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NEWS RELEASE
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FOR IMMEDIATE RELEASE

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STEM: Insider Tips For Greenhouse Pros

Bill Calkins is your host for each podcast with guests that share timely and relevant horticulture ideas, innovations, technologies and trends.

WEST CHICAGO, IL – New episodes continue to launch for STEM: Insider Tips for Greenhouse Pros, a podcast created specifically for commercial greenhouse growers, horticulture professionals and the customers they supply. Hosted by Bill Calkins from Ball Seed, each STEM episode features a guest sharing timely and relevant horticulture ideas, innovations and technologies. Listeners will also hear discussions on current greenhouse industry topics and news – practical information to inform your greenhouse business.

“I see growers in every greenhouse wearing earbuds. I talk to dozens of people each week while they commute to work, and engage with industry professionals as they take planes, trains and automobiles to events around the world,” says STEM host Bill Calkins. “Each of these situations is an opportunity to listen to a short-form podcast packed with relevant information. I know you’re going to love STEM!”

STEM topics include new breeding and innovation, technical and cultural content, new ideas to sell more products, and cutting-edge retail concepts. STEM guests are industry leaders and advocates with experience working with growers of all shapes and sizes. Their timely but timeless strategies make any greenhouse business better.

“Ball Seed is looking to new media and digital strategies to share information with our customer. The podcast format is exciting and accessible,” says Calkins.

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Access to all episodes is always available at www.ballseed.com/STEMPodcast

STEM: Insider Tips for Greenhouse Pros is also found on your favorite podcast players, including [iTunes](#), [Google](#), and [Podbean](#). Subscribe for free now so you don't miss an episode.

Recent STEM episode archives:

1. **Drama in the Garden** with Dr. Marvin Miller
2. **Getting Off to a Great Start** with Dr. Todd Cavins
3. **Executing your Plan with Priority and Timeliness** with Jason Twaddell
4. **Perennials: The Retail Color Bridge** with Greg Soles
5. **Plant Breeding: From Concept to Commercial** with Dr. Laura Masor
6. **Selling to Different Tribes** with Bill Calkins
7. **New Innovations for 2019 & Beyond** with Jim Kennedy
8. **What Today's Shopper Wants** with Seth Reed & Mason Day
9. **Today's Vegetable Breeding: Trendy & Delicious** with Josh Kirschenbaum
10. **Wave: Past, Present & Future** with Scott Rusch

Ball Seed is North America's leading wholesale horticultural distributor. It combines extensive experience, innovative thinking, world-class customer service & MORE to ensure that professional growers have the best products, most efficient tools and dynamic growing solutions. Visit ballseed.com for more information.

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