

BROWN COUNTY BEEKEEPERS NEWSLETTER

OCTOBER 2025



Mission: We are dedicated to promoting sustainable, responsible and healthy beekeeping practices in Northeastern Wisconsin for both experienced and first time beekeepers. We strive to create a fun environment where learning opportunities exist for association members and the public.

www.browncountybeekeepers.com



PRESIDENT'S MESSAGE

October is a month to prepare your colonies for the winter and also bottling honey for sale. One sustainability item that we don't often focus on as hobbyist is marketing of our products. I have had the opportunity the past two years to observe club members market their products at the Botanical Gardens Fall Fest. I will share what I have learned from those observations.

The interaction between beekeeper and the customer is a trust bond over the product – honey. I noticed that with their repeat customers. Before the club had even set up the booth at the Botanical Gardens, a customer (another attendee) had bought a \$100 worth of honey. During the conversation the customer stated his wife had given him instructions to make sure he purchased honey. That is a strong bond over a product at a specific event. Beekeepers find they develop loyal customers for their honey over time. Take the time to develop that trust bond.

When talking with customers, listen carefully to what they are saying. That will give you clues to what they value in a honey product. I heard customers multiple times mention locally produced raw honey as what they valued. Customers were looking for a honey product that wasn't an off the shelf product from the grocery store. Last year's event, Club member Dave Elsen had honey bottled from his hives at the Botanical Garden. That Botanical Garden honey out-sold his other honey almost two to one. Buyers were looking for a healthier alternative from a trusted local source. I also had two individual inquiring about bee sting therapy for Lyme disease treatment. Listen to what the customer is looking for.

Club members, Wayne Steigelman and Dave Elsen, also had honey available for sampling. This gives the customer some assurance of the honey they were purchasing. I watched customers, after the sampling, quickly grab a second jar of honey for purchase. Wayne also brought along some different flavored honey sticks. This was a cheap item for parents to purchase for kids and usually resulted in a sale of a jar of honey. Those honey sticks allowed the conversations to start and the trust build.

Continued on page 2



PRESIDENT'S MESSAGE CONTINUED

Continued from pg2

As a purveyor of honey, know what makes your honey different. Like, what is the difference between jar honey and comb honey? It was explained to me that comb honey is the freshest honey since it has been sealed in the hive. It contains the most floral essence, which hasn't been lost during the extraction. That bit of knowledge may lead a customer to purchase the comb honey over a jar of honey. The end result of the Botanical Garden Fall Fest experience was, between Wayne and Dave honey inventory, that everything was sold except for 3 packages of comb honey. I was able to watch the magic happen and learned some items about marketing.

- That's what this month's buzz is about

President: Chris Groth

president@BrownCountyBeekeepers.com



🐝 Supporting Families, Spreading Sweetness! 🐝

We're proud to donate this beautiful basket of BCBA prize winning member honey and bee-themed gifts to benefit House of Hope Green Bay — an incredible organization providing emergency shelter and housing stability programs for youth and young parents with children experiencing homelessness.

Their largest fundraiser of the year takes place November 7th, featuring a silent auction filled with donations from local businesses and community supporters like us!

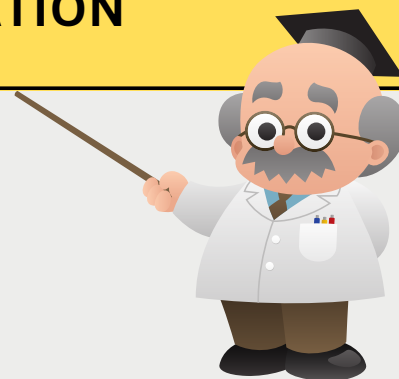
OCTOBER MEETING EDUCATION



YOUR HOST
BIG WAYNE



THE BEEKEEPER



ALL YOUR QUESTIONS ANSWERED



BY AI OR HUMAN BEEKEEPER



 **October BCBA Meeting — “Ask AI or a Human Beekeeper”**

 **17** Wednesday, October 15 | 6:30 PM

 Green Bay Botanical Garden | Regular Monthly Meeting

Get ready for a one-of-a-kind **interactive Beekeeper Panel Discussion** led by our very own **“Big Wayne the Beekeeper”** (Wayne Steigelman). This month’s session flips the script — you ask the questions!

