



2011 Landscape Improvement Awards Program

MAGIC Council's Landscape Improvement Awards program reflects the Association's commitment to creating and preserving the beauty of our landscape. The program is designed to reward independent landscape contracting professionals who execute quality landscaping projects, and to recognize citizens who underwrite such work. In sponsoring the Awards Program, MAGIC also strives to increase public awareness of environmental improvement through quality landscaping, and to encourage the landscape contractors' consistent use of quality materials and workmanship.

Presentation of Awards

As there is no set number of awards to be presented, judges may recommend as many entries as they determine deserving of this special recognition.

Recipients of MAGIC Council's Landscape Improvement Awards will be recognized at the next Heartland Green Industry Expo, Dec. 14-15, *if a company representative is in attendance.*

Winning entries and their descriptive texts will become a part of a permanent collection and will be sent to industry publications for national exposure.

Eligibility

Membership in MAGIC Council is required of entering firms.

A project may only be entered in one category per year, with the exception of Special Events.

Each entry must be accompanied by a fee of \$175. There is no limit on the number of entries per firm; however, the entering firm must be a current MAGIC Council member. *Each category is considered a separate entry.*

Judging Criteria

Each of the entry categories will be evaluated independently. A jury of experts in these respective fields will judge the entries. Work will be judged on the basis of craftsmanship, relative contribution to the quality of the environment, and overall excellence.

Residential Landscape Contracting and Commercial Landscape Contracting will be judged primarily on the quality of work performed, including coordination of work, quality of materials and workmanship, and overall appearance (not design or variety selection of material).

Design/Build will be judged on the basis of the design, in addition to the above criteria used for installation contracting. Plans must be shown on at least one photo. (Do not send plans.)

All Renovation projects will be judged on the extent and quality of work performed. Renovation constitutes substantial change and may include both plants and planting areas. In addition, entry must include a minimum of five "before" photos.

All Maintenance projects will be judged on the extent and quality of work performed. Entering firm must currently be maintaining the project, and must have maintained it for at least 12 months prior to entry date. Photos, taken at least 12 months after assumption of project, must show sufficient detail to allow judges to adequately determine quality of work performed. Entry must include the date the project was taken over.

Entry Categories

Landscape projects on which the entrant has executed the major portion of the work may be entered for judging in one of the following categories. Individual projects may only be entered in one category per year; however, multiple projects may be entered in a variety of categories. The only exception to this rule is that a project entered in the Special Events category may also be entered in one additional category. (Refer to entry form for detailed information.)

- Residential Design/Build
- Residential Landscape Contracting
- Residential Landscape Maintenance
- Commercial Design/Build
- Commercial Landscape Contracting
- Commercial Landscape Renovation
- Commercial Landscape Maintenance
- Ecological, Restoration, Reclamation and Creation
- Natural Habitats
- Special Event

Entry Procedures

1. Complete all four pages of the entry form. The entry form can be an original form, a copy of the original form, or a copy of the form downloaded from the MAGICouncil web site www.magicouncil.org. All answers must be typed or printed clearly in black ink. Be sure to include all relevant information, as only this information will be given to the judges. Do not include company name on any of the descriptions.
2. Submit a PowerPoint presentation less than 10, and not more than 12, slides. Identify each with the name of the entering firm, and number each to correspond to the photo description on the entry form. Technologically enhanced photos are not permitted. Multiple views on a single photo is strongly discouraged.
3. Photo project descriptions should be entered on the entry form and must fit within the assigned space. Copy must be of a legible size to be read easily by the judges or the project will not be judged. Do not include company name on any of the descriptions. Photos should clearly display the quality of materials and workmanship involved. Do not show your company name in any of the photos/slides (uniforms, trucks, etc.). Whenever possible, "in-progress" and/or "before and after" photos of the project should be included. Finally, a signature of release is required on all entries.
4. Submit each entry in a single envelope or package.
5. Entries must be received no later than October 14. Entries received late or incomplete will not be judged. All entries accepted for judging become the property of MAGICouncil and may be used for publication or for any other purpose the Association deems appropriate.
6. All material submitted must be cleared for release upon submission. MAGICouncil accepts no responsibility for copyrights or photographic fees.
7. No email entries will be accepted.

