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### **For Immediate Release**

## **2018 TOCA Communications Awards Announced**

The Turf & Ornamental Communicators (TOCA) Association held its 29<sup>th</sup> annual meeting in Cincinnati, Ohio on May 1-3, 2017 and named the winners of its 28<sup>th</sup> annual communications contest for marketing and publishing. There were more than 416 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 December 2017: Grass of the Future”  
Libbie Waddleton  
BIGGA

International - Design  
FIRST - Best Design Publication (full magazine article layout)  
“Greenkeeper International December 2017: Drones”  
Libbie Waddleton  
BIGGA

International - Design

FIRST - Best Design Publication - two-plus page design article

“The American Dream - Is it for Women?”

Denise Fitzsimons, Alan Mahon

GCSA of Ireland

International - Photography

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

“March 2017 Greenside Front Cover - On Top of the World Bray Golf Club”

Alan Mahon

GCSA of Ireland

International - Writing

FIRST - Best Writing Publication (article or editorial)

“Greenkeeper International July 2017: High & Mighty”

Karl Hansell

BIGGA

International - Writing

MERIT - Best Writing Publication (article or editorial)

“Pumping up the volume? It's time to think in millimetres”

Ellie Parry

Forte Marketing & Public Relations

## **Design – Marketing Communications**

Marketing Communications - Design

FIRST - Overall newsletter design - printed newsletters

“Lehigh Early Summer newsletter”

Focal Point Communications

Marketing Communications - Design

FIRST - Website design - digital design

“GenNext Website”

EPIC Creative

Marketing Communications - Design

MERIT - Website design - digital design

“FX Luminaire website”

Silvia Moore, Ryan Williams, Scott Allison, Gary Saunders, Matthew McArdle, James Cervantes  
Hunter Industries

Marketing Communications - Design

FIRST - Printed collateral - overall collateral design

“Foliar-Pak 2018 Product Catalog”

Justin Thiry, Britney Riggs, Courtney Mullen, Victoria Carter, Dawn Rigby, Jess Simpson, Storm  
Timberlake  
Xylem Marketing

Marketing Communications - Design

MERIT - Printed collateral - overall collateral design

“Syngenta Condition. Perform. Recover. Magazine Insert”

G&S Business Communications, Syngenta

Marketing Communications - Design

FIRST - Printed direct response - overall direct response design

“Cash In”

Sophia Van Oss, Adreana Young

Ewing Irrigation and Landscape Supply

Marketing Communications - Design

MERIT - Printed direct response - overall direct response design

“Targeted End User Direct Mail”

Koch Turf & Ornamental

Swanson Russell

Marketing Communications - Design

MERIT - Point of purchase materials

“Seed Bags”

Carmen Manson

Ewing Irrigation and Landscape Supply

Marketing Communications - Design  
FIRST - Point of purchase materials  
“Cool Temp Hydro-Max Hydrostatic Fluid”  
Brian Schoenthaler  
The Grasshopper Company

Marketing Communications - Design  
MERIT - Printed magazine/single page design, advertising  
“Fisher Leadership Ad”  
EPIC Creative

Marketing Communications - Design  
MERIT - Printed magazine/single page design, advertising  
“Velista Print”  
Mark LaFleur-Syngenta and Martin Williams  
Martin Williams

Marketing Communications - Design  
FIRST - Printed magazine/single page design, advertising  
“American Made”  
Vista Professional Outdoor Lighting  
Swanson Russell

Marketing Communications - Design  
FIRST - Printed magazine/less than one page design, advertising  
“Divanem Print”  
Mark LaFleur-Syngenta and Martin Williams  
Martin Williams

Marketing Communications - Design  
FIRST - Digital media (non website) - digital design  
“Infographics”  
Sophia Van Oss  
Ewing Irrigation and Landscape Supply

Marketing Communications - Design  
MERIT - Digital media (non website) - digital design  
“Condition. Perform. Recover. eBlast”  
Mark LaFleur-Syngenta and Martin Williams  
Martin Williams

Marketing Communications - Design  
MERIT - Electronic publishing - overall newsletter/magazine design  
“Advanced Turf Solutions Sports Field Resource Guide”  
Justin Thiry, Dawn Rigby  
Xylem Marketing

