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Judy Laushman Receives SAF's John H. Walker Award



ALEXANDRIA, VA – AUGUST 20, 2025 – For 35 years, Judy Laushman was the steady force behind the Association of Specialty Cut Flower Growers (ASCFG), shaping it from a fledgling organization into a nearly 3,000-member global network. Her passion for connecting people, elevating local flowers, and supporting small growers has transformed the specialty cut flower landscape.

Judy built something truly special,” said John Dole, Ph.D., professor of horticulture at North Carolina State University and ASCFG advisor. “Her leadership created not just an association — but a community.”

In recognition of her tireless leadership, enduring vision, and unwavering service to the floral industry, she is the winner of the Society of American Florists’ John Walker Award, honoring floral association executives for outstanding leadership.

About Judy:

When Laushman stepped into the executive director role in 1988, the cut flower industry was on the brink of change. She responded with bold initiatives that still define ASCFG today. Just one year into her tenure, she launched The Cut Flower Quarterly, a black-and-white newsletter that evolved into a full-color, content-rich magazine. With over 140 issues to date, it’s become an indispensable resource for growers.

She also spearheaded the National Cut Flower Trial Program, now in its 32nd year, which has evaluated over 1,500 cultivars. Laushman’s hands-on coordination of seeds, testers, and reporting has helped bring numerous staple crops to market. Her other standout initiatives include Localflowers.org, a vibrant platform promoting locally grown blooms, and the ASCFG’s National Conference, a cornerstone of education and community-building since 1989.

Beyond her work with ASCFG, Laushman has been deeply committed to the broader nonprofit and floriculture world, actively engaging with organizations like AmericanHort, American Floral Endowment, and Certified American Grown. In her hometown of Oberlin, Ohio, she’s led beautification campaigns and civic initiatives, including efforts with America in Bloom and the League of Women Voters.

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.