Entry Deadline

All entries must be received at MAGICouncil headquarters by 5:00 p.m., October 14, 2011. Entries, photos and payment should be sent to:

MAGICouncil Awards Program
PO Box 419264
Kansas City, MO 64141

Photo Entry Procedures

1. Follow steps 1-6 in the left column under "Entry Procedures".
2. Identify each photo with the name of the entering firm and number each to correspond to the photo description on the entry form. Please do not use sticker or labels to identify your photos.
3. Make copies of your photos before sending them to MAGIC since the originals will not be returned. Send your original photos with your entry form.

Digital Image Entry Procedures

1. Follow steps 1-6 in the left column under "Entry Procedures".
2. Digital images submitted in a file size or type other than what is specified will not be accepted.
3. Image Resolution:
 - A. The preferred image size is 1700x2200 pixels (8 ½ by 11 at 200 dpi) or better.
 - B. Your digital camera must be rated at 4 to 9 megapixels or greater to achieve these file sizes.
 - C. Orientation of images can be either landscape (horizontal) or portrait (vertical).
4. PowerPoint Presentation
 - A. Submit your entry using a MicroSoft PowerPoint or compatible program. The photos will be displayed using a PC not a MAC.
 - B. Number your images 1-12 to correlate with your descriptions if you are able to do so. If you are unable to do so, please indicate the photo corresponding to each description.
5. How to submit your digital images with your entry:
 - A. Place your images in a Microsoft PowerPoint presentation. Submit the PowerPoint on a CD (not a DVD) and send it along with your entry. Do not send the CD separate from your entry.
 - B. Use a permanent marker to write your company name and project name on the CD, no other information is necessary.
 - C. Each award entry must be submitted on an individual CD.
 - D. REMEMBER, email photos are not accepted.

HELPFUL TIPS FOR ENTERING AWARDS PROGRAM

All projects submitted for the MAGICouncil Awards Program are reviewed only through digital photos and the accompanying script. Only the information contained on the entry form provided is made available to the judges. Therefore, it is very important that your photos be of the highest quality and the photos and accompanying entry form provide an adequate and thorough view of your project. Following are some valuable tips to help you when completing the entry form in the following various categories.

Installation

For installation projects, whenever possible, show process and before shots and explain in your descriptions the special challenges of the installation. For example, if access was difficult, you need to show the judges how difficult it was and how you managed the plant material in this case. If you had to use heavy machinery or inventive ways to access the building, whenever possible, be sure to show this. Your photos and descriptions should focus on the installation – not the design.

Design/Build

In the design/build category you should submit a photo depicting the landscape design plan (one photo is usually adequate). Your project description should focus on the requests of the client and how your landscape design met his/her specific requirements. Your photos should correspond with your description and explain how specific design criteria was met and carried out throughout the project. Finally, don't forget this is design/build – leave a few photos to discuss the actual installation of the project and any special challenges that were accomplished in that regard.

Maintenance

In the maintenance category, you should show close up shots as well as long shots of the plant material. Talk specifically about the scope of the project and the maintenance procedures involved at the site – particularly if this involves some out-of-the-ordinary constraints. Talk about special pest control programs, maintenance schedules and unusual or significant challenges associated with the project. Also mention the length of time you have been maintaining the project.

Renovation

For renovation projects, it is extremely important to show before and after shots of the project. As a matter of fact, five before shots are required to enter this category. When putting together your submission, however, try to show before and after shots from the same perspective, one after another – this makes for a more dramatic presentation. In other words, do not clump all your before shots at the beginning of the presentation and then all your after shots at the end. Another good reason for not doing this is that your first photo is viewed during the initial description of the project, so it is important to start with a “winner,” since this photo will usually be on the screen longer than the others.

Special Events

In Special Event categories the overall appearance of the project and the degree of difficulty are the most heavily weighted criteria in judging these projects. Focus on the unique aspects of the project and what special challenges you overcame – this may include access problems, time constraints, or unique requests made by the client. Include this information on your entry form and explain the intent of the project and how this was fulfilled. Finally, make sure, as usual, that your photos are stunning.

Natural Habitats

Indicate what your role was in the project, i.e., installation, design/build, or maintenance (please indicate all areas that apply). Projects will be judged strictly upon your involvement in the project. The same suggestions apply here as for other installation, design/build or maintenance projects, depending upon your company's role in the project. Show in-progress shots where appropriate and explain the client's desire for the design or maintenance of the project and how his requests were fulfilled. Focus once again on the unique aspects of the project and the special challenges involved.

Ecological Restoration, Reclamation and Creation

Each entry in this category is unique. Emphasis will be placed on the difficulty of installation, material procurement, access to work, and unique equipment applications. You should show before, during, and completion photos to emphasize accomplishment of project intent, so be sure to specifically state the project intent and how you fulfilled this intent. A brief description should depict the installation process.

