FOR IMMEDIATE RELEASE

TOCA Announces Communications Award Winners

The Turf & Ornamental Communicators Association (TOCA) honored members from around the world for their outstanding communications entries at the association’s 30th annual meeting, held April 30-May 2, in Charlotte, N.C. This year’s contest drew 362 entries.

TOCA’s communications contest recognizes individuals for excellence in writing, design, photography/audio visual, new media and special projects. The top winners from the marketing and publishing categories received Gardner Awards. This year’s first place, merit and Gardner Award winners are listed below:

International - Merit
Best Design, Single Page (advertising page)
“Lawn Master franchise recruitment campaign 2018”
Ellie Parry

International - First
Best Design, Single Page (advertising page)
“I-80 Rotor: Full Service Without Breaking Ground”
Jennifer Madrigal, Rich Dunn

International - Merit
Best Design Publication (full magazine article layout)
“Improving on a masterpiece”
Tim Moat, Turf Matters

International - First
Best Design Publication - one-page design article
“The beast on the east”
Tim Moat, Turf Matters

International - Merit
Best Design Publication - one-page design article
“All eyes on Paris”
Tim Moat, Turf Matters
International - First
Best Photo Brochure (or similar marketing/sales literature)
“The Fields Park, Portland, Oregon”
Hunter Industries

International - Merit
Best Writing Publication (article or editorial)
“Design for drought defence”
Helen Willson

International - Merit
Best Writing Publication (article or editorial)
“Demain's the name”
Scott MacCallum, Turf Matters

International - First and Gardner Award
Best Writing Publication (article or editorial)
“A Star in any language”
Scott MacCallum, Turf Matters

International - First
Best Copywriting Publication (display advertisement)
“Calliope Geraniums Consumer Advertorials”
Syngenta, G&S Business Communications

International - First
Best Copywriting Brochure (or similar marketing/sales literature)
“Calliope Geraniums Consumer Planting Guide”
Syngenta, G&S Business Communications

Design - Merit
Website design - digital design
“LebanonTurf New Website”
Jeremy Bigler

Design - First
Website design - digital design
“LESCO - Website”
Swanson Russell

Design - Merit
Digital media (non website) - digital design
“Nufarm Sure Power Interactive Infographic”
Katie Beth Groover, Lori Blennert
Design - Merit
Digital media (non website) - digital design
“FISHER Digital Ads - Plowsite Takeover”
EPIC Creative

Design - First
Digital media (non website) - digital design
“Secure Action Fungicide Digital Advertising”
Mark LaFleur, RaeAnne Gleason

Design - First
Electronic publishing - overall newsletter/magazine design
“For the Health of It - Golf E-newsletter”
Theresa Ford

Design - First
Electronic publishing - overall company web design
“Bayer Website”
Bayer

Design - First and Gardner Award
Printed collateral - overall collateral design
“FX Luminaire Product Catalog, Landscape Lighting”
Steve Sharp, Ryan Williams

Design - Merit
Printed collateral - overall collateral design
“WESTERN 2018 Catalog”
EPIC Creative

Design - First
Printed collateral - overall collateral design
“FISHER Brand Book”
EPIC Creative

Design - First
Printed direct response - overall direct response design
“Dura Products EOP Self Mailer”
Victoria Carter

Design - Merit
Printed special projects
“Nufarm Braves Event”
Katie Beth Groover, Lori Blennert
Design - First
Printed special projects
Mark LaFleur, RaeAnne Gleason

Design - Merit
Point of purchase materials
“Dollar for Dollar, Pound for Pound”
Sophia van Oss

Design - First
Point of purchase materials
“Empro Fertilizer Bag”
Sophia van Oss

Design - Merit
Printed magazine/single page design, advertising
“BOB-CAT Product Catalog”
EPIC Creative

Design - First
Printed magazine/single page design, advertising
“GreenTrust 365 Print Ads”
Mark LaFleur, RaeAnne Gleason

Design - Merit
Printed magazine/single page design, advertising
“Manuscript Herbicide Print Ad”
Mark LaFleur, RaeAnne Gleason

