

Elizabeth Silver



AGE: 32
OCCUPATION: Beekeeper
LOCATION: Seattle, WA
ARCHETYPE: The Explorer

Elizabeth's Questions

- How can I make sure my hives survive the winter?
- How can I make sure my bees are not bothering my neighbors?
- How do I make sure my bees don't feel threatened when I harvest honey?

Personality

Caring Extroverted
Realistic Helpful

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I feel emotionally and intellectually vested in their welfare. I have a responsibility to see that they thrive. Their success and strength makes me feel good.

Elizabeth is a freelance graphic designer that is a second year beekeeper. She spends a great deal of time reading blogs and talking with her friends that own bees to help her. She is really worried about her bees this winter as she lost about 15% of her bees from mites last year. She is currently an urban bee keeper living in Issaquah that sells her honey at the farmer market all over the city. She wants to pursue bee farming fulltime but she needs to save up through her freelancing to purchase more hives. She first got into beekeeping finds beekeeping relaxing as it helps with her anxieties when she listens to her bee hums. She treats her bees almost like she would a dog as she is invested in their survival and well being.

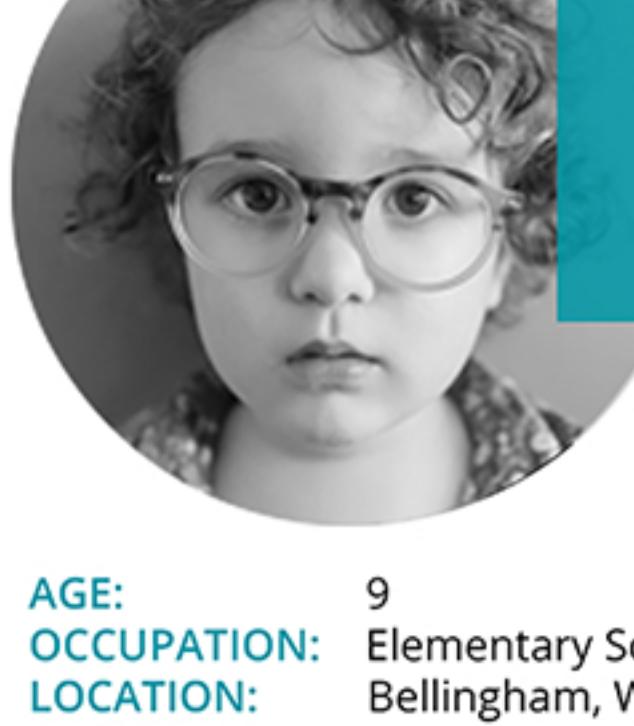
Goals

- I want to grow my hives so I can work on my honey business fulltime.
- I want to save up enough money so I can travel around the world.
- I would like to survive my first winter so I can harvest enough honey so I can focus on my honey business.

Frustrations

- I am worried about whether the bees are getting sufficient plant pollen around the neighborhood.
- I want to expand and sell more honey, as it often sells out quickly without overharvesting my hives.

Amy Smith



AGE: 9
OCCUPATION: Elementary School
LOCATION: Bellingham, WA
ARCHETYPE: The Explorer

Amy's Questions

- Why do bees try to sting me?
- I wish there was a fun game that lets me run outside.

Personality

Friendly Mindful
Helpful Sincere

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I'm scared of them. If I see them in the house I will get my dad to kill them.

Amy goes to elementary school with her older brother, John. They both love to play video games on John's tablet, and would rather play CandyCrush than go to school. When their parents take away the tablet, they are often told to go outside to play. Amy had a bad experience watching her dad have an allergic reaction and is very afraid of bees.

Her parents try to reduce her fear of bees through educational videos and explaining their importance to the food biodiversity. Their attempts to educate Amy has caused her to be skeptical and heightened her fears.

Goals

- I want my own tablet so I can play video games with my friends.
- I want my parents to get a kitty and I want to name it Oscar.

Frustrations

- I wish bees weren't so scary so my parents can leave me alone about them.
- I hope my dad doesn't die from another bee sting. I am still very scared about it.
- I wish I can be less scared of bees, since my brother laughs at me everytime I scream when I see one.

John Frieden



AGE: 57
OCCUPATION: Beekeeper
LOCATION: Hood River, OR
ARCHETYPE: The Scientist

John's Questions

- What will the world be like when bees become endangered?
- Is it possible to make sure my farm chemicals don't affect my hive's health?

Personality

Authentic Loyal
Knowledgeable Honest

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Don't treat them like a pet but care for their welfare akin to welfare farming of livestock

John owns a blueberry farm in Hood River for the last five years of his life. He also has bee hives that he manages and takes care of in his free time. His wife and children often help with the blueberry farm but are disinterested in dealing with bees, so it is his main responsibility. He sells the wax and raw honey to a chocolate markers and superstores in the local area. Ideally, he wants his bees to survive since they are a very expensive investment buying new bees.

He takes a lot of precaution to ensure that the blueberry farm uses mostly organic products as he fears that his bees that pollinate them will be harmed by the chemicals in it.

Goals

- I want to expand my hives so I can produce more honey and wax to make more money.
- I would like to be able to put my three kids through college through my farming and honey business.
- I would really love to take a vacation and visit my brother in Germany when I finally find the time.

Frustrations

- I am worried that my organic chemicals I use for the blueberry farm will affect my bees?
- I spent a great deal of money starting my hives and I really need it to pay itself off with honey and wax by making a 50% profit.