



HILTON/ FALLSVIEW, NIAGARA FALLS ONTARIO • MONDAY OCTOBER 30 AND TUESDAY OCTOBER 31, 2017

Conference Agenda

Sunday October 29, 2017 – AWC Wine Tour – be sure to register if you want to attend!

- 12:00 noon Registration for the wine tour – Hilton Hotel lobby
- 1:00 pm Pick up at the Hilton (front entrance directly across from the casino small waterfalls)
- 1:20 pm Inniskillin (Greeting from Debi Pratt)
- 1:30 pm Inniskillin (Tour with Debi Pratt)
- 1:50 pm Inniskillin (Founders Hall) Wine Tasting at the Table / Debi describing each varietal
- 2:00 pm Inniskillin (Founders Hall) Buffet style lunch with wine / Chef will be prepared for dietary restrictions
- 2:45 pm Inniskillin (Wine Boutique) Guests will have time to shop before departing
- 3:30 pm Konzelman Estates (Private wine tasting and shopping time)
- 4:45 pm Rief Estates (Private wine tasting and shopping time)
- 5:45 pm Peller Estates (Guests will be greeted at front entrance for a private wine tasting)
- 6:15 pm Peller Estates (Guests will have time to shop in the boutique before dinner)
- 6:45 pm Peller Estates (Barrel Cellar gourmet dinner; NOTE: beverages are not included at dinner but may be purchased - **cash only** accepted.)
- 8:30 pm Departure back to the Hilton Hotel

Monday October 30, 2017 – Fallsview Casino Resort Conference Center

- 9:00 - 9:45 am **Pre-conference Workshop Registration – Grand Hall Foyer, Fallsview Casino Resort**
- 9:45 - 10:45 am **Workshop 1 - Maple Room A&B**
Join the Conversation: Discussing the Unique Financial Needs in Agriculture
Moderator: Sheri Griffiths, Regional Vice President of Commercial Banking, Great Toronto Area – North, BMO Financial Group
Panelists:
 - Tara Conway, Vice-President, Business Banking, South Western Ontario, BMO Bank of Montreal
 - Adam Vervoort, MBA, CPA, CGA | National Manager, Agriculture, BMO Bank of Montreal
 - Emily Smith, CPA, CA, Licensed Public Accountant | Associate, Millards
 - Jaye Atkins, CEO, Agricultural Credit Corporation

Sponsored by BMO Financial Group

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 a panel made up of a successful farm owner and our BMO Agriculture Finance experts, who can share their combined experience about the farm business lifecycle.

11:00 - 12:00 pm

**Workshop 2 - Maple Room A&B
Wealth Management for Women**

Moderator: Sheri Griffiths, Regional Vice President of Commercial Banking, Great Toronto Area – North, BMO Financial Group

Panelists:

- **John M. Paniccia, CPA, CA, CBV | Business Advisory & Succession Planning - Central Canada, BMO Wealth Management**
- **Tara Conway, Vice-President, Business Banking, South Western Ontario, BMO Bank of Montreal**
- **Adam Vervoort, MBA, CPA, CGA | National Manager, Agriculture, BMO Bank of Montreal**
- **Emily Smith, CPA, CA, Licensed Public Accountant | Associate, Millards**
- **Jaye Atkins, CEO, Agricultural Credit Corporation**

Sponsored by BMO Financial Group

9:45 - 11:15 am

Workshop 3 - Grand Hall D

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.

9:45 - 11:15 am

Workshop 4 - Grand Hall E

To Coach or Be Coached...That is the Question!

Introduction by: Linda Brett, Bootprint Marketing, Canmore, Alberta

Kay Kuenker, Owner, K2Kinetics, LLC, Indianapolis, Indiana

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

12:00 - 1:00 pm

General Registration - Grand Hall Foyer, Fallsview Casino Resort

Welcome Coffee and Networking Reception – Sponsored by Parrish & Heimbecker, Ltd.

