

# Excellence

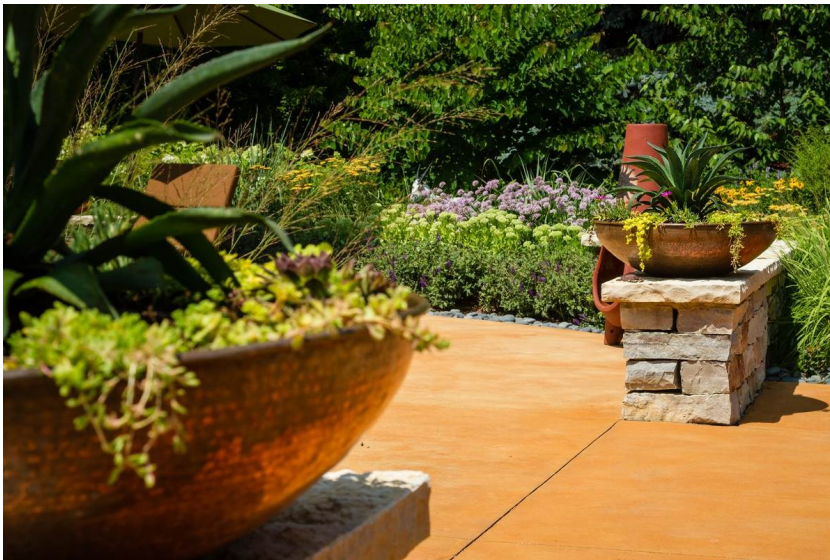
in landscaping awards

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Wisconsin Landscape Contractors Association

# ELIGIBILITY

Participation in the Wisconsin Landscape Contractors Association (WLCA) Awards Program is open to all individuals or firms who are members in good standing.

A project may be submitted by the landscape architect or designer, the landscape installation contractor, the landscape maintenance contractor or a combination of the above. Landscape management projects entered must have been maintained for a period of **at least 24 months** prior to entry deadline. Work performed on projects entered must have been completed substantially **by private industry and be the work of a member of WLCA**. Any project that has previously won a WLCA award may not be re-entered in the same category.

## 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 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 Wisconsin Landscape Contractors Association (WLCA), and may be reproduced by WLCA for any purpose.
- **PLEASE READ THROUGH THE ENTRY FORM VERY CAREFULLY.**

## CATEGORIES

There are five categories in which to enter. Each project must be designated for one of the five categories with the appropriate sub-group indicated, i.e. 1-A, 3-B, etc...

### 1. Residential Landscape Design & Construction

will include only landscape projects for single family or duplex residences, typically owner-occupied. Apartment projects and similar multi-family buildings must be entered in the Commercial Category.

- A. Less than \$15,000
- B. \$15,000 to \$30,000
- C. \$30,000 to \$50,000
- D. \$50,000 to \$80,000
- E. \$80,000 to \$200,000
- F. More than \$200,000

### 2. Commercial Landscape Design & Construction

will include commercial sites or institutional projects, as well as multi-family residential projects.

- A. Less than \$35,000
- B. \$35,000 to \$75,000
- C. \$75,000 to \$200,000
- D. More than \$200,000

### 3. Landscape Management

will include maintenance of residential, commercial and multi-family landscape projects.

- A. Residential - Single Family
- B. Commercial - Businesses
- C. Multi-Family - Condo Projects, etc.
- D. Colorscaping - Annual/Perennial Care, etc.

### 4. Special Projects

will include any non-conforming projects of special merit or unusual character which are not more appropriately included in one of the above categories. The following are possible examples: Trade Show/Promotional Displays, Night Lighting, Prairie/Wetland Restoration, Erosion Control, Mature/Historic Landscapes (20 years plus), Interiorscapes, Golf Course Construction/Restoration, Large Tree Moving, etc.

- A. Water Feature
- B. Lighting
- C. Irrigation

### 5. Landscape Structures

will include any uniquely engineered or challenging architectural project.

- A. Arbor/Pergola
- B. Gazebo
- C. Fencing
- D. Masonry Work
- E. Other

- D. Trade Show Displays
- E. Hardscapes
- F. Other

**The dollar value** of the projects submitted must include ALL direct costs of labor, material, equipment, subcontractors, etc., plus overhead and profit figured in completing the project.

