**2016 TOCA Communications Contest – Winning Entries**

**Photography, Video, Multimedia - Marcomm – Merit**Best photograph - marketing purposes - printed collateral (one or more photos in a collateral piece)
“Grasshopper Full Line Literature Cover Photo”
Ian Johnson, Brian Schoenthaler

**Photography, Video, Multimedia - Marcomm – First**Best photograph - marketing purposes - printed collateral (one or more photos in a collateral piece)
“SiteOne Brand Brochure”
Swanson Russell

**Photography, Video, Multimedia - Marcomm – Merit**Best photograph - marketing purposes - printed custom publication
“T2G Calendar”
EPIC Creative

**Photography, Video, Multimedia - Marcomm – First**Best photograph - marketing purposes - printed custom publication
“Ewing - It's All in the Details Advertisement”
Shawn Reed, Danny Murphy

**Photography, Video, Multimedia - Marcomm – First**Best CD/audiovisual presentation
“2015 Set Your Course Online Training Program”
Dow AgroSciences

**Photography, Video, Multimedia - Marcomm – Merit**Best short video/DVD (2 minutes or less)
“Take Command of Your Lawn”
Jet Kaiser, Eli Kean, Adam Slick, Brice Hill, Sierra Kennedy

**Photography, Video, Multimedia - Marcomm – Merit**Best short video/DVD (2 minutes or less)
“PGMA Take It Outside Awareness Video”
Swanson Russell

**Photography, Video, Multimedia - Marcomm – First**Best short video/DVD (2 minutes or less)
“SiteOne Brand Anthem Video”
Swanson Russell

**Photography, Video, Multimedia - Marcomm – Merit**Best long video/DVD (more than 2 minutes)
“Defendor Herbicide: Research and Results”
Dow AgroSciences

**Photography, Video, Multimedia - Marcomm – First**Best long video/DVD (more than 2 minutes)
“Long video: Ewing: A Family Tradition”
Marketing Department

**Photography, Video, Multimedia - Marcomm – Merit**Best long video/DVD (more than 2 minutes)
“SiteOne Customer Video”
Swanson Russell

**Photography, Video, Multimedia - Marcomm – First**Best instructional video/DVD
“Instructional - How To Install A Gas Fire Pit”
Kyle Ellsworth, Jesse Tallman, Jesse Cravath

**Photography, Video, Multimedia - Marcomm – Merit**Best instructional video/DVD
“Koch Motion Graphic Video (EEF)”
Swanson Russell

**Photography, Video, Multimedia - Marcomm – First**Best use of editorial or opinion in video/DVD
“Editorial - How To Inspect A Sprinkler System”
Jesse Tallman, Kyle Ellsworth, Jeffrey Knight

**Photography, Video, Multimedia - Marcomm – Merit**Best use of editorial or opinion in video/DVD
“Jacobsen Truckster Speed Test: Charlotte Motor Speedway”
TR Digital Media and Jacobsen

**Photography, Video, Multimedia - Publishing – Merit**Best short video/DVD (2 minutes or less)
“Tour Championship "Turf Balance" Matthew McConaughey Parody of Lincoln Commercial”
Turf Republic

**Photography, Video, Multimedia - Publishing – First**Best short video/DVD (2 minutes or less)
“Convert a Surplus Mower into a Fairway Roller”
Jon Kiger

**Photography, Video, Multimedia - Publishing – First**Best use of editorial or opinion in video/DVD
“The Worst Golf Course Superintendent Mistake I Ever Made”
Randy Wilson

**Photography, Video, Multimedia - Publishing – First**Best long video/DVD (more than 2 minutes)
“Tour Championship: Inside look at East Lake GC and Bobby Jones”
Turf Republic

**Photography, Video, Multimedia - Publishing – Merit**Best long video/DVD (more than 2 minutes)
“TurfNet Visits Trinity College Dublin”
Jon Kiger