1:00 - 1:15 pm

Welcome, Grand Hall ABC, Fallsview Casino Resort

Dianne Finstad, Communications Specialist, Red Deer, Alberta

- 1:15 - 2:30 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!
- 2:30 - 3:00 pm **Leadership Lessons Learned**
Sherry Lees, Vice President, Finance, Parrish & Heimbecker, Ltd., Winnipeg, Manitoba
 From a small-town farming community to the boardrooms of large agricultural businesses, this working mom will share what she’s learned about being a female working in Agriculture over the past 25 years.
- 3:00 - 3:30 pm **Growing Youth Leaders**
Debra Brown, Executive Director, 4-H Ontario, Rockwood, Ontario
 Explore leadership opportunities and the role young women can play in their communities and workplaces; and how experienced women who have been in the industry for years can play a part as mentors or coaches of these young leaders.
- 3:30 - 4:00 pm **Coffee Networking Break, Sponsored by Cargill**
- 4:00 - 4:30 pm **Sponsor panel**
What 3 skills do you possess that assisted you in reaching the level of success that you have achieved to date?
- **Linda Smart, Vice President Commercial & Agriculture Banking, National Bank, Toronto, Ontario**
 - **Amanda Elzinga-Pugh, Account Manager – Farm Animal Business Unit, Merck Animal Health, Edgerton, Alberta**
- 4:30 - 5:00 pm **Women in Agriculture – the Zambian Experience**
Maimouna Abass, Senior Agricultural Researcher, Marketing & Research Manager, Woods Empire Investments, Toronto, Ontario
 Maimouna will present the challenges and issues that women in agriculture in Zambia face. She will also discuss the opportunities and skills that they have to succeed.
- 5:00 - 5:30 pm **Cultivating a Career in the Canadian Wine Industry**
Debi Pratt, Public Relations Specialist, Niagara on the Lake, Ontario
 Forty years of reflection, insight, strategies and opportunities on transitioning from a primary school teacher to becoming a successful Canadian Wine Industry professional. From the playground to the vineyard!
- 5:30 - 5:45 pm **Closing Comments for the Day - Dianne Finstad, Communications Specialist, Red Deer, Alberta**
- 5:45 - 7:15 pm **Reception and networking – Grand Hall Foyer**
- 7:15 - 10:00 pm **Banquet Dinner – Grand Hall ABC**
Banquet Wine Sponsored by Pillitteri Estates Winery Inc.

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

Guest Speakers:

Championing Women in Entrepreneurship

Rachael Harder, Shadow Minister for the Status of Women for the Conservative Caucus, and the Member of Parliament for Lethbridge

What will Your Successful Life Look Like Fifty Years from Now?

You define it. You achieve it. You enjoy it!

Deborah Whale, Vice President, Clovermead Farms Inc., Alma, Ontario

Tuesday October 31, 2017

- 7:00 - 7:45 am **Registration – Grand Hall Foyer**
Breakfast - Grand Hall D&E
- 7:45 - 8:00 am **AWC Plenary Session – Grand Hall ABC**
MC Welcome - Dianne Finstad, Communications Specialist, Red Deer, Alberta
- 8:00 - 9:00 am ***Work Life Balance – an Oxymoron?***
Dr. Marla Shapiro C.M., CTV News Medical Consultant, W5 Contributor, Toronto, Ontario
In this busy life, we are all balancing our work ball, our life ball and our personal ball. Dr. Marla takes you through her own personal journey of achieving work life balance. You will learn the impact of stress and the unique tools to help achieve work life balance.
- 9:00 - 9:30 am ***Writing Your Own Story***
Faith Matchett, VP, Operations, Atlantic and Eastern Canada, Farm Credit Canada, Moncton, New Brunswick
There is great power and energy in writing our own story. Moving from destiny, history and the desires of others to intentional focus and action, including using reflection and self acceptance to learn, chose and grow into ourselves as we move through our life story.
- 9:30 - 10:00 am ***There's (Career) Life After Retirement***
Fran Burr, Owner, Burr Consulting, Winnipeg, Manitoba
Retirement triggers many questions - one of which is, "Do I really want to retire?". For most of us, we've planned, or managed, or thoughtfully reflected on every step of our career in agriculture. Why should it be any different for your post-retirement career?
- 10:00 - 10:30 am **Coffee Networking Break – Sponsored by Merck Animal Health**
- 10:30 - 11:15 am ***Ducked!***
Patricia Thompson, Vice President Sales and Marketing, King Cole Ducks Ltd., Stouffville, Ontario
How does working with family, being women in a man's world, adapting to the changing markets, trends and business "fly" with this family...just ducky! Patricia will share "a day in the life of a duck farmer" and how it takes her with confidence into markets here and around the world.
- 11:15 - 11:55 am **AWC Sponsor Panel**
Advocacy in Agriculture – What is the message women can take to the increasingly skeptical public consumer? Panelists will be representatives from the following sponsoring companies:

