

TEXAS NURSERY & LANDSCAPE ASSOCIATION

TEXAS

excellence

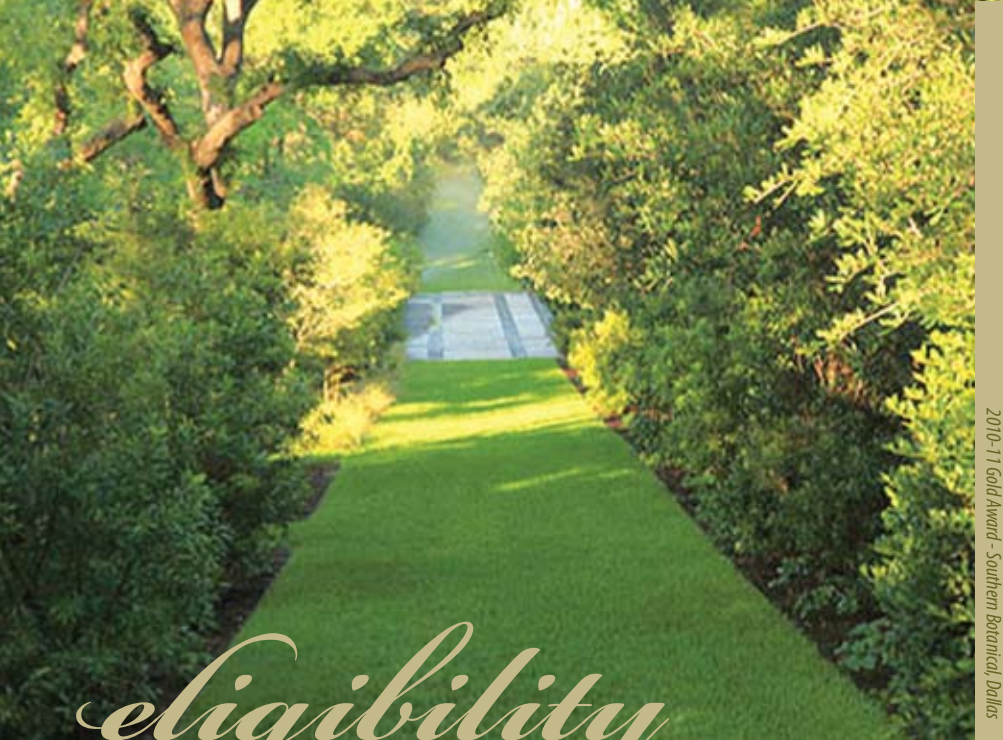
IN LANDSCAPING AWARDS



**ENTRY DEADLINE:
NOVEMBER 1, 2011**

2009-10 Grand Platinum Award winner - Lambert Landscape Company, Dallas

Recognizing Excellence in Design and Environmental Improvement



eligibility

2010-11 Gold Award - Southern Botanical, Dallas

Participation in the Texas Excellence in Landscaping (TEIL) Awards program is open to all landscape architects, landscape designers, and commercial landscape firms that devote a major part of their business operation to landscape design, landscape installation, interior landscape, and/or landscape maintenance. Work performed on entered projects must have been completed for private industry or governmental departments in the State of Texas. Membership in the Texas Nursery & Landscape Association (TNLA) is not required to enter. A project that has previously won a TEIL Grand Platinum Award may not be entered for two years after receipt of award.

ENTRY MATERIALS

For an entry to be complete, it must have ALL of the following:

- Completed & Signed Entry Form.
- CD/DVD with up to 15 photos (refer to **Photo Guidelines**).
- Include Text/PDF files for **General Description** and **Individual Photo Descriptions** on CD/DVD.
- Photo Descriptions must be numbered to **correspond to the photos** on the CD/DVD (refer to Description Guidelines).
- Design plans must be in PDF format or on 8.5 x 11 paper (refer to Design Plan Guidelines).
- Payment of \$200 (TNLA members) or \$300 (non-members) per entry. Make checks payable to the Texas Nursery & Landscape Association (TNLA).

Use the **Entry Form** enclosed in this brochure. Download additional forms at www.tnlaonline.org/teil.

ENTRY FEES

TNLA Members: \$200
Non-Members: \$300

All fees must be paid upon entry. Entrants may receive a copy of the judges' scorecards upon request.

