

40TH ANNUAL SYLVIA CUP DESIGN COMPETITION

The Only Live, Annual, National Floral Design Competition in the Industry

September 27, 2007 | La Quinta Resort & Club | Palm Springs, California

SAF Palm Springs 2007 | the 123rd Annual SAF Convention

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <h2 style="text-align: center;">SYLVIA CUP GENERAL INFO</h2> | <p>www.safnow.org/pfci PFCI@safnow.org (800) 336-4743</p> |
| <h3>WHAT IS THE SYLVIA CUP?</h3> | <h3>WHAT IS THE GRAND PRIZE?</h3> |
| <p>Celebrating its 40th anniversary, the Sylvia Cup is the only live, annual, national floral design competition in the industry. It is held during the annual convention of the Society of American Florists (SAF) and coordinated by SAF's Professional Floral Communicators-International.</p> <p>The competition is dedicated in memory of Sylvia MacGuffog Valencia, AAF, one of the industry's leading designers and businesswomen, AAF charter member, respected carnation grower and longtime SAF supporter.</p> | <ul style="list-style-type: none"> • \$2,500 • An engraved silver trophy • Recognition during the Awards Dinner • Industry and local publicity • Free registration to the next SAF convention • Name engraved on a plaque at SAF headquarters in Alexandria, Va. • Two Honorable Mention Winners receive \$250, recognition at the Awards Dinner, and industry and local publicity. |
| <h3>WHEN IS THE COMPETITION THIS YEAR?</h3> | <h3>WHAT WILL I CREATE?</h3> |
| <p>September 27, 2007 During SAF Palm Springs 2007, Sept. 26-29</p> | <p>Find out on-site. Each contestant receives the same assortment of fresh flowers, foliage, containers and props, and are asked to create ...</p> |
| <h3>WHERE IS THE COMPETITION THIS YEAR?</h3> | <h3>WHO JUDGES?</h3> |
| <p>La Quinta Resort & Club 49-499 Eisenhower Drive La Quinta, CA 92253 800.598.3828 www.laquintaresort.com</p> | <p>SAF's PFCI Board of Trustees appoints three judges to evaluate design(s). Judges must be a: PFCI member, retail florist, design instructor or an AIFD member. Judges score designs based on interpretation of theme, principles & elements of design, and mechanics. The highest combined score determines the winner.</p> |
| <h3>WHO CAN COMPETE?</h3> | <h3>HOW DO I REGISTER TO COMPETE?</h3> |
| <p>The competition is limited to the first 25 SAF members or affiliates of SAF members who return the entry form with payment.</p> | <p>Registration is required by Aug. 7. Complete and return the entry form with payment to SAF.</p> |

For Info

www.safnow.org/pfci
PFCI@safnow.org
(800) 336-4743

