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For Immediate Release  

2018 TOCA Communications Awards Announced  

The Turf & Ornamental Communicators (TOCA) Association held its 29th annual meeting in Cincinnati, Ohio on May 1-3, 2017 and named the winners of its 28th 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  
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 Spieckerman, 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 Hoefer, 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 Hoefer, 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
“So Safety Week”
SiteOne Landscape Supply
Swanson Russell

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

Marketing Communications - Special Projects
MERIT - Best integrated marketing campaign
“So 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
“So Pro-Trade Lighting”
SiteOne Landscape Supply
Swanson Russell

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

Marketing Communications - Writing
MERIT - Writing for electronic newsletter - original content
“So 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 Shooner
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
“Velista 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

Page 11 – 2018 TOCA Communications Contest Award Winners
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

Page 12 – 2018 TOCA Communications Contest Award Winners
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  
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
MERIT - Best single photo - Use of stock art (anywhere in the magazine)
“May GCM - Target Practice”
Roger Billings
GCSAA/Golf Course Management Magazine

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

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

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

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

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 Armburger, 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
“Ringenberger 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 enewsletter - original content only
“Golfdom Insider | March 14, 2017”
Seth Jones, Kelly Limpert, Grant Gannon
North Coast Media

Publishing - Writing
FIRST - Writing for enewsletter - 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 Armburger, 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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