



2016 Design Contest

Check in times
Friday check in from 6:00pm to 8:00pm
and
Saturday from 8:00am to 11:00am

2016 Design Contest Registration Packet

The WUMFA Design Contest is one of the longest running design competitions in the country. This contest serves as an opportunity to learn, rate your talents and exchange ideas while competing. Designer competitors will receive professional recognition for your work, certificates, cash awards, recognition at the Saturday night banquet and in the *Professional Florist magazine*. This is an excellent opportunity to gain publicity for you and your shop.

WUMFA encourages all members and students to strive for educational excellence and design skills for the enrichment of the art of floral design. Best wishes to all who enter and congratulations for your efforts to achieve design excellence!

If you have any questions please contact the
Design Contest Chairperson:
Phil Meyer AIFD
email: flowerattitude@hotmail.com
Cell Phone: (414) 687-7359

WUMFA Design Contest Categories

Student Division

High School: Open to any student currently enrolled in high school, who has NOT worked “professionally” as a floral designer. One entry per student.

College / Trade School / Novice: Open to any student currently enrolled in college or trade school. College student currently enrolled in horticulture / floriculture program or an enrichment, design school or university floriculture program. Student must prove current student status. Novice are designers that have worked less than 3 years in the floral industry. One entry per student.

Professional Division

Open to any floral professional with three or more years experience in the floral industry and a WUMFA member in good standing. Contestants may enter one, two, or all three themes

Designers of the Year

This category is open to Accredited AIFD, WUMFA certified florists and Academy Professional Designers. (Academy qualifications-designers who have accumulated the minimum 50 points from past WUMFA sponsored design contests.) This is to recognize individuals who have consistently achieved high ratings and placements in the design contests. Designer of the Year will receive \$150.00 and a plaque, which they can display in their shops and use in a press release notice. Contestants must be WUMFA members in good standing.

Table Top Shop Competition

The exciting “Shop” category. Instead of an individual from a shop entering the contest in a particular category, the entire shop personnel may compete together, whether that’s two or ten. You may set up your competition table top display either on Friday evening or Saturday morning at the annual convention. All designs may be completed on site or you may bring them in all completed and just set up the table scape.

Prizes for all Categories and Themes:

First Place:	\$100, Ribbon, and Certificate
Second Place:	\$50, Ribbon, and Certificate
Third Place:	\$35, Ribbon, and Certificate
Designer of the Year:	\$150, Ribbon, and Plaque
Table Top Shop Competition:	\$250 in Merchandise, Ribbon
	\$100 in Merchandise, Ribbon
	\$50 in Merchandise, Ribbon

Student Division:

High School Theme: It is Graduation Day !

Create a basket design for a friend who is graduating. The only flowers that can be used in this basket design are: 3 stems liatris, 5 stems carnations, 3 stems gerbera daisies. You can use one or more foliage of your choice. No Permanent botanicals (silks). *No props allowed

College/Trade/Novice Theme: Alice in Wonderland

Alice in Wonderland, a great childhood classic. Have fun and create a vased arrangement based on this classic story. This can be designed in a vase of your choice (cylinder, bubble bowl, cube etc. clear or colored glass). Glass vase must be visible. Decorative wire and items such as playing cards can be used in your interpretation. Must be fresh flowers and foliage. No permanent botanicals (silks) permitted. Display space is limited to 24" x 24" square with no height restriction. Wholesale value not to exceed \$40 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by Judges.

Professional Division:

Theme 1: What is Your Wonderland Adventure?

It's your choice! It is your last night of your adventure and you want to have a party. Create a buffet piece that will depict your adventure whether it be a week in Northern Wisconsin or a week in the Tropics. A description on a 4" x 6" index card must be put with your design showing or explaining your adventure destination. You may use fresh flowers, foliage, and dried. No permanent botanicals (silks) permitted. Display space is limited to 24" by 24" with height restriction of 36". Wholesale value not to exceed \$75 and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by Judges. *No props allowed

Theme 2: Take Me to Prom

"My dress is strapless and I don't want to wear anything on my wrist nor will I carry anything. Create a shoulder corsage with lots of ribbon and bling to drape down my back". This flower choice is up to the designer. Decorative wires and bling can be used. Also make a boutonniere to match. All materials are permitted except permanent botanicals. Wholesale value should not exceed \$40 for both pieces, including ribbon, flowers, foliage's, wires and bling, and etc. and must be accounted for on the cost form provided in the packet. May bring a prop to display the shoulder corsage but must be easily removable for judging. Entry must be secure enough to withstand touching and handling by Judges. *No Props allowed.

