

Call for Entries

Professional Communications Awards

For Commercial Arborists' Marketing, Advertising & Communications Materials

TCIA Safety Awards for Safe Tree Care Operations

For Outstanding Company Contributions to Safety and Outstanding Individual/Crew Performance

Rules of Entry

The **Professional Communications Award** for outstanding communication is given to TCIA Active or Affiliate Member firms whose communications with the public or their peers make a significant contribution to the professionalism of the industry. The award features four entry categories: newsletters, brochures, Web sites and "special" to accommodate entries that may not fit in the other categories. Submissions are judged against pre-established criteria, and are not compared to one another.

Outstanding Communication Award winners receive plaques, and entries selected for Honorable Mention receive certificates. If there are sufficient entries, TCIA will consider creating equal awards for companies in different size categories. Please be sure to answer the questions about the budget for your marketing piece and your firm's annual gross sales.

Four originals of your entry (copies aren't acceptable) must be submitted with your entry form. In the case of Web site entries, simply provide us with the Web address. Our judges will go online to view your entry live. You may submit multiple entries in multiple categories. Please photocopy and fill out one form for each entry. Entry forms must be filled out in full for entries to be considered by judges.

The **TCIA Safety Awards** confirm your commitment to safety. Did one of your employee's safety precautions prevent a serious accident? Did he teach a fellow crew member how to do something in a safer way? Perhaps he assisted in an aerial rescue operation. Add prestige and credibility to your company name and his career – nominate him and/or his crew. They deserve recognition, and so do you!

You'll find two forms to nominate individuals, crews and/or businesses in areas of outstanding performance applications in accident prevention or acts of heroism during 2010 (Nov. 1, 2009 - Oct. 31, 2010). Please provide a photo of the individual(s) being nominated. Provide as much detail as possible, and use additional paper if needed.

With respect to the Outstanding Company Contribution Award, please note that a year of no accidents – while commendable – is not grounds for recognition unless you can point to specific activities that resulted in an accident-free year. Artwork and/or photos are requested to depict your recognition efforts.

All entries must be received at the TCIA office by Nov. 1, 2010.

Winners will be recognized and copies of entries will be on display at the

TCIA Winter Management Conference, February 6-10, 2010, in Grand Cayman.



Brochure Entry Form



*Professional Communications Award
for Outstanding Communication Achievements
in the Field of Commercial Arboriculture*

Please type or print:

Name of firm: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____

Entry submitted by: _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

About the entry:

- In what year was this entry produced: _____
- Approx. number distributed in the past 12 months: _____
- The entry is distributed to: _____
- Method(s) of distribution: _____
- Total budget for this piece, including design, printing and mailing was _____, and my firm's approximate 2010 gross sales are \$ _____.

Your purpose for creating this piece: _____

The measurable objectives for the piece: _____

Describe what success you have had in reaching your objectives: _____

Provide any additional information that you feel is important: _____

All entries must be received at the TCIA office by Nov. 1, 2010. Mail four (4) originals (copies are not acceptable) of the entry with this completed form to:

Tree Care Industry Association
136 Harvey Road, Suite 101
Londonderry, NH 03053
1-800-733-2622



Newsletter Entry Form



*Professional Communications Award
for Outstanding Communication Achievements
in the Field of Commercial Arboriculture*

Please type or print:

Name of firm: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____

Entry submitted by: _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

About the entry:

- How many times a year is it published: _____
- Approx. number distributed in the past 12 months: _____
- The entry is distributed to: _____
- Method(s) of distribution: _____
- Total budget for this piece, including design, printing and mailing was _____, and my firm's approximate 2010 gross sales are \$ _____.