Wayne will open up his entire season of beekeeping data for everyone to explore, including live insights from his BroodMinder hive monitors at A-Frame Acres. Together, we’ll dig into real-world data on colony weight trends, brood temperatures, and mite levels — seeing what worked, what didn’t, and why.

Joining Wayne will be a panel of BCBA beekeepers sharing their own experiences and strategies. Questions will come from both the audience and from Wayne himself, covering everything from late-season feeding to overwinter prep.

And for the first time, Wayne will be calling on **ChatGPT (within his A-Frame Acres apiary files)** to provide non-biased, research-based answers live during the meeting — helping bridge data, science, and beekeeping intuition in real time.  

Whether you’re new to beekeeping or a seasoned pro, this will be a night packed with insight, honesty, and plenty of buzz!

 **Social Hour begins at 5:30 PM** — come early to chat and grab a seat!



Join Zoom Meeting

<https://us06web.zoom.us/j/89569620363?pwd=y3SN5vjUiqBPyDDpsdvD05ox2Daxan.1>

Meeting ID: 895 6962 0363
Passcode: 699416





ELECTION TIME IS COMING

ELECTIONS



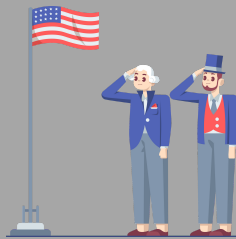
Upcoming October Elections

Want to run? Here's what you need to know:

You'll have 120 seconds on stage to share your vision, goals, or fun facts about yourself.

Bonus points if you bring a theme song, prop, or quick "campaign pitch" to make your moment memorable.

- **President**
- **Vice President**
- **Secretary**
- **Treasurer**



Voting Details

- ✓ Must be a member in good standing at least 48 hours before the election
- ✓ One vote per family membership
- ✓ Quorum required to proceed
- ✓ Voting is in person or via Zoom; majority decides

Why It Matters

Our officers form the leadership team that keeps BCBA thriving—organizing programs, managing finances, welcoming new members, and promoting our mission of sustainable and healthy beekeeping practices.

Serving as an officer is a rewarding way to grow your leadership skills while giving back to our beekeeping community. Plus, elected officers receive a one-year subscription to American Bee Journal or Bee Culture!