**Photography, Video, Multimedia - Publishing – First**Best long video/DVD (more than 2 minutes)
“TurfNet Test Drives GolfBoard”
Jon Kiger

**Photography, Video, Multimedia - Publishing – Merit**Best instructional video/DVD
“Cured in Place Pipe”
Kevin Ross

**Photography, Video, Multimedia - Publishing – First**Best instructional video/DVD
“Installing an Improved Buffalo Blower Remote Switch”
Jon Kiger

**Photography, Video, Multimedia - Publishing – First**Portrait/Personality (photo of individual or group of individuals)
“March Cover Photo/Bill Dysert”
LM Staff, Laura Watilo Blake

**Photography, Video, Multimedia - Publishing – First**Best single photo - Use of stock art (anywhere in the magazine)
“Search. Tap. Sold!”
Pete Seltzer

**Photography, Video, Multimedia - Publishing – First**Best single photo - Use of stock art (anywhere in the magazine)
“Water, Water, Everywhere”
Pete Seltzer

**Photography, Video, Multimedia - Publishing – First**Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member
“Ready for Play”
Seth Jones, Pete Seltzer

**Photography, Video, Multimedia - Publishing – Merit**Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member
“A masterpiece of minimalism”
Pete Seltzer

**Photography, Video, Multimedia - Publishing – Merit**Best CD/audiovisual presentation
“TurfNet Returns to Ireland 2015”
Jon Kiger

**Photography, Video, Multimedia - Publishing – First**Best CD/audiovisual presentation
“Growing the Game”
Jon Kiger

**Photography, Video, Multimedia - Publishing – Merit**Best print magazine cover (alls for stock photos, commissioned art, illustrations, typography, etc.)
“Out of the Bunker”
Lawrence Aylward

**Photography, Video, Multimedia - Publishing – First**Best print magazine cover (alls for stock photos, commissioned art, illustrations, typography, etc.)
“LM March 2015”
Laura Watilo Blake,LM Staff

**Photography, Video, Multimedia - Publishing – Merit**Best print magazine cover (alls for stock photos, commissioned art, illustrations, typography, etc.)
“Search. Tap. Sold!”
Pete Seltzer, Seth Jones, Grant Gannon

**Design - Marcomm – First**Point of purchase materials
“Rain Bird RD1800 Floor Decal”
Swanson Russell

**Design - Marcomm – Merit**Point of purchase materials
“Vista Brand Posters”
Swanson Russell

**Design - Marcomm – Merit**Printed direct response - overall direct response design
“Appear Direct Response”
Martin Williams - Syngenta, Mark LaFleur

**Design - Marcomm – First**Printed direct response - overall direct response design
“Custom Unique Landscaping Consumer Marketing Materials”
Donna Hansen

**Design - Marcomm – Merit**Printed direct response - overall direct response design
“Ewing Drought Brochure”
Lindsay Needham, Tyler Kavanaugh, Marketing Department

**Design - Marcomm – First**Printed collateral - overall collateral design
“SiteOne Company Overview Brochure”
Swanson Russell

**Design - Marcomm – Merit**Printed collateral - overall collateral design
“Stationery Package”
Tyler Kavanaugh, Marketing Department

**Design - Marcomm – First**Printed special projects
“Ewing Golf Event Invitation Package”
Tyler Kavanaugh, Marketing Department

**Design - Marcomm – Merit**Printed special projects
“T2G Calendar”
EPIC Creative

**Design - Marcomm – First**Printed special projects
“SiteOne GIE Event”
Swanson Russell

**Design - Marcomm – First**Electronic publishing - overall company web design
“EPIC Creative website (epiccreative.com)”
EPIC Creative

**Design - Marcomm – Merit**Overall newsletter design - printed newsletters
“Ryan Lawn & Tree Customer Newsletter”
Renee Langefeld

