

# **Texas Master Gardener Association**

# Awards Program Handbook

FOR

# 2011

Sponsored by  
The Texas Master Gardener Association

in cooperation with



The Texas Master Gardener Association  
2011 Awards Program  
Sponsored by  
The Texas Master Gardener Association ("TMGA")

Time Period: This award year accepts submissions based on activities and events from January 1, 2011 to December 31, 2011.

2011 Awards Program Handbook will be available on the txmg.org website November 8, 2011 and. 2011 Submission Forms will be available for download from the Awards Google Docs account starting November 8, 2011

**All Awards Program entries must be received by midnight Friday, February 3, 2012.**

1. **Objectives:** To identify and recognize Texas Master Gardener Associations' exemplary achievements in the following categories:
  - A. Publications
  - B. Graphic Presentation
  - C. Mass Media
  - D. Educational Program
  - E. Project
  - F. Newsletter
  - G. Website Education
  - H. Individual Master Gardener
  - I. Outstanding Master Gardener Association
  - J. Educational Exhibit and Poster Showcase
2. **Program Description:** The Texas Master Gardener Awards Program will recognize and present awards for exemplary achievements in the categories mentioned above.
3. **Awards Presented**
  - A. First, Second, Third place and Honorable Mention may be presented in each award category in which qualifying submission forms have been submitted. Awards are presented in each membership category. (see membership categories below.)
  - B. The Sharie Lanza Ambassador Award is awarded by the TMGA Executive Committee at their sole discretion.
4. **Criteria for Participating in the TMGA Awards Program:**
  - A. All Associations in good standing with the TMGA for the award year are eligible to participate in the TMGA Awards Program. (See disqualification below.)

**Award Category Instructions:**

1. **Publications (Hard Copy – Printed Only)**

**WHAT QUALIFIES FOR THE PUBLICATIONS AWARD CATEGORY**

- A. The publication must provide educational material conceived and produced in its entirety by a Master Gardener Association. Qualifying publications are limited in size to 8.5 x11 inches standard paper. They include, but are not limited to, calendars, almanacs, magazines, brochures, short pamphlets, handbooks and books.
- B. **No web-based (Internet) publication will be judged in this category. Web-based content should be nominated in the Website Education category.**

- C. Only that portion of the publication that has educational value and impacts/benefits the community will be judged.

**WHAT MUST BE SENT IN FOR JUDGING AND HOW TO SEND IT**

- D. Publications must be submitted on 2011 the form available for download from the *Awards Google Docs* account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.
- E. Four (4) hard copies of the publication and four (4) hard copies of the completed Publication Award 2011 Submission Form (maximum length 2 pages) must be submitted to the awards Chairperson(s) by USPS mail, UPS, Fed-Ex etc. (with a tracking number).
- F. The County AgriLife Extension Agent/Master Gardener Coordinator sends the copies of the publication and the submission form to the awards Chairperson.
- G. The County AgriLife Extension Agent/Master Gardener Coordinator also sends the awards Chairperson an email message ([tmq.awards@gmail.com](mailto:tmq.awards@gmail.com)), from their official AgriLife email address, with the completed submission form file attached. This is to notify the Awards Committee that they will be receiving your entry.

**2. Graphic Presentation (Hard Copy – Printed Only)**

**WHAT QUALIFIES FOR GRAPHIC PRESENTATION AWARD CATEGORY**

- A. The graphic presentations must provide educational material conceived and produced in its entirety by a Master Gardener Association. Qualifying graphic presentations include PowerPoint and other graphic software presentations. Submissions will be on CD or DVD media and will not be accepted on other media. Supporting documents if any will be limited to 8.5 x 11 inches standard paper size.
- B. **No graphic presentations hosted on an Association's website (Internet) will be judged in this category. Web-based content should be nominated in the Website Education category.**
- C. Only that portion of the graphic presentation that has educational value and impacts/benefits the community will be judged.