# ENTRY FORMAT

Each project **must** include the following:

- Three (3) 8"x10" color prints. One photo must be in vertical format and two photos must be in the horizontal format. These will be used for the framed award so please consider carefully. Photos submitted must be full 8"x10" images - NO WHITE BORDERS!
- A CD which includes the following (label CD with permanent marker or computer printed label with company name, phone number, project name and category entered):
  - ♦ A minimum of ten (10) and a maximum of (15) digital images, saved as JPEG files only, numbered sequentially in the order you wish them to be viewed by judges. Label images in this manner: 01 project name, 02 project name, 03 project name, etc.... Do NOT list your company name in any manner. Also any images that have entrant company logos in any manner contained within them, such as on trucks or clothing, will not be forwarded to the judges for judging. Please ensure that you have submitted at least three photos of the completed project in the horizontal (landscape) format.
  - ♦ A brief descriptive key to digital images in same order as digital images. Text must be limited to 30 words maximum per photo. Text should be double spaced. Descriptive photo key should be saved as the project name as a Word document with no company logos. Do NOT submit a printed copy.
  - ♦ A descriptive text (400 words maximum) which explains the background for the project and takes into account potential problems and solutions, cost considerations and budget, and any constraints. Text **MUST** list the client's criteria for the project and any budget considerations. **Text should be double spaced, in no greater than a 12 point font and with page margins of no less than 1/2 inch.** Descriptive text should be saved as the project name as a Word document with no company logos. Do NOT submit a printed copy.
  - ♦ Two (2) landscape plans or plan sets with black and white graphics (Grayscale only, NO color graphics) submitted as PDF files only saved as the project name with no company logos. One plan file should be saved as full plan size (ie.. 24"x36" or greater) and the other plan file should be saved as 11"x17" plan size. Do not submit printed copies. Do not submit CAD or other drafting program files!
- A completed entry form and entry fee, made payable to Wisconsin Landscape Contractors Association.

***NOTE: Incomplete entries or nonconforming entries will not be considered for awards. Make sure narratives and digital images correspond with one another, and are clearly labeled! Make sure no other images are present on the CD other than those specific to the project!***

## ENTRY FEES & DEADLINES

Each entry must be enclosed in a separate envelope or package clearly identifying the individual or firm entering the project. In the lower left hand corner of the envelope/package indicate the project category.

### Early Entry

- ♦ \$95 entry fee for each project submitted.
- ♦ The completed entry must be received by the WLCA office no later than 3:00 PM, Friday, November 27, 2015.

### First Time Entrants

- ♦ \$75 entry fee for each project submitted by a first time entrant or for companies that have not entered in the past five years.

### Late Entry

- ♦ \$120 entry fee for each project submitted after 3:00 PM, Friday, November 27, 2015 until 3:00 PM, Friday, December 18, 2015.
- ♦ Entries received after December 18, 2015 will not be included in the program and will be returned to the submitter unopened.

***NOTE: All fees must be paid upon entry. Any entry received without full payment will be returned and will not be included in the program.***

# JUDGING

A panel of experts judges the entries and determines award recipients. The panel consists of industry experts such as Landscape Architects, Landscape Design/Build Contractors, Landscape Management Contractors, Faculty Instructors or Professors and Lawn Care Professionals.

Each of the entry categories is evaluated independently. The judging criteria for each category is as follows:

## **Landscape Design & Construction**

- Overall excellence of design, selection and appropriateness of materials
- Degree of difficulty
- Installation techniques
- Craftsmanship
- Execution of construction details
- Maintenance considerations
- Finished appearance of the project as viewed through the use of images and photographs.

## **Landscape Management**

- Overall appearance of project
- Cleanliness of site
- Condition of plant material and planting beds
- Degree of difficulty and general condition of lawn areas and hard surfaces

## **Special Projects**

- Uniqueness
- Creativity
- Overall appearance
- Overall project will be judged on how well the project met the client's criteria or needs.

The text submitted with each entry should include:

- Purpose of project; client objective/project restrictions
- Design, construction or management objectives
- Role of the landscape contractor, designer and/or architect
- Solutions to problems
- OPTIONAL— may include major subcontractors work performed, as well as suppliers of miscellaneous materials and include at the end of the text.

