
Ask an Expert Webinar Series



The ASCFG Ask an Expert webinar series features ASCFG member experts who share their ideas, insights, and lessons learned on specific topics. Driven by experience, these webinars provide a robust overview of the topic followed by an interactive question and answer period for attendees. Zoom instructions will be emailed to members on the day of the event. All Ask an Expert webinars are recorded.

- Webinars begin at 8:00 p.m. EST
- Visit www.ascfg.org/ask-an-expert-2027/ for session descriptions.
- Recordings of all prior webinars are available in the ASCFG Members Only Learning Portal.

2027 Ask an Expert Schedule

January 11, 2027

2027 Cut Flower Industry Outlook: Trends, Forecasts, and Opportunities

Drs. John Dole (NCSU) and Charlie Hall (TAMU)

February 15, 2027

Session Title: Creating & Pricing Floral Recipes with Seasonal Flowers

Niki Irving, Flourish Flower Farm

March 8, 2027

Running a Flower Farm Stand: The Pros, The Cons, and The Real Numbers

Janis Harris, Harris Flower Farm

Grace Lam, Fivefork Farms

April 12, 2027

Grow, Post, Sell: What's Actually Working on Social Media in 2027

Kalin Scheik, Sweetwater Floral

May 10, 2027

Beyond Burnout: Recognizing the Signs and Rebuilding Resilience

Megan Taylor Morrison

June 14, 2027

Woody Cuts Done Right: Maximizing Quality for a Premium Profit

Diane Szukovathy, Jello Mold Farm

July 19, 2027

Overwintering for Success: Protecting Your Crops and Preparing for Spring

Tina Higgins, Blackstone Flower Farm

August 9, 2027

Smart Weed Management: Identification Technologies, Practical Uses, and Their Limits

Dr. Erin Hill, PhD, Michigan State University

September 13, 2027

Getting Started in Hotel & Corporate Floristry with Local Specialty Cut Flowers

Franceska McCaughan, The Hotel Florist

October 18, 2027

Shipping Success: Building a Profitable Direct-to-Consumer Flower Business

Steve and Gretel Adams, Sunny Meadows Flower Farm

November 1, 2027

Forcing Glorious Blooms for Holiday Sales

Val Schirmer, Three Toads Farm

December Dates TBD

2027 ASCFG Supplier Showcase

The Supplier Showcase is a wonderful opportunity for members to connect with our agricultural and cut flower supplier members with optional fundraising opportunities for the ASCFG Research Foundation.