Theme 3: The Mad Hatter

Create a design with a top hat. You may make your design in the hat or include the top hat into the design. The top hat does not have to be black. All materials including fresh flowers and foliage are permitted except for dried and permanent botanicals (silks). Display space is limited to 24" by 24" with no height restrictions. *No Props allowed. Wholesale value not to exceed \$40 and must be accounted for on the cost form provided in the packet 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.**

Professional Designer of the Year Contest Division

Phase One – Guess Who’s Coming to Tea

Create a centerpiece for a dining table using teacups and saucers. The design must include a minimum of four tea cups and a maximum of eight tea cups. They can be stacked anyway you like using fresh flowers and greens. All materials are permitted except permanent botanicals. Display space is limited to 24" x 24" with height restriction of 36". Any materials that flow over the space restriction will be disqualified. Wholesale value not to exceed \$50 (on fresh product only) and must be accounted for on the cost form provided in the packet. Entry must be secure enough to withstand touching and handling by Judges.

Phase Two – On stage design competition with a surprise package of materials. You will compete live on stage at convention, Saturday, April 2, from 12:30pm -1:00pm.

Table Top Shop Design Competition Division

Theme: “Adventures of Wisconsin’s Winter Wonderland

Create a tabletop setting using a prop or props and fresh flowers, greens, and dried materials. Create a tabletop display depicting a favorite winter wonderland adventures here in Wisconsin. The design will be on a 72" round with white table cloth. The design must not exceed or hang over the sides of the table and must not be taller than 48" from the top of the table. All materials are permitted except permanent botanicals. Exhibit must be secure with solid construction/mechanics to withstand seating and movement of guests, touching and handling of Judges, etc. Participating shops will be responsible for teardown of their table on Sunday at end of convention. WUMFA bears no responsibility for damaged or stolen items.

Design Contest Rules

1. The contests are open to all WUMFA members and their employees in good standing. (Dues are paid in full by March 1)
2. Contestants may enter as many themes as they wish, but only one entry per theme per person.
3. The contest will be held at the Radisson Hotel & Conference Center in Green Bay, WI on Saturday, April 2nd, 2016. Designs may be entered on Friday April 1st 2016 from 6:00pm to 8:00pm or Saturday, April 2th, 2016, from 8:00am – 11:00am. Contest entries will be placed in the contest room by committee members only, unless the entry requires a minimal amount of prop set up per instructions of the theme. Entrants will not be allowed into the judging area until judging is complete.
4. When a price limit is required, everything used in the arrangement must be itemized on a cost card attached to the entry. Your container, hard goods and fresh items not listed on the provided price list must be itemized at wholesale market price. The pricing of fresh flowers will be provided. For any item not listed on the wholesale price list use the actual wholesale price in your area. DO NOT write your name on the cost card. Entrants not providing this information will be disqualified.
5. Prizes will be awarded for designs that best fulfill the theme requirements.
6. All score sheets will put in a envelope and remain with the contest entries to help educate and encourage the contestants. Constructive comments will be made at each judge's discretion.
7. Points are awarded in each theme as follows. 1st place: 10 points; 2nd place: 7 points; 3rd place: 5 points. 50 Points are needed to gain admission into the Designer of the Year competition with at least 20 points earned from 1st place awards.
8. The Contest winners will be announced during the Saturday evening banquet. Entries may not be removed until after the winners have been announced.
9. Judging will take place with a minimum of 3 judges following the judges rules of order.
10. The Judges have the right to disqualify any entry or entrant who does not, in its judgment comply with contest rules. Decision of the Judges is final.
11. WUMFA assumes no liability for lost or stolen goods. Items of great personal value should not be used.