**WHAT MUST BE SENT IN FOR JUDGING AND HOW TO SEND IT**

- D. Graphic Presentations must be submitted on 2011 form available for download from the Awards Google Docs account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.
- E. Four (4) hard copies of the Presentation each on a CD or DVD and four (4) hard copies of the completed Graphic Presentation Award 2011 Submission Form (maximum length 2 pages) must be submitted to the awards Chairperson(s) by USPS mail, UPS, Fed-Ex etc. (with a tracking number).
- F. The County AgriLife Extension Agent/Master Gardener Coordinator sends the copies of the graphic presentation to the awards Chairperson.
- G. The County AgriLife Extension Agent/Master Gardener Coordinator sends the awards Chairperson an email message ([tmq.awards@gmail.com](mailto:tmq.awards@gmail.com)), from their official AgriLife email address, with the completed submission form file attached. This is to notify the Awards Committee that they will be receiving your entry.

**3. Mass Media: (Hard Copy – Printed Only)**

**WHAT QUALIFIES FOR THE MASS MEDIA AWARD CATEGORY**

- A. The Mass Media production must provide educational material conceived and produced in its entirety by a Master Gardener Association; commercially produced

&/or written materials featuring Master Gardeners, Associations and Projects etc. will be considered. Qualifying mass media includes, but is not limited to, newspaper columns/articles, magazine columns/articles, television/radio broadcasts, TV and/or radio broadcasts from commercial stations of live Master Gardener presentations. Electronic Mass media entries should be submitted as DVD or MP3 media ONLY. Other media will not be evaluated. Print Mass Media such as articles and columns should be submitted in paper form.

- B. No mass media production hosted on an Association's website (Internet) will be judged in this category. Web-based content should be submitted in the Website Education category.**
- C. Supporting documents if any will be limited in size to 8.5 x 11 inches standard paper size.
- D. Only that portion of the mass media that has educational value and impacts/benefits the community will be judged.
- E. Television/radio live broadcasts featuring Master Gardeners that are filmed and/or recorded by a commercial station/facility will be considered for competition awards. Commercially produced printed materials featuring Master Gardeners, Associations, and Projects, etc., will be considered for awards.

**WHAT MUST BE SENT IN FOR JUDGING AND HOW TO SEND IT**

- F. Mass Media must be submitted on 2011 form available for download from the Awards Google Docs account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.
- G. Four (4) hard copies of the production in appropriate format and four (4) hard copies of the completed Mass Media Award 2011 Submission Form (maximum length 2 pages) must be submitted to the awards Chairperson(s) by USPS mail, UPS, FedEx, etc. (with a tracking number).
- H. The County AgriLife Extension Agent/Master Gardener Coordinator also sends the awards Chairperson an email message ([tmq.awards@gmail.com](mailto:tmq.awards@gmail.com)), from their official AgriLife email address, with the completed submission form file attached. This is to notify the Awards Committee that they will be receiving your entry.

**4. Educational Program: (Electronic Only)**

**WHAT QUALIFIES FOR EDUCATIONAL PROGRAM AWARD CATEGORY**

- A. An Educational Program is a teaching opportunity presented by Master Gardeners to a group to provide educational information about a horticultural topic, i.e., lecture, talk, information booth etc. To qualify for this award, the program **must have two (2) or more certified Master Gardeners** involved in planning, development and implementation.
- B. No program hosted on an Association's website (Internet) will be judged in this category. Web-based content should be nominated in the Website Education category.**
- C. The program may be ongoing; however, the award will be based on accomplishments during the award year.
- D. Only the portion of the program that has educational value and impact/benefit on the community will be judged.

**WHAT MUST BE SENT IN FOR JUDGING AND HOW TO SEND IT**

- E. Educational Programs must be submitted on 2011 form available for download from the Awards Google Docs account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.

- F. The County AgriLife Extension Agent/Master Gardener Coordinator sends an email message ([tmq.awards@gmail.com](mailto:tmq.awards@gmail.com)) with the completed submission form file (maximum length 2 pages) attached.

**5. Project: (Electronic Only)**

**WHAT QUALIFIES FOR PROJECT AWARD CATEGORY**

- A. A Project is a physical location where Master Gardeners display best horticultural practices for educational purpose. i.e., school garden, demonstration garden, permanent display, etc. To qualify for this award, the project **must have two (2) or more certified Master Gardeners** involved in planning, development and implementation.
- B. The project may be ongoing; however, the award will be based on accomplishments during the award year.
- C. Only the portion of the project that has educational value and impact/benefit on the community will be judged.

**WHAT MUST BE SENT IN FOR JUDGING AND HOW TO SEND IT**

- D. Projects and associated photos must be submitted on 2011 form available for download from the Awards Google Docs account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.
- E. The County AgriLife Extension Agent/Master Gardener Coordinator sends an email message to the awards Chairperson ([tmq.awards@gmail.com](mailto:tmq.awards@gmail.com)), from their official AgriLife email address, with the completed submission form file (maximum length 2 pages) and the optional project photos file attached.
- F. Associations may submit from one (1) to five (5), 4"x 6" color photographs as examples documenting the submitted project. A maximum of five (5) photos will be used in judging. Project photos should be inserted in a word document named County Name\_Project Photos.doc These will be used in judging and at the awards banquet.

**6. Newsletter: (Electronic Only)**

**WHAT QUALIFIES FOR NEWSLETTER AWARD CATEGORY**

- A. The newsletter must provide educational material conceived and produced in its entirety by a Master Gardener Association. Send in only one example, your best 2011 newsletter.
- B. **Association newsletters that are distributed by email to some or all of an association's members or are accessible on the Association's website must still be submitted in the Newsletter category. The Website Education category is for public education web content only.**
- C. Only that portion of the newsletter that is educational will be judged.

**WHAT MUST BE SENT IN FOR JUDGING AND HOW TO SEND IT**

- D. Newsletters must be submitted on 2011 form available for download from the Awards Google Docs account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.

- E. The County AgriLife Extension Agent/Master Gardener Coordinator sends an email message to the awards Chairperson ([tmq.awards@gmail.com](mailto:tmq.awards@gmail.com)), from their official AgriLife email address, with the completed submission form file (maximum length 2 pages) and a copy of the newsletter being submitted, saved in .pdf format. Make sure the county/association name is in the file name e.g county name\_2011 newsletter.

**7. Website Education: (Electronic Only)**

**WHAT QUALIFIES FOR WEBSITE EDUCATION AWARD CATEGORY**

- A. Only educational content on your Association's website can be judged. Educational content on an Association's website is information about a horticultural topic made available to the public on an Association's website.
- B. Only the portion of the website content submitted that has educational value and impact/benefit on the community will be judged.
- C. Only original Educational content developed by the Association will be judged.
- D. To qualify for this award, the website educational content **must have two (2) or more certified Master Gardeners** involved in planning, development, and implementation.
- E. The website may be ongoing; however, the award will be based on nominated educational content developed during the award year 2011.
- F. If the Association's website contains more than one piece of Educational content, describe only the one piece the Association has chosen to submit for judging in the Website Education award category for 2011.

**WHAT MUST BE SENT IN AND HOW TO SEND IT**

- G. Website Education must be submitted on 2011 form available for download from the Awards Google Docs account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.
- H. On to the association website go to the location of the content being nominated and create a file which is a copy of the Association's nominated Educational content. This second file is used for judging. Do not submit a copy of the Association's entire website. Save the Educational content to be judged as a Web archive, single file (.mht type file) with the file name County name\_WebsiteEducation.mht.
- I. Instructions for making a .mht (Web archive, single file) type file are available. They are found in the Awards area of the Texas Master Gardener Association website.
- J. The County AgriLife Extension Agent/Master Gardener Coordinator sends an email message to the awards Chairperson ([tmq.awards@gmail.com](mailto:tmq.awards@gmail.com)), from the official AgriLife email address, with both files attached. One file is the completed submission form file (maximum length 2 pages). The second file is a copy of the nominated Educational content from the Association's website.