👉 **Mark your calendars:**

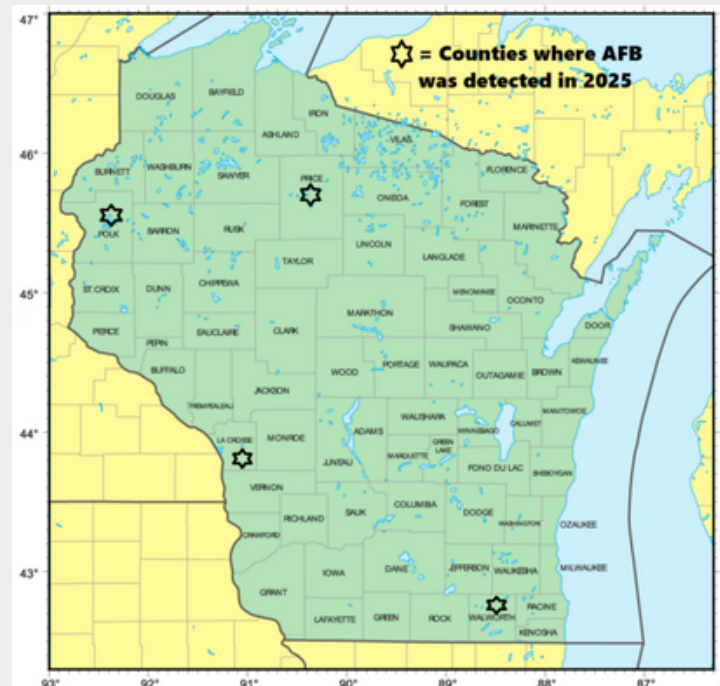


October 15, 2025 – Elections & Monthly Meeting, 6:30 PM

Wisconsin DATCP Apiary Program News - October 2025

American foulbrood: Outbreak

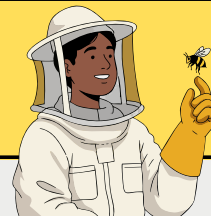
With over 12 confirmed and abated cases of American foulbrood (AFB) in four Wisconsin counties this season (Polk, Price, La Crosse, and Walworth, indicated with stars on the map below) it is important to remind beekeepers how to reduce their risk of AFB and other diseases in their honey bee colonies. American foulbrood is the most devastating of the honey bee brood diseases because it is easily transmittable and can kill a colony in as little as three weeks. AFB is caused by spore forming *Paenibacillus larvae* bacteria that can infect honey bee larvae. While the bacterium can be killed by antibiotics, the millions of spores it produces are extremely resilient (spores aren't killed by freezing or high temperatures) and can remain viable in honey and beekeeping equipment for decades.



For more information about American foulbrood, check out the [Honey Bee Health Coalition's guidelines](#) on this disease



2025 BEEKEEPER OF THE YEAR



🏆 Beekeeper of the Year – Nominations Open!

Each year, the Brown County Beekeepers Association recognizes one outstanding member whose actions and spirit best represent the mission of our club – promoting sustainable, responsible, and healthy beekeeping practices in Northeastern Wisconsin.

We're looking for a beekeeper who:

- Demonstrates exceptional dedication to honey bee health and responsible management practices.
- Actively supports and educates others, whether through mentoring, outreach, or sharing knowledge at meetings or events.
- Embodies the values of community, integrity, and stewardship that strengthen our association.
- Contributes time and effort to advance the goals of BCBA, helping both new and experienced beekeepers succeed.
- Inspires others through their enthusiasm, leadership, and generosity within the beekeeping community.

📝 Nominations are anonymous – please share who you believe deserves to be recognized for their positive impact this year.

👉 Submit your nomination here

CLICK HERE

Click or Scan Bar Code
It's Easy!



2024
DICK STURM

2023
WAYNE STEIGELMAN



2019



2018
CARL FISHER

Congratulations Dave!

How to Attract New Members and Retain Experienced Beekeepers: The Story of the Brown County Beekeepers

I have been fortunate to belong to the Brown County Beekeepers throughout my beekeeping journey. The club has a good foundation to build upon and continues to thrive. I thought the Club has a great story to tell and wanted to share it so I wrote an article for the American Bee Journal which was published in the October Issue. In customary fashion, many members were helpful in contributing suggestions which was very helpful in putting the article together. We have a good thing going. Hope you enjoy.

Dave Elsen



How to Attract New Members and Retain Experienced Beekeepers:

The Story of the Brown County Beekeepers

by Dave Elsen

What makes a bee club thrive and not just survive? It's a question we've asked ourselves many times at the Brown County Beekeepers club in Green Bay, Wisconsin. Like being a beekeeper, managing a bee club requires curiosity, flexibility, and the willingness to adapt to a changing environment. There's no instruction manual, no

"one right way." But after more than a century of supporting beekeepers in Northeast Wisconsin, we've learned a few things about creating a club that people want to join and stay with.

Our journey hasn't been perfect. But it's been purposeful, people-centered, and surprisingly fun. This article shares the key strategies that have helped us grow from a steady 40 members to over 150 strong and counting.

dustry itself, we've evolved. Today, our focus is on hobbyists, first-time beekeepers, and lifelong learners. One thing that's helped: our mission statement. It serves as a compass, not just a formality:

We are dedicated to promoting sustainable, responsible and healthy beekeeping practices in Northeastern Wisconsin for both experienced and first-time beekeepers. We strive to create a fun environment where learning opportunities exist for association members and the public.

At top: From left to right, Sarah Mueller, Chris Groth, Tom Cashman, Nathan Frailey and Joan Theys work the club booth at the Green Bay Botanical Gardens Fall Festival.

THE ROOTS — A SOLID FOUNDATION Founded in 1918, the Brown County Beekeepers originally served commercial beekeepers. But like the in-

October 2025

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Full article can be viewed on our Website!

