



HYATT REGENCY CALGARY, ALBERTA CANADA • MONDAY APRIL 6 AND TUESDAY APRIL 7, 2015

## Conference Agenda

### Monday April 6, 2015

- 1:00 – 2:00 pm      Registration  
Welcome Coffee Reception – Sponsored by Syngenta Canada Inc.
- 2:00 – 2:15 pm      **MC Welcome – Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 2:15 – 2:30 pm      **Introduction and Welcome Coffee Reception Sponsor Message: Laurie Goodwin, Government Affairs Manager, Syngenta Canada Inc., North Gower, Ontario**
- 2:30 – 3:30 pm      ***Women in Leadership Roles: Listen, Learn and Be Inspired!***  
**Alanna Koch, Deputy Minister, Saskatchewan Ministry of Agriculture, Regina, Saskatchewan**  
  
Alanna will speak to her experiences, challenges and successes in the agri-food industry.
- 3:30 – 4:40 pm      ***Dream it... Do it... Live it***  
**Debbie Travis, Chief Creative Officer, Debbie Travis Branding, Westmount, Québec**  
  
Debbie’s presentation includes her 10 commandments on how to successfully transform your dreams into your ideal life.
- 4:40 – 5:40 pm      ***Your Network is Your Network: Building Success One Relationship at a Time***  
**Courtenay Wolfe, Venture Capitalist, Chairwoman, Vital Alert & Brilliant Resources, Toronto, Ontario**  
  
Relationships are the key to greater success, wealth and happiness. Effective networking is a life skill that takes authentic practice and effort, but what separates highly successful people from everyone else is their ability to effectively build and leverage their networks. Learn how to use this powerful skill to help you achieve your personal and professional goals.
- 5:45 – 7:00 pm      Banquet Reception – Sponsored by Dow AgroSciences
- 7:00 – 8:50 pm      Banquet – Sponsored by Bayer CropScience Inc.
- 7:10 – 7:15 pm      **Welcome**  
**Iris Meck, President, Iris Meck Communications Inc., and Host of the Advancing Women Conference, Calgary, Alberta**

- 8:00 – 8:25 pm **Introduction and Banquet Reception Sponsor Message: Kay Kuenker, Vice President of Global Affairs and Government Affairs, Dow AgroSciences, Indianapolis, Indiana**
- 8:25 – 8:50 pm **Introduction and Banquet Sponsor Message: Dianna Emperingham, Director, Product Supply, Bayer CropScience Inc., Regina, Saskatchewan**
- 8:50 – 10:00 pm Reception and Networking

## Tuesday April 7, 2015

- 7:00 – 8:00 am Registration  
Breakfast – Sponsored by DuPont - Pioneer
- 8:00 – 8:10 am **MC Welcome – Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 8:10 – 8:20 am **Introduction and Breakfast Sponsor Message: Bianca Ferrari, Employee Engagement Leader, DuPont Pioneer, Mississauga, Ontario**
- 8:20 – 8:30 am **Introduction and Coffee Break Sponsor Message: Ashley Green, Analyst, AVAC Ltd., Calgary, Alberta**
- 8:30 – 9:20 am ***Transition from Grassroots to Corporate Boardrooms***  
**Susan Blair, Executive Director, Boehringer Ingelheim (Canada) Ltd., Burlington, Ontario**  
  
Lessons learned and critical success factors in a journey from Saskatchewan grain and cattle producer, to the head of Boehringer Ingelheim's Canadian Animal Health business.
- 9:20 – 10:10 am ***Wise Women & Wealth***  
**Gwen Paddock, National Manager, Agriculture & Agribusiness, Client and Business Strategy, RBC Royal Bank, Toronto, Ontario**  
  
Whether by circumstances or by choice, women are finding themselves in roles where they must be responsible for long-term financial needs and security. Are you ready to be the CFO of your household?
- 10:15 – 10:45 am Coffee and Networking Break – Sponsored by AVAC Ltd.
- 10:45 – 11:45 am ***The Role of Women as Leaders***  
**Kirstine Stewart, Managing Director and Head of Twitter Canada, Toronto, Ontario**  
  
Traditional leadership traits almost universally stem from the masculine point of view. But that's changing very quickly, especially as more women than ever before enter the corporate and political realms. Kirstine Stewart shows us that it has never been a better time to be a driven woman, ready to subvert stereotypes and take your rightful place as a leader.
- 11:45 – 12:05 pm **Introduction and Lunch Sponsor Message: Zsuzsanna Sangster, Product Specialist - Insurance, Agriculture Financial Services Corporation, Strathmore, Alberta**  
  
**Introduction and Coffee Break Sponsor Message: Kim Gandier, Internal Communications Manager, Cargill Ltd., Winnipeg, Manitoba**
- 12:10 – 1:30 pm Lunch – Sponsored by Agriculture Financial Services Corporation

1:30 – 2:45 pm

**Women Talk**

**Panelist 1 – *Dealing with the Media: Friend or Foe?*  
Trish Jordan, Public and Industry Affairs Director, Monsanto Canada,  
Winnipeg, Manitoba**

Ask anyone about their experience dealing with the media and you'll usually hear a horror story about how "they got it all wrong!" Media can be friend or foe, make your life easy or ruin your day. How can you engage with the media in a confident way and ensure your story or your voice is heard.

**Panelist 2 – *It's Your Time to Lead!*  
Wynne Chisholm, President and CEO, W.A. Ranches Ltd., Calgary, Alberta**

Think "Cattle Ranching" and what images come to mind? Cowboys? Calves? Picturesque landscapes? BBQs? Wynne sees confident women in leadership roles who are connecting their cattle operations to the community and the consumer. Join Wynne for a quick ride through the joys and challenges of leading one of the best cow-calf operations in Canada.

**Panelist 3 – *Entrepreneurship in Agriculture*  
Jennifer Carlson, Founder, Baby Gourmet Foods Inc., Calgary, Alberta**

Bringing innovation in agriculture to market and overcoming growth challenges.

**Panelist 4 – *A Recipe for Success*  
Liana Robberecht, Executive Chef, Calgary Petroleum Club, Calgary,  
Alberta**

Being successful in your career of choice takes hard work, perseverance and passion. In this session, Liana will discuss her recipe for success including overcoming obstacles, having a clear focus on goals, and staying true to your passion.

2:45 – 3:15 pm

Coffee and Networking Break – Sponsored by Cargill Ltd.

3:15 – 4:15 pm

***Body Language for Women Who Lead*  
Carol Kinsey Goman, Owner, Kinsey Consulting Services, Berkeley, California**

Nonverbal skills are a crucial part of all interpersonal interactions. In the business world, they are essential to being perceived as having executive presence or potential.

4:15 – 4:30 pm

**Closing Message - Dianne Finstad, Communications Specialist, Red Deer, Alberta**

*Many successes to you!*