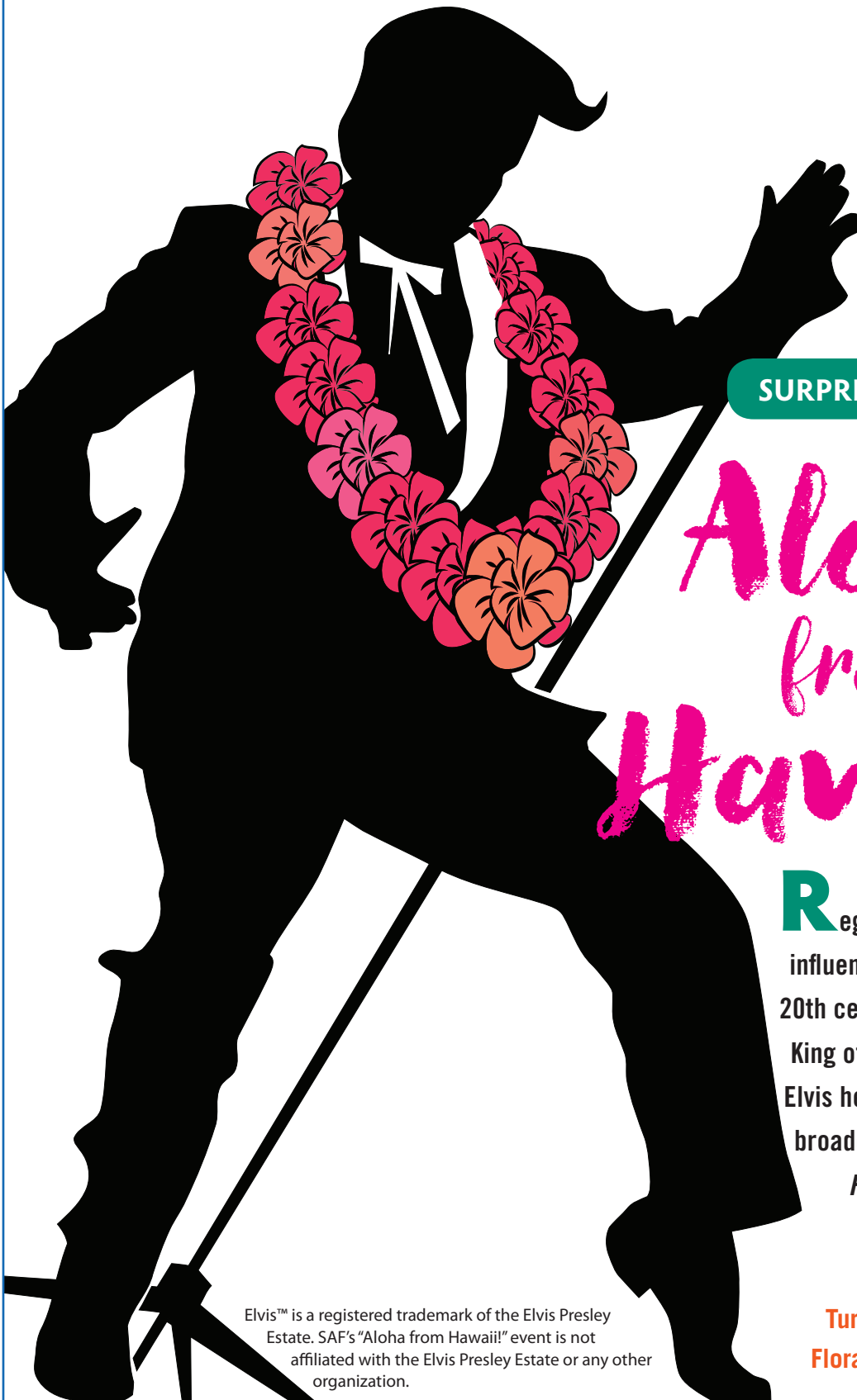


49th Annual Sylvia Cup Design Competition



SURPRISE THEME

Aloha from Hawaii!

Regarded as one of the most influential cultural icons of the 20th century, Elvis Presley is the King of Rock and Roll. In 1973, Elvis headlined the first globally broadcast concert *Aloha from Hawaii Via Satellite*.

