



## **Awards Preparation Tips**

### **Entry Preparation-Quick-N-Easy**

Submitting an Excellence in Landscape Award for consideration is a straightforward process but does take some initial planning. Below are some timelines to consider and steps to take to ensure your project stands apart.

#### **Up to 1 year prior**

- Budget for program entry
- Identify project
- Record pertinent information
- Obtain client approval

#### **Up to 1 month prior**

- Select photographs and create file copies
- Compile records and make copies
- Draft text

#### **1 week prior**

- Organize entry information
- Finalize text
- Complete online application

### **Improve Your Excellence in Landscape Awards Entries**

#### **Planning**

- Prepare in advance.

#### **Project Descriptions**

- Anticipate longer times for writing descriptions.
- Consider utilizing a unique name for your project as it will be displayed (i.e. "No Place Like Home" or "Serenity Now").
- Identify constraints of the projects relating to owner's expectations and time.
- Fully explain your contribution to the project.
- Provide conclusion of results, and impact of your work on the project.

#### **Photographs**

- Use high quality photography in your entry.
- Use photography to clearly reflect the progression and professionalism of your work.
- Make sure the shots are staged.
- Don't hesitate to include people in the shots as long as those people are not identifiable or could tie the project to your company.
- Remove distractors including garden hoses, irrigation flags, debris, etc.

- We've compiled a list of photographers from previous awards projects. Please feel free to contact them if you need a photographer for your project.

Mike Crews Photography  
Mike Crews  
(630) 305-9116  
[www.crewsphotography.com](http://www.crewsphotography.com)

Ron Capek Photography  
Ron Capek  
(630) 833-8396  
[capek777@comcast.net](mailto:capek777@comcast.net)

Barry Rustin Photography  
Barry Rustin  
(847) 475-0055  
[barryrustin@hotmail.com](mailto:barryrustin@hotmail.com)  
[www.barryrustinphotography.com](http://www.barryrustinphotography.com)

Dulce Rodriguez  
(708) 257-9456  
[Dulce@dmrfotos.com](mailto:Dulce@dmrfotos.com)  
[www.dmrfotos.com](http://www.dmrfotos.com)

Michael Cabrera  
[mjc@mikecab.com](mailto:mjc@mikecab.com)

RA Hokanson Photography  
Rolfe Hokanson  
(844) 693-6867  
[rolfe@rolfephoto.com](mailto:rolfe@rolfephoto.com)  
[www.rolfephoto.com](http://www.rolfephoto.com)

Carol Freeman Photography  
Carol Freeman  
(847) 404-8508  
[carol@carolfreemanphotography.com](mailto:carol@carolfreemanphotography.com)

#### **Entry Form Information**

- Neatness and clarity count.
- Use accurate information and complete all required selections as indicated on checklist.

#### **Acknowledgement/Acceptance**

- The Excellence in Landscape Awards is an annual program.
- Begin thinking about the program and its benefits for your company, staff morale and future marketing.
- Have an active on-going awareness and desire to submit.
- Budget for staff time and expenses for preparation of entries.

#### **Planning**

- At the inception of the program, assign an employee or committee to the project.
- Facilitate the process by scheduling meetings, response dates and deadlines.
- Understand the necessary requirements for submitting an awards application.

**Pre-Season**

- Qualify projects which will be ready for entry this year.
- Identify new projects which can be considered for entry, possibly in a year or two.
- Prequalify potential entries with clients during design and bidding.

**Pre-Construction**

- Prepare a field notebook for each identified awards entry project.
- Have good quality photographs taken of all identified projects.
- Record before, during and after shots from similar angles to allow for comparative views.

**Getting Started**

- Assess identified projects, anticipating submittal deadline.

**Early Season**

- Write preliminary descriptions for review.
- Prepare and schedule timetable to complete each task required for entry submittal.

**During Construction**

- Record information pertaining to the client's requirements, design solution, and construction needs of identified entry projects.
- Have photographs taken of new and previously recorded views, showing scope of work.

**On-Going Activities**

- Concentrate on showcasing your work. Begin to finalize necessary requirements for the awards entry.

**Mid-Season**

- Proceed to select and secure photos, final drawings and records of projects to be entered.

**Post-Construction**

- Continue to photograph all identified projects in progress and collect and record project information in field notebooks.
- Ensure good photo opportunities for projects - consider how projects are being maintained.

**Finishing Touches**

- Review entry information and make adjustments for accuracy, impact and completeness.
- Focus on completing entries and on possible future entries.

**Entry Submittal**

- Complete application and pay the fee.
- Double check application to ensure accuracy.
- Submit completed application by deadline of the early-bird savings.

**Late-Season**

- Continue to record impact of award entry projects.
- Review on-going projects for future entries.