



HYATT REGENCY CALGARY, ALBERTA CANADA • MONDAY MARCH 28 AND TUESDAY MARCH 29, 2016

Conference Agenda

Monday March 28, 2016

- 9:30 – 10:00 am **Pre – Conference Workshop Registration**
- 10:00 – 11:15 am ***Working with Your Banker***
Trish Booy, Manager, Agriculture, Alberta South Commercial Community, BMO Bank of Montreal, Red Deer, Alberta
Mary Manhas, Vice President, Cash Management, Alberta & NWT Division, BMO Bank of Montreal, Calgary, Alberta
Stephanie Partridge, Vice President, Commercial Banking, Alberta South Commercial Community, BMO Bank of Montreal, Calgary, Alberta
- 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.
- 12:30 – 1:30 pm **General Registration**
Welcome Coffee Reception – Sponsored by Richardson International Limited
- 1:30 pm – 1:45 pm **MC Welcome – Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 1:45 – 1:55 pm **Introduction and Welcome Coffee Reception Sponsor Message: Natalie Chan, Vice-President, Human Resources, Richardson International Limited, Winnipeg, Manitoba**
- 1:55 – 3:00 pm ***Happy for No Reason***
Marci Shimoff, #1 New York Times Bestselling Author and Transformational Leader, San Anselmo, California
- 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.
- 3:00 – 3:45 pm ***Food and Agriculture – Ripe for Women***
Kay Kuenker, Consultant, Entrepreneur in Residence - Purdue Foundry, Past Dow AgroSciences Vice President, Government Affairs, Public Affairs & Sustainability, Indianapolis, Indiana

Why are women needed and naturally suited to address issues and challenges in the ag industry? Kay will discuss the potential women have as well as opportunities throughout the food and ag value chain.

- 3:45 – 4:30 pm ***The Learning Journey: No Maps Included***
Bonnie DuPont, Senior Corporate Executive, Energy and Agricultural Industries, Calgary, Alberta
Move out of your comfort zone, test the limits of your abilities and absorb the wisdom around you.
- 4:30 – 5:00 pm ***Canola, Cattle and Clearcuts...Lessons in Leadership***
Deputy Minister, Alberta Agriculture and Forestry Bev Yee, Edmonton, Alberta
Supporting women in leadership is something Deputy Minister Yee cares a lot about. In this session, she would like to share her story and the lessons that she has learned about how to be a successful leader.
- 5:00 – 5:15 pm **Introduction and Reception Sponsor Message: Loralee Orr, Communications Leader, and Brenda Harris, Regulatory and Government Affairs Leader, Dow AgroSciences Canada Inc., Calgary, Alberta**
- 5:15 – 5:25 pm **Welcome**
Iris Meck, President, Iris Meck Communications Inc, and host of the Advancing Women Conference, Calgary Alberta
- 5:25 – 5:30 pm **Closing Comments for the Day**
Dianne Finstad, Communications Specialist, Red Deer, Alberta
- 5:30 – 6:45 pm **Networking Reception - Sponsored by Dow AgroSciences Canada Inc.**
- 6:45 – 10:00 pm **AWC Evening Celebration and Networking**

Tuesday March 29, 2016

- 7:00 – 7:45 am **Registration**
Breakfast – Sponsored by National Bank of Canada
- 7:45 – 7:50 am **MC Welcome - Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 7:50 – 8:00 am **Introduction and Breakfast Sponsor Message: Meghan J. Meger, President, National Bank Private Banking 1859, Western Canada, Calgary, Alberta**
- 8:00 – 8:45 am ***Life – It's All About Choice!***
Chantelle Donahue, Vice President, Corporate Affairs, Cargill Limited, Winnipeg, Manitoba
Chantelle will share the journey she has had to get her to this point in life - including some of the challenges faced and how she overcame them. Growing up on a farm in Biggar, Saskatchewan she never thought it would be possible to be a mother, wife, farm-owner and Vice-President. She will share what she does to continually try and juggle it all.
- 8:45 – 9:20 am ***Going the Extra Mile: Creating Opportunities in the Ag Space***
Carol Kitchen, President and CEO, UFA Co-operative Limited, Calgary, Alberta
There are key ways to create growth for yourself and for others in the agriculture space. Taking the time to go the extra mile will benefit you and others in the future.