**8. Individual Master Gardener: (Electronic Only)**

**WHAT QUALIFIES FOR INDIVIDUAL MASTER GARDENER AWARD CATEGORY**

- A. To qualify for this award, the individual must be a certified Master Gardener. Involvement and contributions during the award year are of primary importance, but

prior-year contributions or involvement may also be considered. The individual does not have to have held an office or chairmanship.

- B. Only involvement that has educational value/benefits for the community or the Master Gardener program will be judged.
- C. No group, team, or couple submission can be accepted. This award category is for a single (1) person.

WHAT MUST BE SENT IN FOR JUDGING AND HOW TO SEND IT

- D. Individual Master Gardeners must be submitted on 2011 form available for download from the Awards Google Docs account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.
- E. The County AgriLife Extension Agent/Master Gardener Coordinator sends an email message to the awards Chairperson ([tmg.awards@gmail.com](mailto:tmg.awards@gmail.com)), from their official AgriLife email address, with the completed submission form file (maximum length 2 pages) attached.

PHOTO TO SEND LATER – NOT WITH SUBMISSION

- F. **Submit one (1) 4"x6" color photograph of the nominee as a .jpg file to [tmg.awards@gmail.com](mailto:tmg.awards@gmail.com)** for use at the awards banquet. No photograph should be sent with the entry. Photo should be sent in a separate email and identified by county and nominee's name. To be used in the ceremony photographs must be received by April 16, 2012.

**9. Outstanding Master Gardener Association: (Electronic Only)**

WHAT QUALIFIES FOR OUTSTANDING MASTER GARDENER ASSOCIATION AWARD CATEGORY

- A. The association must have completed at least one or more programs or projects of importance to the community. The programs or projects **must involve two or more certified Master Gardeners**. The programs or projects may be ongoing. List all programs or projects or accomplishments for the award year.
- B. Only programs, projects or accomplishments that have educational value/benefits to/for the community during the award year will be judged.

WHAT MUST BE SENT IN FOR JUDGING AND HOW TO SEND IT

- C. Outstanding Master Gardener Associations must be submitted on 2011 form available for download from the Awards Google Docs account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.
- D. The County AgriLife Extension Agent/Master Gardener Coordinator sends an email message to the awards Chairperson ( [tmg.awards@gmail.com](mailto:tmg.awards@gmail.com) ), from their official AgriLife email address, with the completed submission form (maximum length 4 pages) attached.

PHOTO TO SEND LATER – NOT WITH SUBMISSION

- E. **Submit one (1) 4"x6" color photograph of the association membership as a .jpg file identified by county to [tmg.awards@gmail.com](mailto:tmg.awards@gmail.com)** for use at the awards banquet. Photo should be sent in a separate email and identified by county name. As much of the Association as can be gathered for this photo is acceptable if the whole group cannot be assembled. To be used in the ceremony photographs must be received by April 16, 2012.

**10. Educational Exhibit and Poster Showcase: (Hard Copy – submitted at State Conference)**

**Educational Exhibits and Posters submitted and displayed at the Annual Conference will be reviewed and judged by the members of the TMGA Awards Committee and may be awarded ribbons, indicating first, second, and third respectively. All other exhibits and posters that warrant special recognition will be awarded ribbons, indicating "Honorable Mention."**

**An Association can submit both an Educational Exhibit and Poster Showcase.**

A. Educational Exhibit and Poster Showcase must be documented on 2011 form available for download from the Awards Google Docs account. The County AgriLife Extension Agent/Master Gardener Coordinator will receive an email providing the address for a county's/association's forms.

B. Notification that an association will display an exhibit or a poster at the State Conference must be received no later than midnight Friday, February 3, 2012. This gives the Awards Committee and the Conference Host Committee information for arranging for the displays at the Conference.

C. The County AgriLife Extension Agent/Master Gardener Coordinator sends an email message to the awards Chairperson ( tmg.awards@gmail.com ), from their official AgriLife email address, with the completed submission form (maximum length 1 page) attached.

**Criteria for Educational Exhibit and Poster Showcase:**

1. Exhibits are to display and showcase multiple programs, projects or topics.

**Theme of the exhibit (50 points)**

Educational focus  
Association information  
Community awareness

**How well is the theme communicated? (30 points)**

Is there a central theme?  
Are the components of the theme easy to identify?  
Are the components labeled?

