



AIFD Bobbi Cup International

Named in honor of Bobbi Ecker-Blatchford AIFD, AAF, PFCI, the inaugural Bobbi Cup competition was held at the Merchandise Mart in Chicago, Illinois, January 21, 2012 in conjunction with the January North Central Chapter meeting weekend events.

The North Central Chapter of the American Institute of Floral Designers founded the competition in honor of Bobbi Ecker-Blatchford and her immeasurable dedication to the chapter, the floral industry, and to the countless lives she touches. The competition celebrates Bobbi and her passion for sharing and promoting flowers every day.

Bobbi Cup Vision 2020 moves to the main stage at the AIFD National Symposium in Chicago to become a more inclusive tribute to honor the memory of industry icon Bobbi Ecker Blatchford AIFD, AAF, PFCI. Nine designers, one from each region and international society will be able to participate in a live design competition. Interested designer must submit application by Feb 28th, 2020. A jury of peers will choose a diverse representation of floral artists to compete.

Theme- "It's a beautiful day in Chicago." Let the art of the city inspire your floral artistry.



AIFD® BOBBI CUP INTERNATIONAL APPLICATION

FULL NAME (including credentials):

AIFD® INDUCTION YEAR:

AIFD® REGION OR INTERNATIONAL SOCIETY AFFILIATION:

COMPANY NAME:

STREET:

CITY:

STATE:

ZIP/POSTAL:

COUNTRY:

EMAIL:

CELL PHONE:

WHAT'S APP NUMBER (required for communication):

Why are you interested in participating in the Bobbi Cup Competition?

List any AIFD® involvement/experience:

List any competition experience:

Please submit your headshot and three (3) photos of your original work with your application (professional photos are not required). Email applications to Sandy Schroeck AIFD, CFD, PFCI schsand7@gmail.com

Submission are due by Friday, February 28, 2020. Selected Designers will be notified by March 10th. A premium Symposium registration is required for participating Designer.





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Bobbi Cup Guidelines

Timing

- The competition will be held in the Chicago area periodically as deemed by the organizers
- The competition will only be held in the Chicago area, per Bobbi's wishes.
- The competition will be held in conjunction with a floral-related industry event, including the possibility of being held in conjunction with the AIFD National Symposium when held in Chicago. When held at symposium, the Symposium Chair will address where the competition will fit in to the schedule, select the commentator, and coordinate with the North Central Chapter.

Eligibility

- The competition is open to all accredited AIFD members of the American Institute of Floral Designers.
- Only AIFD in good standing are eligible to compete.
- Participants must have a premium registration for AIFD Chicago 2020.
- Competition Prep time July 5th 12-1:15pm time to process and sort fresh flowers. Construction of provided hardgoods prop for design structure. Stage show July 6th 7:30-8:30 AM 45 minutes for flower and foliage insertions and completion of design.
- Participants who have won the Bobbi Cup Competition are ineligible to compete in subsequent Bobbi Cup Competitions.
- Winner will be announced at final luncheon.

Selection of participants

- Qualified and interested AIFD members will submit their names to the competition organizers.
- Nine participants will be selected from all eligible participants who have expressed interest in competing in the Bobbi Cup competition, one competitor will be chosen from among each of the regions and international societies of AIFD.
- A selection jury of peers will choose participants out of submitted applications one from each region and international society.
- Participants and sponsors will promote their involvement via social media, email, word of mouth, etc. to promote the competition.



Competition Rules

- Participants will receive the same assortment of flowers, foliage, containers and props.
- Participants must bring their own work tools a list of approved tools will be provided.
 - Permitted Items
 - Floral knives
 - Scissors
 - Floral pruners or shears
 - Wire cutters
 - Ribbon scissors
 - Needle-nose pliers
 - Foliage strippers
 - Stapler and staples
 - Battery powered drill
 - Battery powered glue gun
 - The use of any tool or material not listed under “Permitted Items” or items provided on-site will result in disqualification.
- Participants will have a designated length of time to complete their assigned design or designs within the guidelines provided.
- Participants will have 1.5-hour prep time to clean and sort flowers, prepare hardgoods and build design structure. No flower insertions during this time.
- Participants must clean up their work area and exit the competition site before judging begins.
- Designs will be scored by a jury of a minimum of three and a maximum of six independent judges. The judges will be selected by the competition organizers from among AIFD Certified Evaluators and Judges, or from AIFD or industry members who possess an appropriate level of knowledge and have not witnessed the competition.
- Designs will be evaluated according to AIFD standards.
- The highest combined score will determine the winner. In the event of a tie, a verbal discussion and vote from the judges will break the tie and determine a winner.
- Participants must attend the final luncheon, the announcement of the Bobbi Cup Winners will be officially presented.

Prizes

- The winner will receive \$1000 and the Bobbi Cup Trophy, 1st runner up \$500 and 2nd runner up \$250
- The trophy is the winners to keep.

Bobbi Cup Winners

Derek Woodruff AIFD – 2012
Carolyn Minutillo AIFD - 2013
Derek Woodruff AIFD – 2014
Sandy Schroeck AIFD – 2015
Toni Piccolo AIFD – 2016
Stacey Carlton AIFD – 2017
Derek Woodruff AIFD – 2018
Competition not held - 2019