

## FOR IMMEDIATE RELEASE

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## Erin Bruno Receives SAF's Rising Star Award



**ALEXANDRIA, VA – AUGUST 20, 2026** – Erin Bruno, AAF, has built a reputation for creating opportunities for others. At McNamara Florist and in SAF's Next Gen community, she mentors colleagues, shares her knowledge and encourages others to get involved. Bruno is a 2026 recipient of the Society of American Florists' Next Gen Rising Star Award for her industry engagement and commitment to future floral professionals.

The award recognizes young professionals for their achievements and commitment to the industry. Bruno 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 Erin:

Bruno's connection to floriculture began in her family's greenhouse and garden center. After graduating from Purdue University, she joined McNamara Florist in 2015 and rose from a sales and marketing role to vice president of sales and marketing, helping shape the public image of one of the Midwest's leading floral businesses.

Her influence extends well beyond Indianapolis. Bruno has been involved with SAF's Next Gen community since its early days, serves on the Retailers Council and Convention Committee, and has shared her marketing expertise as a convention speaker. In 2024, she was inducted into the American Academy of Floriculture.

"Erin is continuously the first — the first to answer an email, the first to jump on a call, the first to bring new ideas to the table and the first to welcome someone into the mix," says Megan Gerace, floral account executive for Gravity Free and chairperson of SAF's Next Gen Committee. "That level of enthusiasm is simply contagious."

[Event photos are available here.](#)

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### 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](https://safnow.org).