



*Michigan Floral*  
**A S S O C I A T I O N**

2010 Design Contest  
Registration Packet

In partnership with:

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**2010 MFA Design Contest Friday, March 5<sup>th</sup>, 2010**

The Michigan Floral Association's Design Contest is one of the most prestigious contests in the nation. Enter and rate your talents with your peers. Winners will receive certificates, cash awards and recognition in *The Professional Florist* magazine. In addition, the individual named "MFA Designer of the Year" will be the featured "Design Spotlight" designer in six issues of the *The Professional Florist*. The contest serves as an exceptional opportunity for designers to learn and exchange new ideas while competing, receive professional recognition for their work, and is an excellent opportunity to gain publicity for you and your shop.

**If you have questions please contact the  
Design Contest Chairperson:  
Tonja VanderVeen: (616) 262-4351**

## **MFA Design Contest Division Eligibility**

***Student*** - Open to any full or part-time student currently enrolled in a high school, enrichment, design school or university floriculture program, and who has NOT worked “professionally” as a floral designer. Students may NOT compete in the Professional Division and MUST prove current student status. One entry per student.

***Professional*** - Open to any floral professional gainfully employed full or part-time in the floral industry. Professionals may not enter the student division, and are NOT required to enter each of the three Professional Categories, unless competing for “MFA Designer of the Year.”

***The Academy*** - This division is open to those who are recognized as Academy Designers only.

### **MFA Designer of the Year**

In order to attain “MFA Designer of the Year” status, you must enter all three Professional Division categories. Five individuals with the highest cumulative points from all three design categories will be selected as finalists to earn the chance to compete in a Spontaneous Surprise Package competition. The names of the five finalists with highest cumulative points from the professional divisions will be posted in the design contest viewing area in alphabetical order upon completion of the design contest judging. The five finalists will have one half hour starting promptly at 12:30p.m. Saturday, March 6, 2010 on the Main Stage to create a Spontaneous Surprise Package design. The design contest committee will select all the materials in advance. Finalists are responsible for their own tools, knives, wire cutters, tape, wire, etc. Contestants will be asked to leave the contest area during judging. The finalist with the highest total points earned during the Spontaneous Surprise Package competition will be the single winner. The winner will be announced at the Recognition Banquet on Saturday night in the Pantlind Ballroom at the Amway Grand Plaza Hotel. The winner will receive a \$300.00 cash prize, recognition plaque and the coveted title of “MFA Designer of the Year.”

### **Chuck Bannow Award**

This is NOT a design contest category for entry, but an award given to the entry judged as “Best Overall” from the three first place winners in the professional division categories in the contest. Because Charles “Chuck” Bannow devoted so much of his life to the teaching and enrichment of the floral industry, this award carries his name. All designs will be evaluated based on the elements of design, the professional execution of design mechanics as well as creativity, with **particular emphasis** on **originality** and **innovation**.

# **2010 MFA Design Contest Categories**

## **Student Division**

### **Theme: Fresh Arrangement–Around the World in 80 “Daisies”**

Create an original fresh floral design with any kind of fresh flowers. The design should represent the country you choose while navigating around the world. On a 3-inch by 5-inch card, print the name of the country your arrangement depicts. All materials permitted except permanent botanicals. Dried items such as branches, vines, pods etc. are allowed. Props\* not permitted. Maximum wholesale value of \$50.00. Display space is limited to 30-inches wide by 30-inches deep, no height restrictions. Entry must be secure enough to withstand touching and handling by judges.

#### **Prizes for Student Division Category:**

First - \$75.00 & Plaque

Second - \$50.00 & Plaque

Third - \$25.00 & Plaque

## **Professional Division**

### **Theme 1: Fresh Design Sympathy– Honor at Sea**

Create a fresh flower wreath on an easel or stand that is part of your design for someone that loved the water or passed at sea. Wreath can be made of any substance except of permanent botanicals. Natural items such as branches, stones, pods and mosses are allowed. Props\* not permitted. Maximum wholesale value of \$50.00. Display space is limited to 30-inches wide by 30-inches deep, no height restrictions. Wreath with stand or easel must stay totally in this area. Entry must be secure enough to withstand touching and handling by judges.