**Eye appeal (20 points)**

Overall design  
Use of color  
Extra props

2. Posters are to display and explain one (1) program, project or topic.

**Theme of the poster (50 points)**

Educational focus  
Association information  
Community awareness

**How well is the theme communicated? (30 points)**

Is there a central theme?

Are the components of the theme easy to identify?  
Are the components labeled?

**Eye appeal (20 points)**

Overall design  
Use of color  
Extra props

**All entries must be labeled on a 3x5 card on the back of the exhibit or poster with the name of the Association, the title of the exhibit or poster, and be designated as an "Exhibit" or "Poster". Failure to clearly label and designate the category entered will be cause for disqualification. Exhibits shall be no larger than 36x48 inches. Posters shall be no larger than 22x24 inches. No electricity will be available to association entries. Failure to adhere to the above specifications is cause for disqualification.**

**Judging will be done on Friday morning of the Annual Conference.**

**All displays should be left on display until after the awards banquet.**

**Point of Contact Persons for 2011 Awards Process**

Administrative Questions: Co-Chairperson Mary Meredith, [paulmary0211@sbcglobal.net](mailto:paulmary0211@sbcglobal.net), 361-570-3679, 405 Woodway Dr., Victoria, TX 77904-1155

Technical Advisor – for questions regarding electronic submission: Co-Chairperson Paul Meredith, [tmg.awards@gmail.com](mailto:tmg.awards@gmail.com)

Host Association Liaison – for questions about poster & exhibit displays: Barbara Lutz, [bblutz@stic.net](mailto:bblutz@stic.net)

Award Plaque corrections/inquiries **after** the convention presentation: Paul Meredith, [tmg.awards@gmail.com](mailto:tmg.awards@gmail.com)

**5. Responsibilities:**

A. State Coordinator responsibilities:

1. Confirm County AgriLife Extension Agent/Master Gardener Coordinator list and TMGA Directors list is current.
2. Notify by email each County AgriLife Extension Agent/Master Gardener Coordinator and members of the TMGA Board of Directors by November 8, 2011 that awards information is available on TMGA website.
3. Notify the TMGA Awards Chairperson(s) by email that County AgriLife Extension Agents/Master Gardener Coordinators and Directors were informed that awards information is available on the TMGA website.
4. Secure out-of-state judges as needed.

B. TMGA Awards Chairperson(s) responsibilities:

1. Obtain current County AgriLife Extension Agent/Master Gardener Coordinator list and TMGA Directors list from State Coordinator and verify associations' eligibility (available on TMGA website).
2. Prepare and notify County AgriLife Extension Agents/Master Gardener Coordinators by email of the URL for accessing their Association's awards Submission Forms.
3. Receive submissions from all eligible Associations and forward qualified entries to out-of-state judges for judging. Act as liaison to judges.
4. Receive results from out-of-state judges.
5. Notify Host Association Liaison of number of exhibits & displays to be exhibited.

C. Treasurer responsibilities:

1. Notify all Associations that are not eligible immediately after dues deadline. Maintain a list of eligible Associations on the TMGA website.
2. Provide TMGA Awards Chairperson(s) a list of official association sizes for all eligible associations in 2011.

## 6. Disqualifications, Loss of Points, Award Categories & Qualifications

### Disqualifications

- A. Any TMGA Associations who have not paid their dues to the Treasurer of TMGA by March 1, 2011. **There will be no exceptions.**
- B. Failure to provide the name of the County AgriLife Extension Agent/Master Gardener Coordinator on a form.
- C. Failure to complete the forms as stated in the Awards Program Handbook.
- D. Failure to submit forms by deadline (midnight on Friday, February 3, 2011).
- E. Failure to use proper form or modification of the proper form, including expanding the form beyond the maximum page limit as indicated in the category instructions.
- F. Renaming form files.
- G. Submission of entry forms by any party other than the Association's County AgriLife Extension Agent/Master Gardener Coordinator.
- H. Submission of multiple persons in the Individual Master Gardener award category.
- I. **Mailing hard copies of materials designated for electronic transmission.**

### Loss of points

#### **The following will result in loss of points:**

- A. Unlocking forms to permit moving, resizing, or removing headers/logos etc. on submission forms.
- B. Unlocking forms to permit use of different margins, different fonts/font sizes, italics or font colors other than those provided in the locked forms.
- C. Submitting electronic (not printed) copies of submission with "hard copy" award category submissions (publications, graphic presentations, mass media).