Marketing Communications - Design  
FIRST - Electronic publishing - overall newsletter/magazine design  
“LebanonTurf's Golf E-Newsletter”  
Theresa Ford  
Lebanon Turf

Marketing Communications - Design  
MERIT - Printed special projects  
“Sta-Green Soil and Soil Amendments Packaging”  
EPIC Creative

Marketing Communications - Design  
FIRST - Printed special projects  
“Nufarm Rewards Kit”  
Sherry Mitchell, Rachael O'Donnell, Lori Blennert  
Elle Alexander Design

Marketing Communications - Design  
FIRST - Printed magazine/two-plus page design, advertising  
“Velista Print”  
Mark LaFleur-Syngenta and Martin Williams  
Martin Williams

Marketing Communications - Design  
MERIT - Printed magazine/two-plus page design, advertising  
“Production Ornamentals: Meet the Team”  
Bayer, Global Prairie  
Global Prairie

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

Marketing Communications - New Media  
FIRST - Websites  
“RYAN - National Aerate Your Lawn Day - Campaign”  
EPIC Creative

Marketing Communications - New Media  
FIRST - Websites  
“Syngenta Condition. Perform. Recover. Website”  
G&S Business Communications, Syngenta

Marketing Communications - New Media  
FIRST - Most engaging social media campaign  
“Mantis & Lowe's Digital Ad Campaign”  
EPIC Creative

Marketing Communications - New Media  
MERIT - Most engaging social media campaign  
“John Deere Classic #AskASuper Campaign”  
John Deere  
imre

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

Marketing Communications - Photography, Video, Multimedia  
MERIT - Best photograph - marketing purposes - printed collateral (one or more photos in a collateral piece)  
“Fisher HS Sell Sheet”  
EPIC Creative

Marketing Communications - Photography, Video, Multimedia

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

“Mullin direct mail postcard”

Focal Point Communications

Marketing Communications - Photography, Video, Multimedia

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

“Lighting a Tuscan-Inspired Villa”

Jason Ward, Ryan Williams

Hunter Industries

Marketing Communications - Photography, Video, Multimedia

MERIT - Best photograph - marketing purposes - printed custom publication

“Tee-2-Green 2018 Calendar”

EPIC Creative

Marketing Communications - Photography, Video, Multimedia

FIRST - Best photograph - marketing purposes - printed custom publication

“Exteris Stressgard "We've Got You Covered"”

Bayer, Global Prairie

Marketing Communications - Photography, Video, Multimedia

MERIT - Best photograph - marketing purposes - printed custom publication

“Large and Local”

SiteOne Landscape Supply

Swanson Russell

Marketing Communications - Photography, Video, Multimedia

FIRST - Best instructional video/DVD

“Exteris Stressgard: Leaf-Cote Video”

Bayer, Global Prairie

Marketing Communications - Photography, Video, Multimedia

MERIT - Best instructional video/DVD

“S.T.A.R. Distributor Training Program”

Phil Robisch, Tori Spiekerman, Raquel Hernandez, Jeff Falk, Guy Collins, Steve Lindner, Sean Bell, Robert Gough, Brad Godaire, Antonio Narino

Hunter Industries

Marketing Communications - Photography, Video, Multimedia  
MERIT - Best instructional video/DVD  
“Safety Week”  
SiteOne Landscape Supply  
Swanson Russell

Marketing Communications - Photography, Video, Multimedia  
MERIT - Best short video/DVD (2 minutes or less)  
“Armada Pro90 Clamp Multimeter”  
Kyle Ellsworth, Hunter Williams  
Ewing Irrigation and Landscape Supply

Marketing Communications - Photography, Video, Multimedia  
FIRST - Best short video/DVD (2 minutes or less)  
“Defend Your Turf”  
Rain Bird  
Swanson Russell

Marketing Communications - Photography, Video, Multimedia  
MERIT - Best short video/DVD (2 minutes or less)  
“GCSAA Thank a Golf Course Superintendent video series”  
Eric Olson, Whitney Hoefler, Julie Prewitt, Levi Kuhn  
GCSAA/Golf Course Management Magazine

Marketing Communications - Photography, Video, Multimedia  
MERIT - Best long video/DVD (more than 2 minutes)  
“How Cool Terra works for turf, nursery and ornamental”  
Brent Phillip, Flimp Media  
Cool Planet