### **Theme 2: Fresh Design– Wedding Destination: Beach**

Create a fresh flower bridal bouquet appropriate for a beach wedding. In this bridal bouquet you must incorporate two principals or elements of design. Print the destination of the wedding and the two principles or elements you have chosen on a 3-inch by 5-inch card. Fresh flowers and any or all the following may be used: dried products, beads, gems, wire, ribbon etc.. All materials permitted except permanent botanicals. You will be supplied with a Syndicate Sales vase # 3069 to display your bridal bouquet, (This will be the only display vase allowed. No exceptions). Props\* not permitted. Maximum wholesale value of \$50.00. Display space is limited to 24-inches wide by 30-inches deep, with no height restrictions. Entry must be secure enough to withstand touching and handling by judges.

### **Theme 3: Fresh Design – Everyday – A Walk on the Beach**

Create a fresh flower arrangement with at least two types of techniques. This arrangement should be an interpretation of your walk on a beach. Print on a 3-inch by 5-inch card the techniques you used in the arrangement. Natural items such as branches, stones, pods and mosses are allowed. All materials permitted except permanent botanicals. Props\* not permitted. Maximum wholesale value of \$75.00. Display space is limited to 30-inches wide by 30-inches deep, with no height restrictions. Entry must be secure enough to withstand touching and handling by judges.

#### **Prizes for all Professional Division Categories:**

First - \$75.00 & Plaque

Second - \$50.00 & Plaque

Third - \$25.00 & Plaque

**\*Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

## **The Academy Division**

The Academy Division honors and recognizes those individuals who have consistently achieved high ratings and placements during the MFA Design Contest. Those who eventually reach this distinction should stand to encourage others who compete and strive for higher goals and expertise in floral design. Doing so in the spirit of friendly competition.

The criteria for the Academy require that a designer earn 50 points through competition in MFA sponsored design contests.

Points are awarded on the following basis:

- 10 points for Designer of the Year
- 10 Points for Chuck Bannow Award
- 10 points for a first place award in a professional category
- 7 points for a second place award in a professional category
- 5 points for a third place award in a professional category

Further, 20 of the 50 points must be from First Place Awards. (Designer of the Year and the Chuck Bannow Award count as First Place Awards).

When the required points are achieved, recognition is automatic.

Once you are recognized as an Academy Designer, you are no longer able to compete in the Professional Division. You will be notified once you have achieved the necessary points and will be invited to participate in the next Academy Competition.

As an Academy Designer, you will be recognized during the MFA Spring Convention, as well as in the *Michigan Florist* magazine. Academy Designers may also be featured in design programs, seminars and publication columns. Academy Designers will have their names inscribed on a traveling award plaque that will be proudly displayed during all Academy competitions and exhibitions.

Congratulations to all whom have achieved this distinctive recognition! Continued encouragement to all that strive for it!

## **Theme: Navigation**

Create an original fresh floral design promoting the floral industry and MFA using this year's expo logo -Navigation- as an inspiration. Props\* are permitted as long as the floral arrangement remains the focal point and does not exceed the space restrictions. An 8-inch by 10-inch framed image of the Navigation logo will be provided and placed on each table. The design must fit on and be viewable from a standard 5-foot round banquet table. The maximum wholesale value is not to exceed \$100.00. Entry must be secure enough to withstand touching and handling by judges.

### **Prizes for Academy Exhibition:**

\$150.00 cash, winner plaque & name inscribed on traveling honorary award.

