

# Advancing Women

{ *in* Agriculture Conference }

A powerful force for growth.

HYATT REGENCY CALGARY, ALBERTA • MONDAY MARCH 6 AND TUESDAY MARCH 7, 2017

## Conference Agenda

### Monday March 6, 2017

9:00 - 10:00 am **Pre – Conference Workshop Registration**

10:00 - 11:15 am **Workshop 1: *Developing and Managing a Brand for Your Farm & Networking Luncheon!***  
**Presented by BMO Financial Group**  
**Trish Booy, Manager, Agriculture, Alberta South Commercial Community, BMO Bank of Montreal, Red Deer, Alberta**  
**Mike Morrison, Author, Mike's *Bloggity Blog*, a popular Canadian website that attracts more than one million unique readers a year, Calgary, Alberta**  
Branding is more than just a logo on the side of your truck or a fancy farm-gate sign. It represents your business' culture, personality, and values – from the pride you take in your products, to how you care for your animals and land. Creating a recognizable brand allows producers to connect with your buyers, consumers, employees and suppliers, and it helps build relationships and loyalty. Join us as [Mike Morrison](#) takes us through an informative and inspirational session on developing your farm business' brand, and how you can use social media to grow and manage it. We'll cover how to develop a social media strategy for your business, and provide tips on managing tough issues affecting farmers on social media, such as antibiotics and animal care concerns: It's as much about how you tell your story as the story you tell.

Attendees at this workshop are invited to stay for a delicious plated lunch, where you will be hosted by a friendly BMO representative. Your questions are encouraged, and we look forward to meeting you there!

**Workshop 2: *The Top Ten Mistakes that Break up a Family Business!*™**  
**Jolene Brown, Farmer, Author and Ag Champion, West Branch, Iowa**  
**Sponsored by RBC Royal Bank**

We can prevent many daily aggravations and family business catastrophes if we learn from the mistakes of others. This eye-opening, fun filled presentation will highlight the top ten things families do that break up their business. We will discuss in-laws and out-laws, off-site family and estates, daily communications and important meetings. In this value-packed workshop, you'll receive take home tools to assist in the transition and succession of a family business. From conversations to contracts, from assumptions to clarification, from complaints to celebrations, we will open eyes and save fighting on the way to the funeral home.

**Workshop 3: 5% Rule – Baby Steps to Bigger Profits**

**Kristjan Hebert, Managing Partner, Global Ag Risk Solutions, Moosomin, Saskatchewan**

Hoping for unicorns and settling on good enough are very real when it comes to under-performing on your farm's bottom line. Instead let's focus on small improvements, balancing perfection and logistics, and aiming for excellence. The simple math will surprise you...

**Workshop 4: To Coach or Be Coached...That is the Question!**

**Kay Kuenker, Owner, K2Kinetics, LLC & Breakthrough Consulting, LTD, Indianapolis, Indiana and**

**Jacquie Stephens, President, Breakthrough Consulting, Calgary, Alberta**

Have you ever wondered if you could *benefit* from a coach? Have you ever thought about *being* a coach? Coaching has been around for a long time, but there are many different definitions, styles and processes. How do you know a coach is a good fit for you? How can you tell a 'good' coach from one that's not so good? Regardless of the end of the spectrum you're on – coach or coachee - this workshop is designed to answer those questions. Coaching is all about helping people realize and achieve their innate potential by exploring the possibilities. Join us for a fun and insightful session! This session is relevant for women on the farm, in university and in management.

**Lunch on your own**

11:15 - 12:45 pm

**General Registration**

**Welcome Coffee and Networking Reception – Sponsored by Parrish & Heimbecker, Limited**

12:45 - 1:00 pm

**MC Welcome**

**Dianne Finstad, Communications Specialist, Red Deer, Alberta**

1:00 - 2:15 pm

**“Let Go of the Rope!”**

**Jolene Brown, Farmer, Author and Ag Champion, West Branch, Iowa**

**Sponsored by RBC Royal Bank**

As a hot air balloon is launched, the people on the ground must let go of the ropes. Hanging on too long has ominous consequences, in ballooning and in life. Not only will it keep you from implementing your goals, it can put you and your mission in a precarious situation. We need you as an active woman in agriculture, launched and ready to soar! It's time for passion and purpose to light the fires because the pace, the people, the process and the products have all changed. Have we? With lots of laughter and real world stories, we'll discover that letting go is the first step in soaring higher! Enjoy the journey!