Design - Merit
Printed magazine/single page design, advertising
“AEP - SUREPYC Print Ad”
Swanson Russell

Design - First
Printed magazine/two-plus page design, advertising
“Posterity Fungicide Cover Tip Print Ad”
Mark LaFleur, RaeAnne Gleason

Design - Merit
Printed magazine/two-plus page design, advertising
“Broadform: The Solution Is Clear”
Bayer, Global Prairie
Design - Merit
Printed magazine/two-plus page design, advertising
“WESTERN WIDE-OUT XL & Pro Plus HD Print Ads”
EPIC Creative

Design - First
Printed magazine/less than one page design, advertising
“Foliar-Pak XCD Ad”
Justin Thiry

New Media - First
Blogs
“Talking Turf”
Bayer

New Media - First and Gardner Award
Websites
“Syngenta Dollar Spot Solutions Website”
Syngenta, G&S Business Communications

New Media - Merit
Websites
“Syngenta Fairy Ring Solutions Website”
Syngenta, G&S Business Communications

New Media - Merit
Most engaging social media campaign
“Steel Green Manufacturing Facebook Campaign”
Dawn Rigby, Britney Riggs

New Media - First
Most engaging social media campaign
“Posterity Fungicide Social Media Campaign”
G&S Business Communications, Syngenta

New Media - First
Best mobile application
“Hunter Presenter App”
Hunter Industries

Photography • Video • Multimedia - First
Best photograph - marketing purposes - printed collateral (one or more photos in a collateral piece)
Mark LaFleur, RaeAnne Gleason
Photography • Video • Multimedia - First
Best photograph - marketing purposes - printed custom publication
“FX Luminaire, Napa Valley, California”
Jason Ward

Photography • Video • Multimedia - First
Best short video/DVD (2 minutes or less)
“FISHER - Brand Anthem Video”
EPIC Creative

Photography • Video • Multimedia - Merit
Best short video/DVD (2 minutes or less)
“Hydrawise Wi-Fi Irrigation Controllers”
Sean Bell, Phil Robisch, Jeff Falk, Anthony Long

Photography • Video • Multimedia - Merit
Best long video/DVD (more than 2 minutes)
“ECHO - Red Armor Fuel Treatment”
EPIC Creative

Photography • Video • Multimedia - First and Gardner Award
Best long video/DVD (more than 2 minutes)
“Rain Bird – ‘Defend Your Turf’ Winged Foot Golf Club Video”
Swanson Russell

Photography • Video • Multimedia - Merit
Best long video/DVD (more than 2 minutes)
“Koch Turf & Ornamental - Ewing Video Series”
Swanson Russell

Photography • Video • Multimedia - Merit
Best instructional video/DVD
“Carrier Systems Installation Video”
Justin Thiry

Photography • Video • Multimedia - First
Best instructional video/DVD
“Nufarm Sure Power Training Module”
Lori Blennert, Katie Beth Groover

Special Projects - First
Special Event
“Posternity Fungicide Food Truck & Twitter Campaign”
Mark LaFleur, RaeAnne Gleason
Special Projects - Merit
Special Event
“Green Start Academy”
Amy Jones, Tessa Bonnstetter

Special Projects - First
Best integrated marketing campaign
“Hunter and FX Luminaire Rockstar”
Hunter Industries

Special Projects - Merit
Best integrated marketing campaign
“Syngenta Posterity Fungicide Launch”
Syngenta, G&S Business Communications, Martin Williams

Special Projects - First and Gardner Award
Miscellaneous special marketing communications project
“Steel Green Manufacturing Launch Campaign”
Dawn Rigby, Justin Thiry, Victoria Carter, Courtney Mullen, Britney Riggs

Special Projects - Merit
Miscellaneous special marketing communications project
“Soil Solver Application”
Dawn Rigby, George Murray, Justin Thiry

Special Projects - Merit
Miscellaneous special marketing communications project
“So Spring Valley Single App Point of Purchase Materials”
EPIC Creative