**\*Props are defined as any or all items that are not a physical part of or attached to the composition being judged.**

## Rules for All Entries

1. **ALL MFA DESIGN CONTEST ENTRIES (STUDENT, PROFESSIONAL AND ACADEMY) MUST BE PRE-REGISTERED.** Each entrant, **regardless of age**, MUST be pre-registered with a PAID MFA Conference "Weekend Pass" and complete the enclosed registration form and return it (postmarked by or faxed) to the MFA office by February 26, 2010. You cannot register your entries at the show. **No** registration will be accepted after February 26, 2010.
2. Designs must be checked in between: 4:30pm and 6:30pm on Friday, March 5, 2010. The check-in desk for the MFA Design Contest will be located in Welsh Lobby of the DeVos Place.
3. You may enter only one design per category within your division.
4. To be eligible for "MFA Designer of the Year" you **MUST** enter all three-design categories in the Professional Division.
5. All props/accessories, when permitted within the rules of the category, may or may not need to be accounted for depending on the category theme and specifications. Include on your price list all materials and accessories that are part of the design. For items not listed on the wholesale price list, refer to the actual price of the product sold in your area.
6. Power is not available for electrically powered items, although you may use batteries if you wish.
7. Each entry **MUST** be accompanied by a business card with a shop or business name printed on it. (Students may use a 3" x 5" card including name, school, home address and phone.) A cost card with a complete listing of materials used also must accompany your entries; these must be prepared in advance. Do **NOT** write your name on the Cost Card. Entrants not providing this information with their entries ARE NOT eligible for prizes or placement. Please use the included cost card form.
8. All entries **MUST** be complete before being brought to the contest area. Minimal time will be allowed for setup of the designs and props, if props are allowed in the category.
9. Judging will begin at 6:45pm sharp on Friday, March 5, 2010. Contestants will be asked to leave the area **PROMPTLY** at 6:30pm
10. The names of all MFA Design Contest winners and the finalists for "MFA Designer of the Year" will be posted in the viewing area in alphabetical order upon completion of judging.
11. Winners will receive cash awards and recognition at the Saturday Night Banquet.
12. MFA Design Contest judges' scores will determine the winners.
13. The contest committee has the right to disqualify any entry or entrant that does not, in its judgment, comply with contest rules. Decision of the committee is final.
14. Only that person who is pre-registered may bring their entry to registration. You **MAY NOT** have someone else register and / or set -up or display your entry.
15. All entries must remain in the design contest area for open viewing until 4:00 p.m. Sunday, March 7, 2010. Entries must be removed between 4:00pm and 6:00 p.m. any entry left after 6:00 p.m. will become the property of MFA. Neither MFA nor The DeVos place is responsible for any loss or damage. Items of great personal value should not be used.

## WHOLESALE PRICE LIST GUIDELINES

All entries must be accompanied by a detailed price list or they will be disqualified. All entries must use the following price list in order to judge all entries equally. Include on your price list all materials and accessories that are a part of the design. For items not listed on the wholesale price list, use the actual price of the product in your area.

