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Christine Guenther Receives SAF's Rising Star Award



ALEXANDRIA, VA – AUGUST 20, 2026 – A decade ago, Christine Guenther, AAF, PFCI, was beginning her floral career. Today, she leads a three-location retail florist with more than 30 employees, serves industry organizations and helps introduce young people to careers in floriculture. Guenther, owner of WildFlower Stem & Sundry in Maryland, is a 2026 recipient of the Society of American Florists' Next Gen Rising Star Award.

The award recognizes young professionals for their achievements and commitment to the floral industry. Guenther received the honor Aug. 20 at the Stars of the Industry Awards Ceremony, held during SAF's 141st annual convention in Amelia Island, Florida.

About Christine:

Guenther purchased WildFlower in 2016 and has since transformed the single flower shop into a thriving three-location business, expanding into events and corporate work and introducing creative retail concepts along the way.

Her commitment to professional growth extends throughout the industry. Guenther serves on SAF's Retailers Council and Convention Committee, participates in the David Shover Mentorship Program, and supports educational and professional development opportunities for her employees. Through Seed Your Future, she also helps introduce students to careers in floriculture and horticulture, including through the Green Career Week program.

"Christine is, without question, a rising star in today's floral industry," says Erin Bruno, AAF, vice president of sales at McNamara Florist and a member of the SAF Next-Gen Committee. "She wasn't scared to dive in headfirst, and she immersed herself into every facet of the business and industry."

[Event photos are available here.](#)

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.