Marketing Communications - Photography, Video, Multimedia  
FIRST - Best long video/DVD (more than 2 minutes)  
“Super Solutions Success Story”  
Mark LaFleur-Syngenta and Martin Williams



Marketing Communications - Photography, Video, Multimedia  
MERIT - Best use of editorial or opinion in video/DVD  
“Internship Opportunities with Ewing Irrigation & Landscape Supply”  
Kyle Ellsworth, Warren Gorowitz, Ronn Alexander  
Ewing Irrigation and Landscape Supply

Marketing Communications - Photography, Video, Multimedia  
FIRST - Best use of editorial or opinion in video/DVD  
“GCSAA Working for Me campaign”  
Eric Olson, Whitney Hoefler, Julie Prewitt, Levi Kuhn  
GCSAA/Golf Course Management Magazine

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

Marketing Communications - Special Projects  
FIRST - Miscellaneous special marketing communications project  
“J&D Turf Key to Infield Maintenance”  
Justin Thiry, Dawn Rigby, J&D Turf  
Xylem Marketing

Marketing Communications - Special Projects  
MERIT - Miscellaneous special marketing communications project  
“Pro-Trade Brand Launch”  
SiteOne Landscape Supply  
Swanson Russell

Marketing Communications - Special Projects  
MERIT - Special event  
“Nufarm's GreenCare for Troops Sponsorship at 2017 GIE+Expo”  
Sherry Mitchell, Lori Blennert  
Elle Alexander Design

Marketing Communications - Special Projects  
MERIT - Special event  
“Syngenta Divanem Media Tour”  
G&S Business Communications, Syngenta

Marketing Communications - Special Projects  
FIRST - Special event  
“Safety Week”  
SiteOne Landscape Supply  
Swanson Russell

Marketing Communications - Special Projects  
FIRST - Best integrated marketing campaign  
“Syngenta Divanem Launch”  
G&S Business Communications, Martin Williams, Syngenta

Marketing Communications - Special Projects  
MERIT - Best integrated marketing campaign  
“Exteris Stressgard "We've Got You Covered"”  
Bayer, Global Prairie  
Global Prairie

### **Writing – Marketing Communications**

Marketing Communications - Writing  
MERIT - Writing for company website - original content  
“Pro-Trade Lighting”  
SiteOne Landscape Supply  
Swanson Russell

Marketing Communications - Writing  
FIRST - Writing for company website - original content  
“Notre Dame Golf Team’s Secret Weapon”  
Stacie Zinn Roberts  
What's Your Avocado

Marketing Communications - Writing  
MERIT - Writing for electronic newsletter - original content  
“Camino Series”  
Cliff Woodbury  
Ewing Irrigation and Landscape Supply

Marketing Communications - Writing  
FIRST - Writing for electronic newsletter - original content  
“The Joys or Aeration Communication”  
Christopher Gray  
Lebanon Turf

Marketing Communications - Writing  
MERIT - Writing for electronic newsletter - original content  
“Customer Spotlight: Megan VanArsdale and Boyle County Schools”  
Britney Riggs, Megan VanArsdale  
Xylem Marketing

Marketing Communications - Writing  
FIRST - Writing for printed direct response  
“Artisan new homeowner card”  
Ben Shoener  
Focal Point Communications

Marketing Communications - Writing  
MERIT - Copywriting for a display ad - commercial publications  
“GCSAA.tv Golf Course Management November Ad”  
EPIC Creative

Marketing Communications - Writing  
FIRST - Copywriting for a display ad - commercial publications  
“Divanem Print”  
Mark LaFleur-Syngenta and Martin Williams  
Martin Williams

Marketing Communications - Writing  
MERIT - Copywriting for a display ad - commercial publications  
“Velistia Print”  
Mark LaFleur-Syngenta and Martin Williams  
Martin Williams

Marketing Communications - Writing  
MERIT - Special Writing Project  
“Nufarm Crabgrass Control Advertorial”  
Sherry Mitchell, Lori Blennert  
Elle Alexander Design

Marketing Communications - Writing  
FIRST - Special Writing Project  
“Can Your School Save Over 14,000,000 Gallons of Water? This One Did.”  
Ewing Irrigation & Landscape Supply