### FLOWERS FRESH

Agapanthus	\$2.00	STEM	Larkspur	\$1.00	STEM
Allium	\$1.00	STEM	Liatrus	\$0.75	STEM
Alstroemeria	\$0.75	STEM	Lilac	\$2.25	STEM
Amaranthus	\$1.25	STEM	Lily, Casablanca	\$4.50	STEM
Amarylis	\$2.25	STEM	Lily, Connecticut King	\$1.00	STEM
Anemone	\$0.75	STEM	Lily, Longiflorum	\$1.50	STEM
Anthurium, Large	\$3.00	STEM	Lily, Rubrum	\$2.00	STEM
Anthurium, Medium	\$2.00	STEM	Lily, Stargazer	\$2.50	STEM
Anthurium, Small	\$1.50	STEM	Lily of the Valley	\$2.00	STEM
Asters, Matsomoto	\$0.50	BLOOM	Muscari	\$0.25	STEM
Bells of Ireland	\$0.80	STEM	Nerine	\$1.50	STEM
Birds of Paradise	\$2.00	STEM	Orchids, Cattelya	\$5.00	BLOOM
Bouvardia	\$1.25	STEM	Orchids, Cymbidium	\$2.50	BLOOM
Calla Lily, Large	\$3.50	STEM	Orchids, Dendrobiums	\$2.00	STEM
Calla Lily, Mini	\$2.20	STEM	Orchids, Phalaenopsis	\$2.50	Stem
Carnation, Large	\$0.40	STEM	Orchids, Oncidium	\$1.75	STEM
Carnation, Mini	\$0.75	STEM	Peony	\$4.00	STEM
Chrysanthemum, Cremon	\$0.75	STEM	Protea, Banksia	\$3.50	STEM
Chrysanthemum, Fugi/Rover	\$0.60	STEM	Protea, Latifolia	\$2.00	STEM
Chrysanthemum, Pom-Poms	\$0.60	STEM	Protea, Leucadendron	\$1.00	STEM
Chrysanthemum, Standard	\$1.25	STEM	Protea, King	\$7.00	STEM
Daffodil	\$0.50	STEM	Protea, Pin Cushion	\$2.50	STEM
Delphinium, Bella/Volken	\$0.85	STEM	Protea, Pink Mink	\$2.50	STEM
Delphinium, Hybrid	\$1.50	STEM	Protea, Queen	\$4.50	STEM
Freesia	\$0.75	STEM	Protea, Waratah	\$5.00	STEM
Gardenia	\$3.50	BLOOM	Rose, Floribunda	\$1.00	STEM
Gerbera Daisy, Lg.	\$1.00	STEM	Rose, Intermediate	\$0.90	STEM
Gerbera Daisy, Mini.	\$0.80	STEM	Rose, Spray	\$1.50	STEM
Ginger	\$2.00	STEM	Rose, Standard	\$1.25	STEM
Gladioli	\$0.80	STEM	Rose, Sweetheart	\$0.80	STEM
Gloriosa	\$1.75	STEM	Snapdragons	\$0.80	STEM
Heliconia	\$5.00	STEM	Star of Bethlehem	\$0.65	STEM
Hyacinth	\$1.00	STEM	Stephanotis	\$0.80	BLOOM
Hypericum Berries	\$0.70	STEM	Stock	\$0.90	STEM
Hydrangea	\$3.50	STEM	Sunflowers	\$1.10	STEM
Iris	\$0.75	STEM	Tulip French	\$1.70	STEM
Ixia	\$0.65	STEM	Tulip, Regular	\$0.60	STEM
			Viburnum	\$2.50	STEM

**FILLER FLOWERS**

Acacia	\$6.00	BUNCH	Kangaroo	\$7.00	BUNCH
Baby's Breath	\$7.00	BUNCH	Limonium	\$7.50	BUNCH
Boronia	\$6.50	BUNCH	MonteCasino Asters	\$6.00	BUNCH
Buplurem	\$5.50	BUNCH	Spray Liatrus	\$7.50	BUNCH
Golden Aster	\$6.00	BUNCH	Statice, Regular	\$5.00	BUNCH
Heather	\$6.50	BUNCH	Statice, Seafoam	\$5.50	BUNCH
			Wax Flower	\$8.00	BUNCH