### Award Categories & Qualifications

#### General Rules and Instructions:

- A. Only one (1) submission may be made in each Award Category by an association.
- B. Joint submissions by two or more associations of joint achievements are permitted. The submitting County AgriLife Extension Agent/Master Gardener Coordinator should note the joint nature of the entry in their email, including identification of all of the submitting associations. No separate submissions in the same category may be made by the joint submitters. Associations involved in a joint activity but choosing not to enter into a joint submission may make a separate submission in the same category. The classification of the membership

category for joint entries will be based on the combined membership of the submitting associations.

- C. Any entry that received an award the previous year (2010) must include “significant revisions or modifications” to be entered for the 2011 award program.
- D. Volunteer hours will be calculated from January 1, 2011 through December 31, 2011.
- E. Hard copy entries are submitted to Mary Meredith, Awards Co-chair, 405 Woodway Dr., Victoria, TX 77904-1155.

## **7. Membership Categories**

- A. Award groups are divided by number of member dues-paid, as reported by the Treasurer.
  - 1. Small: 1-50 dues-paying Texas Master Gardeners;
  - 2. Medium: 51- 100 dues-paying Texas Master Gardeners;
  - 3. Medium Large: 101- 199 dues-paying Texas Master Gardeners;
  - 4. Large: 200 or more dues-paying Texas Master Gardeners.
- B. “Associates” or “Interns” included as part of an Association’s dues-paying members will be included when determining group size.

## **8. JUDGING:**

- A. The Awards Committee Chairperson(s) will receive all the entries submitted to the Texas Master Gardener Association. The awards will be logged in by the Chairperson(s), checked for date of receipt and use of the proper form, and any other disqualifying conditions. Qualifying award entries will be forwarded to out-of-state judges. The judging and results will be held confidential until the Awards Presentation Banquet at the Annual Conference. The members of the TMGA Awards Committee will collectively announce and present the awards.
- B. The committee will purchase and prepare all awards. The Texas Master Gardener Association will be responsible for the total cost of the TMGA awards.
- C. In the event of a disqualification by the committee the Awards Committee Chairperson(s) will notify the association’s County AgriLife Extension Agent/Master Gardener Coordinator and the submitting Master Gardener (as found on the award submission form) of the disqualification and the reason(s) for the entry’s disqualification.
- D. The out-of-state judges will receive all the qualifying entries submitted to the TMGA Awards Program and will apply the following criteria:
  - 1. Each entry will be judged independently of all other entries.
  - 2. Each entry must meet the criteria as stated in the Awards Program Handbook and submission form.
  - 3. All entries must be submitted correctly on the submission form provided for that award. Publications, Graphic Presentation, Mass Media, Project, and Website Education categories will include additional information documenting the submission form.
- E. Judging forms specifying criteria and point count for all expectations of each award will be provided to the judges.

F. First, Second, Third Place, and Honorable Mention may be awarded to entries selected from those judged to have met all qualifications as stated in the 2011 Awards Program Handbook.

G. **ALL judging is final.**

H. Submissions become property of TMGA and may be distributed after the Awards Presentation Banquet.

1. Associations will be given the judges' scoring and comments for each of their entries.
2. Submissions in each award category receiving awards for exemplary achievement will be published for educational purposes on the TMGA website.

**9. TEXAS MASTER GARDENER ASSOCIATION AWARDS COMMITTEE**

The TMGA Awards Committee will be composed of individuals from different associations. The President of TMGA appoints the Committee Chairperson(s).