- 9:20 – 9:30 am **Introduction and Coffee Sponsor Message: Janice Berg, Manager, Technical Services, Cattle and Equine Business Unit, Merck Animal Health, Kirkland, Quebec**
- 9:30 – 10:10 am **Coffee and Networking Break – Sponsored by Merck Animal Health**
- 10:10 – 10:50 am ***What I've Learned on My Leadership Journey***
Sophie Perreault, Executive Vice-President, and Chief Operating Officer, Farm Credit Canada, Regina, Saskatchewan
 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.
- 10:50 – 11:50 am ***What Does It Take to Get Ahead in these Stressful Times?***
Dr. Marla Shapiro, Medical Contributor to CTV's Canada AM and CTV News, Toronto, Ontario
 How do we manage stress? How do we retain our resilience? Dr. Marla Shapiro will help you to prioritize your life goals.
- 11:50 – 12:00 pm **Introduction and Lunch Sponsor Message: Lynda Taylor, Regional Vice President, Commercial Banking, Alberta North & NWT, BMO Bank of Montreal, Edmonton, Alberta**
- 12:00 – 1:20 pm **Lunch – Sponsored by BMO Financial Group**
- 1:20 – 1:30 pm **Introduction and Delegate Bag Sponsor Message: Tasha Giroux, Regional Vice President, Commercial Financial Services, RBC, Calgary, Alberta**
- 1:30 – 3:00 pm **Women Talk**
- Panelist 1 – *Growing Against the Grain***
Sandy Hansen-Wolff, President/Owner, AgVenture Feed & Seed Inc., Sandy Hansen-Wolff Speaking and Consulting, Richmond, Minnesota
 The best way to create innovative change is to challenge the boundaries that keep us complacent. Hear how Sandy has grown her business and the plans she has for raising fellow entrepreneurs to ignite the fires in their own business and personal lives.
- Panelist 2 – *Being a Young Influencer in an Industry Full of Experts***
Elysia Vandenhurk, COO and Red Seal Chef, Sales and Marketing, Three Farmers Products, Saskatoon, Saskatchewan
 Elysia will discuss how she got involved with Three Farmers and the challenges that she faced transitioning from a high-paced, adrenaline-driven kitchen environment to a business and sales role at a start-up enterprise. Elysia will describe some of the lessons learned in working alongside a sibling as well as highlight the communication skills required to become an influencer to more experienced individuals in our industry.
- Panelist 3 – *A Discussion about the Hardships of Initiating a Start Up While Growing a Young Family and the Importance of Investing in Personal Growth***
Natasha Vandenhurk, CEO, Three Farmers Products, Saskatoon, Saskatchewan
 Natasha will discuss the motivation that drove her to accept the position and role of getting Three Farmers Products up and running. She will discuss the challenges she has faced in running a young and growing company while growing a family at the same time. Natasha will also outline the ongoing challenge of

growing her skill set to keep up with the growth of the company and distributing her time between the day to day needs of the company and the time required to plan the long term growth of the company.

Panelist 4 - *Let Adversity Become Authenticity*

Leona Dargis, Fly Higher Inc., Whitehorse, Yukon Territory

Women are strong beings who persevere through many challenges in life. Listen to Leona as she shares her personal story of taking unimaginable change and turning it into your authentic self.

Panelist 5 - *Build Your Own Door*

Jennifer Christie, Dealer Development Manager, John Deere Canada ULC, Kitchener, Ontario

Jen once saw a billboard that read, “if opportunity doesn’t knock, build a door.” After always saying “yes” to opportunities that came her way, Jen realized sometimes the right opportunity is waiting for you to create it, so she did, twice! She applies the same mentality to her vision for agriculture’s future in Canada; some only see the risks and Jen strives to see the opportunities and create them.

- 3:00 – 3:10 pm **Introduction and Coffee Break Sponsor Message: Sandra Carpenter, Marketing Manager, Cargill, Winnipeg, Manitoba**
- 3:10 – 3:40 pm **Coffee and Networking Break – Sponsored by Cargill Limited**
- 3:40 – 4:40 pm ***The Life Skills You Need to Succeed***
Chef Lynn Crawford, Chef, Lynn Crawford Consulting Inc., Toronto, Ontario
Chef Lynn will talk about her aspirations, and how she became to be so successful in a male dominant profession. How did she achieve everything she has to date – what motivated her and inspired her to be as great as she is. How has she built her brand using media (social and otherwise) and networking.
- 4:40 – 5:00 pm **Closing Comments**
Dianne Finstad, Communications Specialist, Red Deer, Alberta