**GREENS**

Apidistra Leaves	\$4.50	BUNCH	Monstera Leaves, Sm.	\$2.00	BUNCH
Bear Grass	\$3.00	BUNCH	Myrtle	\$5.50	BUNCH
Calathea	\$4.50	BUNCH	Pittisporum, Green	\$5.00	BUNCH
Curly Willow, Tall	\$12.50	BUNCH	Pittisporum, Mini/Italian	\$6.00	BUNCH
Curly Willow, Tips	\$8.75	BUNCH	Pittisporum, Varigated	\$5.50	BUNCH
Equisetum	\$4.50	BUNCH	Plumosa	\$4.00	BUNCH
Eucllyptus, Baby Blue	\$5.00	BUNCH	Pussy Willow	\$8.00	BUNCH
Eucllyptus, Seeded	\$5.50	BUNCH	Ruscus, Israeli	\$3.50	BUNCH
Flat Fern	\$4.50	BUNCH	Ruscus, Italian	\$8.00	BUNCH
Flax	\$6.50	BUNCH	Salal	\$5.50	BUNCH
Galex Leaves	\$1.50	BUNCH	Scotch Broom	\$7.50	BUNCH
Ivy	\$4.50	BUNCH	Steel Grass	\$2.50	BUNCH
Leatherleaf(Baker)	\$3.00	BUNCH	Sword Fern	\$4.50	BUNCH
Lily Grass	\$4.50	BUNCH	Tee Pee Emerald	\$3.00	BUNCH
Monstera Leaves Lg.	\$3.00	BUNCH	Ti Leaves	\$3.50	BUNCH
Monstera Leaves Med.	\$2.50	BUNCH	Tree Fern	\$4.00	BUNCH
			Umbrella Pypress	\$3.50	BUNCH

**HARDGOODS**

Barked Wire	\$5.00	ROLL	California Crystals	\$14.60	BOTTLE
Chenille Stems	\$2.00	BOX	Cling	\$5.00	ROLL
Corsage Pins, Colored	\$3.30	BOX	Corsage Pins, Reg.	\$2.00	BOX
Crowning Glory	\$7.30	GALLON	Design Master	\$4.50	CAN
Moss Green Sheet	\$23.00	BOX	Moss Reindeer	\$4.80	BAG
Moss Spanish	\$12.50	BOX	Oasis, Adhesive Glue Can	\$12.80	CAN
Oasis Tube Glue	\$3.90	TUBE	Oasis, Bouquet H. Grande	\$2.25	EACH
Oasis, Bouquet H.Lg.	\$1.25	EACH	Oasis, Bouquet H. Med.	\$1.00	EACH
Oasis, Bouquet Special	\$7.50	EACH	Oasis, Doub. Face Tape	\$5.90	ROLL
Oasis Floralock	\$8.50	CAN	Oasis, Foam Designer BL.	\$8.00	BLOCK
Oasis Foam Grande Bl.	\$2.27	BLOCK	Oasis, Foam Standard	\$0.50	BLOCK
OASIS, IGLU	\$17.30	BOX (12)	OASIS, LONEY ADHESIVE	\$4.30	TUBE
OASIS, SISAL	\$6.00	BAG	OASIS, SPHERES 3"	\$6.60	6 PIECES
Oasis, Spheres 4 1/2"	\$8.20	5 Pieces	OASIS, SPHERES 6"	\$7.00	2 PIECES
Oasis, Spheres 8"	\$8.50	EACH	Oasis, Water Pr. Tape 1/4"	\$1.80	ROLL
Oasis, WaterPr. Tape 1/4"	\$3.30	ROLL	1/4" Clear		
1/4" Green			Oasis, Water Pr. Tape 1/2"	\$6.10	ROLL
Oasis, Wire Aluminum	\$6.60	PKG.	1/2" Green		
Oasis, Wire Bind	\$7.60	ROLL	Oasis, Wire Bullion	\$6.30	ROLL
Oasis, Wire Metallic	\$4.00	ROLL	Raffia	\$6.00	PKG.
Recreations Bowl 5.5"	\$2.80	EACH	Recreations Bowl #6	\$2.80	EACH
Recreations Bowl #8	\$5.50	EACH	Recreations Bowl #11	\$7.30	EACH
Stephanotis Stems	\$15.30	BOX	TACK 2000	\$5.60	CAN





# Michigan Floral

**A S S O C I A T I O N**

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*Phone: (517) 575-0110 Fax: (517) 575-0115*

