

Advancing Women

{ *in* Agriculture Conference }

A powerful force for growth.

HYATT REGENCY CALGARY, ALBERTA • MONDAY MARCH 26 AND TUESDAY MARCH 27, 2018

Conference Agenda

Monday March 26, 2018 – Hyatt Regency Calgary

9:00 - 9:30 am **Pre-conference Workshop Registration – Grand Hall Foyer**

9:30 - 11:45 am **Workshop 1**

Part 1: Stereotypes are a Thing of the Past – Spousal Succession is a Thing of the Future!
Merle Good, GRS Consulting Ltd., Cremona, Alberta

Agricultural family farms are "big businesses" with complex succession issues and concerns. However, unique opportunities do exist and need to be examined under a new light. Traditional family roles and relationships may not define future success. New attitudinal shifts combined with innovative business agreements are required to provide both personal and business clarity. This clarity will provide a roadmap for purpose and opportunity within your business. Together, let's re-examine your own family farm future!

Part 2: Plan, Survive, Thrive

Gail Schafer, Regional Sales Manager, Global Ag Risk Solutions, Olds, Alberta

Businesses and families in transition have unique stresses that can stand in the way of working together effectively. Following up to Merle's discussion around thinking outside the box in structuring transitions, Gail will provide an overview of how risk management products available in the marketplace can respond to help balance some of the needs and concerns of each generation, and alleviate some of the uncertainty, stress and conflict that can accompany transferring the reins.

9:30 - 11:45 am

Workshop 2

Coaching 101: Tackling your Triggers!

Jacque Stephens, Breakthrough Consulting, Calgary, Alberta

This workshop will not only provide an overview of what coaching is and what it isn't, but will also allow you to experience what a coaching session might entail. We will be exploring your triggers and how you might get control of them.

9:30 - 11:45 am

Workshop 3

Get on Board!

Art Froehlich, AgriView, Calgary, Alberta

Individuals in the ag industry often ask Art "When is the right time and how do I prepare to get a board position?" Art will outline the steps to take and the experiences he has had in mentoring people to be on a board in private, not-for-profit and public organizations.

9:30 - 11:45 am

Workshop 4

Part 1: Access to Capital and Working with Your Banker

Presented by BMO Financial Group

Moderator: Mary Manhas, BA, Business, Vice President Cash Management, Alberta & Northwest Territories Division, BMO Bank of Montreal, Calgary, Alberta

- **Trish Booy, Manager, Agriculture, Alberta South Commercial Community, BMO Bank of Montreal, Red Deer, Alberta**
- **Carman Ogrodnick, Vice-President Business Banking, North Eastern Alberta, BMO Bank of Montreal, Vegreville, Alberta**
- **Melanie McDonald, Vice-President & Regional Director - Trust & Estate Services (Western Canada) - BMO Trust Company, Calgary, Alberta**
- **Dave Gallant, Director of Finance and Operations, Canadian Canola Growers Association, Winnipeg, Manitoba**
- **Grant Brooks, Director, Wealth Planning, BMO Wealth Management, Calgary, Alberta**

Access to capital is always top of mind for farm owners. Whether you're thinking about expanding your business, or purchasing new equipment, we invite you to join our panel of experts to learn about which capital options are right for you and your farm. You will gain invaluable insight from our panel of Agriculture experts, who can share their combined experience about the farm business lifecycle.

Part 2: Wealth Management and Succession Planning for the Family Farm

Presented by BMO Financial Group

Moderator: Mary Manhas, BA, Business, Vice President Cash Management, Alberta & Northwest Territories Division, BMO Bank of Montreal, Calgary, Alberta

- **Trish Booy, Manager, Agriculture, Alberta South Commercial Community, BMO Bank of Montreal, Red Deer, Alberta**
- **Carman Ogrodnick, Vice-President Business Banking, North Eastern Alberta, BMO Bank of Montreal, Vegreville, Alberta**
- **Melanie McDonald, Vice-President & Regional Director - Trust & Estate Services (Western Canada) - BMO Trust Company, Calgary, Alberta**
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- **Grant Brooks, Director, Wealth Planning, BMO Wealth Management, Calgary, Alberta**

You've worked hard to build your family farm, so it's important to make succession plans proactively to maximize the potential benefits while reducing the stress. For business owners contemplating sale or transition, setting goals, visions and exit plans early is critical for success. Guest panelists will include a lawyer and accountant who specialize in agriculture.

9:30 - 11:45 am

Workshop 5

Difficult Conversations: What you need to know

Genella Macintyre, Partners in Discovery Ltd., Brandon, Manitoba

Whether it's a difficult colleague, vendor or customer, there are key elements, that when identified and addressed, will help you through difficult situations. Genella will give you the tools on how to start a conversation with difficult people and deal with defensiveness.