CLICK HERE

BCBA Honey, Wax and Crafts Judging Contest



🍯 BCBA November Honey & Hive Products Judging

It's time for one of our most anticipated events of the year — the BCBA Honey, Wax, and Crafts Judging Contest!

Join us at our November 19th meeting as members proudly display the products of their hives and creativity.

This friendly competition features divisions for:

- Liquid Honey (Light, Amber, Dark, and Black Jar)
- Frames of Honey for Extracting
- Natural Beeswax Blocks and Candles
- Photography and Arts & Crafts related to beekeeping

🕒 Entry Drop-Off: 5:00 – 5:30 PM

🏆 Awards: 1st through 3rd place in each class



All entries must be produced by the exhibitor and submitted without labels. This is a wonderful opportunity to share your hard work, gain feedback from judges, and celebrate the many ways beekeeping inspires creativity.

You are strongly encouraged to read the content rules and criteria before submitting your entries.

There are many categories to choose from this year — including three new divisions: Photography, Arts & Crafts, and Black Jar Honey. Check it out!

If you are entering honey in the Light, Amber, or Dark Honey categories, the club provides the jars.

(Note: We exchanged the jars that had some bubbles in the glass for new jars — they will be available at the October meeting, or you can reach out to Dave Elsen to arrange pickup.)

Please note: The club retains all honey entries for use in future community events and donations.

Complete judging criteria and information can be found on our website.

CLICK HERE



Stephanie Slater

In 2023, she became the first person in Wisconsin to be certified as a honey judge through the American Honey Show Training Council

Products of the Hive-Vendors and Helpers Needed



Hello, friendly beekeepers!

I am reaching out on behalf of the Brown County Beekeepers Association to invite you to participate in our upcoming Products of the Hive Exposition, taking place at the Green Bay Botanical Garden on November 19, 2025, from 5:30 p.m. to 8:00 p.m.

This year's theme, "Products of the Hive," will highlight the many wonderful ways honeybees enrich our lives. We'll feature items such as honey, candles, mead, skincare products, honey-based candies, and a variety of bee-inspired art. We would love for you to share your own products, knowledge, or creative expertise!

We're also exploring several related topics for this exposition and welcome your suggestions. Perhaps you or someone you know might be interested in contributing to one of the following areas:

🌻 Pollinator Gardening: Are you—or do you know—a gardener interested in sharing information about pollinator-friendly planting? For example, comparing "plant this pollinator instead of this hybrid" could make a great mini-presentation.

🎨 Art & Craft: Do you create or know someone who creates bee- or nature-inspired art, crafts, or handmade goods?

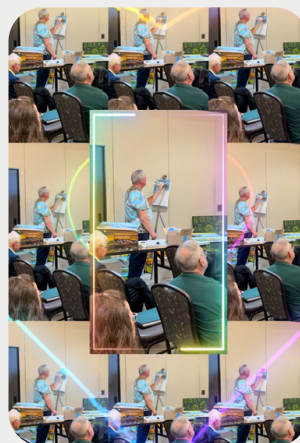
🍰 Culinary Creations: Do you know a baker or event planner who incorporates honey into their specialties?

🍷 Cooking & Grilling: Are you a cook or grill master who could share recipes or tips for sauces or marinades that feature honey?

Each participant will be provided space in the Botanical Garden meeting room to discuss, demonstrate, and, if desired, sell or offer samples of their products.

If you have questions, ideas, or would like to be part of the planning process, please contact me at julianne.sanders@yahoo.com. Your input and participation will help make this event truly special. Thank you for your time and consideration. I look forward to hearing from you—and can't wait to see everyone at the event!

Warm regards,
Julianne Sanders





Wisconsin

Honey Producers



WHPA MEETINGS

WHPA Executive Committee Meeting

September 17 @ 8pm by Zoom
November 8, 2025
@ Fall Convention

WHPA Board of Managers Meeting

November 6, 2025
Resolutions Due by 3pm Nov. 6

WHPA Membership Business Meeting

November 7, 2025
@ Fall Convention




2025 KIDS & BEES EXPO!
SATURDAY, NOVEMBER 8
1:00-3:00PM
DOUBLETREE BY HILTON
NEENAH, WI

It's About the Bees!
Learn all about the magical world of honey bees and products from the hive!