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: you should not have any nursery pots showing, brown leaves, uneven pruning, etc. Also, it is very important that your first and last photo be two of the best, since these will typically be viewed longer than the other photos/slides in your presentation. The first photo is viewed throughout the project description, while the last photo is viewed while the judges score their scoring cards. Also, be sure to start with a great photo with a lot of impact – first impressions are important. And also, just as importantly, end with a “bang.” **Please keep descriptions concise and to the point.** You want to make sure to include all the challenges of the project and those unique points that make your project stand out as an award recipient, but don't put the judges to sleep with lengthy descriptions. The area for descriptions on the entry form is limited for a reason; it's often to your advantage to limit any extraneous, unnecessary verbiage. However, by the same token, too little description can be equally detrimental – i.e., overhead view, entry way, view from the west, etc. – make sure descriptions are helpful to the judges in giving them a full understanding of the project. Finally, the judging criteria sheets for all the categories are available for your review prior to the submission of your entries. You are strongly encouraged to obtain this information from the Association office and put together your entry form based on how your projects will be judged.

MAGIC MEMBERSHIP

The Mid-America Green Industry Council welcomes your interest in membership. Founded in 1987 as the Professional Lawn Care Association of Mid-America, our mission is to provide education for ourselves and the general public, to participate in legislative issues and to promote success and professionalism within our industry. MAGICouncil serves green industry interests in Kansas and Missouri. For more information and a membership application, call Jane Male, CAE, 816-561-5323.

CATEGORY OF PROJECT

(check appropriate box or boxes)

- Residential Design/Build
Entering firm must have done the landscape design as well as the installation or construction. Site design plan must be shown on at least one photo (delete company name from plan).
 - a. under \$25,000
 - b. Between \$25,000 - \$150,000
 - c. Above \$150,000
- Residential Landscape Contracting
 - a. Under \$25,000
 - b. Between \$25,000 - \$150,000
 - c. Above \$150,000
- Residential Landscape Maintenance
Entering firm must have maintained the project for at least a year prior to Sept. 15, 2010
Date Project Assumed: _____
- Commercial Design/Build
Entering firm must have done the landscape design as well as the installation or construction. Site design plan must be shown on at least one photo (delete company name from plan).
 - a. Under \$75,000
 - b. Between \$75,000 - \$250,000
 - c. Above \$250,000
- Commercial Landscape Contracting
 - a. Under \$75,000
 - b. Between \$75,000 - \$250,000
 - c. Above \$250,000
- Commercial Landscape Renovation
Renovation constitutes substantial change and may include both plants and planting areas. A minimum of 5 "before" photos must be included.
 - a. Under \$75,000
 - b. Between \$75,000 - \$250,000
 - c. Above \$250,000
- Commercial Landscape Maintenance
Entering firm must have maintained the project for at least a year prior to Sept. 15, 2011
Date project assumed: _____
 - a. Housing
 - b. Office and Industrial Site
 - c. Retail
 - d. Institutional
- Ecological Restoration, Reclamation and Creation
Projects entered in this category involve the restoration, reclamation, or creation of natural landscapes that strive to contain similar values and functions of native landscapes.

SPECIAL CATEGORIES

- Natural Habitats
Covers all institutional type projects such as zoos, aviaries, and botanical gardens. Please note all areas below for which your company was responsible (note: all areas as indicated will be judged):
 - Installation
 - Design/Build
 - Maintenance
- Special Event
Covers short term landscaping (interior or exterior) as would be found in seasonal displays (e.g., a Christmas planting, a banquet, a showroom, or an exhibit) – an exercise in creativity and imagination.

(One line of type per line)

DESCRIPTION OF PROJECT _____

PHOTO DESCRIPTIONS

Make sure the following descriptions correspond with your numbered photos. Please limit photo description to 2 lines.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

SEND COMPLETED APPLICATION AND ALL RELATED MATERIALS BY 5:00 P.M., OCTOBER 14, TO

**MID-AMERICA GREEN INDUSTRY COUNCIL
PO Box 419264
KANSAS CITY, MO 64141**

**OR DELIVER TO:
MID-AMERICA GREEN INDUSTRY COUNCIL
638 W. 39TH ST.
KANSAS CITY, MO 64111**

IF YOU HAVE QUESTIONS, CALL THE ASSOCIATION OFFICE 816-561-5323.