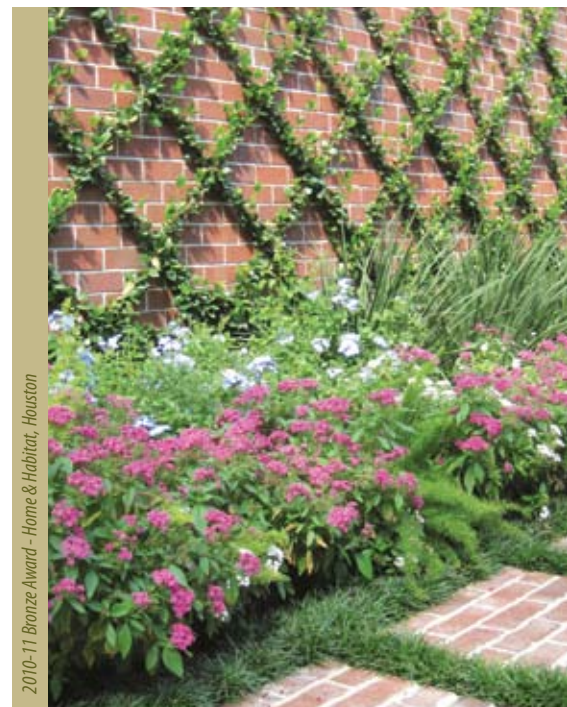
ENTRY DEADLINE

All entries, including photos, plans, and other accompanying materials, must be postmarked no later than **November 1, 2011**.

guidelines

GENERAL GUIDELINES

- You may enter multiple projects. Entry forms, photos, and fees must all be submitted **SEPARATELY** for each category entered.
- The same project may be entered in up to two categories. Separate entry materials and fees are required.
- All entries must be submitted with the knowledge and approval of the owner/manager of the property.
- All submitted materials, including photographs and descriptions, become the property of the Texas Nursery & Landscape Association, and may be reproduced by TNLA for any purpose.



2010-11 Bronze Award - Home & Habitat, Houston



2009-10 Grand Platinum Award winner Lambert Landscape Company, Dallas

ENTRY FORM GUIDELINES

- All entries must be submitted on a current year entry form.
- Please fill out all spaces.
- Enter the information **exactly as you would like it to appear on your award certificate/plaque and our press releases**. Do not, for example, list the project name as the client's name or resident's address if he/she does not wish that to be made public. Submit it as "private residence" or "anonymous".

DESIGN PLAN GUIDELINES

- Design plans **must** be submitted for **all Installation Projects**, even if the entrant did not design the project. If a plan is not submitted, the entry may be disqualified.
- Design plans must be submitted for Special Projects **if the entrant designed the project**.
- Design plans must be submitted in PDF format or on 8.5 x 11 paper. Submit as few pages as possible (max: 5), just to provide an overview of the design.
- Other sketches, drawings, etc., may also be included to illustrate the project.

PHOTO GUIDELINES

- Please submit a **separate** CD/DVD for each entry. Do NOT combine projects on a single disk.
- Images must be at least 1280 x 1024 pixels, 300dpi minimum. Only "before" shots can be of lower resolution.
- Submit 12-15 photos **total**. Do not collage photographs.
- Label the CD/DVD with the project name only.
- Label each photograph "Projectname-01.jpg," "Projectname-02.jpg," etc., and have the numbers to correspond to the numbering of the photo descriptions.
- All photos must be high resolution (300 dpi) **JPEG format only**. Please DO NOT submit uncompressed image files.
- All photos, with the exception of "before" shots, **must be taken within 12 months of submission**.
- Make sure that the name of the project, company name, and customer logos are not visible in any of the photos. Identifying elements will be removed from the judging.

- Do not alter/retouch photos to enhance images (green lawns, hedge trim, etc).
- Shoot "before/after" shots from **same vantage point**.

