

Follow Your Yellow Brick Road

A Golden Celebration

When the ferocious storm transplanted Dorothy Gale and her furry sidekick Toto from their comfortable Kansas farm to a bizarre land filled with mystery and intrigue, they were not prepared for all the amazing wonders they would experience.

Throughout her quest, Dorothy collected a unique group of friends, each with specific needs which added to her challenge of finding her way back home.

By dreaming and believing and with a visit to a Whack-A-Do Wizard, all wishes could be granted for the dangerous price of a witch's broomstick. They witnessed firsthand the battle between good and evil, through introductions to Glinda, the Good Witch of the North, and Elphaba, the Wicked Witch of the West.

Through all the twists and turns of the story, a terrifying haunted forest, a glorious Emerald City, and even flying monkeys, this cadre finally realized they were lacking nothing. That they had it all. They had always had it all ... within themselves.

This story, whether through the written word or through cinema has inspired admirers of all ages to dream with a big imagination, dream without reserve, and of course, dream in full technicolor. As the theme song clearly states, somewhere over the rainbow, skies are blue, and the dreams that you dare to dream really do come true.

In celebration of the 50th year of the Sylvia Cup, our Golden Anniversary, we ask you to embark on a journey down your own Yellow Brick Road.



50th Annual Sylvia Cup Design Competition

Surprise Floral Design Challenge

Each Sylvia Cup contestant receives the same assortment of products from Certified American Grown and Smithers-Oasis, a 2-hour time limit and surprise challenge — to create three floral designs celebrating “Follow Your Yellow Brick Road.”

We're Not in Kansas Anymore: Conical Design

The winds started swirling and everyone but Dorothy and Toto made it into the cellar. The storm raged and lifted the house into a whirling dervish, carrying it off to realms unknown. It was at this point that the film changed from black and white to radiant color, therefore the **challenge of contrast** should play an important role in this composition. **Recreate the storm's funnel cloud through a conical design with a European flair.** Capture your flowers in a **brilliant display of color blocked chaos.** Apply the elements of **rhythm and motion** that will carry your design all the way to the Wizard.



Only Bad Witches are Ugly: Imaginative Wand

Glinda, the Good Witch of the North, brought kindness and compassion as she watched over the Land of Oz. As a good witch, she was a stroke of pastel beauty that made us believe that the good in all of us could prevail. Adorned in layers of pink organza and sparkling with glitters and jewels, she made her way with her angelic voice and a powerful magic wand. She always made a statement when she entered the scene especially since she traveled in a shimmering bubble. **Celebrate her presence with an imaginative wand.** It needs to have **multiple focal areas** while maintaining an appropriate **balance** and manageable **weight.** Your magic will shine through the details of your design. Make it pretty — don't be a bad witch!

Welcome to the Emerald City: Monochromatic Container Design

Making it through the darkest part of the journey, Dorothy and troupe made it to the Emerald City, the home of the Great and Powerful Oz. With a name as quirky as he, Mr. Oscar Zoroaster Phadrig Isaac Norman Henkle Emmanuel Ambroise Diggs lived in a larger than life unbelievably grandiose home. For miles around, everything was green. Green plants, green buildings, green fabrics and even a green glowing wizard. What a glorious color for Oz, what a glorious color for you. **Create a whimsical container design that would be fitting for the foyer of the Wizard's castle.** It should be a combination of foliage and florals all in a **monochromatic color scheme,** the wonderful and rich color Green. Bring your best to the Wizard and he might just grant your biggest wish. P.S. Pay no attention to the man behind the curtain.