# PRESENTATION OF AWARDS

- ◆ Award winners will be notified in February and the awards themselves will be presented at a special awards evening to be held in March.
- ◆ Winners are encouraged to invite Landscape Architects, Landscape Designers, clients, foreman, crew and family as they see fit.
- ◆ The award winning projects will be placed on display at various events throughout the year and will be featured on association websites.
- ◆ Plaque is presented to all winners at the awards event. Additional plaques can be purchased.



# PUBLICITY OPPORTUNITIES

- Announcement and presentation of award at Wisconsin Landscape Contractors Awards Event in March
- Press Release announcing winners sent to trade and regional news media
- Ability to announce on your website, send your own press releases, etc.
- Self-promotion as an award winning landscape contractor
- Recognition on WLCA websites

## CHECKLIST

To be sure that your entry qualifies and is accepted by our judges, be sure you have included the following items in your entry package. All entries should be submitted in a thin 3 ring binder with plastic sleeves to hold photos, entry form, detailed project checklist and CD.

- ☐ Completed entry form and detailed project checklist.
- ☐ Release signatures.
- ☐ "Before photos" may be included on CD—six maximum and must conform to all rules for photos and labeling. Label before photos as "Before 01 project name, Before 02 project name" etc...
- ☐ Color photos of project (8"x10") - three (3) only. One photo MUST be in vertical format and two photos MUST be in horizontal format. Photos must be full 8"x10" images—NO WHITE BORDERS!
- ☐ Ten (10) to fifteen (15) images of project numbered and labeled by project name and keyed to descriptive photo text document. Images must be in jpeg format and saved to labeled CD.
- ☐ Listing of images and photo text narratives (in the order you wish to have them judged) saved as a Word document. Document must be saved to labeled CD.
- ☐ Descriptive text overview saved as a Word document and saved to labeled CD.
- ☐ One set of plans in their original size (i.e. 24"x36", etc...), black and white drawings saved as a PDF document. Document must be saved to labeled CD. Required for categories 1 and 2; optional for categories 3, 4, and 5.
- ☐ One set of plans in reduced 11"x17" size—black and white drawings saved as a PDF document. Document must be saved to labeled CD.
- ☐ Check made payable to WLCA for full entry fee. Any entry received without payment in full will not be entered.

## 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 be sure to submit the best photos and clear, concise descriptions.

### PHOTOS

- ◆ Pay careful attention to photo selection. Don't show anything that could defeat the credibility of your project as an award winner. i.e. brown leaves, uneven pruning, etc...
- ◆ 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 construction process.
- ◆ Wet concrete enhances photos.
- ◆ Include photos that portray compatibility of materials and show textural qualities.

### DESCRIPTIONS

- ◆ Keep descriptions simple and concise.
- ◆ Emphasize the most unique elements of the project.
- ◆ Avoid overusing adjectives and adverbs to describe the photo.
- ◆ Identify any special plants.

# DETAILED PROJECT CHECKLIST

Landscape Construction

Special Projects

Landscape Structures

This checklist is used for judging—please complete as it applies to your project.

## Project Category

☐ A. Commercial Landscape Construction  
Date Completed \_\_\_\_\_

☐ B. Residential Landscape Construction  
Date Completed \_\_\_\_\_

☐ C. Special Projects  
Date Completed \_\_\_\_\_

☐ D. Landscape Structures  
Date Completed \_\_\_\_\_

	DESIGN	INSTALLED	SUBCONTRACTED	MAINTAINED	NO RESPONSIBILITY	<b>Work Performed by Applicant:</b> <ul style="list-style-type: none"><li>• Must check at least one box for each category.</li><li>• Project will be judged based on level of responsibility.</li><li>• You may choose to credit subcontractors or other contractors by name in comment space.</li></ul> <b>Comments:</b>
Grading						
Lawns						
Driveways						
Patio/Terrace						
Walls						
Walks						
Trees						
Shrubs						
Ground Cover						
Perennials						
Annual Flowers						
Decks						
Fence/Arbor						
Water Features						
Mulches/Edging						
Lighting						
Irrigation						
Other						

# DETAILED PROJECT CHECKLIST

## Landscape Management

This checklist is used for judging—please complete as it applies to your project.

