

# CIBA Winter Seminar Agenda

Saturday, March 15, 2025

Iowa Arboretum & Gardens

1875 Peach Avenue, Madrid, Iowa



## Registration

8:20 – 8:45 a.m. Registration in the lobby of the Hughes Education Center

## Morning Session (Jamie Beyer, CIBA President, morning moderator)

8:45 - 8:55 a.m.

- Welcome and housekeeping
- Introduction of 2025 CIBA Royalty and 2025 CIBA Youth Scholar (**Jamie Beyer** and **Keri Kenoyer**, CIBA Royalty Committee Chair)

8:55 - 9:25 a.m. **Beth Romer**, Director, Choose Iowa, Des Moines: *Connecting Consumers to Iowa Produce and Food Products*

9:25 - 10:10 a.m. **Panel Discussion: Branding & Marketing: Getting & Maintaining Customer Attention; Val Just**, Just Iowa Honey, Des Moines; **Marlon Mormann**, Des Moines; **John Seiser**, Treasure Acres, Blairsburg

10:10 - 10:30 a.m. **Break** – Please visit our vendors and exhibitors in the Cafferty Building

10:30 - 11:30 a.m. **Morning Keynote: Katelyn Rinicker**, Prairie Rivers of Iowa, Ames: *Native Pollinators and the Perils They Face*

11:30 a.m. - 12:00 p.m. **John Seiser**, Treasure Acres, Blairsburg: *Innovations in Beekeeping*

12:00 - 12:40 p.m. **Lunch** on site – it will be delicious!

12:40 - 1:00 p.m. Visit our vendors and exhibitors in the Cafferty Building

1:00 - 1:45 p.m. **Afternoon Keynote: Dr. Kristen Clark**, Minnesota Department of Health, Faribault, Minnesota: *Defending the Hive: Current Threats to Honey Bees and the Role of Biosecurity*

1:45 - 2:30 p.m. **Chelsa and Connie Bronnenberg**, Spring Valley Honey Farms, Perry: *Pouring Candles from Start to Finish*

2:30 - 3:00 p.m. **Dr. Kristen Clark**, Minnesota Department of Health, Faribault, Minnesota: *Putting Biosecurity into Practice*

3:00 - 3:20 p.m. **Break** – Last chance to visit our vendors and exhibitors in the Cafferty Building

3:20 - 4:15 p.m. **Curt Bronnenberg**, Spring Valley Honey Farms, Perry: *Are You Ready for Spring?*

4:15 - 4:30 p.m. **Wrap-up** (CIBA President **Jamie Beyer**)

## Vendors:

- Prairie Rivers of Iowa, Ames
- Choose Iowa, Des Moines
- Spring Valley Honey Farm, Perry
- P&P Honey, Goodell
- Honey Hollow, Indianola

Please visit our **Silent Auction** in the south hallway of the Hughes Education Center. Many thanks to those who donated items for this auction! Proceeds will be split between the CIBA Royalty, Susan Kelly Memorial Youth Scholarship and the Bees & Beyond programs.