



Subject: Beekeepers use AssociCom to “Build the Hive Mentality”

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Calgary Beekeeping Co-op

Beekeepers use AssociCom to “Build the Hive Mentality”

Eliese Watson is a beekeeper and the founder of Apiaries and Bees for Communities. She’s also about the nicest and most energetic person you could ever speak to, and we feel very fortunate to count her among our customers at AssociCom.

The Problem

Eliese has a rapidly growing and engaged membership. But she had a big communication problem. There was so much great information coming to her from all her members that she became the bottleneck in getting it out. “In the world of bees there is so much great information to share, but as more and more kept coming in to me, I could no longer keep up in sharing it with my members. I needed a way to continue to fulfill my mandate of building a hive mentality.” said Eliese.

The Solution:

Eliese adopted AssociCom and had her on-line community up and going with a few clicks. Now her members can share beekeeping information directly with the entire community, keeping Eliese free to focus on other aspects of building her community. She is no longer the communication bottleneck. Eliese puts it very directly: “AssociCom solved my communication problem. I especially love the library - my members have a place to go and not only learn, but also to teach and share”.

AssociCom

That’s what AssociCom is about. Communities of practice and private networking with an emphasis on community engagement and informal learning. AssociCom was built by pioneers in the area of online social learning, and we are huge believers in the power of the community to support informal learning. It makes us proud when we hear Eliese say “AssociCom helps me fulfill my mandate to build a hive mentality”.

Tidbits

References, Quotes and Notes

- Calgary Beekeeping Co-op Link: <http://www.thecommunityhive.org/>
- Open your own fully featured trial site at <http://www.associcom.com/Instance/Create>.

We are happy to answer questions or help out with your trial site.

Respectfully,



Bob MacKie

Vice President Sales AssociCom Networking Technologies Corp.

<http://www.AssociCom.com>, [Community](#), [Open Trial Site](#)

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