Marketing Communications - Writing  
MERIT - Special Writing Project  
“2016 Corporate Social Responsibility Report”  
Bryce Carnehl, Matthew McArdle, Troy Ford, Jason Ward, Scott Allison  
Hunter Industries

Marketing Communications - Writing  
FIRST - Writing a news release  
“Helping Families Find an Emergency Home Backup Power Solution”  
Briggs & Stratton Portable Power  
Swanson Russell

Marketing Communications - Writing  
MERIT - Writing a news release  
“Ewing Irrigation & Landscape Supply and Upstart Products Announce Merger”  
Adreana Young  
Ewing Irrigation and Landscape Supply

Marketing Communications - Writing  
MERIT - Writing a news release  
“Briggs & Stratton adds New Electric Pressure Washers to its Cleaning Systems Lineup”  
Briggs & Stratton Cleaning Systems  
Swanson Russell

Marketing Communications - Writing  
FIRST - Writing a feature article  
“The windshield or the bug-GCM feature story”  
G&S Business Communications, Syngenta

Marketing Communications - Writing  
MERIT - Writing a feature article  
“Landscape & Irrigation/Landscape Business Financing Byline”  
John Deere  
imre

Marketing Communications - Writing  
MERIT - Writing for printed collateral  
“Hydrawise Multi-Site Irrigation Management”  
Anthony Long, Kate Smith, Matthew McArdle, Jason Ward  
Hunter Industries

Marketing Communications - Writing  
FIRST - Writing for printed collateral  
“Syngenta Condition. Perform. Recover. Magazine Insert”  
G&S Business Communications, Syngenta

Marketing Communications - Writing  
FIRST - Writing for printed newsletters, both internal and external  
“RGS Early Spring newsletter”  
Ben Shooner  
Focal Point Communications

### **Design - Publishing**

Publishing - Design  
MERIT - Cover page design - printed magazines  
“The water issue”  
Justin Armburger  
GIE Media

Publishing - Design  
FIRST - Cover page design - printed magazines  
“A Wheel Renaissance”  
Pete Seltzer  
North Coast Media

Publishing - Design  
MERIT - Single page design, editorial - printed magazines  
“Golfdom March 2017 feature - Appreciating the Forest for the Trees”  
Pete Seltzer  
North Coast Media

Publishing - Design  
FIRST - Single page design, editorial - printed magazines  
“What's hot”  
Tracie Martinez, LM staff  
North Coast Media

Publishing - Design  
FIRST - Two-plus page design, editorial - printed magazines  
“Price Point”  
Justin Armburger  
GIE Media

Publishing - Design  
MERIT - Two-plus page design, editorial - printed magazines  
“Double Duty”  
Tracie Martinez, Tony Ventouris, LM Staff  
North Coast Media

Publishing - Design  
MERIT - Overall magazine design - printed magazines  
“June Landscape Management”  
Tracie Martinez, LM Staff  
North Coast Media

Publishing - Design  
FIRST - Overall magazine design - printed magazines  
“Lawn & Landscape Oct 2017”  
Justin Armburger  
GIE Media

Publishing - Design  
MERIT - Overall media kit design  
“LM Media Planner 2017”  
Bill Roddy, LM Marketing Staff  
North Coast Media

Publishing - Design  
FIRST - Overall media kit design  
“GIE Media Horticulture Group Media Kit”  
Katelyn Boyden, Justin Armburger, Allison Krieg  
GIE Media

### **New Media - Publishing**

Publishing - New Media  
MERIT - Innovative use of social media  
“LM Social Media Strategy”  
Marisa Palmieri, Kelly Limpert, Abby Hart, Sarah Webb  
North Coast Media

Publishing - New Media  
FIRST - Innovative use of social media  
“TurfNet Masters Cup Cutting Video Tweet”  
Jon Kiger  
TurfNet

Publishing - New Media  
FIRST - Podcasts  
“Tartan Talks”  
Guy Cipriano  
GIE Media

Publishing - New Media  
FIRST - Podcasts  
“Dick Bator: Mentor to Many”  
John Reitman  
TurfNet

Publishing - New Media  
FIRST - Podcasts  
“The Hemphills: Four generations of greenkeepers at Portstewart”  
Jon Kiger  
TurfNet