**Design - Marcomm – First**Overall newsletter design - printed newsletters
“EPIC Shoot Notes”
EPIC Creative

**Design - Marcomm – First**Overall press kit design
“Oregon Gator SpeedLoad Press Kit”
Swanson Russell

**Design - Marcomm – Merit**Overall press kit design
“Mosquito Magnet Press Kit”
EPIC Creative

**Design - Marcomm – Merit**Electronic publishing - overall newsletter/magazine design
“Ewing News September 2015”
David Olson, Eddie Gordon

**Design - Marcomm – First**Electronic publishing - overall newsletter/magazine design
“Ewing Links Report June 2015”
David Olson, Tyler Kavanaugh

**Design - Marcomm – First**Printed magazine/less than one page design, advertising
“Signature XTRA Stressgard - Die-Cut Insert”
Global Prairie, Bayer

**Design - Marcomm – Merit**Printed magazine/less than one page design, advertising
“PERC Off-Road Benefits Print Ad”
Swanson Russell

**Design - Marcomm – First**Printed magazine/two-plus page design, advertising
“Tee-2-Green Fable Ads”
EPIC Creative

**Design - Marcomm – Merit**Printed magazine/two-plus page design, advertising
“Signature XTRA Stressgard - Gatefold”
Global Prairie, Bayer

**Design - Marcomm – Merit**Printed magazine/single page design, advertising
“Koch DURATION CR Print Ad - Turf”
Swanson Russell

**Design - Marcomm – First**Printed magazine/single page design, advertising
“Safer Hydro Print Ad”
EPIC Creative

**Design - Marcomm – Merit**Website design - digital design
“Syngenta GreenCast Redesign”
G&S Business Communications, Syngenta

**Design - Marcomm – First**Website design - digital design
“West Bend Country Club Website Design”
EPIC Creative

**Design - Marcomm – Merit**Website design - digital design
“GT365 Early Order Campaign Website Design”
Martin Williams / Syngenta, Mark LaFleur

**Design - Marcomm – First**Digital media (non website) - digital design
“Fisher Nation Digital Advertising”
EPIC Creative

**Design - Marcomm – First**Digital media (non website) - digital design
“Frozen Frontline Digital Advertising”
EPIC Creative

**Design - Marcomm – Merit**Digital media (non website) - digital design
“Cushman Hauler 4x4 Eblast”
Swanson Russell

**Design - Publishing – First**Overall company web design - electronic publishing
“TurfMagazine.com & TurfDesignBuild.com”
The Turf & Turf Design Build Teams

**Design - Publishing – First**Single page design, editorial - printed magazines
“January 2015 Backstory”
Tracie Martinez

**Design - Publishing – Merit**Single page design, editorial - printed magazines
“Final Shot”
Kelly Neis

**Design - Publishing – First**Two-plus page design, editorial - printed magazines
“Financing”
Justin Armburger

**Design - Publishing – First**Two-plus page design, editorial - printed magazines
“Make yourself at home”
Pete Seltzer

**Design - Publishing – Merit**Two-plus page design, editorial - printed magazines
“Shake the Money Tree”
Justin Armburger

**Design - Publishing – First**Overall media kit design
“Turf & Turf Design Build Media Kits”
The Turf & Turf Design Build Teams

**Design - Publishing – Merit**Overall media kit design
“TurfNet 2016 Media Kit”
Peter McCormick

**Design - Publishing – Merit**Cover page design - printed magazines
“Bright Ideas”
Rob Ghosh

**Design - Publishing – Merit**Cover page design - printed magazines
“May GCM”
Roger Billings

**Design - Publishing – First**Cover page design - printed magazines
“A masterpiece of minimalism”
Pete Seltzer

**Design - Publishing – First**Overall magazine design - printed magazines
“Lawn & Landscape October 2015”
Justin Armburger, Chuck Bowen, Brian Horn, Kate Spirgen, Katie Tuttle, Kristen Hampshire