Designer of the Year Contest Rules (This is a live on stage design contest)

1. The contests are open to WUMFA members only in good standing. (Dues are paid in full by March 1) Contestants are asked to report to the Contest Chairperson (At registration desk) 15 minutes before the time of the contest for briefing.
2. Contestants must bring their own work tools. The use of any tool or material not listed under "permitted items" or provided on-site will result in disqualification.
3. Contestants will receive the same assortment of flowers, foliage, containers and props at the beginning of the competition.
4. Size requirements for the design will be announced on-site. The design that does not meet the criteria will be disqualified.
5. Contestants must clean up their work area and exit the competition site before the judging begins.

6. Judging will take place with a minimum of 3 judges following the judges rules of order.
7. The highest combined score of the design portion determines the winner. See "sample evaluation form".
8. Contestants are forbidden to speak during the competition. Convention attendees are invited to watch. Spectators may take pictures during the competition but are forbidden from speaking with the designers until after the competition is complete.
9. The winner is invited to compete at the National Alliance of Floral Association (NAFA) National Designer of the Year Competition. Locations and time to be announced.

Items will be inspected before the competition begins. Place Permitted Tools in a Ziploc bag

Permitted Items

- 1 floral knife
- 1 floral pruners
- 1 wire cutter
- 1 ribbon scissor
- 1 needle-nose plier
- 1 foliage stripper
- Oasis floral adhesives

Forbidden Items

- No glue guns or pans
- No toolboxes
- No decorative items
- No Extension cords
- No other materials

Table Top Shop Competition

1. The contest is open to all WUMFA members and their employees in good standing. (Dues are paid in full my March 1)
2. Only one table per shop entry is allowed. Table, table linen are provided by the hotel as well as china, drinking glasses and silverware.

(No chairs provided or allowed)
3. Props allowed are: Color tabletop linen and napkins, Candles, Candelabras, Vases, Votives
4. Width is to be contained in the 72" table top, height restriction is 4 feet or lower above table.
5. Shop signage or business cards are not allowed to be placed on table until after judging is completed.
6. Exhibit will be part of the public awareness of flowers and will be on display till end of convention on Sunday at 3:30pm. Please keep fresh for public eye of the floral industry. WUMFA bears no responsibility for damaged or stolen items.

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	Liatris	\$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
Anenome	\$0.75	STEM	Lily, Longiflorum	\$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
ChrysanthemumPomsPoms	\$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

Axpidistra 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
Eucllyptus, Baby Blue	\$6.00	BUNCH	Pussy Willow	\$8.00	BUNCH
Eucllyptus, 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, LomeyAdhesive	\$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.Tape1/4"	\$2.50	ROLL
Oasis, WaterPr. Tape 1/4"	\$7.75	ROLL	Oasis, Water Pr.Tape1/2"	\$7.75	ROLL
Oasis, Wire Aluminum	\$8.00	PKG.	Oasis, Wire Bullion	\$7.75	ROLL
Oasis, Wire Bind	\$8.50	ROLL	Raffia	\$7.90	PKG.
Oasis, Wire Metallic	\$4.60	ROLL	Recreations Bowl #6	\$3.10	EACH
Recreations Bowl 5.5"	\$2.00	EACH	Recreations Bowl #11	\$7.65	EACH
Recreations Bowl #8	\$6.05	EACH	Tack 2000	\$7.60	CAN
Stephanotis Stems	\$16.20	BOX			



Mailing Address: PO Box 67, Haslett, MI 48840
Shipping Address: 1152 Haslett Rd, Haslett, MI 48840
Phone: (517) 253-7730 Fax: (517) 575-0115
Email: info@wumfa.org
www.wumfa.org

FLORAL DESIGN CONTEST REGISTRATION FORM

Please type or print clearly:

Designer's Name _____

Company Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (_____) _____ Cell(_____) _____

E-Mail _____

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

Student Division (Check them you will be entering. You may enter only One)

It's Graduation Day (High School) _____ **Alice in Wonderland** (College/Trade/Novice) _____

Professional Division (check theme(s) you will be entering. You may enter in one, two or all three)

"Wonderland Adventure" _____ **"Take Me To Prom"** _____ **"The Mad Hatter"** _____

"Designer of the Year" Division: _____

"Table Top Shop" Division: _____

Each contestant must complete a separate registration form.