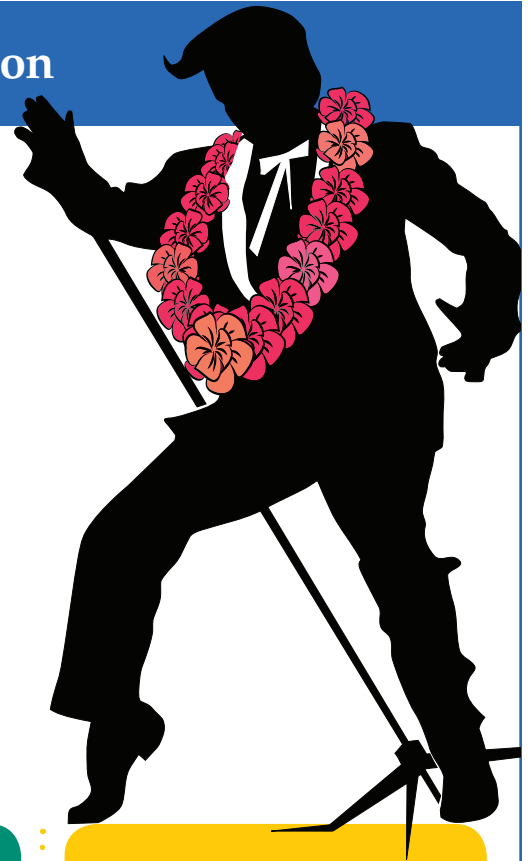
Elvis™ is a registered trademark of the Elvis Presley Estate. SAF's "Aloha from Hawaii!" event is not affiliated with the Elvis Presley Estate or any other organization.

Turn the page to see the
Floral Design Challenge →

49th Annual Sylvia Cup Design Competition

SURPRISE FLORAL DESIGN CHALLENGE

Each Sylvia Cup contestant receives the same assortment of Certified American Grown flowers and foliage and design supplies from Smithers-Oasis, a 2-hour time limit and surprise challenge — to create three floral designs celebrating Elvis “Aloha from Hawaii!”



Blue Suede Shoes

Create a **floral design suitable to attach to a pair of shoes** for a moonlight dance on the beach with the King of Rock and Roll. A pair of beach flip flops is provided. **At least one sandal must be used in the design.**

It must strongly feature the Element of **LINE** — the vital visual path that directs the eye movement through a composition. *The AIFD Guide to Floral Design*

Crying in the Chapel

Design an **expressive sympathy tribute** suitable for an Elvis impersonator. The casket will be open for viewing.

It must strongly feature the Element of **TEXTURE** — the surface quality of a material, as perceived by sight or touch. *The AIFD Guide to Floral Design*

Hawaiian Wedding Song

Construct a **beautiful wedding bouquet with a cascading feature** suitable for a starstruck Elvis fan.

It must feature the Principle of **RHYTHM** — visual movement through a design, usually achieved through repetition or gradation. *The AIFD Guide to Floral Design*

To commercialize a Sylvia Cup floral design using an Elvis song title, consult a lawyer.

Sponsors



Meet the Contestants

As of September 12, 2016

Arkansas



Tricia Upshaw, AIFD, AMF
Shirley's Flower Studio Inc.
Rogers, Arkansas
Sponsored by Mid America Design Competition

California



VanAnh Bui
Concepts by VB
Sunnyvale, California
Sponsored by California State Floral Association



Lakhena Mae Chhim
Angkorian Designs
Long Beach, California



Gloria Gonzalez
A Secret Garden Florist
Ventura, California



Valerie Lee Ow
J. Miller Flowers and Gifts
Oakland, California

Colorado



BJ Dyer, AAF, AIFD, CPF
BOUQUETS
Denver, Colorado

Hawaii



Cory Ho, AIFD
Watanabe Floral
Honolulu, Hawaii



Sunya Schlea
Sunya's Flowers
Lahaina, Hawaii

Kentucky



Paul Latham, AIFD
Fleur de Lis Events & Design
Louisville, Kentucky

Maryland



Misha Park
Frederick, Maryland

Michigan



Derek Woodruff, AIFD, PFCI, CF
Floral Underground
Traverse City, Michigan

Minnesota



Sandy Schroeck, AIFD, PFCI
Trend on Design
Eden Prairie, Minnesota

South Carolina



Paul Ponn, AIFD
Mary's Flower & Gifts
Florence, South Carolina

Sponsors



49th Annual Sylvania Cup Design Competition

The longest-running, live national floral industry design competition.