Writing - Merit
Copywriting for a display ad - commercial publications
“Manuscript Herbicide Print Ad”
Mark LaFleur, RaeAnne Gleason

Writing - First
Copywriting for a display ad - commercial publications
“Posterity Fungicide Print Ad”
Mark LaFleur, RaeAnne Gleason

Writing - Merit
Copywriting for a display ad - commercial publications
“Secure Action Fungicide Print Ad”
Mark LaFleur, RaeAnne Gleason
Writing - First
Writing for printed collateral
“FX Luminaire Product Catalog, Landscape Lighting”
Matthew McArdle, Ryan Williams

Writing - First
Writing for printed collateral
“Rain Bird - System Renovation Brochure”
Swanson Russell

Writing - Merit
Writing for printed collateral
“Koch Turf & Ornamental - Peer #2 Case Study”
Swanson Russell

Writing - First
Writing a news release
“Fourth Generation of Family Leadership Joins Ewing Irrigation & Landscape Supply”
Veronica Biczo

Writing - Merit
Writing a news release
Swanson Russell

Writing - First
Writing a feature article
“Winterizing Your Irrigation System”
Andrew Gillman

Writing - Merit
Writing a feature article
“PERC – ‘3 Secrets Contractors Using Propane Don’t Want Their Competition to Know’ Article”
Swanson Russell

Writing - Merit
Writing for company website - original content
“#FoliarFAQ Blog Post”
Dawn Rigby

Writing - First and Gardner Award
Writing for company website - original content
“The Smart Garden: Plant with Purpose Blog Post”
Kyle Ladenburger
Writing - First
Writing for company website - original content
“How to Grow Vegetables Indoors, Leslie F. Halleck”
Leslie F. Halleck

Writing - First
Writing for electronic newsletter - original content
“How Women in Golf Roundtable Article”
Syngenta, G&S Business Communications

Writing - Merit
Writing for electronic newsletter - original content
“How Golf and Tiger on the Upswing in 2018!”
Christopher Gray

Writing - First
Writing for electronic newsletter - original content
“How Toro Advantage Distributor Content”
Kristine White

Writing - Merit
Special Writing Project
“How Hunter 2017 Corporate Social Responsibility Report”
Bryce Carnehl, Matthew McArdle, Dina Newcomb

Writing - First
Special Writing Project
“How Koch Turf & Ornamental - Specialty Media Placement for TotalLandscapeCare.com”
Swanson Russell

Design - Merit
Cover page design - printed magazines
“How Labor Crisis”
Karen Carr

Design - First
Cover page design - printed magazines
“How LM March 2018 cover - Is Your Company at Risk?”
Tracie Martinez

Design - Merit
Cover page design - printed magazines
“How Golfdom November 2018 cover - Distance Education”
Pete Seltzer, Andrew DeGraff, Seth Jones
Design - First and Gardner Award
Single page design, editorial - printed magazines
“Social Media Notes”
Karen Carr

Design - First
Two-plus page design, editorial - printed magazines
“Vino Venture”
Justin Armburger

Design - Merit
Two-plus page design, editorial - printed magazines
“Bond of Brothers”
Jim Blayney

Design - Merit
Two-plus page design, editorial - printed magazines
“LM June 2018 - LM150 profiles”
Tracie Martinez

Design - First
Overall magazine design - printed magazines
“October 2018”
Justin Armburger

Design - Merit
Overall magazine design - printed magazines
“LM October 2018 - overall magazine design”
Tracie Martinez, LM Staff

Design - First
Overall media kit design
“2018 Horticulture Group Media Kit”
Justin Armburger, Katie Tuttle

Design - First
Overall media kit design
“2019 Media Planner”
Karen Carr

New Media - Merit
Podcasts
“GCSAA Podcast, Episode 2, October”
Scott Hollister
New Media - First
Podcasts
“50 Years of Controversy - An Interview with Dr. Joe Vargus”
Frank Rossi, Ph.D.