Design Contest registration fee is \$10- for each theme in advance or \$15 at the door per contestant

Table Top Shop Competition registration fee is \$30 or \$60 at the door

Registration Fees are paid for on the Convention Registration Form. You must be registered for the convention with your WUMFA dues paid current to participate in the design contest.

MAIL or FAX THIS FORM TO:
DESIGN CONTEST ENTRY AT THE ADDRESS OR NUMBER LISTED ABOVE.
REGISTRATION MUST BE RECEIVED IN THE WUMFA OFFICE BY 3/28/2016.

EVALUATION FORM CONTESTANT # _____

DESIGN ELEMENTS	POSSIBLE	AWARDED
Line – Definable path for the eye to follow	15	
Form – Overall 3-D shape	15	
Color – Definable color harmony present	10	
Space – Area utilized in and around ingredients	10	
DESIGN PRINCIPLES		
Physical Balance — Does not fall over under its own weight	10	
Visual Balance — Imparts a sense of optical equilibrium	10	
Contrast – Contradictions in size type and material structure	10	
Proportion – Internal size relationships of design ingredients to each other	10	
Unity – Effortless congruence between materials used	10	
MECHANICS/EXECUTION		
Use of Design Techniques	10	
Neatness	10	
Finish	5	
CREATIVE APPLICATION		
Originality	5	
Category Interpretation	5	
Material Selection	5	
EXCEPTIONAL MERIT — Extra points to reward an outstanding quality	10	
SCORE		150

ENCOURAGEMENT & SUGGESTIONS FROM JUDGE:

The Principles of Floral Design

BALANCE: A state of equilibrium, actual or visual; a feeling of three-dimensional stability.

PROPORTION: The comparative relationship in size, quantity, and degree of emphasis among components within the composition; the relationship of one portion to another, or of one portion to the whole.

SCALE: The relative ratio of size, or the relationship of the size of a composition to the surrounding area or environment.

DOMINANCE: The visual organization within a design that emphasizes one or more aspects. When one element is emphasized others are subordinate.

EMPHASIS: The special attention or importance given to one or more areas within a design.

FOCAL AREA / FOCAL POINT: The area(s) of greatest visual impact or weight; the center(s) of interest to which the eye is most naturally drawn.

ACCENT: Detail added to a design to provide additional interest, affecting the total character of the composition.

CONTRAST: Emphasis by means of difference' strength through opposition.

OPPOSITION: Contrast between elements, which are counterpoint in relation to each other, bringing about a sense of tension in a design.

TENSION: The dynamic, aesthetic quality achieved by the skillful use of opposition, implying or suggesting a sense of energy.

VARIATION: Dissimilarity among attributes or characteristics.

RHYTHM: Visual movement through a design, usually achieved through repetition or gradation.

DEPTH: The placement of materials at different levels within and around an arrangement.

REPETITION- The recurrence of like elements within a composition.

TRANSITION: The ease of visual movement, which results from gradual degrees of change among one or more of the elements.

HARMONY: Compatibility; a pleasing or congruent arrangement of parts.

UNITY: Oneness of purpose, thought, style, and spirit.

The Elements of Floral Design

LINE: The vital visual path that directs eye movement through a composition

FORM: The shape or configuration of an individual component of the composition the overall, three-dimensional, geometric shape or configuration of a floral composition

SPACE: The area in, around, and between the components of the design, defined by the three-dimensional area occupied by the composition

TEXTURE: The surface quality of a material, as perceived by sight or touch

PATTERN: 1.A repeated combination of line, form, color, texture, and/or space 2. The silhouette of a flower or an arrangement as observed against its background, including solids and spaces

FRAGRANCE: A sweet or pleasing odor, perceived by the sense of smell

SIZE: The physical dimensions of line, form, or space

COLOR: The visual response of the eye to reflected rays of light

Friendly Reminder

A Friendly Reminder to All WUMFA Design Contest Contestants:

Plan to arrive 15 - 20 minutes early to allow yourself enough time to locate the contest registration area.

These last three pages are for your reference to help you are the Evaluation form and the Principles and Elements of Design.