Your purpose for creating this piece: _____

The measurable objectives for the piece: _____

Describe what success you have had in reaching your objectives: _____

Provide any additional information that you feel is important: _____

All entries must be received at the TCIA office by Nov. 1, 2010. Mail four (4) originals (copies are not acceptable) of the entry with this completed form to:

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136 Harvey Road, Suite 101
Londonderry, NH 03053
1-800-733-2622



Web Site Entry Form



*Professional Communications Award
for Outstanding Communication Achievements
in the Field of Commercial Arboriculture*

Please type or print:

Name of firm: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____

Entry submitted by: _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

About the entry:

- What is your Web site address: _____
- In what year was it produced: _____
- Average number of "hits" per month: _____
- Total budget for our Web site was _____, and my firm's approximate 2010 gross sales are \$_____.

Your purpose for creating a Web site: _____

The measurable objectives for your Web site: _____

Describe what success you have had in reaching your objectives: _____

Provide any additional information that you feel is important: _____

All entries must be received at the TCIA office by Nov. 1, 2010. There is no need to print out your Web site. Simply mail this completed form to:

Tree Care Industry Association
136 Harvey Road, Suite 101
Londonderry, NH 03053
1-800-733-2622



Special Entry Form



*Professional Communications Award
for Outstanding Communication Achievements
in the Field of Commercial Arboriculture*

Please type or print:

Name of firm: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Country: _____

Entry submitted by: _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

About the entry:

- In what year was this entry produced: _____
- Approx. number distributed in the past 12 months: _____
- The entry is distributed to: _____
- Method(s) of distribution: _____
- Total budget for this piece, including design, printing and mailing was _____, and my firm's approximate 2010 gross sales are \$ _____.

Your purpose for creating this piece: _____

The measurable objectives for the piece: _____

Describe what success you have had in reaching your objectives: _____

Provide any additional information that you feel is important: _____

All entries must be received at the TCIA office by Nov. 1, 2010. Mail four (4) originals (copies are not acceptable) of the entry with this completed form to:

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Londonderry, NH 03053
1-800-733-2622



TREE CARE INDUSTRY ASSOCIATION, INC.

SAFE TREE CARE OPERATIONS



**OUTSTANDING INDIVIDUAL/CREW
PERFORMANCE AWARD APPLICATION**

I would like the TCIA to recognize the following individual(s) or crew(s) from my company for exemplary performance in the area of accident prevention or act of heroism in 2010 (Nov. 1, 2009-Oct. 31, 2010).

Employee(s) to be considered for recognition:

Names: _____
(Please print or type)

Describe below the activity or the act for which you would like the above recognized by the TCIA. Please provide as much detail as possible. Use more paper if needed.

Please use the enclosed photo of the individual(s) I am nominating in your recognition efforts.

Your Signature _____

Print Name _____

Company Name _____

City & State _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

*All entries must be received at the TCIA office by Nov. 1, 2010. Mail to:
TCIA, 136 Harvey Road - Suite 101, Londonderry, NH 03053. Phone: 1-800-733-2622*



TREE CARE INDUSTRY ASSOCIATION, INC.



SAFE TREE CARE OPERATIONS

**OUTSTANDING COMPANY
CONTRIBUTION AWARD APPLICATION**

I would like the TCIA to recognize my company for the following proactive performance and/or exemplary contribution in the area of safety or accident prevention in 2010 (Nov. 1, 2009-Oct. 31, 2010).

Company to be considered for recognition:

(Please print or type full company name, city and state in which you are located)

_____ Average number of field employees **OR** _____ total hours worked by field employees in 2010.

Describe below the activity or contribution for which you would like the above recognized by the TCIA. Please provide as much detail as possible. Use more paper if needed. Please note that a year of no accidents, while commendable, is *not* grounds for this recognition *unless* you can point to *specific activities* that *caused* you to have an accident-free year.

Please use the enclosed photo of the individual(s) I am nominating in your recognition efforts.

Your Signature _____

Print Name _____

Company Name _____

City & State _____

Phone _____ Fax _____ E-Mail _____

Company Web site: _____

*All entries must be received at the TCIA office by Nov. 1, 2010. Mail to:
TCIA, 136 Harvey Road - Suite 101, Londonderry, NH 03053. Phone: 1-800-733-2622*