New Media - First
Blogs
“LM - Blog”
LM Staff

New Media - First and Gardner Award
Blogs
“Parker Stancil in Denmark”
Parker Stancil

New Media - First
Websites
“GCMOnline.com”
Megan Hirt

New Media - Merit
Websites
“TurfNet.com”
Peter McCormick

New Media - First
Innovative use of social media
“Golfdom - PGA Championship social coverage”
Seth Jones, Kelly Limpert, Abby Hart, Grace Rybak

Photography • Video • Multimedia - First and Gardner Award
Portrait/Personality (photo of individual or group of individuals)
“LM October 2018 cover - Growth Mindset”
Tracie Martinez, Matthew Allen, LM Staff

Photography • Video • Multimedia - Merit
Portrait/Personality (photo of individual or group of individuals)
“Golfdom September 2018 cover - T.A. is Taking Care of Business”
Tom Lebsack

Photography • Video • Multimedia - First
Best single photo - Use of stock art (anywhere in the magazine)
“A family affair”
Kelly Neis, Roger Billings
Photography • Video • Multimedia - First
Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member
“Golfdom June 2018 cover photo”
Kevin Dietsch

Photography • Video • Multimedia - Merit
Best single photo - created by a TOCA member or freelancer commissioned by a TOCA member
“Golfdom May 2018 - U.S. Open preview spread”
Seth Jones

Photography • Video • Multimedia - First
Best use of photography, judging three issues of a magazine
“Golf Course Industry”
Guy Cipriano, Pat Jones, Mike Zawacki, Jim Blayney

Photography • Video • Multimedia - Merit
Best use of photography, judging three issues of a magazine
“Irrigation & Green Industry magazine”
Karen Carr

Photography • Video • Multimedia - First
Best print magazine cover
“Golfdom November 2018 - Distance Education cover”
Seth Jones, Pete Seltzer, Andrew DeGraff

Photography • Video • Multimedia - Merit
Best print magazine cover
“LM June 2018 - LM 150 cover”
Neil Stephenson

Photography • Video • Multimedia - Merit
Best print magazine cover
“Balancing act”
Rick Bern

Photography • Video • Multimedia - First
Best CD/audiovisual presentation
“Mindful Superintendent 2018 Retreat Video”
Paul MacCormack

Photography • Video • Multimedia - First
Best short video/DVD (2 minutes or less)
“GCSAA TV - The Art of Bunker Raking at the 100th PGA Championship”
EPIC Creative
Photography • Video • Multimedia - Merit
Best short video/DVD (2 minutes or less)
“GCSAA TV - Super Dogs! at Cherry Island Golf Course”
EPIC Creative

Photography • Video • Multimedia - First
Best long video/DVD (more than 2 minutes)
“GCSAA TV - 100th PGA Championship at Bellerive Country Club”
EPIC Creative

Photography • Video • Multimedia - Merit
Best long video/DVD (more than 2 minutes)
“GCSAA TV - An Incredible Bond Between Two Superintendents”
EPIC Creative

Photography • Video • Multimedia - First
Best long video/DVD (more than 2 minutes)
“Top 4 Tips for a Happy Future Golf Career”
Randy Wilson

Photography • Video • Multimedia - First
Best instructional video/DVD
“Document Projects with Before/After Photography”
Kevin Ross

Photography • Video • Multimedia - Merit
Best use of editorial or opinion in video/DVD
“Randy Wilson Forest Therapy”
Randy Wilson

Photography • Video • Multimedia - First
Best use of editorial or opinion in video/DVD
“A Message for Golf from A Last Wave Millennial”
Randy Wilson

Special Projects - First
Best single issue
“October 2018”
Kristin Smith-Ely, Karen Carr, Mary Williams-Villano

Special Projects - Merit
Best single issue
“LM June 2018 - LM 150”
Marisa Palmieri, Abby Hart, Sarah Webb, Tracie Martinez
Special Projects - First
Writing for special projects
“LM December 2018 - Industry Pulse”
Marisa Palmieri, LM Staff

Special Projects - Merit
Writing for special projects
“Golfdom December 2018 - State of the Industry”
Ed Hiscock, Abby Hart, Seth Jones, Sarah Webb, Chris Lewis

