

Speakers

CIBA Winter Seminar

Saturday, March 15, 2025



Beth Romer
Choose Iowa, Des Moines



Beth's passion for agriculture propagated and grew on her family's Century Farm where she learned firsthand the value of hard work and stewarding land for future generations. She is director of the Choose Iowa team that identifies and promotes the food, beverages and ag products that are grown, raised and made in Iowa. She has a B.S. degree in business marketing from Wayne State College and a master's in business administration from Iowa State University. Beth and her husband, James, raise specialty cut flowers with a menagerie of farm animals near Altoona.

Session: *Connecting Consumers to Iowa Produce and Food Products*

Val Just
Just Iowa Honey, Des Moines



Val started beekeeping in 2015 with 3 colonies in their urban backyard. Just Iowa Honey was established in 2017 when they produced too much honey for family consumption! Currently, John and Val maintain about 30 colonies at 5 urban and rural bee yards in central Iowa, including the Blank Park Zoo. Val is an avid environmentalist and gardener; she replanted her flower gardens with 90% native plants after taking the Polk County Master Gardener program. She is passionate about pollinators and has a native plant seed give-away program (Scatter Joy, Thank a Pollinator), as well as established a Pollinator Pals program, providing presentations to central Iowa second graders.

Panel Discussion: *Branding & Marketing: Getting & Maintaining Customer Attention*

Marlon Moormann
Attorney-at-law, Des Moines



Marlon is a retired administrative law judge who works part-time as an attorney-at-law and farmer. He has been keeping bees for nearly 7 years and manages 7 hives at his home in Des Moines and on property he owns in northeast Nebraska. He joined CIBA after his first year of beekeeping and was elected to the CIBA board in 2023.

Panel Discussion: *Branding & Marketing: Getting & Maintaining Customer Attention*

John Seiser
Treasure Acres, Blairsburg



Treasure Acres Farm began in the 1950s as a sale barn for world champion-bred show cattle. **John** and his wife Laura took over the farm in 2006, expanding production to include specialty sheep, goats and other species. They maintain around 30 colonies annually, using a lot of what they harvest in value-added products. They also have 30+ fruit trees and grow and sell vegetables and several types of berries. They hope to add several other honey products and on-farm classes to their operation.

Panel Discussion: *Branding & Marketing: Getting & Maintaining Customer Attention*

Session: *Innovations in Beekeeping*



Katelyn Rinicker
Prairie Rivers of Iowa, Ames

Katelyn joined Prairie Rivers of Iowa in July 2024 as their pollinator conservation specialist. Currently, she is working on a grant project to restore monarch butterfly habitat on agricultural lands. She also works with the city of Ames on its Pollinator Friendly Community Plan. She received her B.S. in environmental studies from Bemidji State University with minors in sustainability, Indigenous sustainability and GIS. In her spare time she is working with her boyfriend to restore their backyard to native prairie.

Session: *Native Pollinators and the Perils They Face*

Dr. Kristen Clark
Minnesota Department of Health, Faribault, Minnesota



Dr. Clark is director of the Minnesota One Health Antibiotic Stewardship Collaborative with the Minnesota Department of Health. In addition to working in private practice, she previously served as a public health veterinarian with the Iowa Department of Public Health and Iowa State University. She received her B.S. in zoology and DVM from ISU and her master's in public health from the University of Minnesota. She is immediate past president of the Iowa Veterinary Medical Association and a past president of the Honey Bee Veterinary Consortium. As a hobbyist beekeeper since 2015, she enjoys combining her passion for honey bees with her professional role as a veterinarian. She regularly contributes to peer-reviewed publications about honey bee medicine and presents educational sessions to veterinarians and other stakeholders around the country. She lives in Minnesota with her fibered, feathered, furry and buzzing menagerie better known as the Happy Bottom Homestead.

Session: *Defending the Hive: Current Threats to Honey Bees and the Role of Biosecurity*

Session: *Putting Biosecurity into Practice*

Chelsa Bronnenberg
Connie Bronnenberg
Curt Bronnenberg
Spring Valley Honey Farms, Perry



Curt and Connie operate a multi-generational business that has around 5,000 colonies producing more than 250,000 pounds of honey annually from hives in Boone, Dallas, Greene, Guthrie, Henry, Lee, Polk, Sac, Story and Webster counties. They also provide pollination for Iowa orchards in summer and almond orchards in California in winter and sell a full line of beekeeping equipment. Daughters Christa, **Chelsa**, Cara and Ciera, along with their families, help with bottling the honey, hand-crafting beauty products from honey and beeswax, as well as design and production of many other products. They have a full line of beekeeping equipment. Connie is involved in most aspects of the business while being active in CIBA and the Iowa Honey Producers Association. She also is helping to grow the family business focusing on marketing and other products to increase locations where Spring Valley honey is sold.

Session (Chelsa & Connie): *Pouring Candles from Start to Finish*

Session (Curt): *Are You Ready for Spring?*

