



## TOCA Scholarship Program Application

### Application Materials

The Turf and Ornamental Communicators Association will award one \$2,500 fall semester scholarship (2012-2013 academic year,) to undergraduate college students pursuing a career in green industry communications.

1. To qualify, students must major or minor in technical communications or a green industry related field such as horticulture, plant sciences, botany, agronomy, plant pathology, etc with the intent of using his/her communication skills as part of a career path. The applicant also must demonstrate an interest in using this course of study in the field of communications on a regular basis.
2. Applicants must have an overall GPA of 2.5 or above and a 3.0 in the major area of study (based on a 4.0 scale). Students enrolled in the fall of 2010 can apply for the scholarship. Eligibility, as determined by the TOCA Board of Directors, extends to two and four year program students attending institutions that offer turf management curriculums and communications.
3. The scholarship will be awarded through the bursar's office at the recipient's college or university.

**DEADLINE:** This application and all supplemental materials must be emailed no later than **March 1, 2012**. Application materials should be emailed to:

**Barb Ulschmid, TOCA**  
**[barbulschmid@gardnerandgardnercommunications.com](mailto:barbulschmid@gardnerandgardnercommunications.com)**

The recipients will be notified by April 15, 2012. If you have any questions, please call Den Gardner or Barb Ulschmid at 952-758-6340, e-mail [toca@gardnerandgardnercommunications.com](mailto:toca@gardnerandgardnercommunications.com) or refer to the association's web site at [www.toca.org](http://www.toca.org).

### **TOCA SCHOLARSHIP APPLICATION REQUIREMENTS**

**Please Note: All scholarship entries are to be submitted on-line to [barbulschmid@gardnerandgardnercommunications.com](mailto:barbulschmid@gardnerandgardnercommunications.com), titled "TOCA Scholarship."**

With this application, please include the following:

1. REFERENCES: Two academic/professional references. (Include letters of recommendation with this application.)
2. WRITING/EDITING SAMPLE: One news article published or prepared for publication.
3. ESSAY: 500 words or less describing your career goals and how you intend to use communications in your work life. Please describe:
  - a) How you became interested in the turf and ornamental industry.
  - b) Your written and verbal communications experience and what you bring to the field.
  - c) Your professional goals.

4. RESUME

5. TRANSCRIPT: Listing of college classes completed or a listing of horticulture and/or communications classes and grades signed by your instructor.

I understand this application will be used for the selection of Turf and Ornamental Communicators Association scholarship recipient. All applications will remain the property of the Scholarship Committee. All information I have given is factual and truthful.

Name \_\_\_\_\_

Signature \_\_\_\_\_

How did you hear of this scholarship? \_\_\_\_\_

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TOCA SCHOLARSHIP APPLICATION FORM

Where can we reach you in April?

Full Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ (cell) Phone \_\_\_\_\_ (parents or guardians)

E-mail Address \_\_\_\_\_

College \_\_\_\_\_

Major \_\_\_\_\_ Anticipated graduation date \_\_\_\_\_

GPA overall \_\_\_\_\_ GPA major \_\_\_\_\_

Other colleges attended \_\_\_\_\_

Extracurricular activities \_\_\_\_\_

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Honors and awards \_\_\_\_\_

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Communications-related employment (school publications, weekly newspapers, newsletter writing, internships, other) \_\_\_\_\_

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Home Address [of parent(s) or legal guardian]:

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