11:45 - 1:00 pm

General Registration – Grand Hall Foyer

Exhibits – Grand Hall Foyer

Welcome Coffee and Networking Reception – Grand Hall Foyer

Sponsored by Scotiabank

1:00 - 1:15 pm

Welcome – Imperial Ballroom

Dianne Finstad, Communications Specialist, Red Deer, Alberta

- 1:15 - 2:30 pm ***Focus on the 90%***
Darci Lang, Motivational Speaker and Trainer, XL Enterprises, Regina, Saskatchewan
Sponsored by G3
 Focus on the 90% - One simple tool to change the way you view your life. Darci has discovered a solution to help you live your life, do your job, and connect with the people who matter most, to the fullest. Darci's focus on the 90% message will help you find balance, discover ways to stay motivated and love your work, rise above adversity, and make a difference in all you do!
- 2:30 - 3:00 pm ***Powerful & Free: Being a Woman of Influence***
Rachael Harder, Shadow Minister for the Status of Women for the Conservative Caucus, and the Member of Parliament for Lethbridge, Lethbridge, Alberta
 Drawing from her upbringing on the farm, her private sector experience, and her time in politics, Rachael offers a raw and inspiring account of what it is to be an influential woman. Rachael will deliver a call to action for every woman who aspires to overcome gender barriers, influence her sphere and leave her mark on the world.
- 3:00 - 3:30 pm **Coffee and Networking – Grand Hall Foyer**
Sponsored by Cargill
- 3:30 - 4:00 pm ***Success is a Personal Project***
Josie Van Lent, Dean Agricultural Sciences, Lakeland College, Vermilion, Alberta
 Josie will share her experiences, understandings and knowledge that she has gleaned throughout her career journey.
- 4:00 - 4:45 pm ***Don't Let Unspoken Gender Rules Get in Your Way***
Sherry Waddingham, President, Mindshift, Toronto, Ontario
 Men and women are very different. Men have different rules by which they work, communicate and make decisions. The challenge for women is these rules are not consciously communicated which leaves them operating blind. This session will uncover gender differences in the workplace and how to avoid the pitfalls that can hold you back.
- 4:45 - 5:45 pm ***When Celebrity Culture and Science Clash***
Timothy Caulfield, Professor of Health Law & Science Policy, Author of *Is Gwyneth Paltrow Wrong about Everything?*, Edmonton, Alberta
 Celebrities are everywhere! And this matters. Seriously. Research shows that popular culture has a profound influence on people's health and that our ideals of beauty and success are framed by a celebrity-dominated worldview. In this fun and provocative presentation, Timothy Caulfield will examine what science tells us about the influence of popular culture. He will also debunk common health myths and provide practical, evidence-based, recommendations relevant to both healthcare professionals and to individuals seeking to live a healthy lifestyle.
- 5:45 - 6:00 pm **Closing Comments for the Day - Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 6:00 - 7:30 pm **Reception and Networking – Grand Hall Foyer**
- 7:30 - 10:00 pm **Banquet Dinner – Imperial Ballroom**
Sponsored by Corteva Agriscience™, Agriculture Division of DowDuPont™
- Welcome - Iris Meck, President, Iris Meck Communications Inc., and host of the Advancing Women Conference, Calgary, Alberta**

Guest Speakers: The Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food and Frances MacAulay, Cardigan, Prince Edward Island

Career Advice from a Responsible Observer

Guest Speaker: Sharyl Sauer, North America and Platform Communications Leader, Corteva Agriscience™, Agriculture Division of DowDuPont™, Madison County, Iowa

Sharyl will share insights and practical advice from her career in agricultural communications, including how to play to your strengths and learn from the triumphs and setbacks of those around you.

Tuesday March 27, 2018 – Hyatt Regency Calgary

7:00 - 7:45 am **Registration – Grand Hall Foyer
Breakfast – Imperial Ballroom**

7:45 - 8:00 am **MC Welcome - Dianne Finstad, Communications Specialist, Red Deer, Alberta**

8:00 - 9:00 am *What to Eat to be Stress Resilient, Energetic and Healthy*

Leslie Beck, RD, Leslie Beck Nutrition Consulting Inc., Toronto, Ontario

Stress is a fact of nature. A little of it helps you stay focused, energetic, alert. Beyond a certain point, though, stress stops being helpful and can zap your energy and impact your weight, your health, your mood and your productivity.

Nutrition plays a critical role in managing the physiological effects of stress. What you eat – and don't eat – can help or hinder your body's ability to respond to stress.

During this information-packed presentation, Leslie will present 10 practical, easy-to-implement nutrition strategies to help you fuel your body with the right foods and nutrients it needs to effectively deal with stress, stay energized and be as healthy as possible.

9:00 - 9:30 am *The Road Less Travelled: an unexpected journey through agriculture*
Cami Ryan, Social Sciences Lead, Monsanto Company, Eureka, Missouri
Sponsored by Monsanto

Career and life pathways can be planned or pre-determined. Yet, we often find ourselves stumbling upon roadblocks or unexpected opportunities that can shift our direction in subtle or surprising ways. This is a story of gratitude. It is the story of my unexpected and remarkable journey into the world of agriculture.