Publishing - New Media  
FIRST - Blogs  
“LM Blog”  
LM Contributors + Staff  
North Coast Media

Publishing - New Media  
MERIT - Blogs  
“TurfNet On Tour 2017 - Volunteering at the Irish Open at Portstewart”  
Jon Kiger  
TurfNet

Publishing - New Media  
MERIT - Websites  
“Turf Magazine's Website”  
Danielle Pesta  
Grand View Media

Publishing - New Media  
FIRST - Websites  
“LandscapeManagement.net”  
LM Staff + Digital Team  
North Coast Media

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

Publishing - Photography, Video, Multimedia  
MERIT - Portrait/Personality (photo of individual or group of individuals)  
“July GCM —David Beanblossom”  
Kim Jones  
GCSAA/Golf Course Management Magazine

Publishing - Photography, Video, Multimedia  
FIRST - Portrait/Personality (photo of individual or group of individuals)  
“The Disruptor”  
Tracie Martinez, LM staff, Jason Arthurs  
North Coast Media



Publishing - Photography, Video, Multimedia  
MERIT - Best single photo - Use of stock art (anywhere in the magazine)  
“May GCM - Target Practice”  
Roger Billings  
GCSAA/Golf Course Management Magazine

Publishing - Photography, Video, Multimedia  
FIRST - Best single photo - Use of stock art (anywhere in the magazine)  
“Golfdom June 2017 feature - Turf Rx”  
Pete Seltzer  
North Coast Media

Publishing - Photography, Video, Multimedia  
FIRST - Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member  
“November GCM - Down but not out”  
Chad Hipolito  
GCSAA/Golf Course Management Magazine

Publishing - Photography, Video, Multimedia  
FIRST - Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member  
“Golfdom May 2017 cover - Magic Kingdom”  
Seth Jones  
North Coast Media

Publishing - Photography, Video, Multimedia  
MERIT - Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member  
“Golfdom November 2017 feature - A golf course waiting to happen”  
Dave Richards  
North Coast Media

Publishing - Photography, Video, Multimedia  
MERIT - Best print magazine cover (alls for stock photos, commissioned art, illustrations, typography, etc.)  
“June GCM”  
Roger Billings, Kelly Neis  
GCSAA/Golf Course Management Magazine

Publishing - Photography, Video, Multimedia

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

“Golfdom October 2017 cover - Historic Hurricanes”

Pete Seltzer

North Coast Media

Publishing - Photography, Video, Multimedia

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

“Golfdom May 2017 cover - Magic Kingdom”

Pete Seltzer

North Coast Media

Publishing - Photography, Video, Multimedia

MERIT - Best CD/audiovisual presentation

“Superintendent of the Year Award Presentation”

Jon Kiger

TurfNet

Publishing - Photography, Video, Multimedia

FIRST - Best CD/audiovisual presentation

“TurfNet on Tour - Kevin Ross at the Solheim Cup”

Kevin Ross

TurfNet

Publishing - Photography, Video, Multimedia

MERIT - Best short video/DVD (2 minutes or less)

“Super Dogs - US Open”

EPIC Creative

Publishing - Photography, Video, Multimedia

FIRST - Best short video/DVD (2 minutes or less)

“Volunteer Profile, 2017 PGA Championship”

EPIC Creative

Publishing - Photography, Video, Multimedia  
FIRST - Best long video/DVD (more than 2 minutes)  
“It's Finally Here, 2017 US Open”  
EPIC Creative

Publishing - Photography, Video, Multimedia  
MERIT - Best long video/DVD (more than 2 minutes)  
“Remembering Juan Cruz Reyes at the 2017 US Open”  
EPIC Creative

Publishing - Photography, Video, Multimedia  
FIRST - Best instructional video/DVD  
“Don't Blow Your Fuse!”  
Hector Velazquez  
TurfNet

Publishing - Photography, Video, Multimedia  
MERIT - Best instructional video/DVD  
“Hector's Shop - Plastic Painting”  
Hector Velazquez  
TurfNet

Publishing - Photography, Video, Multimedia  
FIRST - Best use of editorial or opinion in video/DVD  
“How to Fix a Starter”  
Randy Wilson  
TurfNet

Publishing - Photography, Video, Multimedia  
FIRST - Best use of photography, judging three issues of a magazine on their use of all types of photos  
“LM March, June + November”  
Tracie Martinez, LM Staff  
North Coast Media