DESCRIPTION GUIDELINES

- At the top of the document, include your company name and the project name **and nothing else**.
- Keep descriptions concise. Include all the challenges of the project and those unique points that make your project stand out.
- The General Description should be 100-200 words and include the project history, any challenges faced, special or unusual problems encountered, etc.
- Photo Descriptions should be approximately 25-50 words for each photo.
- Label each photo description to correspond to the numbering of the photos.

download

a Description Worksheet at
www.tnlaonline.org/teil

How to Enter

BY MAIL

Please send all materials to:

**Texas Excellence in Landscaping
 (TEIL) Awards c/o TNLA, 7730 South
 IH-35, Austin, TX 78745-6698**

ONLINE

If paying by credit card, you may choose to submit entry materials electronically. E-mail the checklist, entry form (with credit card information filled out), descriptions, and plans (if applicable) to teil@tnlaonline.org. We will contact you with instructions for sending photos.

NEED ASSISTANCE?

If you need assistance completing the application or have a question, please contact us:

800.880.0343
teil@tnlaonline.org
www.tnlaonline.org/teil

Entry Categories

A. Commercial Installation

(with or without design – must include design plan)

- A.1 Under \$50,000
- A.2 \$50,000 - \$100,000
- A.3 Over \$100,000

B. Commercial Maintenance

C. Residential Installation

(with or without design – must include design plan)

- C.1 Under \$25,000
- C.2 \$25,000 – \$100,000
- C.3 Over \$100,000

D. Residential Maintenance

E. Special Projects – Commercial/Residential

judging

A jury of experts judges the entries and determines award recipients. Work is judged on the basis of difficulty, craftsmanship, and attention to detail, in addition to specific criteria listed in each category. Each of the entry categories is evaluated independently. The type, size, and cost of the project are not criteria for judging. All entries are reviewed from the photos submitted, so photos must show sufficient details to allow judges to adequately determine the quality of work performed.

INSTALLATION CATEGORIES

All entries must include a PDF file of the design plan. If a design plan is not submitted, the entry may be disqualified.

Judging Criteria

1. Degree of difficulty
2. Quality of plant material (i.e. seeded or sodded lawns, shrubs, trees, plants, construction)
3. Attention to detail
4. Overall finished appearance (i.e. site grading)
5. Special features (i.e. ponds, paving, fountains)

Additional Criteria for Design Responsibility:

1. Overall design
2. Choice and location of plant materials
3. Harmony of design with surroundings
4. Evidence of workability
5. Environmental appropriateness

MAINTENANCE CATEGORIES

Entries in the maintenance category will be judged on preservation of design integrity, neatness, seasonal color, and healthy appearance. Projects must have been under contract by the entrant for **at least two years prior to the date of entry**, or else have been installed by the entrant.

Judging Criteria

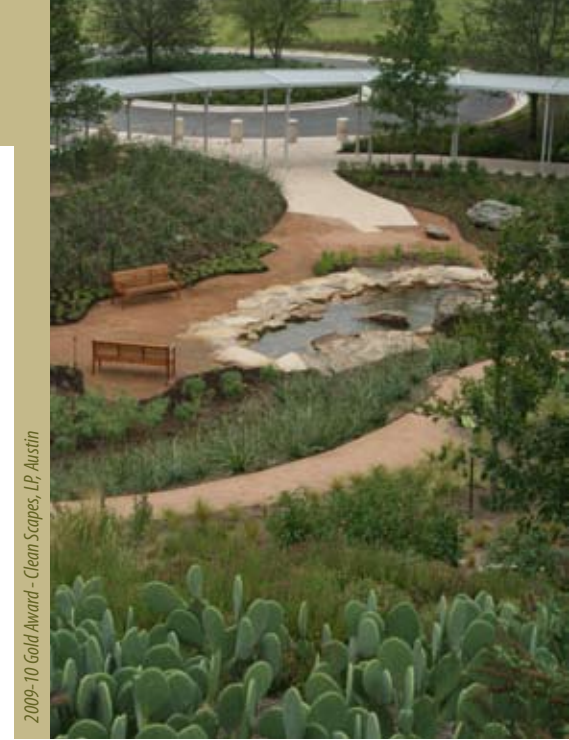
1. Integrity of lawns (i.e. clear, careful mowing pattern, lush look without rutting)
2. Condition of trees and shrubs
3. Condition of planting beds (i.e. weed free, edge detail, condition of plant material, bed detailing)
4. Health & vitality of overall project
5. Attention to detail
6. Degree of difficulty

SPECIAL PROJECTS

Special Projects could be commercial or residential in nature. Examples include seasonal color; tree protection - construction phase; tree maintenance - continual care; water recycling; erosion control, green roof; and volunteer activities. Descriptions should focus on unique aspects and special challenges of the project.

