisa Palmieri, Dillon Stewart, Kelly Limpert, Jesse Malcmacher

NEW MEDIA - MERIT

Innovative use of social media

“Turf's New Social Strategy”

Danielle Pesta, Mallory Brasseale

NEW MEDIA - FIRST

Innovative use of social media

“Superintendent Social Strategy and #TheMasters Campaign”

Yelena Tischenko, Mallory Brasseale

NEW MEDIA - FIRST

Innovative use of social media

“LM Social Media Strategy”

Marisa Palmieri, Dillon Stewart, Kelly Limpert

### **Photography, Video and Multimedia - Publishing**

#### **PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Portrait/Personality (photo of individual or group of individuals)

“Who's Your Mentor?”

Tracie Martinez, Jerry Mann, LM Staff

#### **PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Portrait/Personality (photo of individual or group of individuals)

“Game on!”

Pete Seltzer, Matt Hawthorne

#### **PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best single photo - Use of stock art (anywhere in the magazine)

“Big Picture: Coastal Living”

Tracie Martinez

#### **PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best single photo - Use of stock art (anywhere in the magazine)

“The sky is the limit”

Pete Seltzer

#### **PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member

“Pay up or go home”

Seth Jones

#### **PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member

“Field day shares experience with organics and native grasses”

John Reitman

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best use of photography, judging three issues of a magazine on their use of all types of photos

“Turf News May/June, July/August, & Sept/October 2016 issues”

Suz Trusty, Steve Trusty, Jim Novak, Jane Tomlinson

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best print magazine cover (alls for stock photos, commissioned art, illustrations, typography, etc.)

“So you're considering the dark side”

James Bennett, Seth Jones, Pete Seltzer

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best print magazine cover (alls for stock photos, commissioned art, illustrations, typography, etc.)

“LM October 2016 Cover”

Tracie Martinez, Lisa Lorek, LM Staff

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best CD/audiovisual presentation

“Rivermont Country Club Organic Field Day Video Series”

Randy Wilson

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best CD/audiovisual presentation

“Kevin Ross On Location at the 2016 Ryder Cup at Hazeltine”

Kevin Ross

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best short video/DVD (2 minutes or less)

“The Famous Fourth at Baltusrol Golf Club”

EPIC Creative

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best short video/DVD (2 minutes or less)

“Turf Means Business - Video”

Mary Beth Shaddix, Annee Cook, Nick Phillips, Liz Kight, Marlena Roberts, Joshua R. Moore

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best long video/DVD (more than 2 minutes)

“Controlling Nematodes at Oakmont Country Club presented by Bayer Environmental Sciences”

EPIC Creative

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best long video/DVD (more than 2 minutes)

“Masters of Cut Quality”

EPIC Creative

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best instructional video/DVD

“Fabricating a Turkey Feeder at Bear Trace at Harrison Bay”

Jon Kiger

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best instructional video/DVD

“Repairing a Rewind Starter”

Hector Velazquez

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - MERIT**

Best use of editorial or opinion in video/DVD

“Skeletal Golf Theory 101”

Randy Wilson

**PHOTOGRAPHY, VIDEO AND MULTIMEDIA - FIRST**

Best use of editorial or opinion in video/DVD

“Remember What's Important”

Jon Kiger

**Special Projects - Publishing**

#### SPECIAL PROJECTS - MERIT

Best single issue

“LM October 2016”

Marisa Palmieri, Dillon Stewart, Tracie Martinez, LM Contributors

#### SPECIAL PROJECTS - FIRST

Best single issue

“Turf - October 2016”

Turf staff

#### SPECIAL PROJECTS - FIRST

Writing for special projects

“A tribute to the king”

Seth Jones, Pete Seltzer, Grant B. Gannon, Mark Woodward, Joel Jackson, Steve Wright, Karl Danneberger

#### SPECIAL PROJECTS - MERIT

Writing for special projects

“LM150 2016”

Marisa Palmieri, LM Staff

#### SPECIAL PROJECTS - FIRST

Best coverage in a magazine of an on-site event

“TPI 2016 TPI's 2016 International Education Conference & File Day Recap”

Suz Trusty, Steve Trusty, Jim Novak, Jane Tomlinson

#### SPECIAL PROJECTS - FIRST

Miscellaneous special publishing project

“TurfNet Superintendent's Best Friend Dog 2017 Calendar - Success of a Turf Dog”

John Reitman, Mark LaFleur

#### SPECIAL PROJECTS - FIRST

Miscellaneous special publishing project

“2017 State of the Industry”

Chuck Bowen, Brian Horn, Kate Spirgen, Katie Tuttle, Justin Armburger

#### **SPECIAL PROJECTS - FIRST**

Miscellaneous special publishing project

“The Fall Classic, Early Order Program special”

Seth Jones, Pete Seltzer, Grant B. Gannon, Jared Nemitz

#### **SPECIAL PROJECTS - MERIT**

Special Event - Publishing

“LM Lawn Care Forum”

LM Staff

#### **SPECIAL PROJECTS - FIRST**

Special Event - Publishing

“The Golfdom Summit”

Kevin Stoltman, Pat Roberts, Seth Jones, Bill Roddy, Craig MacGregor

#### **Writing - Publishing**

##### **WRITING - FIRST**

Editorial/Opinion Piece - commercial publications

“Olympics fallout a PR black eye golf does not need”

John Reitman

##### **WRITING - MERIT**

Editorial/Opinion Piece - commercial publications

“Quit trying”

Mike Zawacki

##### **WRITING - MERIT**

Column - commercial publications

“If a cicada could talk”

Pat Jones

##### **WRITING - FIRST**

Column - commercial publications

“Talking head”

Tim Moraghan

WRITING - FIRST

Series of columns by regular department columnist - commercial publications

“Lessons I’ve Learned”

Steve Rak

WRITING - MERIT

Series of columns by regular department columnist - commercial publications

“Keeping up with the Jones”

Seth Jones

WRITING - FIRST

Ornamental feature article - commercial publications

“Triage for trees”

John Fech, Ph.D.