120 minutes ... Top designers ... A mystery assignment ... Only one will win the grand prize ... Watch the action. Contestants are given the same product assortment of Certified American Grown flowers and foliage, hard goods from Smithers-Oasis, and a surprise task. The grand prize winner receives \$3,000, first runner-up receives \$500, and second runner-up receives \$250. All three prizes are provided by Smithers-Oasis. The grand prize winner and two runners-up will be announced at the Awards Dinner.

Sylvia Cup History

In 1967, SAF instituted the Sylvia Award in dedication to the memory of Sylvia MacGuffog Valencia, AAF, one of the floral industry's leading designers and businesswomen, charter member of AAF, respected carnation grower and longtime supporter of SAF.

Sylvia Cup Winners

Loann Burke, AAF, AIFD, PFCI - 2015	Mark Newcomb - 1990
Jacob McCall, AAF, AIFD, FSMDF - 2014	Allan Howze - 1989
Joyce Mason-Monheim, AIFD, PFCI, AzMF - 2013	Brian K. Gathright - 1987
Vincent Petrovsky, AAF, AIFD - 2012	Ken Senter, AIFD - 1986
John Hosek, AIFD, PFCI, CAFA, MCF - 2011	Robert Brown - 1985
Kyle Roberson - 2010	Osamu Honjo, AIFD - 1984
Cindy Anderson, AIFD - 2009	Wayne Piper - 1983
Coby Neal, AIFD, PFCI - 2008	Gary Schott, AAF, AIFD - 1982
Ian Prosser, AAF, AIFD, PFCI, NDSF - 2007	Louis Pattillo, AAF, AIFD - 1980
Conrad Quijas, AIFD - 2006	Richard Coleman, AAF - 1979
Alex Torres - 2005	Charles Kofler, AAF - 1978
Lee Burcher, AIFD - 2004	Karlton Morris, AAF - 1977
Conrad Quijas - 2003	Grace Rymer, AAF, AIFD, PFCI - 1976
Debbie Holth, AIFD - 2002	Frances Jones Poetker, AAF, PFCI - 1975
John Klingel, AAF, AIFD, PFCI - 2000	Arthur Ito, AAF, AIFD - 1975
Song Ki Yun, AIFD - 1999	Michael Polychrones, AAF, AIFD, PFCI - 1974
Kirk Foster, AIFD - 1997	Charles Bannow, AAF, AIFD - 1973
Patricia Gomez - 1996	Alan James, AAF & Mrs. Alan James - 1972
Susan Standerfer, AIFD - 1995	Vincent Adamo, AAF - 1972
Richard Crause - 1994	Vincent Adamo, AAF - 1971
Steve Brickner, AAF, AIFD, PFCI - 1993	Irwin J. Kilday, AAF - 1970
Catherine Hillen-Rulloda, AIFD, PFCI - 1992	Dorothy Temple, AAF, AIFD - 1969
Rene van Rems, AIFD, PFCI - 1991	C. Clinton Lindley, Jr., AAF - 1968
	S. Louis Battinelli, Jr., AAF - 1967

Sample Evaluation Form

SAF's PFCI Board of Trustees appoints the judges. Each judge scores each design based on the factors below. The highest combined score determines the winner. Judges must be a: PFCI member, retail florist, design instructor or a member of the American Institute of Floral Designers.

10 Points = Superior 5 Points = Average 1 Point = Poor	Possible Points	Awarded Points
DESIGN ELEMENTS		
Line/Form – Definable path for the eye to follow. Has a “3-D” shape	10	
Color – Definable color harmony present	10	
Space – Area utilized in and around ingredients (including negative space)	10	
DESIGN PRINCIPLES		
Balance – Does not fall under its own weight and gives a sense of optical equilibrium Focal Area	10	
Proportion – Size relationships of the design ingredients to each other	10	
Unity – Chosen materials “work” together in size, shape, texture	10	
MECHANICS/EXECUTION		
Mechanics/Execution – Design is neat, clean and finished. No foam showing, sturdy and able to be picked up without falling apart?	20	
CREATIVE APPLICATION		
Originality within the Category Interpretation – Have they taken the category and made it something “above”?	10	
EXCEPTIONAL MERIT		
Bonus Points – Reward an outstanding quality with additional points. Please use the exceptional merit for anything you liked above and beyond. Maybe a leaf treatment, maybe a container alteration. It can be 1 pt. – it can be 9 points. These extra points help break ties that may occur from even scoring on the above categories.	10	
SCORE	100	

ENCOURAGEMENT & SUGGESTIONS FROM JUDGE:

Sponsors