Publishing - Photography, Video, Multimedia  
MERIT - Best use of photography, judging three issues of a magazine on their use of all types of photos  
“Turf News - 3 2017 issues”  
Steve & Suz Trusty, Jane Tomlinson  
Trusty & Associates

## **Special Projects - Publishing**

Publishing - Special Projects

FIRST - Special Event - Publishing

“2017 US Open Tournament Preparation Coverage”

EPIC Creative

Publishing - Special Projects

MERIT - Special Event - Publishing

“TurfNet's 2017 Education Trip to Ireland, Scotland and the BIGGA BTME Conference in England”

Jon Kiger

TurfNet

Publishing - Special Projects

FIRST - Best coverage in a magazine of an on-site event

“TPI's 2017 International Education Conference & Field Day Recap”

Steve & Suz Trusty, Jane Tomlinson

Trusty & Associates

Publishing - Special Projects

MERIT - Miscellaneous special publishing project

“2017 Early Order Program Guide for Early Birds”

Golfdom

North Coast Media

Publishing - Special Projects

FIRST - Miscellaneous special publishing project

“2018 TurfNet Superintendent's Best Friend Calendar”

John Reitman

TurfNet

Publishing - Special Projects

MERIT - Best single issue

“Golf Course Industry: Turfheads Take Over”

Golf Course Industry

GIE Media

Publishing - Special Projects

FIRST - Best single issue

“June Landscape Management”

Marisa Palmieri, Dillon Stewart, Tracie Martinez, LM contributors

North Coast Media

Publishing - Special Projects

MERIT - Writing for special projects

“Lawn & Landscape State of the Industry 2017”

Justin Armbrurger, Kate Spirgen, Lauren Rathmell, Brian Horn, Megan Smalley

GIE Media

Publishing - Special Projects

FIRST - Writing for special projects

“LM150 supplement”

Dillon Stewart, LM Staff

North Coast Media

## **Writing - Publishing**

Publishing - Writing

FIRST - Ornamental feature article - commercial publications

“Scouting Report, August GCM”

John Fech, Jonathan Larson

GCSAA/Golf Course Management Magazine

Publishing - Writing

FIRST - Ornamental feature article - commercial publications

“‘Crape murder’ continues, motivated by misinformation”

Jill Odom

Randall Reilly Publishing - Total Landscape Care

Publishing - Writing

MERIT - Editorial/Opinion Piece - commercial publications

“Raise assistant salaries”

Pat Jones

GIE Media

Publishing - Writing  
FIRST - Editorial/Opinion Piece - commercial publications  
“Tough to ignore”  
Marisa Palmieri  
North Coast Media

Publishing - Writing  
FIRST - Column - commercial publications  
“A changing of the guard”  
Mike Callahan  
GIE Media

Publishing - Writing  
MERIT - Column - commercial publications  
“Wisdom from both sides of the fairway”  
Adam Garr  
GIE Media

Publishing - Writing  
MERIT - Writing for website - original content only  
“For a NY family, son's legacy lives on through foundation's work”  
John Reitman  
TurfNet

Publishing - Writing  
FIRST - Writing for website - original content only  
“Ringenger marches on after wildfires hit course, home”  
Howard Richman  
GCSAA/Golf Course Management Magazine

Publishing - Writing  
MERIT - Writing for website - original content only  
“Retirement is only a word for OSU's Bug Doc”  
John Reitman  
TurfNet

Publishing - Writing  
MERIT - Headline writing - commercial publications  
“Zero tolerance, February GCM”  
Howard Richman  
GCSAA/Golf Course Management Magazine

Publishing - Writing  
FIRST - Headline writing - commercial publications  
“Stream of conscience, June GCM”  
Megan Hirt  
GCSAA/Golf Course Management Magazine

Publishing - Writing  
FIRST - Headline writing - commercial publications  
“A Helping Hand(book)”  
LM staff  
North Coast Media

Publishing - Writing  
FIRST - Writing for video/CD/audiovisual presentation  
“GCSAA TV — National Golf Day 2017 Promo”  
EPIC Creative  
EPIC Creative

Publishing - Writing  
FIRST - Series of columns by regular department columnist - commercial publications  
“Act Now”  
Chad Diller  
Grand View Media

