For Immediate Release

TOCA Communications Awards Announced

The Turf & Ornamental Communicators (TOCA) Award held its 28th annual meeting in Tampa, Florida on May 4, 2017 and named the winners of its 27th 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

Page 10 – 2017 TOCA Communications Contest Award Winners
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
“Holganix + 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
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

Page 20 – 2017 TOCA Communications Contest Award Winners
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 GIExpo”
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

Page 24 – 2017 TOCA Communications Contest Award Winners
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 enewsletter - original content only
“Superintendent Magazine: PGA Championship Special Edition Newsletters”
Larry Aylward, Yelena Tischenko, Jennifer King, Mallory Brasseale

WRITING - MERIT
Writing for enewsletter - 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.