- **Jennifer Shomonta, Managing Director, Cargill Ag Supply Chain North America, Cargill, Wayzata, Minnesota**
- **Trish Jordan, Public and Industry Affairs Director, Monsanto Canada Inc., Winnipeg, Manitoba**
- **Michele Spector, VP, Human Resources, Parrish & Heimbecker, Limited, Cambridge, Ontario**
- **Lesley Kelly, Marketing and Brand Manager, WorkHorse Hub, Regina, Saskatchewan**

11:55 - 12:00 pm **MC – Dianne Finstad, Communications Specialist, Red Deer, Alberta**

12:00 - 1:00 pm **Lunch – Grand Hall D&E
Sponsored by BMO Financial Group**

1:00 - 2:30 pm

**Women Talk
"Yes I do Grow Flowers"**

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, customer 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.

Everyone wants to help JUST ASK

Sarabjit Hans, President, Hans Dairy Inc., Mississauga, Ontario

The move from the corporate banking world into a family run dairy business... you can't get more opposite than that! One phone call from my father asking if I wanted to run the business or he would sell it and I leapt at the chance but I had no idea what turning my life upside down really entailed. It's not all milk, eggs and butter, the dairy business is complex. I had to learn how to navigate in a supply managed sector, how to engineer equipment, how to smell a good batch of milk from a bad batch (I'm not kidding, there's a class for that) and how to be the boss. But to my surprise, help was usually a phone call (or two) away. At first, I was hesitant but I realized quickly that I couldn't figure this out on my own. I asked anyone for advice and everyone was more than happy to help. For me asking for help has been an asset and one of the most useful learning tools.

Red Seal Chef to Entrepreneur

Carly Minish-Wytinck, Smak Dab, Winnipeg, Manitoba

Do you want to change your marinades, salad dressings, dips, vegetables and meats forever? There's a Smak Dab Mustard for that! Whether its Honey Horseradish mixed in with fresh potatoes, Curry Dijon in salad dressings, or Hot Honey Jalapeno to change the wing game forever. Drooling yet? Carly Minish will speak about her journey from Red Seal Chef to entrepreneur, and how she's changing the perception of the humble condiment into your kitchen warrior. Listen to her strategies of how she navigates her way through the crowded and competitive retail market, using the power of social media and "emotional" marketing in her everyday business!

Confessions of a Faker

Jodi Roelands, Roelands Plant Farms, Lambton Shores, Ontario

Managing the daily needs of an agri-business and a family of five young children, Jodi looks back at the end of the day and asks herself: Am I making the right decisions for my business? Am I making the right decisions for my kids? Can I do better? She often jokes that her motto is 'fake it 'til you make it', because in life you will not always feel confident in your choices, but over time,

through experience, deliberate learning, and some self-forgiveness, you will come the realization that it is possible to ‘make it’. And really, that’s what you’ve all been doing all along.

2:30 - 3:00 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?

- **Mary Lou McCutcheon, Vice President, Southwestern Ontario Agriculture, Royal Bank of Canada, Woodstock, Ontario**
- **Tara Conway, Vice-President, Business Banking, South Western Ontario, BMO Bank of Montreal, Brantford, Ontario**

3:00 - 3:30 pm

Coffee Networking Break – Sponsored by National Bank

3:30 - 4:30 pm

Dream it. Do it. Live it. How to Make It Big

Debbie Travis, Chief Creative Officer, Debbie Travis Branding, Montreal, Quebec

Dream It. Do It. Live It. That’s the essence of Debbie Travis’s success: and there’s a lot to learn from this deceptively simple approach. In this powerful keynote, Travis lays all her cards on the table. Want to make it big? Well, you’re going to have to work hard, she says. You’re going to have to make sacrifices. You’re going to fail, at least sometimes. But if you keep pushing forward, and if—above all else—you have passion that you believe in, you can get there.

With great humour and depth, Travis shares her rags-to-riches life story. Going from working-class England to one of Canada’s most recognizable brands—just walk into any Canadian Tire store to see the walls of Debbie Travis merchandise—has not been an easy journey. But her relentless entrepreneurial spirit continues to push her into newer territory. There’s no possible limit to success, she says. But there are no shortcuts: you have to put in the hours and chase every opportunity with passion, gumption, and creativity. You have to find your happiness. You have to create something. Including hands-on advice on building relationships, branding, and marketing, this talk is not only exceedingly inspirational, it’s practical, too. And, it’s an absolute joy to watch Travis on stage.

4:30 - 4:45 pm

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