- Candle rolling, face painting, kids' crafts, free honey tasting and more!
- View a live observation hive!
- Q & A with real beekeepers!
- Meet the Wisconsin Honey Queen and much more!

Kids & Bees Expo is a free event open to the public, hosted by the Wisconsin Honey Producers Association. Visit wihoney.org for more info.

Register for the WHPA Fall Convention Nov. 6-8 in Neenah, WI

Convention registration (paper form) was printed in the August issue of the Badger Bee. Or visit <https://wihoney.org> and register online for the early bird pricing through October 9th. Regular convention registration prices in effect October 10-23, 2025.

Book Your Hotel Room for the WHPA Fall Convention
DoubleTree by Hilton, Neenah, WI 920-725-8441
Book by Oct. 7th for a discounted room rate.



Wisconsin Honey Producers Association
FALL CONVENTION
NOVEMBER 6-8, 2025
SAVE THE DATE!
DOUBLETREE BY HILTON
NEENAH, WI

Keynote Speaker:
Bob Binnie
of Blue Ridge Honey Co.
Lakemont, Georgia

Registration, schedule, & activities will be posted soon at wihoney.org

Two great opportunities are coming up to learn, connect, and grow your beekeeping skills!

WHPA 2025 Fall Convention

 November 6-8, 2025 | Neenah, WI

Join beekeepers from across Wisconsin for expert speakers, networking, and the Wisconsin State Fair Honey Show. Don't miss special guest Bob Binnie and sessions for all experience levels. Early bird registration and hotel discounts end this week.

 <https://wihoney.org/meetings-and-events/whpa-fall-convention/>

UW-Madison Beekeeping Short Course

 February 13-15, 2026 | Madison, WI

A hands-on weekend for emerging beekeepers focusing on hive management, bee health, business planning, and marketing. Early bird registration: \$350 / Students: \$150

 <https://pollinators.wisc.edu/honey-bees/beekeeping-short-course/>

Both events are supported by the Wisconsin Honey Producers Association—and both will help you strengthen your beekeeping journey.

October is the transition month from active management to full winter prep.

1. Final Feeding

- Continue feeding 2:1 sugar syrup until daytime highs are consistently below 50°F or bees stop taking syrup.
- Target: 70–90 lbs total hive weight going into winter (including bees, equipment, and stores).
- If hives are still light, add fondant or sugar bricks later in the month once syrup feeding ends.

2. Entrance and Pest Protection

- Install mouse guards on all hives.
- Reduce entrances to prevent robbing and wasp intrusion.
- Check for yellowjacket activity—trap if needed.

3. Final Varroa and Health Check

- Perform a final mite wash. If counts are above threshold, treat immediately with oxalic acid vaporization (best in low-brood conditions).
- Examine brood combs for any lingering disease symptoms (chalkbrood, EFB, AFB).

4. Winter Equipment Prep

- Install moisture quilts, insulation wraps, and inner covers by the end of the month.
- Tilt hives slightly forward for water runoff.
- Ensure lids fit tight and no gaps allow drafts.

5. Consolidate Colonies

- Combine weak hives using the newspaper method rather than risk winter losses.
- Verify queens are strong and brood is healthy before sealing things up for the season.

6. Beekeeper's October Checklist

- ✓ Finish syrup feeding
- ✓ Final mite check & OA treatment if needed
- ✓ Add insulation, moisture control, and mouse guards
- ✓ Secure lids and reduce entrances
- ✓ Combine weak colonies
- ✓ Record winter prep notes for spring comparison



FACEBOOK SITES MANAGED BY BCBA

[Northeast WI Beekeepers](#)
beekeepers helping beekeepers

[Brown County Beekeepers](#)
updates on club happenings



HIVE RECIPES

A sweet-and-salty fall favorite for after hive checks
or game day snacking!



Ingredients:

- 1½ cups raw pumpkin seeds (rinsed and dried)
- 1½ tbsp butter, melted
- 2 tbsp honey
- ½ tsp cinnamon
- ¼ tsp salt (or taste)

Optional: Add a dash of cayenne or smoked paprika for a spicy kick.