**Design - Publishing – Merit**Overall magazine design - printed magazines
“October 2015 Golfdom”
Pete Seltzer

**Special Projects - Marcomm – Merit**Special event
“Syngenta Faces of Super at GIS 2015”
G&S Business Communications, Martin Williams, Syngenta, Turf Republic

**Special Projects - Marcomm – First**Special event
“Zoysia as a Game Changer Tour”
Stacie Zinn Roberts

**Special Projects - Marcomm – Merit**Best integrated marketing campaign
“Fischer Nation Fall Campaign”
EPIC Creative

**Special Projects - Marcomm – First**Best integrated marketing campaign
“Western - Frozen Frontline Fall Campaign”
EPIC Creative

**Special Projects - Marcomm – Merit**Best integrated marketing campaign
“Thank A Golf Course Superintendent”
Russell Sypowicz, Craig Smith, Angela Hartmann, Whitney Hoefer, Melissa Householder, Claudia Alterman

**Special Projects - Marcomm – Merit**Miscellaneous special marketing communications project
“EPIC Golf Outing Invitation”
EPIC Creative

**Special Projects - Marcomm – First**Miscellaneous special marketing communications project
“Mentors Matter”
G&S Business Communications, Syngenta, GCSAA

**Special Projects - Publishing – First**Best coverage in a magazine of an on-site event
“TPI 2015 Live Show & Tell”
Steve & Suz Trusty, Anastasia Athans, Turfgrass Producers International

**Special Projects - Publishing – First**Miscellaneous special publishing project
“Golf & Water”
Lawrence Aylward,Anthony Pioppi

**Special Projects - Publishing – Merit**Miscellaneous special publishing project
“TurfNet Superintendent's Best Friend Calendar - The Many Faces of a Turf Dog”
John Reitman, Mark LaFleur, Martin Williams Advertising

**Special Projects - Publishing – First**Best single issue
“LM October 2015”
Marisa Palmieri, Dillon Stewart, Tracie Martinez

**Special Projects - Publishing – Merit**Best single issue
“Turf News September/October 2015”
Turfgrass Producers International, Steve Trusty, Suz Trusty, Anastasia Athans

**Special Projects - Publishing – First**Writing for special projects
“LM150 2015”
Marisa Palmieri, LM Staff

**Special Projects - Publishing – Merit**Writing for special projects
“The Golfdom Report”
Seth Jones, Grant Gannon, Pete Seltzer

**Special Projects - Publishing – Merit**Special Event - Publishing
“TurfNet Emerald Challenge”
Jon Kiger

**Special Projects - Publishing – First**Special Event - Publishing
“TurfNet Members Trip to Ireland”
Jon Kiger

**New Media - Marcomm – First**Best mobile application
“Ohio Turfgrass Foundation Conference and Show App”
TR Digital Media, Brian Laurent

**New Media - Marcomm – Merit**Most engaging social media campaign
“Fisher Nation Social Media”
EPIC Creative

**New Media - Marcomm – First**Most engaging social media campaign
“WESTERN® Frozen Frontline Social Media”
EPIC Creative

**New Media - Marcomm – Merit**Blogs
“WeevilTrak Blog”
G&S Business Communications, Syngenta

**New Media - Marcomm – First**Blogs
“Soils Alive Blog”
Halleck Horticultural, LLC

**New Media - Marcomm – Merit**Websites
“Preservation Tree Website”
Halleck Horticultural, LLC

**New Media - Marcomm – Merit**Websites
“GreenTrust 365 - Early Order Campaign”
Martin Williams - Syngenta, Mark LaFleur

**New Media - Marcomm – First**Websites
“Innovation Day Website”
Martin Williams / Syngenta, Mark LaFleur

**New Media - Publishing – Merit**Podcasts
“Frankly Speaking - A Voice of Reason Within the Golf Industry: and Interview with Jim Koppenhaver”
Frank Rossi, Ph.D.