Publishing - Writing  
FIRST - Series of columns by regular department columnist - commercial publications  
“On My Turf”  
Nicole Wisniewski  
Grand View Media

Publishing - Writing  
MERIT - Operations profile - commercial publications  
“Climate change”  
Guy Cipriano  
GIE Media

Publishing - Writing  
FIRST - Operations profile - commercial publications  
“The Disruptor”  
Dillon Stewart, LM Staff  
North Coast Media

Publishing - Writing  
FIRST - Environmental stewardship article - commercial publications  
“Zero tolerance, February GCM”  
Howard Richman  
GCSAA/Golf Course Management Magazine

Publishing - Writing  
MERIT - Environmental stewardship article - commercial publications  
“It Can Happen To You”  
Brian Horn  
GIE Media

Publishing - Writing  
MERIT - General feature article - commercial publications  
“Chances of a lifetime, July GCM”  
Howard Richman  
GCSAA/Golf Course Management Magazine

Publishing - Writing  
FIRST - General feature article - commercial publications  
“The Shadow (Creek) Superintendent Knows”  
Seth Jones  
North Coast Media



Publishing - Writing

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

“When the creek rises”

Guy Cipriano

GIE Media

Publishing - Writing

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

“Annual industry report says Baby Boomers are propping up the game”

John Reitman

TurfNet

Publishing - Writing

FIRST - Product information article - commercial publications

“No better time”

Guy Cipriano

GIE Media

Publishing - Writing

MERIT - Writing for newsletter - original content only

“Golfdom Insider | March 14, 2017”

Seth Jones, Kelly Limpert, Grant Gannon

North Coast Media

Publishing - Writing

FIRST - Writing for newsletter - original content only

“Dealing with burnout in the workplace”

Beth Hyatt

Randall Reilly Publishing - Total Landscape Care

Publishing - Writing

FIRST - Business management - commercial publications

“Assessing golf course infrastructure, August GCM”

Terry Buchen, CGCS Retired, MG

GCSAA/Golf Course Management Magazine

Publishing - Writing  
MERIT - Business management - commercial publications  
“The Shadow (Creek) Superintendent Knows”  
Seth Jones  
North Coast Media

Publishing - Writing  
FIRST - Turf feature article - commercial publications  
“Remote control, March GCM”  
Hal Phillips  
GCSAA/Golf Course Management Magazine

Publishing - Writing  
MERIT - Turf feature article - commercial publications  
“Unconventional wisdom, January GCM”  
Stacie Zinn Roberts  
GCSAA/Golf Course Management Magazine

## **2018 TOCA Communications Contest Gardner Award Winners**

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

Best short video/DVD  
“Defend Your Turf”  
Swanson Russell, Rain Bird

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

Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member  
“November GCM - Down but not out”  
Chad Hipolito, *GCSAA/Golf Course Management Magazine*

### **Design – Marketing Communications**

Printed collateral - overall collateral design  
“Foliar-Pak 2018 Product Catalog”  
Xylem Marketing, Justin Thiry, Britney Riggs, Courtney Mullen, Victoria Carter, Dawn Rigby,  
Jess Simpson, Storm Timberlake

### **Design – Publishing**

Overall media kit design

“GIE Media Horticulture Group Media Kit”

GIE Media, Katelyn Boyden, Justin Armbruger, Allison Krieg

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

Websites

“RYAN - National Aerate Your Lawn Day - Campaign”

EPIC Creative

### **New Media – Publishing**

Blogs

“LM Blog”

LM Contributors + Staff, North Coast Media

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

Best integrated marketing campaign

“Syngenta Divanem Launch”

G&S Business Communications, Martin Williams, Syngenta

### **Special Projects – Publishing**

Special Event

“2017 US Open Tournament Preparation Coverage”

EPIC Creative

### **Writing – Marketing Communications**

Copywriting for a display ad

“Divanem Print”

Mark LaFleur-Syngenta and Martin Williams

### **Writing – Publishing**

Series - two or more articles defined as series

“When the creek rises”

Guy Cipriano, *Golf Course Industry*, GIE Media

**International - Design**

Best Design Publication

“Greenkeeper International December 2017: Drones”

Libbie Waddleton, Greenkeeper International, BIGGA Ltd.

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