

# TSFA Designer of the Year Contest 2007

## Sponsored by R. S. "Sandy" White Foundation

The contest will be held on Friday, August 3, 2006 from 3:00 P.M. until 5:15 P.M.

1. Contest is open to any active member of TSFA or any full-time employee (full-time is 30 working hours a week) of an active member shop. **THERE IS A \$50.00 ENTRY FEE AND CHECK MUST BE INCLUDED WITH APPLICATION.**
2. Each contestant will be required to make four designs and they must be designed on site. Sympathy Arrangement, Bridal Bouquet, Permanent Botanical Arrangement and Surprise Package. Contestants may only bring their scissors, knife, stem cutters and wire cutters. All flowers, greens, accessories, containers and supplies will be provided by TSFA for all four designs. Supplies will include, floral tape, oasis tape, utility wire, wooden picks, oasis, oasis glue and pan glue and skillet. Any of the supplies may be used in any or all of the designs. No background or display may be used on any design unless provided by TSFA. Contestants will have two hours to complete the four designs with a fifteen minute break at 4:00 pm. **ANY CONTESTANT USING ANY PRODUCTS OR SUPPLIES NOT PROVIDED BY TSFA WILL BE DISQUALIFIED.**
3. **SYMPATHY ARRANGEMENT AND BRIDAL BOUQUET:** Each contestant will be given identical flowers, greens, accessories and containers to work with and it can only be used in these two designs. Contestant may use any of the material provided for the sympathy arrangement and bridal bouquet. Contestant may use only the materials supplied and they may use as little or as much as they choose. The bridal bouquet must be designed to be carried by a model and must be detachable from the stand for final judging. The bouquet stand and fabric draping will be provided by TSFA.  
**PERMANENT BOTANICAL ARRANGEMENT:** Each contestant will be given identical flowers, greens, accessories and containers to work with and it can only be used in this design. Contestants may use only the materials supplied and they may use as little or as much as they choose.  
**SURPRISE PACKAGE:** Each contestant will be given identical flowers, greens, accessories and container to work with and it can only be used in this design. Contestant may use only the materials supplied and they may use as little or as much as they choose.
4. Contestants are asked to report to the Designer of the Year Chairman one hour prior to the start of the contest for briefing. Contestants will be given a sealed envelope containing four numbers selected at random, one number for each completed design. The Designer of the Year Chairman will retain a master sheet containing each contestant's name and selected numbers. No other person will have access to this document.
5. Entries will be judged following the completion of the competition. The judges will have access to the judges tally sheet only. Each entry will be judged for its individual merit. Completed designs will be grouped by design category. Upon completion each judge will place all notes in an envelope and give to the Designer of the Year Chairman.
6. A total point system will be used with a possible 100 points given each design by each judge. Designs will be judged in ten categories: Category Interpretation, Creativity, Scale (Proportional), Unity (Harmony & Texture), Balance (Physical & Visual), Focal Emphasis, Line (Movement & Rhythm), Depth, Color (Balance, Harmony & Rhythm) and Mechanics. Points will be awarded as follows: 0-2 Poor; 3-5 Fair; 6-8 Good and 9-10 Excellent. The winner will be selected by adding the scores, with the title of Designer of the Year being awarded to the contestant with the highest number of points. The contestant with the second highest number of points will be named first runner-up. The contestant with the third highest number of points will be named second runner-up. Employees or family members of the Designer of the Year Committee are ineligible to compete.
7. Two or more members of the Designer of the Year Committee will tabulate the results of the judges scores and will retain the information until the awards presentation. In the event of a tie in determining the winner, first runner-up and/or second runner-up, eliminating the Sympathy Arrangement will break the tie. If a tie still exists the score for the Bridal Bouquet will be eliminated.
8. The first place winner will represent TSFA at the National Designer of the Year Contest sponsored by National Alliance of Floral Associations (NAFA) in Detroit, MI on October 6, 2007 and at the Southern Retail Florist Association meeting in Concord/Charlotte NC in their Designer of the Year contest on August 25, 2007. He/she will be awarded the following prizes \$500.00 upon winning, \$850.00 for expenses to the National Designer of the Year Contest and \$850.00 for expenses to Southern Retail Florists' Association Designer of the Year Contest, the Designer of the Year trophy to retain for one year and the opportunity to design at the 2008 TSFA Convention. They will also receive a permanent trophy at the 2008 convention.
9. The first runner-up will be awarded a cash prize of \$250.00 and a plaque. The second runner-up will be awarded \$100.00 and a plaque. If for some reason the Designer of the Year cannot represent TSFA at NAFA or Southern Retail, the first runner-up will be selected to represent TSFA and be given the \$850.00 to cover their expenses. In the event of other contests where the Designer of the Year will be representing TSFA, he/she must be engaged in the floral industry and employed by an active TSFA member shop. If the Designer of the Year is disqualified, the first runner-up will represent TSFA. If the Designer of the Year and the first runner-up are disqualified, the second runner-up will represent TSFA.
10. Prize money will be given in each of the four categories. First place in each category will receive \$250.00, second place in each category will receive \$150.00 and third place in each category will receive \$100.00.
11. All entries must be postmarked no later than Monday July, 23, 2007.
12. Each contestant will be notified when his/her application has been received.
13. Each contestant must be registered for the convention and will be responsible for their personal TSFA convention expenses.

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### DESIGNER OF THE YEAR APPLICATION

Name: \_\_\_\_\_ Shop Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

Return to: Janie Berry, P.O. Box 688, Erwin, TN 37650 – 423-743-8493