**New Media - Publishing – First**Podcasts
“Turfgrass Zealot: Interview with Josh Lewis on the 2015 U.S. Open at Chambers Bay”
Dave Wilber

**New Media - Publishing – Merit**Blogs
“From the Desk of GCM”
GCSAA/Golf Course Management

**New Media - Publishing – First**Blogs
“LM Blog”
LM Staff + Contributors

**New Media - Publishing – First**Innovative use of social media
“LM Social Media Strategy”
Marisa Palmieri, Dillon Stewart, Allison Barwacz

**New Media - Publishing – Merit**Innovative use of social media
“#TurfFIT Virtual 5k to Benefit Wee One Foundation”
Turf Republic, Wives of Turf, Wee One Foundation, Turf Fuel

**Writing - Marcomm – Merit**Writing for electronic newsletter - original content
“Increase Profits With This Outdoor Living Triple Combo”
David Olson

**Writing - Marcomm – Merit**Writing for electronic newsletter - original content
“Three Ways Rachio Makes Intelligent Irrigation Easy”
David Olson

**Writing - Marcomm – First**Writing for electronic newsletter - original content
“California's Drought Crisis”
Jim Novak

**Writing - Marcomm – First**Copywriting for a display ad - commercial publications
“Tee-2-Green Fable Ads”
EPIC Creative

**Writing - Marcomm – Merit**Copywriting for a display ad - commercial publications
“Koch Enhanced Efficiency Fertilizers Advertorial”
Swanson Russell

**Writing - Marcomm – Merit**Writing for printed newsletters, both internal and external
“Great Outdoors - Late Summer Newsletter”
Joe Shooner

**Writing - Marcomm – First**Writing for printed newsletters, both internal and external
“EPIC Shoot Notes”
EPIC Creative

**Writing - Marcomm – Merit**Writing for printed collateral
“Grasshopper V Series Literature”
Dave Stewart, Brian Schoenthaler

**Writing - Marcomm – First**Writing for printed collateral
“Syngenta PGR Brochure”
G&S Business Communications, Syngenta

**Writing - Marcomm – Merit**Writing a news release
“Ewing Honored for Community Stewardship Efforts”
Jennifer Klemmetson

**Writing - Marcomm – First**Writing a news release
“Rain Bird California Drought Press Release”
Swanson Russell

**Writing - Marcomm – Merit**Writing a feature article
“Fall Fertilization (Koch)”
Swanson Russell

**Writing - Marcomm – Merit**Writing a feature article
“10 Questions to ask your turfgrass provider”
Jim Novak

**Writing - Marcomm – First**Writing a feature article
“Game Changer”
Stacie Zinn Roberts

**Writing - Marcomm – First**Writing for printed direct response
“Pickel Landscape - Every Door Direct Mail Piece”
Renee Langefeld

**Writing - Marcomm – Merit**Writing for company website - original content
“6 Products to Upgrade Outdoor Living Spaces”
Jennifer Klemmetson

**Writing - Marcomm – First**Writing for company website - original content
“Christy Webber Landscapes John Deere Journal story”
John Deere, IMRE

**Writing - Marcomm – Merit**Writing for company website - original content
“Briggs & Stratton Standby Generators Website”
Swanson Russell

**Writing - Marcomm – First**Special Writing Project
“SiteOne Brand Anthem Video Script”
Swanson Russell

**Writing - Marcomm – Merit**Special Writing Project
“SiteOne GIE Event”
Swanson Russell

**Writing - Publishing – Merit**Environmental stewardship article - commercial publications
“Flying high”
Howard Richman

**Writing - Publishing – First**Environmental stewardship article - commercial publications
“Ingenious Irrigators”
Lawrence Aylward

**Writing - Publishing – First**Environmental stewardship article - commercial publications
“Propane to the people”
Seth Jones

**Writing - Publishing – First**Operations profile - commercial publications
“Home turf advantage”
Howard Richman

**Writing - Publishing – Merit**Operations profile - commercial publications
“When it doesn't rain, he scores”
Chuck Bowen

