



MichiganFloral
A S S O C I A T I O N

2012 Design Contest
Registration Packet

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FLORAL PRODUCTS
www.oasisfloral.com

2012 MFA Design Contest Friday, March 2nd, 2012

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, recognition in *The Professional Florist* magazine and a chance to travel representing the MFA and compete at the National level. 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:
Jerome Raska AAF, AIFD, CF, PFCI: email:
jerome@blumz.com**

MFA Design Contest Division Eligibility

Student

High School: Open to any full or part-time student currently enrolled in a high school, and who has NOT worked “professionally” as a floral designer. Student must prove current student status. One entry per student.

College / Professional Novice: College student currently enrolled in horticulture / floriculture program or an enrichment, design school or university floriculture program, or an individual that is employed at a floral entity with less than three (3) years’ experience in the industry.

Professional

Open to any floral professional with three (3) years or more experience in the industry. Contestants may enter one, two or all three (3) categories, but **MUST** be entered in all three professional categories to compete for the prestigious 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 at the MFA registration desk 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 3, 2012 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 Ambassador 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.” They will make arrangements featured in Professional Florist Magazine and represent Michigan Floral Association at National Alliance of Floral Associations, National Design competition in October.

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**.

2012 MFA Design Contest Categories

Student Division

High School Level

Theme: Happy Birthday to You!

Create a fresh flower arrangement suitable for your best friend's birthday party. The arrangement should be reflective of his / her hobby. Include at least three (3) Smithers - Oasis products and feature a principle of design. On a 4x5 card please list 3 things 1) type of reflected hobby. 2) Three (3) Smithers - Oasis items used. 3) featured principle of design. All materials permitted except permanent botanicals (silks) and no props* are allowed. Maximum wholesale value of \$50.00 (not including the Smithers - Oasis products). Display space is limited to 30 inches wide & 30 inches deep, with no height restrictions. Entry must be secure enough to withstand touching and handling by judges.

College / Professional Novice

Theme: In Loving Memory

Create a fresh flower sympathy tribute appropriate for a memorial service. The design should express the hobby or passion of the deceased. At least three (3) Smithers - Oasis products must be used in the design. On a 4 x 5 card please list 3 things: 1) the hobby or passion depicted. 2) Three (3) Smithers - Oasis products used. 3) Two (2) elements of design most prominent in the arrangement. All materials permitted except permanent botanicals (silks) and no props* are allowed. Display space is limited to 30" x 30", with no height restrictions. Maximum wholesale value is \$50.00 (not including the Smithers - Oasis products) Entry must be secure enough to withstand touching and handling by judges.

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

Prizes for all Student Division Categories:

First Place \$100.00, Certificate & Ribbon
Second Place \$75.00, Certificate & Ribbon
Third Place \$50.00, Certificate & Ribbon

Professional Division

Theme 1: Fresh Design Wedding – Down the Aisle

Create a fresh flower bridal bouquet for an artist that is getting married for the first time. Bouquet must be created in a Smithers-Oasis bridal bouquet holder and must include at least three (3) additional Smithers - Oasis products. On a 4 x 5 card please list 2 things: 1) indicate the style of bouquet you have created. 2) list Smithers - Oasis products used. A complimenting boutonniere must be placed on the table next to the bouquet. All materials permitted except permanent botanicals (silks) and no props* are allowed. Display space is limited to 30" x 30", with no height restrictions. You will be supplied with a Smithers - Oasis Vase E-940 (vase is 8" tall and 4" opening) to display your bridal bouquet, this will be the only display vase allowed. No exceptions. Maximum wholesale value is \$50.00 (not including the Smithers - Oasis products). Entry must be secure enough to withstand touching and handling by judges.

Theme 2: Fresh Sympathy – I Remember You

Using fresh floral product and dried materials design an easel arrangement depicting the career of the deceased. You must use at least three (3) Smithers - Oasis products and incorporate two (2) design techniques. On a 4 x 5 card list three things: 1) the three Smithers - Oasis products used. 2) The two most prominent design techniques. 3) The career depicted. All materials permitted except permanent botanicals (silks) and no props* are allowed. Display space is limited to 48" x 48", with no height restrictions. Maximum wholesale value is \$75.00 (not including the Smithers - Oasis products) Entry must be secure enough to withstand touching and handling by judges.

Theme 3: SURPRISE... SURPRISE!

This is just like doing an order at the shop! All contestants will be given identical flowers and hard good items to create a design on site. All design items will be provided; all you need to bring are your tools. Knife, scissors, wire cutters and bunch cutters are the only items you are allowed. All contestants will meet at the MFA registration desk promptly at 6:30 pm. Designing will begin at 6:45.

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

Prizes for all Professional Division Categories:

First Place \$100.00, Certificate & Ribbon
Second Place \$75.00, Certificate & Ribbon
Third Place \$50.00, Certificate & Ribbon

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 achieve this distinction are encouraged to continue to showcase their talents through the Academy.

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

Points are awarded on the following basis:

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. (Chuck Bannow Award counts as First Place award)

When the required points are achieved, recognized during the MFA Great Lakes Floral Expo, as well as in the Professional Florist magazine.

Each year the "Designer of the Year" will also automatically move into the Academy Division

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

Theme: HATS OFF TO “ BOBBI”

Off to the party we go!! Each contestant will create a floral headpiece / hat to be displayed on an equally creative and appropriate hat stand. Hat or headpiece must be removable and able to be worn for judging. The hat / headpiece must include at least four (4) Smithers-Oasis products. Each contestant must display entry on a 72” round table to be provided. Props are permitted. Please place 8 x 10 frame to indicate the theme of the party and list the Smithers - Oasis products used. The removable hat / headpiece must not exceed \$100.00 in wholesale cost not including the Smithers - Oasis products. This category will be judged twice by each evaluator. One score sheet for the hat / headpiece alone and one score sheet for the entire presentation. Highest overall score will win.

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

Prizes for Academy Exhibition:

Academy winner will receive \$500 cash prize and travel to SAF annual conference to represent the MFA in the Sylvia Cup competition.

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 24, 2012. You cannot register your entries at the show. **No** registration will be accepted after February 24, 2012.
2. Designs must be checked in between: 4:30pm and 6:30pm on Friday, March 2, 2012. The check-in desk for the MFA Design Contest will be located in Secchia Foyer 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 2, 2012. 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 at the MFA registration desk 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 4, 2012. 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	Liatrix	\$0.75	STEM
Alstroemeria	\$0.85	STEM	Lilac	\$2.25	STEM
Amaranthus	\$1.25	STEM	Lily, Casablanca	\$4.50	STEM
Amaryllis	\$2.25	STEM	Lily, Asiatic	\$1.25	STEM
Anemone	\$0.75	STEM	Lily, Longiflorium	\$1.50	STEM
Anthurium, Large	\$3.00	STEM	Lily, Oriental	\$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	\$2.20	STEM
Birds of Paradise	\$2.50	STEM	Orchids, Cattelya	\$12.00	BLOOM
Bouvardia	\$1.25	STEM	Orchids, Cymbidium	\$2.50	BLOOM
Calla Lily, Large	\$3.50	STEM	Orchids, Dendrobiums	\$2.00	STEM
Calla Lily, Mini	\$2.40	STEM	Orchids, Phalaenopsis	\$2.50	BLOOM
Carnation, Large	\$0.40	STEM	Orchids, Oncidium	\$1.75	STEM
Carnation, Mini	\$0.50	STEM	Peony	\$4.00	STEM
Chrysanthemum, Cremon	\$0.75	STEM	Protea, Banksia	\$3.50	STEM
Chrysanthemum, Fugi/Rover	\$0.70	STEM	Protea, Latifolia	\$2.00	STEM
Chrysanthemum, Pom-Poms	\$0.50	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	\$6.00	BLOOM	Rose, Garden	\$2.50	STEM
Gerbera Daisy, Lg.	\$1.30	STEM	Rose, Intermediate 40cm	\$0.90	STEM
Gerbera Daisy, Mini.	\$0.85	STEM	Rose, Spray	\$0.95	STEM
Ginger	\$2.00	STEM	Rose, Standard 60cm	\$1.25	STEM
Gladioli	\$0.80	STEM	Rose, Sweetheart	\$0.80	STEM
Gloriosa	\$1.75	STEM	Snapdragons	\$0.90	STEM
Heliconia	\$5.00	STEM	Star of Bethlehem	\$0.65	STEM
Hyacinth	\$1.00	STEM	Stephanotis	\$0.80	BLOOM
Hypericum Berries	\$0.80	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	\$12.00	BUNCH	MonteCasino Asters	\$6.00	BUNCH
Buplurem	\$7.50	BUNCH	Spray Liatrus	\$7.50	BUNCH
Golden Aster	\$6.00	BUNCH	Statice, Regular	\$5.00	BUNCH
Heather	\$8.50	BUNCH	Statice, Seafoam	\$5.50	BUNCH
			Wax Flower	\$10.00	BUNCH

GREENS

Apidistra Leaves	\$4.50	BUNCH	Monstera Leaves, Sm.	\$1.50	EACH
Bear Grass	\$3.00	BUNCH	Myrtle	\$6.75	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	\$5.00	BUNCH
Equisetum	\$4.00	BUNCH	Plumosa	\$5.00	BUNCH
Euclyptus, Baby Blue	\$6.00	BUNCH	Pussy Willow	\$8.00	BUNCH
Euclyptus, Seeded	\$7.00	BUNCH	Ruscus, Israeli	\$3.50	BUNCH
Flat Fern	\$4.50	BUNCH	Ruscus, Italian	\$9.50	BUNCH
Flax	\$6.50	BUNCH	Salal	\$5.50	BUNCH
Galex Leaves	\$1.85	BUNCH	Scotch Broom	\$6.50	BUNCH
Ivy	\$5.50	BUNCH	Steel Grass	\$6.00	BUNCH
Leatherleaf(Baker)	\$2.50	BUNCH	Sword Fern	\$4.50	BUNCH
Lily Grass	\$4.00	BUNCH	Tee Pee Emerald	\$3.00	BUNCH
Monstera Leaves Lg.	\$5.00	EACH	Ti Leaves	\$4.50	BUNCH
Monstera Leaves Med.	\$2.85	EACH	Tree Fern	\$4.00	BUNCH
			Umbrella Pypress	\$3.50	BUNCH

