

Be inspired.

Advancing Women { *in* Agriculture Conference }

October 14, 15 & 16, 2018 - Hilton/Fallsview, Niagara Falls, Ontario

Conference Agenda

Sunday October 14, 2018 – AWC Wine Tour – be sure to register if you want to attend!

11:00 am	Registration for the wine tour – Hilton Hotel lobby
11:30 am	Pick up at the Hilton (front entrance directly across from the casino)
12:00 pm	Inniskillin - greeting, tour and wine tasting session with Debi Pratt, Canadian Wine Industry Professional
1:00 pm	Inniskillin - three course chef prepared buffet style lunch
1:45 pm	Inniskillin - time to shop in the boutique
2:15 pm	Dan Aykroyd's Lakeview Wine Co. - partake in a wine blending challenge, wine tasting and tour
4:00 pm	Chateau Des Charmes – private wine tasting
5:15 pm	Trius Winery – private wine tasting, three course chef prepared dinner
7:45 pm	Bus departure back to the Hilton

Monday October 15, 2018 – Grand Hall, Fallsview Casino Resort, Niagara Falls

9:00 - 9:30 am	Pre-conference Workshop Registration
9:30 - 11:45 am	Workshop 1 Part 1: Access to Capital and Working with Your Banker Presented 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 our panel of agriculture experts, who can share their combined experience about the farm business lifecycle. Part 2: Wealth Management and Succession Planning for the Family Farm Presented by BMO Financial Group You've worked hard to build your family farm, so it's important to make succession plans proactively to maximize the potential benefits while reducing the stress. For business owners contemplating sale or transition, setting goals, visions and exit plans early is critical for success. Presenters are: Denise DeJong, Vice-President, BMO Bank of Montreal, Hanover, Ontario

Sheri Griffiths, Regional Vice-President, Business Banking, Greater Toronto Division, BMO Financial Group, Toronto, Ontario
Adam Vervoort, MBA, CPA, CGA, National Director, Agriculture Banking, BMO Bank of Montreal, Norwich, Ontario
Cathy Stranges, Financial Planner, Investment and Retirement Planning, Welland, Ontario

9:30 - 11:45 am

Workshop 2 – To Coach...or To 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.

9:30 - 11:45 am

Workshop 3 – Networking Session: Your network is your net worth – building success one relationship at a time

Facilitated by Dianne Finstad, Communications Specialist, Red Deer, Alberta

We know that relationships are the key to greater success, wealth and happiness. Effective networking is a life skill that takes authentic practice and effort. This open session will be a relaxing and fun way to meet other women passionate about agriculture and take the time to learn from each other in a friendly, comfortable atmosphere.

9:30 - 11:45 am

Workshop 4 – An Open Discussion on Maternity Leave

Panel Discussion Facilitated by Annemieke Farenhorst, Prairie NSERC Chair for Women in Science and Engineering, and Acting Associate Dean Research, Faculty of Agriculture and Food Science, University of Manitoba, Winnipeg, Manitoba

Join the panel of women discussing both sides of maternity leave – how to plan for success for those planning a maternity leave and employers who have women leaving on maternity leave.

Panelists:

Lisa Lamers, Business Owner – Lamers Insurance Agency Inc, The Co-operators, Bowmanville, Ontario

Erin Romeo, National Dekalb Marketing Lead, Bayer Canada – Crop Science Division, Winnipeg, Manitoba

Lisa Schouten, Continuous Improvement Process Lead, Cargill Limited, