



WESTERN APICULTURAL SOCIETY OF NORTH AMERICA

July 27, 2026
Press Release

A Better Way to Gather: Why WAS Chose vFairs "More than another meeting. A better beekeeping community."

Why the Western Apicultural Society Moved to vFairs

The Western Apicultural Society has long embraced innovation in beekeeping education. As our membership grows across North America and around the world, we need better tools to bring our community together.

That's why we've moved our Mini Conferences to the vFairs platform. While presentations continue to be delivered via the familiar Zoom platform, vFairs provides a welcoming online conference environment that brings everything together in one place.

With vFairs, members can:

- Enter a virtual conference lobby.
- Wander around a virtual exhibit hall where you can connect with vendors and sponsors.
- Network with other attendees.
- Access speaker information and supplementary resources.
- Enjoy a conference experience designed specifically for events rather than simple video meetings.

Perhaps most importantly, vFairs simplifies many of the behind-the-scenes tasks our volunteers previously handled manually. The time we save can now be invested in developing additional educational programs, recruiting outstanding speakers, and expanding member services. Every new technology has a short learning curve. We know some members have questions, and that's completely understandable. Our goal is to make the transition as smooth as possible.

Myth vs. Fact

vFairs: Myth vs. Fact

➡ **Myth:** "We're no longer using Zoom."

✓ **Fact:** The live presentations still take place using Zoom. vFairs simply provides a more organized and engaging conference experience.

➡ **Myth:** "This makes attending more complicated."

✓ **Fact:** Once you're inside the conference, everything you need is in one place instead of being spread across emails and multiple links.

➡ **Myth:** "Why change something that already worked?"

✓ **Fact:** As WAS grows, we need tools that make conferences easier to organize, more engaging for attendees, and less dependent on volunteer effort behind the scenes.

➡ **Myth:** "This is change for the sake of change."

✓ **Fact:** The move to vFairs allows our volunteers to spend less time managing technology and more time delivering exceptional educational programs for our members.

A Note from Leadership

A Message from the WAS President

Every organization reaches a point when adopting new technology is an investment in its future. The Western Apicultural Society exists because of dedicated volunteers and members who believe in lifelong learning and the sharing of beekeeping knowledge. Our decision to adopt vFairs was guided by that mission.

This new platform gives us opportunities to create richer educational experiences while reducing the administrative workload required to deliver each Mini Conference. (In fact, this new platform made it possible to expand our Mini-Conferences to twice monthly!) We also recognize that

learning something new can be frustrating at first. If you have questions or encounter difficulties, please let us know. We are committed to helping every member become comfortable with the platform. Your patience and feedback are appreciated as we continue to improve the experience together.

Thank you for helping us build the future of the Western Apicultural Society.

A handwritten signature in black ink, consisting of a vertical line, a horizontal line, and a loop.

Scott Steinfeldt
Western Apicultural President