HARDGOODS

Barked Wire	\$7.80	ROLL	Crystals Accents	\$12.15	BOTTLE
Chenille Stems	\$2.80	BOX	Cling	\$9.30	ROLL
Corsage Pins, Colored	\$3.50	BOX	Corsage Pins, Reg.	\$3.40	BOX
Crowning Glory	\$9.85	GALLON	Design Master	\$6.50	CAN
Moss Green Sheet	\$37.00	BOX	Moss Reindeer	\$4.80	BAG
Moss Spanish	\$14.75	BOX	Oasis, Adhesive Glue Can	\$16.60	CAN
Oasis Tube Glue	\$4.60	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	\$7.85	ROLL
Oasis Floralock	\$10.60	CAN	Oasis, Foam Designer BL.	\$8.00	BLOCK
Oasis Foam Grande Bl.	\$2.50	BLOCK	Oasis, Foam Standard	\$0.87	BLOCK
Oasis, Iglu	\$19.90	BOX (12)	Oasis, Lomey Adhesive	\$4.30	TUBE
Oasis, Sisal	\$6.00	BAG	Oasis, Spheres 3"	\$7.40	6 PIECES
Oasis, Spheres 4 1/2"	\$9.65	5 Pieces	Oasis, Spheres 6"	\$12.45	2 PIECES
Oasis, Spheres 8"	\$9.80	EACH	Oasis, Water Pr. Tape 1/4"	\$2.50	ROLL
Oasis, WaterPr. Tape 1/4"	\$7.75	ROLL	1/4" Clear		
1/4" Green			Oasis, Water Pr. Tape 1/2"	\$7.75	ROLL
Oasis, Wire Aluminum	\$8.00	PKG.	1/2" Green		
Oasis, Wire Bind	\$8.50	ROLL	Oasis, Wire Bullion	\$7.75	ROLL
Oasis, Wire Metallic	\$4.60	ROLL	Raffia	\$7.90	PKG.
Recreations Bowl 5.5"	\$2.00	EACH	Recreations Bowl #6	\$3.10	EACH
Recreations Bowl #8	\$6.05	EACH	Recreations Bowl #11	\$7.65	EACH
Stephanotis Stems	\$16.20	BOX	Tack 2000	\$7.60	CAN

SMITHERS - OASIS PRODUCTS

A few examples of Smithers - Oasis products are listed below. You are also welcome to use any Smithers – Oasis products found in the 2011 / 2012 catalog or any products found at <http://sona.oasisfloral.com>. Smithers – Oasis products are not required to be listed as part of the wholesale value of your design but are required to be listed as stated in the design contest rules.

Examples of Smithers - Oasis decorative accessories:

- Diamond wire
- Mega beaded wire
- Wire collars
- Aluminum wire
- Metallic wire
- Angel hair wire
- Bullion wire
- Beaded wired
- Flat wire
- Mega Aluminum wire
- Flat cane
- Midollino sticks
- Bind wire
- Rustic wire
- Sisal
- Colored corsage pins
- Triple pearl pins
- Diamante pins
- Retro flower pins
- Flower gems

Examples of Smithers - Oasis hard goods:

- Bouquet holders
- Iglu holders
- Any size spheres
- Waterproof tape, any size
- Floral adhesive
- Double face tape
- Lomey adhesive



MichiganFloral

A S S O C I A T I O N

Mailing Address: PO Box 67, Haslett, MI 48840

Shipping Address: 1152 Haslett Rd, Haslett, MI 48840

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 (_____) _____ Cell(_____) _____

E-Mail _____

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

Student Division Pick one _____ **Happy Birthday to You** or _____ **In Loving Memory**

Professional Division (check theme(s) you will be entering-may enter in one or all)

Wedding Down the Aisle _____ **Sympathy I Remember You** _____ **Surprise** _____

Academy Division _____

Each contestant must complete a separate registration form. **ADVANCE REGISTRATION IS REQUIRED!!** **NO** entries will be accepted after February 24, 2012. 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 2/24/2012.

In partnership with:



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 3/2/2012 from 4:30pm to 6:30pm in the Design Contest area located in the Secchia Foyer. 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 3/3/2012 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 3/3/2012. 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 Secchia Foyer, 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.