Storage: Keep in an airtight jar for up to 2 weeks (if they last that long!)

Instructions:

1. Preheat oven to 300° F (150°C).
2. In a bowl, mix melted butter, honey, cinnamon, and salt.
3. Toss in the pumpkin seeds until evenly coated.
4. Spread seeds on parchment-lined baking sheet in a single layer.
5. Roast for 25–30 minutes, stirring halfway through, until golden brown.
6. Cool completely - they'll crisp up as they cool.

🍯 Have a Favorite Recipe with Honey?

We'd love to feature it in an upcoming newsletter! Whether it's sweet, savory, or straight from your kitchen experiments, share your favorite honey-inspired recipe with us.

✉ Send your submissions (and a photo if you have one!) to
secretary@browncountybeekeepers.com

Let's keep our Hive Recipes buzzing with fresh ideas from our members!

2025 BCBA Meeting Education Calendar

Reg = Regular Meetings: 3rd Wednesday of every month at 6:30p

MBM = Meeting Before the Meeting: Same Wednesday, starts at 5:45p

Date	Education	Type	Presenter
January 15, 2025	Varroa Mite Management	Reg	Dick Sturm
February 19, 2025	Identifying and Managing Honey Bee Diseases Minnesota Bee Squad	Reg	Jessica Helgen Bee Squad Pgm Director or Jenny Warner Bee Squad Beekeeper
March 19, 2025	Queen Rearing	Reg	Keith Zaidel, Zaidel Wild Apiary
	Honey Decrystalization	MBM	Rance Bennett, This Old Hive
April 16, 2025	Spring Management	Reg	Dave Elsen
	Installing Bees	MBM	Wayne Steigelman Nathan Frailey
May 21, 2025	Girl Next-Door Honey	Reg	Hillary Kearney
June 18, 2025	Beekeeping antibiotics	Reg	Justine Nguyen PhD Candidate - USDA SARE Grant Fellow
August 20, 2025	Fall Management	Reg	Panel
	Honey Extraction	MBM	Wayne Steigelman Nathan Frailey
September 17, 2025	Special Guest	Reg	Eugene Makovek
October 15, 2025	Discussion Panel	Reg	Wayne Steigelman Facilitates
November 19, 2025	Products of the Hive and Honey Judging Contest	Reg	Stephanie Slater and Club



Brown County Beekeeping Association

Member Benefits

Club Sponsor – Hansen Honey Farm, Rhinelander, WI

- 5% discount for all BCBA members for ongoing purchase
- For online discount code, contact secretary@browncountybeekeepers.com
- When purchasing in-store only, let them know you are a member of the BCBA.

Club Sponsor – Let It Bee, Inc., Greenville, WI

- 5% discount for all BCBA member purchases, except nucs. In-store only.
- When purchasing in-store only, let them know you are a member of the BCBA.

[Click here for the Club Sponsor Website Page](#)

Club Equipment Rental

Perks of being a member! [Click here for the full rental list.](#)

American Bee Journal Subscriptions

(Contact Club Treasurer for Discount form)

Club Education Reimbursement Opportunity

Club members are eligible for up to \$25/ calendar year for continuing education

Eligibility Guidelines:

- Must be a current member for at least 12 consecutive months.
- Member must submit their request to the Leadership Team prior to the event including details on how it aligns to the Club's Mission.
- Note: BCBA sponsored events, books or magazines not eligible for reimbursements.
- Club Expectations of Members Receiving Education Reimbursement
- Overview of the education to the club or an education session.
- Write-up with photos and/or video for club publication.

2025 Club Officers

President: Chris Groth

president@browncountybeekeepers.com

Vice President: Nathan C. Frailey, Sr.

vicepresident@browncountybeekeepers.com

Website Chair: Carl Fisher

info@browncountybeekeepers.com

Social Media: Wayne Steigelman

Club Education CoChairs: Mimi Gerner and Dave Elsen

Treasurer: Chad Ford

treasurer@browncountybeekeepers.com

Secretary: Edmund Poillion

secretary@browncountybeekeepers.com

Education Outreach Chair: Julie Mazzoleni and Bob Michiels

Board Member at Large: Dick Sturm