



THE FAIRMONT ROYAL YORK, TORONTO, ONTARIO ~ MONDAY OCT. 3 AND TUESDAY OCT. 4, 2016

Conference Agenda

Monday October 3, 2016

- 9:00 – 9:45 am **Pre-conference Workshop Registration - Canadian Room, Convention Floor**
- 9:45 – 11:15 am **Workshop 1 – Working with Your Banker - Confederation Room 5&6, Main Mezzanine Floor**
- Sheri Griffiths, Regional Vice President Commercial Banking, Great Toronto Area - North, BMO Bank of Montreal, Toronto, Ontario**
- Tara Conway, Vice President Commercial Banking, BMO Financial Group, Brantford, Ontario**
- John Paniccia, CPA, CA, CBV, Business Advisory & Succession, Wealth Management, BMO Financial Group, Toronto, Ontario**
- Learn about Canada’s banking system, and how to make it work for you. Receive the practical information you need to build a long-term relationship with your banker, so that if the time comes that you need strong financial support, you will truly appreciate the relationship you have developed with your banker – a relationship that may mean the difference between turning your business around or closing it down.
- 10:00 - 11:15 am **Workshop 2 - Women Network! A “Speed Networking” Session, British Columbia Room, Main Mezzanine Floor**
- Meet the advancing women in agriculture. General speed networking. Bring your business cards!
- Lunch on your own**
- 12:30 – 1:00 pm **General Registration – Canadian Room, Convention Floor**
Welcome Coffee Reception – Sponsored by Cargill Limited
- 1:00 – 1:15 pm **MC Welcome – Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 1:15 – 2:00 pm **Deb Stark, Deputy Minister, Ontario Ministry of Agriculture, Food and Rural Affairs, Guelph, Ontario**
Presentation Title: From Telling Stories to Building Visions, Our Next Grand Challenge
Deb will open the conference with a discussion on how women have a different vision for agriculture and will pose the question: Should we create a collective message from women to

government? Join us to hear Deb's thoughts on what we could be doing to increase our impact and model the inclusiveness we want from others.

2:00 – 2:45 pm

Sophie Perreault, Executive Vice President and Chief Operating Officer, Farm Credit Canada, Regina, Saskatchewan

Presentation Title: What I've Learned On My Leadership Journey

A well-known quote about leadership reads "what got you here won't get you there." In her presentation, Sophie explains how her approach to leadership has changed through her time at FCC – and how those changes have impacted the way she shows up at work every day.

2:45 - 3:45 pm

Rory Vaden, Co-Founder of Southwestern Consulting, Self-Discipline Strategist and Author of Take the Stairs, Nashville, Tennessee

Presentation Title: Procrastinate on Purpose

Time is the one thing you can't get more of, isn't it? Walk away with actionable steps as New York Times Best Selling Author, Rory Vaden, teaches you how to Procrastinate on Purpose and truly overcome time management issues. You will learn how to multiply your time by investing time in things today that will give you more time tomorrow, why time management is not just logical, it's emotional, and how to take control of fear, worry and guilt so you can make better decisions. This is a presentation you will want to make time for.

3:45 – 4:15 pm

Coffee Break

4:15 – 4:45 pm

Sheri Griffiths, Regional Vice President, Commercial Banking, Greater Toronto Area, BMO Bank of Montreal, Toronto, Ontario

Janice McDonald, President, The Beacon Agency, Ottawa, Ontario

Clare Beckton, Executive Director, Centre for Women in Politics and Public Leadership, Nepean, Ontario

Presentation Title: A Force to Reckon With: Women Entrepreneurship and Risk

Overview of the findings and recommendations from a recent study on how women entrepreneurs look at risk and what it means for financial institutions and entrepreneurs.

4:45 – 5:15 pm

Trish Jordan, Public and Industry Affairs Director, Monsanto Canada Inc., Winnipeg, Manitoba

Presentation Title: Advocating for Agriculture: Sharing Your Story with Any Audience

It's no secret that today, everyone is talking about agriculture, food and farming and everyone has an opinion that willingly gets shared, whether true or not. How do you speak up and share your story with media, family, friends and consumers and how can you do it confidently and in a non-confrontational way? Trish will share her tips for engaging in respectful conversations with people who don't always agree with you or may just not have the full context about modern agriculture.

5:15 – 5:20 pm

Portia MacDonald-Dewhirst, Executive Director, Canadian Agricultural Human Resource Council (CAHRC), Ottawa, Ontario

Presentation: Breaking Barriers to Women Achieving Leadership Positions

Portia will present the latest research findings on how best to support the advancement of women in agricultural leadership positions.

5:20 – 5:30 pm

Closing Comments for the Day - Dianne Finstad, Communications Specialist, Red Deer, Alberta

5:30 – 6:30 pm

Reception - Imperial Room, Main Floor

6:30 – 10:00 pm **Banquet Dinner – Canadian Room, Convention Floor**
Welcome - Iris Meck, President, Iris Meck Communications Inc, and host of the Advancing Women Conference, Calgary Alberta

Guest Speaker: Sharon MacLeod, Vice President, Personal Care, Unilever North America, New York, New York
Presentation: Lessons from the Farm to the Corporate Boardroom

Tuesday October 4, 2016

7:00 – 7:45 am **Registration - Canadian Room, Convention Floor**
Breakfast - Canadian Room, Convention Floor, Sponsored by Dairy Farmers of Canada

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

8:00 – 9:00 am **Marci Shimoff, #1 New York Times Bestselling Author and Transformational Leader, San Anselmo, California**
Presentation Title: Happy for No Reason
In this dynamic presentation, you'll learn breakthrough methods to raise your happiness set-point. Along with hearing moving, real-life stories of people who are Happy for No Reason and the latest research findings on happiness, you'll walk away with practical tools you can use right away to experience a greater state of deep and authentic happiness.