WRITING - FIRST

Turf feature article - commercial publications

“The admiral of ultradwarf”

Seth Jones

WRITING - FIRST

Turf feature article - commercial publications

“How Grass Clippings May Change Our Industry Forever”

Ronnie Hall

WRITING - MERIT

Turf feature article - commercial publications

“The wild one”

Trent Bouts

WRITING - MERIT

Product information article - commercial publications

“What’s new at GIE+Expo”

Seth Jones

**WRITING - FIRST**

Product information article - commercial publications

“Hidden beneath the GIS waves”

Ed Hiscock, Grant B. Gannon

**WRITING - MERIT**

Product information article - commercial publications

“The Future Workforce”

Dillon Stewart

**WRITING - FIRST**

Operations profile - commercial publications

“Cleverly done”

Howard Richman

**WRITING - MERIT**

Operations profile - commercial publications

“Reverse the Course”

Chris Lewis

**WRITING - FIRST**

Business management - commercial publications

“The Power of YouTube”

Nicole Wisniewski, Steve Rak, Jennifer King, Joe Dysart

**WRITING - MERIT**

Business management - commercial publications

“Stronger Than Ever”

Dillon Stewart

**WRITING - MERIT**

Business management - commercial publications

“8 essential budgeting principles for superintendents”

Chris Carson, CGCS



WRITING - MERIT

General feature article - commercial publications

“Colleagues remember Bengals' Daily off the field as well as on”

John Reitman

WRITING - FIRST

General feature article - commercial publications

“Employer of Choice”

Marisa Palmieri

WRITING - FIRST

Environmental stewardship article - commercial publications

“Golf's voice of reason”

John Reitman

WRITING - MERIT

Environmental stewardship article - commercial publications

“Making a way for monarchs”

Megan Hirt

WRITING - MERIT

Environmental stewardship article - commercial publications

“Present and accounted for”

Scott Hollister

WRITING - FIRST

Headline writing - commercial publications

“In-tents course management”

Curt Harler

WRITING - FIRST

Headline writing - commercial publications

“In the clear”

Howard Richman

**WRITING - MERIT**

Headline writing - commercial publications

“Hope springs eternal”

Scott Hollister

**WRITING - FIRST**

Writing for website - original content only

“Designers embrace bountiful challenges of rooftop gardens”

Jill Odom

**WRITING - MERIT**

Writing for website - original content only

“California golf faces some high hurdles”

John Reitman

**WRITING - FIRST**

Writing for newsletter - original content only

“Superintendent Magazine: PGA Championship Special Edition Newsletters”

Larry Aylward, Yelena Tischenko, Jennifer King, Mallory Brasseale

**WRITING - MERIT**

Writing for newsletter - original content only

“With hardscapes, solved problems become works of art”

Jill Odom

**WRITING - FIRST**

Writing for video/CD/audiovisual presentation

“Mentoring through generations with Jeff Markow, CGCS at Cypress Point Club presented by Syngenta”

EPIC Creative

**WRITING - FIRST**

Series - two or more articles defined as series - commercial publications

“Former superintendents find peace on the other side”

John Reitman

**WRITING - MERIT**

Series - two or more articles defined as series - commercial publications

“What's In My Truck?”

Lindsey Getz

**2017 TOCA Communications Contest Gardner Award Winners**

**Photography, Video and Multimedia – Marketing Communications**

“Benefits of Healthy Lawns and Landscapes”

National Association of Landscape Professionals, Missy Henriksen

**Photography, Video and Multimedia – Publishing**

“So You’re Considering the Dark Side”

Golfdom, North Coast Media, James Bennett, Seth Jones, Pete Seltzer

**Design – Marketing Communications**

“Dave Thompson's Organic Healthy Grow Product Brochure”

EPIC Creative

**Design – Publishing**

“Root Strength”

Lawn and Landscape, GIE Media, Justin Armburger

**New Media – Marketing Communications**

“2016 WeevilTrak Blog”

G&S Business Communications, Syngenta

**New Media – Publishing**

“Syngenta Welcomes Back Golf - TurfNet's 2016 Olympic Golf Blog”

TurfNet, Jon Kiger

### **Special Projects – Marketing Communications**

“LawnSite Relaunch”

Mary Beth Shaddix, Annee Cook, Nick Phillips, Liz Kight, Heather Thompson, Brett Whitcomb, Mallory Brasseale

### **Special Projects – Publishing**

“Turf - October 2016”

Turf Staff, Grand View Media

### **Writing – Marketing Communications**

“Beyond the Paycheck, Greenhouse Management Magazine”

Leslie Halleck, Halleck Horticultural, LLC

### **Writing – Publishing**

“Designers Embrace Bountiful Challenges of Rooftop Gardens”

Jill Odom, Total Landscape Care, Randall Reilly Publishing

### **International - Writing**

“Now for Something a Little Different...”

Karl Hansell, Greenkeeper International, BIGGA Ltd.