*Email: cindy@michiganfloral.org*

*www.michiganfloral.org*

## FLORAL DESIGN CONTEST REGISTRATION FORM

**Please type or print clearly:**

Designer's Name \_\_\_\_\_

Firm or School \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

E-Mail \_\_\_\_\_

Please check which division/theme(s) you will enter:

**Student Division** \_\_\_\_\_

**Professional Division** (check theme(s) you will be entering)

**Sympathy Honor** \_\_\_\_\_ **Bridal Bouquet -Beach** \_\_\_\_\_ **A Walk on the Beach** \_\_\_\_\_

**Academy Division** \_\_\_\_\_

Each contestant must complete a separate registration form. **ADVANCE REGISTRATION IS REQUIRED!!** **NO** entries will be accepted after February 26, 2010. You **MUST** be pre-registered with a MFA Conference "Weekend Pass" to compete in any of the Design Contest categories **regardless** of your age. (Your Convention Registration form **MUST** accompany this form if you have not pre-registered!)

MAIL or FAX THIS FORM TO:

DESIGN CONTEST ENTRY AT THE ADDRESS OR NUMBER LISTED ABOVE.

***REGISTRATION MUST BE RECEIVED IN THE MFA OFFICE BY 2/26/2010.***

In partnership with:

**teleflora.**  
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# NOTICE

Please be sure to read **all** of the rules for the Design Contest in your packet.

## **Important information please read:**

Design check-in will be Friday 3/5/2010 from 4:30pm to 6:30pm in the Design Contest area located in the Welsh Lobby. Plan to arrive no later than 6:15pm. Judging will begin promptly at 6:45pm Friday evening!

To have your contest evaluation form returned – PLEASE bring a large (10” X 13”) self-addressed stamped (3 stamps) envelope with you to the contest registration on Friday evening. **ONLY** those entrants providing a self-addressed stamped envelope will have their evaluation forms returned. MFA and the Contest Committee are not responsible for providing the above mentioned. Upon completion of the design contest, evaluation forms are no longer available.

Winners will receive cash awards & recognition at the Saturday Night Banquet 3/6/2010 7:00pm (requires extra fee see conference registration form).

The Designer of the Year will **NOT** be announced immediately after the competition on Saturday afternoon. The winner will be announced at the Recognition Banquet, Saturday evening 3/6/2010. Tickets will be available for the finalists & their friends to purchase Saturday morning at the Registration Desk, if they would like to attend the banquet and stay for dinner. Tickets are not necessary for finalists to attend the announcement ceremony only.

Each individual, regardless of age, who is entering the Design Contest, **MUST** have a **PAID** “Weekend Pass” to compete.

MFA strives to present the professionalism of our trade and the benefits of using a retail florist. Since the design competition displays are open to the public throughout the weekend, please be sure that your designs have adequate water sources and are refreshed as needed. **Wilted or mechanically broken designs will be removed from public display.**

The committee will review the designs each morning at 10 am before the room is opened to the public. Any design that contains wilting flowers will be removed and the designer can retrieve it Sunday from the designated area. Designers may choose to replace flowers. If so, then they need to be of the same type and in the same placement. **Any watering or replacing of flowers needs to be done before 10 am each morning.**

All designs must be picked up between 4-6 pm on Sunday afternoon or they will be disposed of.

## **Friendly Reminder**

### **A Friendly Reminder to All MFA Design Contest Contestants:**

Plan to arrive 15 - 20 minutes early to allow yourself enough time to locate the contest registration area in the Welsh Lobby, DeVos Place.

To have your contest evaluation form returned – PLEASE bring a large (10” X 13”) self addressed and stamped (3 stamps) envelope with you to the contest registration on Friday evening. **ONLY** those entrants providing a self-addressed stamped envelope will have their evaluation forms returned. MFA and the Contest Committee are not responsible for providing the above mentioned. Upon completion of the conference, evaluation forms are no longer available.