



# MEMBERSHIP

BUY 2 GET 1 YP FREE

The Turf and Ornamental Communicators Association (TOCA) is the communications organization for professionals who work in media, green industry companies, marketing communications agencies, non-profit national and state green industry member associations, freelancers and much more.

## WHY TOCA?

**Professional and career development** through our annual meetings, webinars, TOCA Talk and more

**Mentorship and friendship** with the top editors and marketers in the green industry

**Networking** with leading communications pros in the industry through events at GIE+EXPO, the Golf Industry Show (GIS), the Irrigation Association annual meeting, and so much more

**Contests and awards** for recognizing excellence in green industry communications for writing, photography, video, multimedia, and design

**Leadership positions**  
Get involved by volunteering on a committee or serve on the Board of Directors

## Calling all young professionals!

TOCA is extending an offer for free membership to qualifying young professionals. The new program applies to green industry communicators 35 and under. The company membership in TOCA must have two paid memberships for each free young professional membership.

*Let's break it down:*

Individual membership costs \$140. Each additional member in a company is \$90. If a company has three members, and at least one of them is 35 or under, the first member is \$140, the second member is \$90, and the third member is free. **That's three TOCA memberships for \$230!**

# OUR MEMBERS SAY...



**LYNNETTE VON MINDEN**  
**Senior Public Relations Counsel**  
**Swanson Russell**

“TOCA has been great for me because it’s helped me connect with other communications professionals in the Green Industry. As a PR person for a marketing agency, relationships with like-minded professionals are crucial. I don’t think I would have the close and mutually beneficial relationships that I currently have with the editors of Green Industry publications without the face-to-face networking I get as a result of being a TOCA member. TOCA has been an integral part of my ongoing professional development.”



**PAT JONES**  
**Editorial Director and Publisher**  
**Golf Course Industry Magazine**

“The Green Industry is all about relationships and TOCA is at the core of many of the best business and personal friendships I have today. I’ve been a member for two decades and I hope I’ll be a member for two more.”



**DAWN RIGBY**  
**Marketing Manager**  
**Advanced Turf Solutions**

“I joined TOCA to take advantage of the professional development opportunities at the annual meeting, but my membership has given me much more. TOCA has proven to be an excellent resource for industry specific marketing and public relations information. TOCA provides access to a community of 200+ Green Industry professionals willing to share ideas, encouragement, and advice. Since joining TOCA my professional network has grown to include editors at top industry publications and marketers and PR experts from agencies and green industry companies.”



# FREE

## YP MEMBERSHIP\*

\*when a company has two paid members, a young professional membership is free.  
Young professional must be 35 or under and belong the same company as two paying members.