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Debi Chedester, AAF Receives the John H. Walker Award at SAF Orlando 2022

ALEXANDRIA, Va. — Sept. 15, 2022— Debi Chedester, AAF, Executive Director of the American Floral Endowment, received the 2022 John H. Walker Award on Sept. 8 during The Society of American Florists 137th Annual Convention in Orlando, FL.

The John H. Walker Award was established in 1979 to honor the contributions of SAF's former long-time Executive Vice President and recognizes floral association executives for the role they play as leaders of the industry.



Debi Chedester and Dwight Larimer, founder of Design Master, a division of Smithers-Oasis

For 13 years, Debi has been at the helm of American Floral Endowment, an independent nonprofit organization that represents all aspects of ornamental horticulture from bulbs and cut flowers to bedding products, perennials, and flowering and foliage plants.

AFE funds critical research on topics including breeding and genetics, production and post-production, pest and disease management, packaging and shipping, and best practices for care and handling, as well as scholarships and internships that educate and groom the next generation of industry leaders.

“I’m honored and I’ve been blessed with the opportunity to represent the American Floral Endowment and the entire industry for more than 20 years. I’m passionate because you’re passionate,” she said, adding a special thanks to AFE trustees, donors, and staff.

An alumna of the Institute of Organization Management, Debi belongs to the Association of Fundraising Professionals and the American Society of Association Executives. Within the industry, she is an active member of the Seed Your Future Advisory Council, the International Fresh Produce Association Floral Council, the Floral Summit Group, and the Floral Marketing Research Fund Board of Directors.

She has received multiple awards recognizing and honoring marketing and communication professionals for AFE videos and was a 2020 inductee of the American Academy of Floriculture.

Event photos will be available here: [SAF Photos’s 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.