Judging Criteria

1. Overall appearance
2. Degree of difficulty
3. Attention to detail
4. Quality of plant material
5. Quality of installation
6. Unusual or unique material used
7. Appropriateness to function



2009-10 Gold Award - Clean Scapes, LP, Austin



2010-11 Gold Award - Southern Botanical, Dallas



2010-11 Bronze Award - James Landscaping, Grapevine

awards

TNLA GRAND PLATINUM AWARD

The TNLA Grand Platinum Award is chosen at the judges discretion. No additional entry is necessary to be eligible for this award. The identity of the award winner will not be disclosed until the awards presentation in August.

TEXAS EXCELLENCE IN LANDSCAPING AWARDS

As there is no set number of awards to be presented, judges may select as many entries as they determine deserving of recognition. Awards may or may not be given in every category. Bronze Award, and Honorable Mention are awarded at judges' discretion

AWARDS PRESENTATION

The award winners will be announced in January, and the awards themselves will be presented at a special TNLA Awards Dinner during the Nursery/Landscape Expo in August. The presentation at the Awards Ceremony honors the winner, the landscape architect/designer, and the project owner. (All may be present to accept the award, if desired.)

PUBLICITY OPPORTUNITIES

- Public announcement and appearance at TNLA Awards Dinner in August during Nursery/Landscape EXPO.
- Press Release announcing winners sent to trade and regional news media.
- State Fair of Texas chooses one winner each year for photo display in GOTEXAN pavilion.

- Recognition in *TNLA Green* magazine, distributed to thousands of TNLA members and affiliates; can be used in bids and customer meetings.
- Plaque presented to all winners at awards ceremony. Additional plaques can be ordered.
- Ability to announce on your website, send your own press releases, etc.
- Self-promotion as an award-winning landscaper.
- Recognition on TNLA's websites, tnlaonline.org and LandscapeTexas.org.

questions?

512-579-3864

teil@tnlaonline.org

www.tnlaonline.org/teil

Tips for a Strong Entry

- **PLEASE** read this brochure carefully and submit a complete entry.
- All projects are reviewed only through photos and the accompanying script, so submit the best photos and clear, concise descriptions.
- For additional photo/description tips, visit our website at www.tnlaonline.org/teil

PHOTOS

- In all cases, pay careful attention to photo selection. Don't show anything that could defeat the credibility of your project as an award recipient – brown leaves, uneven pruning, etc.
- Wait for the most mature shots to improve the quality of the imagery.
- Include overhead shots taken from a deck, upstairs window, etc.
- Close-up shots of construction details help convey the challenges of the construction process.
- For installation projects, show "before," "during," and "after" shots taken from the same vantage point, and explain in your descriptions the special challenges of the installation.
- In the maintenance category, show close-up shots as well as long shots of the plant material.
- If seasonal effects are important to the entry, photos should be taken of the same area from a similar location at several times during the year to convey seasonal changes.
- Wet concrete enhances photos.
- Include photos that portray compatibility of materials and show textural qualities.

DESCRIPTIONS

- Keep the descriptions simple and concise.
- Emphasize the most unique elements of the project.
- Avoid overusing adjectives and adverbs to describe the photo.
- Don't emphasize clichéd challenges like "drought" and "extreme heat," common to most Texas landscapes.
- Identify any special plants.



TEXAS NURSERY & LANDSCAPE ASSOCIATION
7730 SOUTH IH-35
AUSTIN, TX 78745-6698

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**Are You an
Award-Winning
Landscape Firm?**
**Entry Deadline is
November 1, 2011**



2011-12
TEXAS
excellence
IN LANDSCAPING
awards



ENTRY DEADLINE: NOVEMBER 1, 2011

Entry Form 2011-2012

Please provide all information requested. You may copy this form for additional projects. Use one form for each project. Entries must be submitted and postmarked by **November 1, 2011**.



