

GROWERTALKS

GT in Brief

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Tech On Demand Earns ASHS Award!

Chris Beytes



The Tech On Demand initiative of Ball Seed and Ball Publishing was awarded ASHS's 2022 Outstanding Education Materials Award—Multimedia.

This award recognizes the ongoing efforts of the Ball Technical Services team to deliver industry-leading multimedia education resources to greenhouse professionals around the world. From cutting-edge research findings and technical content to podcasts, videos and social media, Tech On Demand strives to educate and support growers. By understanding the educational needs of today's horticulture professional, the team creates and distributes a wide range of multimedia materials to not only solve timely greenhouse challenges, but to also provide growers with the

information needed to make the best decisions possible to reduce risk, optimize plant growth and deliver top quality.

Examples of content created by Ball Tech On Demand recognized with this award include:

- [Tech On Demand e-newsletter](#), reaching more than 25,000 readers weekly
- [Tech On Demand podcast](#), brought to you by *GrowerTalks*
- Tech On Demand "In The Break Room" training videos
- [Greenhouse Tech Team Facebook Group](#), a peer-to-peer community for greenhouse professionals

We here at Ball Publishing want to congratulate and thank our own Bill Calkins, who serves as the conduit, the bridge, the pipeline between all those genius technical experts from around the world of horticulture and you, the folks who benefit from that knowledge. **GT**