**Writing - Publishing – Merit**Operations profile - commercial publications
“Gut check”
Kristen Hampshire

**Writing - Publishing – First**Series - two or more articles defined as series - commercial publications
“The California Water Crisis - A Series of Individual Reports”
John Reitman

**Writing - Publishing – Merit**Series - two or more articles defined as series - commercial publications
“State of Water”
Nicole Wisniewski, Ronnie Hall, Anne Michelsen, Lindsey Getz

**Writing - Publishing – First**Product information article - commercial publications
“The stars of Texas”
Seth Jones, Ed Hiscock, Marty Whitford, Grant Gannon

**Writing - Publishing – Merit**Product information article - commercial publications
“The quest for the perfect sand”
Stacie Zinn Roberts

**Writing - Publishing – First**General feature article - commercial publications
“A place to breathe”
Brian Horn

**Writing - Publishing – Merit**General feature article - commercial publications
“Getting by with a little help from friends”
Seth Jones

**Writing - Publishing – Merit**General feature article - commercial publications
“Design-Build: Making the most of confined spaces”
Jill Odom

**Writing - Publishing – First**Business management - commercial publications
“Portrait of the Industry”
Lawrence Aylward

**Writing - Publishing – First**Business management - commercial publications
“What are online tee times doing for your course?”
Grant Gannon

**Writing - Publishing – Merit**Business management - commercial publications
“Compensation Report”
Nicole Wisniewski

**Writing - Publishing – Merit**Editorial/Opinion Piece - commercial publications
“Editor's Note: To the point”
Marisa Palmieri

**Writing - Publishing – First**Editorial/Opinion Piece - commercial publications
“Golf Industry Needs a Mulligan”
John Reitman

**Writing - Publishing – First**Column - commercial publications
“The power of presentation”
Jim Huston

**Writing - Publishing – Merit**Column - commercial publications
“You might be a turf guy if...”
Matt Neff

**Writing - Publishing – Merit**Headline writing - commercial publications
“Household name”
Howard Richman

**Writing - Publishing – First**Headline writing - commercial publications
“Brains when it rains”
Brian Horn

**Writing - Publishing – First**Writing for website - original content only
“A classic leads the way”
Scott Hollister

**Writing - Publishing – First**Writing for website - original content only
“Keeping It Green”
Ronnie Hall

**Writing - Publishing – Merit**Writing for website - original content only
“Mentor, Friend and Teacher”
John Reitman

**Writing - Publishing – Merit**Writing for enewsletter - original content only
“How the poinsettia came to be the Christmas plant”
Jill Odom

**Writing - Publishing – First**Writing for enewsletter - original content only
“Greenkeeper Bulletin: Special U.S. Open Edition”
Lawrence Aylward, Ron Furlong

**Writing - Publishing – Merit**Ornamental feature article - commercial publications
“The buck stops here”
Hannah Schrum

**Writing - Publishing – First**Ornamental feature article - commercial publications
“Landscapers, nurseries urged to be on lookout for boxwood blight”
David Rountree

**Writing - Publishing – Merit**Series of columns by regular department columnist - commercial publications
“Lessons I've Learned”
Steve Rak

**Writing - Publishing – Merit**Series of columns by regular department columnist - commercial publications
“Letter From The Editor”
Nicole Wisniewski

**Writing - Publishing – First**Series of columns by regular department columnist - commercial publications
“Assistant Living”
Matt Neff

**Writing - Publishing – Merit**Turf feature article - commercial publications
“The Head of Hallowed Ground”
Lawrence Aylward

**Writing - Publishing – First**Turf feature article - commercial publications
“To Core or Not to Core?”
Stacie Zinn Roberts

**Writing - Publishing – Merit**Turf feature article - commercial publications
“Mission Impossible”
Steve Trusty, Michael Zawacki