Special Projects - Merit
Best coverage in a magazine of an on-site event
“San Antonio state of mind”
GCM Staff

Special Projects - First
Best coverage in a magazine of an on-site event
“TPI 2018 Tucson”
Steve Trusty, Suz Trusty, Jane Tomlinson

Special Projects - First and Gardner Award
Miscellaneous special publishing project
“Gardening Under Lights; The Complete Guide for Indoor Growers, Leslie F. Halleck”
Leslie F. Halleck

Special Projects - Merit
Miscellaneous special publishing project
“2019 Dog Days of Turf Calendar”
Kelly Neis, Roger Billings

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

Writing - First
Editorial/Opinion Piece - commercial publications
“Don't let time pass you buy”
Jim Nedrow

Writing - Merit
Editorial/Opinion Piece - commercial publications
“That Uncomfortable Conversation”
Brian Horn
Writing - Merit
Editorial/Opinion Piece - commercial publications
“LM November 2018 - Next gen mindset column”
Marisa Palmieri

Writing - First
Column - commercial publications
“The conversation”
Pat Jones

Writing - Merit
Column - commercial publications
“Golfdom April 2018 column - Message in a ceiling”
Seth Jones

Writing - First
Series of columns by regular department columnist - commercial publications
“Golfdom 2018 - Keeping up with the Jones”
Seth Jones

Writing - Merit
Series of columns by regular department columnist - commercial publications
“Up to speed”
Thom Nikolai, Ph.D.

Writing - First
Ornamental feature article - commercial publications
“Golfdom August 2018 - Wildflower meadows for the busy superintendent”
Hannah Schrum

Writing - Merit
Turf feature article - commercial publications
“Golfdom August 2018 - Thin white line”
Paul Koch

Writing - First
Turf feature article - commercial publications
“LM April 2018 cover story - Efficiency Hackers”
Marisa Palmieri, LM Staff

Writing - First
Product information article - commercial publications
“In with the new”
Howard Richman
Writing - Merit
Product information article - commercial publications
“Golfdom February 2018 - He's got a ticket to drive feature”
Seth Jones

Writing - Merit
Product information article - commercial publications
“Golfdom October 2018 - Fully charged”
Abby Hart

Writing - Merit
Operations profile - commercial publications
“Chuck Hafner's Consistent Surprises”
Steven Trusty, Suz Trusty, Jill LoCascio

Writing - First
Operations profile - commercial publications
“Golfdom July 2018 PGA Championship preview: A superintendent for the people”
Seth Jones

Writing - Merit
Business management - commercial publications
“Ohio YMCA takes over golf course with a fresh approach”
John Reitman

Writing - First
Business management - commercial publications
“The 10 Commandments of Successful Superintendents”
Dave Waymire, CGCS

Writing - Merit
Business management - commercial publications
“Why Landscape Businesses Fail”
Mary Villano

Writing - Merit
General feature article - commercial publications
“When I'm Gone”
Megan Smalley

Writing - First
General feature article - commercial publications
“Bond of Brothers”
Guy Cipriano
Writing - Merit
Environmental stewardship article - commercial publications
“Ross in Reverse”
Kristen Hampshire

Writing - First and Gardner Award
Environmental stewardship article - commercial publications
“A new sheriff in town”
Hal Phillips

Writing - Merit
Headline writing - commercial publications
“Vino Venture”
Lauren Rathmell

Writing - First
Headline writing - commercial publications
“Golfdom November 2018 - The dollars (and temps) of greens covers”
Seth Jones

Writing - Merit
Writing for website - original content only
“How to: Personal April showers to enjoy more flowers”
Jill Odom

Writing - First
Writing for website - original content only
“Beard brought ‘science’ to turfgrass science”
John Reitman

Writing - First
Writing for enewsletter - original content only
“The wind up and the pitch: Perfecting your design pitch”
Beth Hyatt

Writing - Merit
Series - two or more articles defined as series - commercial publications
“Labor issues affecting the golf industry”
John Reitman

Writing - First
Series - two or more articles defined as series - commercial publications
“Mauka to Makai”
Guy Cipriano

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