Sponsors



SEPTEMBER 12-15 - RANCHO MIRAGE, CA
134TH ANNUAL CONVENTION

50th Annual Sylvia 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

Derek Woodruff, AIFD, CF, PFCI - 2016	Mark Newcomb - 1990
Loann Burke, AAF, AIFD, PFCI - 2015	Allan Howze - 1989
Jacob McCall, AAF, AIFD, FSMD - 2014	Brian K. Gathright - 1987
Joyce Mason-Monheim, AIFD, PFCI, AzMF - 2013	Ken Senter, AIFD - 1986
Vincent Petrovsky, AAF, AIFD - 2012	Robert Brown - 1985
John Hosek, AIFD, PFCI, CAFA, MCF - 2011	Osamu Honjo, AIFD - 1984
Kyle Roberson - 2010	Wayne Piper - 1983
Cindy Anderson, AIFD - 2009	Gary Schott, AAF, AIFD - 1982
Coby Neal, AIFD, PFCI - 2008	Louis Pattillo, AAF, AIFD - 1980
Ian Prosser, AAF, AIFD, PFCI, NDSF - 2007	Richard Coleman, AAF - 1979
Conrad Quijas, AIFD - 2006	Charles Kofler, AAF - 1978
Alex Torres - 2005	Karlton Morris, AAF - 1977
Lee Burcher, AIFD - 2004	Grace Rymer, AAF, AIFD, PFCI - 1976
Conrad Quijas - 2003	Frances Jones Poetker, AAF, PFCI - 1975
Debbie Holth, AIFD - 2002	Arthur Ito, AAF, AIFD - 1975
John Klingel, AAF, AIFD, PFCI - 2000	Michael Polychrones, AAF, AIFD, PFCI - 1974
Song Ki Yun, AIFD - 1999	Charles Bannow, AAF, AIFD - 1973
Kirk Foster, AIFD - 1997	Alan James, AAF & Mrs. Alan James - 1972
Patricia Gomez - 1996	Vincent Adamo, AAF - 1972
Susan Standerfer, AIFD - 1995	Vincent Adamo, AAF - 1971
Richard Crause - 1994	Irwin J. Kilday, AAF - 1970
Steve Brickner, AAF, AIFD, PFCI - 1993	Dorothy Temple, AAF, AIFD - 1969
Catherine Hillen-Rulloda, AIFD, PFCI - 1992	C. Clinton Lindley, Jr., AAF - 1968
Rene van Rems, AIFD, PFCI - 1991	S. Louis Battinelli, Jr., AAF - 1967

Sample Evaluation Form

A panel of three American Institute of Floral Designers Certified Floral Evaluator/Judges appointed by SAF's Professional Floral Communicators-International Board of Trustees will evaluate the contestants' work. Each judge scores each design based on the factors below. The highest combined score determines the winner.

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:

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Sylvia Cup Design Competition — Meet the Contestants

As of August 15, 2018

California



Lee Burcher, AIFD, CCF, CFD, PFCI
Fleur de Lys
San Pedro, CA



Vic Castillo, AIFD
Lee's Florist & Nursery
Berkeley, CA



Ben Lee
Edelweiss Flower
Boutique
Santa Monica, CA
*Sponsor: California State
Floral Association*



Roslyn Long, AIFD
Jasmine Creek Florist
El Cajon, CA
*Sponsor: Jasmine Creek
Florist*



Greg Lum, AIFD, EMC
Lee's Florist & Nursery
San Francisco, CA
*Sponsor: Lee's Florist &
Nursery*

Florida



**Alejandro Figueira
Fernandes, AIFD**
Ornatus Events
Productions
Davie, FL



**Jenna Sleeman,
AIFD**
Infinite Gift
Coral Gables, FL
*Sponsor: Florida State
Florists Association*

Illinois



**Adam Havrilla,
AIFD, CFD, ICPF,
PFCI**
Artistic Blooms, LLC
Chicago, IL

Indiana



**Carolyn Minuttilo,
AIFD, EMC, PFCI**
Lavender Hill LLC
Jeffersonville, IN
*Sponsor: Lavender Hill
LLC*



Jenifer Rupnow
Matzke Florist
Elkhart, IN
*Sponsor: Linda and Stan
Rupnow*

Maryland



Misha Park
Frederick, MD
Sponsor: Green Valley

Massachusetts



**Lisa Greene, AAF,
AIFD, PFCI**
Beach Plum Flower
Shop
Newburyport, MA

Michigan



**Derek Woodruff,
AIFD, CF, CFD, PFCI**
Floral Underground
Traverse City, MI

Minnesota



**Lynne Tischler, AAF,
CPFD, PFCI**
Your Enchanted Florist
St. Paul, MN

Nebraska



**Molly Boulden,
NAFD**
Corum's Flowers
Omaha, NE
*Sponsor: Bill Doran
Company - Omaha,
Nebraska*



Mark Griffith
Bouquet Floral Design
Studio
Omaha, NE
*Sponsor: Nebraska
Florists Society*

Texas



Mary Ann De Berry
The Florist, Ltd.
Denton, TX
Sponsor: The Florist, Ltd.



**Rey Rodriguez, AAF,
AIFD, CFD, TMFA**
The Gypsy Florist
Austin, TX
*Sponsor: The Gypsy
Florist*

Washington



**Rebekah Casey,
AIFD**
Ballard Blossom, Inc.
Seattle, WA