2:15 - 3:10 pm

**Ageing Well – Can We Defy Aging or are We Just Looking Better?**

**Dr. Marla Shapiro, Medical Contributor to CTV's Canada AM and Medical Consultant for CTV News, Toronto, Ontario**

Strategies for healthy aging will be reviewed in this engaging presentation.

3:10 – 3:45 pm

**Coffee Networking break - Sponsored by Cargill Limited**

3:45 – 4:30 pm

**Did You Really Just Say That? What Consumers Believe About Food & Agriculture**

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

Today, consumers believe some pretty baffling things about food and agriculture and they're not afraid to tell you, “you're doing it all wrong!” Over the last 15 years the conversation around food and farming has changed dramatically as consumers take a keen interest in how their food is grown and embrace romantic ideals about what should be happening on the farm. Trish will share some of the feedback she's received about the application of new technologies in

agriculture; how to cope with criticism from urban consumers; and how to engage in dialogue to build understanding with those trying to navigate the complex world of agriculture and food.

4:30 – 5:10 pm

***“Had I Been More Curious – What Might Have Been Different?”***

**Dori Gingera-Beauchemin, Deputy Minister, Manitoba Agriculture, Winnipeg, Manitoba**

After almost 40 years of exciting and meaningful work in agriculture and a family life intertwined with farming – Dori shares her story, and puts a spotlight on how curiosity influenced her choices. She also wonders out loud – could I have been more inquisitive?

5:10 – 5:30 pm

**Day’s Jewels and Open Mic Q&A**

**Dianne Finstad, Communications Specialist, Red Deer, Alberta**

5:30 – 6:30 pm

**Networking Reception - Sponsored by Dow AgroSciences**

6:30 - 10:00 pm

**Banquet and Evening Program - Sponsored by DuPont**

**Welcome**

**Iris Meck, President, Iris Meck Communications Inc, and host of the Advancing Women Conference, Calgary Alberta**

**Banquet Speaker: *How Advancing Women Can Help Address Global Challenges in Agriculture***

**Krysta Harden, Vice President, Public Policy & Chief Sustainability Officer, DuPont, Washington, DC**

Krysta will discuss what women can do to address the global challenges facing agriculture.

**Closing Comments for the Day**

**Dianne Finstad, Communications Specialist, Red Deer, Alberta**

## **Tuesday March 7, 2017**

7:00 - 7:45 am

**Registration  
Breakfast**

7:45 - 8:00 am

**MC Welcome - Dianne Finstad, Communications Specialist, Red Deer, Alberta**

8:00 - 8:30 am

***“Well... I guess I look better in pink?”***

**Cherilyn Nagel, President Western Canadian Wheat Growers Association and Producer, Mossbank, Saskatchewan**

Cherilyn will share with us her journey through the Agricultural Policy arena with stories of naivety, grit and a desire to affect change. She is motivated by her love for the industry and genuine interest in talking with inquisitive consumers about agriculture and life on the farm.

8:30 - 9:15 am

**Sponsor panel: *Agriculture is a broad and dynamic industry and 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?***

**Panelists:**

- **Sandra Mellon, Vice President, Commercial Financial Services, RBC Royal Bank, Grande Prairie, Alberta**
- **Krysta Harden, Vice President, Public Policy & Chief Sustainability Officer, DuPont, Washington, DC**

- **Amanda Elzinga-Pugh, Eastern Alberta Account Manager, Farm Animal Business Unit, Merck Animal Health, Edgerton, Alberta**
- **Gail Schafer, Regional Sales Manager, Global Ag Risk Solutions, Olds, Alberta**

9:15 - 9:45 am

**Coffee and Networking Break – Sponsored by Merck Animal Health**

9:45 - 10:15 am

***Adventures in Ag: A Career in Multiple Chapters***

**Erin Armstrong, Director, Industry & Regulatory Affairs, CANTERRA SEEDS, Winnipeg, Manitoba**

Entering the Faculty of Agriculture on the advice of a high school biology teacher and high school friend with a farm background was the start of a career which has taken several different directions over the past 34 years. Erin will talk about the opportunities taken and forsaken, and the ones in front of us all in today's rapidly changing ag industry.

