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Judy Janzen Wins 56th Annual Sylvia Cup Design Competition

ALEXANDRIA, VA – AUGUST 20, 2025 – Judy Janzen, AIFD, CCF, of Chase Flower Shop in Fresno, California, won the 56th annual Sylvia Cup Design Competition at the Society of American Florists' 140th annual convention. During the Stars of the Industry Awards Recognition on Aug. 13, Janzen was presented with the grand prize, which includes the trophy cup, \$3,000, and complimentary registration to SAF's annual convention.

The Sylvia Cup is the nations longest-running live floral design competition. Established in 1967, it is named for Sylvia MacGuffog Valencia, a prominent designer and long-time SAF supporter.

Libbie Conley, CF, of Grand Blanc Florist in Flint, Michigan, was the first runner-up and received \$500. Olga Savchenko, AIFD, of Dragonfly Floristic in Los Altos, California, was second runner-up and received \$250.



The 19 competing designers had just two hours to create three designs in response to this year's theme: "Outer Space or Extraterrestrial Floral Designs." Contestants were challenged to interpret the cosmic theme through three required categories:

- **Bridal Bouquet:** An arrangement for an extraterrestrial bride.
- **Ceremonial Floral Sash:** A sash for the father of the bride.
- **Memorial Arrangement:** A sympathy tribute honoring the bride's mother.

When a cow figurine was revealed as the surprise element, Janzen was unfazed. Instead of hiding it, Janzen placed the cow at the center of her sympathy piece on a turntable, a required element that each designer had to use. The audacious move worked.

"She took the oddest two things in the entire competition, and she made them literally the star on the stage," says Marlin Hargrove, AIFD, PFCI, one of the five judges. "It wasn't woven or tucked in, and I thought, 'How brave. How bold.' It was brilliant. It was just such a ridiculous surprise element, and she embraced it."

The Sylvia Cup competition is organized by the Professional Floral Communicators – International (PFCI) and sponsored by Smithers-Oasis, which provided the prize money and hard goods, and Certified American Grown, which provided the fresh product.

Five AIFD Certified Floral Evaluators/Judges appointed by the PFCI Board of Trustees scored each design based on nine factors covering design elements, design principles, mechanics and execution, and creative application. The highest combined score determined the winner.

The 2025 Judges were:

- Tim Farrell, AAF, AIFD, PFCI
- Marlin Hargrove, AIFD, PFCI
- Leanne Kesler, AAF, AIFD, PFCI, FDI
- Jackie Lacey, AAF, AIFD, CFD, PFCI
- Joyce Mason-Monheim, AAF, AIFD, PFCI, AzMF, PCFI

Event photos will be available here: [SAF Photo albums](#) | [Flickr](#)

About The Society of American Florists

The Society of American Florists is the association that connects and cultivates a thriving floral community through training, education, marketing resources and advocacy. Our vision: The power of flowers in every life. For more information, visit safnow.org.