**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