10:15 - 11:00 am

**Sponsor panel: *Which event or person in your life has had the biggest impact or greatest influence on you as a leader or your career in agriculture.***

**Panelists to date:**

- **Trish Jordan, Public and Industry Affairs Director, Monsanto Canada Inc., Winnipeg, Manitoba**
- **Kenda Resler-Friend, External Communications and Media Relations Leader, Dow AgroSciences, Indianapolis, Indiana**
- **Brita Chell, Chief Financial Officer, G3 Canada Limited, Winnipeg, Manitoba**
- **Vanessa Laroque, Regional Vice President Commercial, Alberta North & NWT, BMO Bank of Montreal, Edmonton, Alberta**

11:00 - 11:40 am

***Empowering Women to Forget Balance, Think Choice***

**Cheryl Fullerton, Executive Vice President, People and Communications, Corus Entertainment Inc., Toronto, Ontario**

We've often discussed 'work-life balance'...somehow implying that work isn't part of life, or that there is a perfect equilibrium to reach. It's time to reframe the discussion so women feel empowered to be deliberate in their personal choices for a happy, healthy, successful life.

11:40 - 11:45 am

**Dianne Finstad, Communications Specialist, Red Deer, Alberta**

11:45 - 1:00 pm

**Lunch – Sponsored by BMO Financial Group**

1:00 - 1:25 pm

***Changing Roles of Women on Farms***

**Maggie Van Camp, Senior Editor, Country Guide, Farm Business Communications, Blackstock, Ontario**

The number of women farmers is on the rise and the role women are playing on our farms has changed. Statistically and anecdotally this number will continue to increase, so we need to encourage the whole industry to accept and accommodate this change.

1:25 - 1:50 pm

***No Line Up at the Washroom***

**Pattie Ganske, President and Co-Owner, Parkland Fertilizers, Wetaskiwin, Alberta**

Agriculture is an industry with constant change – from no line up at the washroom to many women who are mentors, leaders and an inspiration to all.

1:50 - 2:15 pm

***Breaking New Ground: Stories of Successful Women in Canada's Grain Industry***

**Wendy Kaplan, National Manager Country Grain Marketing, Viterra, Edmonton, Alberta**

Join Wendy Kaplan as she talks about her successful career in the grain handling industry, and shares stories of other women she's met along the way who have challenged the status quo,

overcome obstacles and reaped the rewards. The future for women in agriculture is getting brighter and better, and there are more roles available to them than ever before.

2:15 - 3:00 pm

**Sponsor Panel: *Advocacy in Agriculture - What is the message women can take to the increasingly skeptical public consumer?***

**Panelists:**

- **Theresa Bolton, Talent Acquisition Specialist, Human Resources, Parrish & Heimbecker, Limited, Winnipeg, Manitoba**
- **Tracey Shelton, Director, Corporate Communications, Richardson International, Winnipeg, Manitoba**
- **Jennifer Henderson, Director of Food Safety, Quality and Regulatory, Cargill Ag Supply Chain North America, Cargill, Wayzata, Minnesota**

3:00 - 3:30 pm

**Coffee and Networking Break**

3:30 - 4:45 pm

***Success Strategy: Turning Inspiration into Profit***

**David Chilton, Author of *The Wealthy Barber* and former co-star of *Dragons' Den*, Toronto, Ontario**

**Sponsored in part by G3 Canada Limited**

David Chilton's recipe for success is hard work, a clear vision, and a dose of clever marketing. Whether it's helping thousands of Canadians achieve personal financial success or investing in low-fat cookbooks, Chilton has always had a knack for recognizing great ventures from the get-go. And as someone who has experienced both success and failure, he humorously illustrates how a healthy perspective can lead to positive results, despite what life throws at you.

In recent years, Chilton has partnered up with the Podleski sisters to take on the multi-national, billion-dollar food industry. As their company president and publisher, Chilton has helped the Podleskis turn their idea of low-fat cookbooks into an award-winning food company. The Podleski cookbook, *Looneyspoons*, is now one of the fastest selling books in Canadian publishing history. Hear this true David versus Goliath story from the always inspiring, funny, and entertaining David Chilton.

4:45 - 5:00 pm

**Closing Comments**

**Dianne Finstad, Communications Specialist, Red Deer, Alberta**

5:00 - 5:30 pm

**Book Signing by David Chilton**