### Project Category

- ☐ A. Commercial Landscape Maintenance  
Date Assumed \_\_\_\_\_  
☐ Project size up to one acre ☐ One acre or larger

- ☐ B. Residential Landscape Maintenance  
Date Assumed \_\_\_\_\_  
☐ Project size up to one acre ☐ One acre or larger

- ☐ C. Multifamily Landscape Maintenance  
Date Assumed \_\_\_\_\_  
☐ Project size up to 15,000 sf ☐ 15,000 sf & larger

- ☐ D. Colorscapeing  
Date Assumed \_\_\_\_\_

	MAINTAINED	SUBCONTRACTED	NO RESPONSIBILITY	FREQUENCY/MONTH	IF APPLICABLE	<b>Work Performed by Applicant:</b> <ul style="list-style-type: none"> <li>• Must check at least one box for each category.</li> <li>• Project will be judged based on level of responsibility.</li> <li>• You may choose to credit subcontractors or other contractors by name in comment space.</li> </ul> <b>Comments:</b>
Lawn - Mowing						
Lawn - Fertilize/Weed Control						
Pruning - Shrubs						
Pruning - Trees						
IPM						
Perennials & Ground Cover						
Annuals - Installation						
Annuals - Care						
Beds - Weed Control						
Beds - Spade Edging						
Beds - Mulching						
Watering						
Hardscape Surfaces						
Water Features						
Spring/Fall Clean-up						
Debris Patrol						
Other						

# ENTRY FORM

**Deadline Date: November 27, 2015    Final Deadline Date: December 18, 2015**

For each project submitted you must complete both an entry form and detailed project checklist. Mail or deliver your complete entry package, including the accompanying data (as per the entry format), photos and a check to cover the entry fee to:

Wisconsin Landscape Contractors Association  
21620 Belgren Road • Waukesha, WI 53186 • 262.782.9522

**Early Entry - \$95 ~ First Time Entrants - \$75 ~ Late Entry - \$120**

**\*\* See Entry Fees & Deadlines Section for complete details\*\***

## COMPANY INFORMATION

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of Primary Contact \_\_\_\_\_ Email Address \_\_\_\_\_

Business Phone \_\_\_\_\_ Business Fax \_\_\_\_\_

## PROJECT INFORMATION

Project Name \_\_\_\_\_

Project Location \_\_\_\_\_

Owner/Client \_\_\_\_\_ Phone Number \_\_\_\_\_

Has this project previously been submitted to the WLCA Awards Program? ☐ Yes ☐ No

If yes, in which category? \_\_\_\_\_

Entrant (Individual or Firm Name) \_\_\_\_\_ Email Address \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Owner/Client \_\_\_\_\_ Phone Number \_\_\_\_\_

## CATEGORY OF ENTRY (check one)

### 1. Residential Landscape Design & Construction

- ☐ A. Less than \$15,000
- ☐ B. \$15,000 to \$30,000
- ☐ C. \$30,000 to \$50,000
- ☐ D. \$50,000 to \$80,000
- ☐ E. \$80,000 to \$200,000
- ☐ F. More than \$200,000

### 2. Commercial Landscape Design & Construction

- ☐ A. Less than \$35,000
- ☐ B. \$35,000 to \$75,000
- ☐ C. \$75,000 to \$200,000
- ☐ D. More than \$200,000

### 3. Landscape Management

- ☐ A. Residential - Single Family
- ☐ B. Commercial - Businesses
- ☐ C. Multi-Family - Condo Projects, etc.
- ☐ D. Colorscaping - Annual/Perennial Care, etc.

### 4. Special Projects

### 5. Landscape Structures

**Release** - All materials submitted will become the property of the Wisconsin Landscape Contractors Association and may be used for publication or any other purpose that the WLCA deems appropriate. It is mandatory that this release authorizing photographs of the project and other acknowledgements for use in printed or published materials or public display be signed by the entrant firm or individual and by the client or owner of the project.

Company/Individual \_\_\_\_\_ Date \_\_\_\_\_  
(signature)

Owner/Client \_\_\_\_\_ Date \_\_\_\_\_  
(signature)

**Note:** CD images. Photos and background information of entries not selected for awards will be kept at the WLCA office for 30 days following the Awards Banquet. Responsibility of returned information will be that of the sender. WLCA will not be responsible for returning information. If items are not picked up within the 30 days, the materials will be discarded.