9:00 – 9:30 am **Katherine Surgenor, Ogilvy & Mather, Toronto, Ontario**
Presentation Title: Personal Branding
How to create a personal brand to open up professional opportunities that could lead to a better job, better contacts for you and your company, personal and industry recognition and potentially influence people in a positive fashion.

9:30 – 10:00 am **Marie-Hélène Budworth, Associate Professor of HRM, Director, School of Human Resource Management, York University, Toronto, Ontario**
Presentation Title: Networking for Success: Lesson from Social Science Research
Becoming a savvy networker is a critical skill for success. Are you making meaningful connections with others? Is your network "built" for success? And are you able to realize the value from your connections? Dr. Budworth and her colleagues recently completed a social network study of women's careers in the agriculture sector. In this talk she will share the key findings of this research focussing on practical, evidence based guidance for success negotiating both in business and in our broader lives.

10:00 – 10:30 am **Coffee and Networking Break – Sponsored by Merck Animal Health**

10:30 – 11:30 am **Dr. Marla Shapiro, Medical Contributor for CTV's Canada AM and Medical Consultant for CTV News, Toronto, Ontario**
Presentation Title: Aging Well – Can We Defy Aging or Are We Just Looking Better?
Strategies for healthy aging will be reviewed in this engaging presentation.

11:30 – 12:00 **AWC Sponsor Panel**
Agriculture is a broad field and industry with many opportunities for individuals to express their interest in the industry through a career or involvement at some level. Panelists will give their perspective from a personal or corporate viewpoint as to the role women can play in today's ag industry, what opportunities are available for women in ag today and what skills they should possess.

Panelists:

- **Linda Smart, Vice President Commercial & Agriculture Banking – Ontario, National Bank of Canada, Toronto, Ontario**
- **Mary Lou McCutcheon, Vice President, Southwestern Ontario Agriculture, Royal Bank of Canada, Woodstock, Ontario**
- **Tara Conway, Vice President, Commercial Banking, BMO Bank of Montreal, Brantford, Ontario**

12:00 – 12:10 pm

MC – Dianne Finstad, Communications Specialist, Red Deer, Alberta

12:10 – 1:00 pm

Lunch – Sponsored by BMO Financial Group

1:00 – 2:30 pm

Women Talk

Panelist 1 - Amy Cronin, President, Cronin Family Farms, Bluevale, Ontario
Presentation Title: Walking the Tight Rope

As a passionate agricultural enthusiast, Amy works to balance a large family, a growing farm business on both sides of the border, extensive community involvement and industry leadership. Holding it all together requires energy, a fantastic support system, and a belief in collaborating to make things better.

Panelist 2 - Teresa Ann De Wetering, President, De Wetering Hill Farms, Stratford, Ontario

Presentation Title: Choices and Where They Lead You

In life, and particularly in Teresa's, one has many career choices and opportunities. Teresa found that once the choice is made and you stick with it, you will ultimately be on the right path to success. Most importantly, is to keep true to yourself and your life time goals.

Panelist 3 - Elysia Vandenhurk, Owner/COO, Three Farmers Products, Saskatoon, Saskatchewan

Presentation Title: Getting Comfortable with Being Uncomfortable

Choosing a path, making decisions and following through with them. Elysia will discuss how the choices/decisions that she and her business partner (sister) make for their company have impacted their growth, their brand, their professional relationships and of course their personal relationships. She will touch on some key lessons they have learned in making decisions inside and outside of the business and how they deal with the uncomfortable pressures, attention and judgment around their successes.

Panelist 4 - Tonya Haverkamp, Listowel, Ontario

Presentation Title: From Trucker School to Beauty School and Back to the Farm

Hear Tonya share the life skills she learnt as she took the "long trip around" from taking her career off the farm, only to come back to the farm – and she is proud she did!

Panelist 5 - Cynthia Crowley, Crovalley Holsteins, Hastings, Ontario

Presentation Title: The "IT" Factor

Sometimes you may think that you haven't got "IT" until you realize that you had "IT" all along! Exploring the world of dairy farming and its adventures, hear what helped Cynthia find her "IT" factor.

2:30 – 3:00 pm

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Panelists:

- **Trish Jordan, Public & Industry Affairs Director, Monsanto Canada Inc., Winnipeg, Manitoba**
- **Janice Berg, Director, Veterinary Services, Merck Animal Health, Kirkland, Quebec**
- **Jenny Ose, Manager, Ag & Turf, Canadian Sales Region, John Deere Canada ULC, Grimsby, Ontario**
- **Leanne Freitag, Ontario Regional Agronomy Lead, Cargill AgHorizons, Princeton, Ontario**

3:00 – 3:30 pm

Coffee and Networking Break – Sponsored by National Bank of Canada

3:30 – 4:15 pm

Marci Shimoff, #1 New York Times Bestselling Author and Transformational Leader, San Anselmo, California

4:15 – 4:30 pm

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