Entry Materials Checklist

Please confirm that you have submitted each of the following:

- Completed & Signed Entry Form
- CD/DVD containing:
 - Up to 15 HIGH RESOLUTION photos (refer to PHOTO GUIDELINES)
 - General Description and Photo Descriptions text files (refer to DESCRIPTION GUIDELINES)
 - PDF files for Design plan and/or site plan (refer to DESIGN PLAN GUIDELINES)
- Photo Descriptions must be numbered to correspond to the photos on the CD/DVD (refer to DESCRIPTION GUIDELINES).
- Entry fee of \$200 (TNLA members) or \$300 (non-members) PER ENTRY with credit card or checks payable to the Texas Nursery & Landscape Association (TNLA).

COMPANY INFORMATION

COMPANY NAME _____
(exactly as it should appear on award plaque)

COMPANY ADDRESS _____

CITY _____ STATE _____ ZIP _____

NAME OF CONTACT INDIVIDUAL _____

BUSINESS PHONE _____ BUSINESS FAX _____

E-MAIL ADDRESS _____

NAMES OF KEY INDIVIDUALS ASSOCIATED WITH THE PROJECT *(Include titles)*

PROJECT INFORMATION

PROJECT NAME _____
(exactly as it should appear on award plaque)

PROJECT LOCATION _____ CITY _____

CLIENT NAME *(will not be published)* _____

PROJECT START DATE *(Month/Year)* _____ PROJECT COMPLETION DATE *(Month/Year)* _____

DID YOU DESIGN THIS PROJECT? Yes No

PLAQUE PHOTO # (must be horizontal) _____ (this photo will appear on your plaque if your project wins an award)

PHOTOGRAPHER *(If he/she requests a photo credit)* _____
(continues on other side)

PROJECT INFORMATION

PROJECT DESIGNED BY:

- Registered Landscape Architect Certified Landscape Professional Landscape Designer Other _____
 Architect Texas Certified Landscape Professional (TCLP) Interior Designer _____

PROJECT CATEGORY:

- A.** Commercial Installation (must include design plan)
 A.1 Under \$50,000
 A.2 \$50,000 - \$100,000
 A.3 Over \$100,000
- B.** Commercial Maintenance
- C.** Residential Installation (must include design plan)
 C.1. Under \$25,000
 C.2. \$25,000 – \$100,000
 C.3. Over \$100,000
- D.** Residential Maintenance
- E.** Special Projects - Commercial/Residential
Examples of Special Projects: Seasonal Color; Tree Protection - Construction Phase; Tree Maintenance - Continual Care; Water Recycling/Erosion Control, Green Roof
Special project type _____
- Please specify if the category dollar amount chosen includes sub-contractors and/or materials.
Explain: _____

WORK COMPLETED

WHICH OF THE FOLLOWING DID THE ENTERING FIRM HAVE FINAL RESPONSIBILITY FOR ON THIS PROJECT?

- Drainage/Grading Trees Lighting
 Walls Irrigation Systems Walks
 Shrubs/Flowers Planters Chemicals & Pest Management
 Water Feature Turf Other _____
 Decks/Patios Maintenance

WORK PERFORMED BY SUBCONTRACTOR(S): _____

RELEASE & CONSENT

I verify that all of the information contained on this form is accurate, and I authorize and release this entry material to Texas Nursery & Landscape Association (TNLA). I have obtained permission from the client prior to submitting this entry and I understand that TNLA accepts no responsibility for copyright or photography fees. All entries accepted may be used for publication, promotion, or any other purpose that TNLA deems appropriate.

SIGNATURE OF CONSENT _____ TITLE _____

REPRESENTATIVE FROM FIRM ENTERING THE PROJECT _____

FORM OF PAYMENT

NUMBER OF PROJECTS ENTERED ____ X (\$200 TNLA MEMBER/\$300 NON-MEMBER) = _____ TOTAL ENTRY FEE SUBMITTED

- Check (Payable to TNLA) Visa MC AMEX Discover

CARD NUMBER _____ EXP. DATE _____

CARD VERIF. # _____ (MC/Visa: last 3 numbers located on signature line on back of card; AMEx/Disc: number printed on front of card above embossed digits.)

BILLING ADDRESS (for CC with Zip Code) CITY _____ STATE _____ ZIP _____

NAME APPEARING ON CARD (Please Print) _____

SIGNATURE (as on card) _____

FOR OFFICE USE ONLY

RECEIPT DATE _____ AMT. RCD. _____ CHECK # _____