9:30 - 10:15 am *Mental Health – Let's Talk!*

Karen MacNeill, Psychologist, Copeman Healthcare Centre, Calgary, Alberta

In any given year, 1 in 5 Canadians experiences a mental health problem. Given issues with isolation, accessibility of support and the stigma of reaching out, the farming community may be at even higher risk. In this session you will learn how to recognize and respond to mental health issues close to home or in your community.

10:15 - 10:45 am **Coffee and Networking – Grand Hall Foyer
Sponsored by CN**

- 10:45 - 11:15 am ***Women as Change Agents in a Changing World***
Deborah Yedlin, *Calgary Herald*, Calgary, Alberta
 The presentation will focus on current and emerging issues in business, including agriculture, the role of women amidst all the change.
- 11:15 - 12:00 pm **AWC Sponsor Panel**
Advocacy in Agriculture – What is the message women can take to the increasingly skeptical public consumer?
 - Michelle Gemmell, Regional Grain Marketing Leader, Cargill, Rycroft, Alberta
 - Nancy Robertson, Vice-President, Sales & Marketing, Richardson International, Winnipeg, Manitoba
 - Janisse Routledge, Global Regulatory and Stewardship Learning, Corteva Agriscience™, Agriculture Division of DowDuPont™, Calgary, Alberta
 - Trish Jordan, Public & Industry Affairs Director, Monsanto Canada Inc., Winnipeg, Manitoba
- 12:00 - 1:00 pm **Lunch**
Sponsored by BMO Financial Group
- 1:00 - 2:00 pm **AWC Sponsor Panel**
Agriculture is a broad and dynamic industry that is constantly changing at a rapid pace. What role can women play in this industry in the days to come and how can they be the most effective leaders?
 - Ann MacGillivray, Senior Manager Supply Chain, CN, Edmonton, Alberta
 - Lesley Kelly, Marketing and Brand Manager, WorkHorse Hub, Regina, Saskatchewan
 - Susan Brown, Senior Vice President Personal & Commercial Markets, Alberta & NWT Division, BMO Bank of Montreal, Calgary, Alberta
 - Ilene Toerper, Licensed Advisor, Global Ag Risk Solutions, Rycroft, Alberta
 - Roxane Lieveise, Director and Lead - Alberta Agriculture, Scotiabank, Calgary, Alberta
 - Kira Murphy, Director, Marketing & Pricing - Grain & Fertilizer, Canadian Pacific, Calgary, Alberta
- 2:00 - 3:00 pm ***From Cellar to Bestseller: The Looneyspoons Recipe for Success***
Janet Podleski, National Bestselling Author, The Looneyspoons Collection/ Entrepreneur, The Granet Publishing Inc., Ottawa, Ontario
 How did two sisters with no formal culinary training, no publishing track record, no food industry experience and most importantly, no money, end up writing and publishing one of Canada's bestselling cookbooks of all time, spawning one of the country's most unique and widely recognized healthy eating brands? The answer may surprise, delight, ignite and inspire you!

 Janet's captivating, heartfelt and often hilarious against-all-odds success story illustrates the awesome power of passion, perseverance, following your gut instinct and believing that ANYTHING is possible—even when everyone around you thinks you're nuts! Get ready for a heaping serving of inspiration, information and a LOT of laughs!
- 3:00 - 3:30 pm **Coffee and Networking – Grand Hall Foyer**
- 3:30 - 4:45 pm **Women Talk**
Ready, Set, Change!
Cherie Andrews, Co-owner, Chinook Honey Company & Chinook Arch Meadery, Okotoks, Alberta

What do you really need to successfully change your career path? It seems that no matter how much you might plan, simply being ready for anything might work best.

Why Wait for the knock? Build your own doors.

Melodie Chan, Senior Manager Veterinary Services, Zoetis, Kirkland, Quebec

Despite being a city kid, Melodie Chan travelled down an unlikely pathway right into the heart of agriculture. Join her as she takes you through a journey where self-awareness, curiosity and courage all played an important role to help her get to where she is today.

"Yes I do Grow Flowers Too!"

Anita Heuver, Owner, Eagle Lake Nurseries, Strathmore, Alberta

The first question I usually get when I say I own a nursery is, oh that's so nice, so you grow flowers... yes, I do grow some flowers but as a wholesale nursery that grows in one of the most challenging climates in Canada, my days are full of equipment breakdowns, customers requiring solutions to their construction site concerns, effectively leading a team of over 70 seasonal and fulltime employees, and wishing I could control the weather. I find I spend very little time smelling the roses.

From government-working "cubicle dweller" to running her dream business from a 100-year old prairie farm.

Billi Miller, Billi J Miller Photography, Kitscoty, Alberta

Billi will take you on her journey from living in the city working for the Government in 2009 to marrying a 4th generation farmer and living on a 100-year old family farm in the Canadian prairies. Billi will talk about her business and how the Farmwives Book Project was borne from it.

4:45 - 5:00 pm

Closing Comments - Dianne Finstad, Communications Specialist, Red Deer, Alberta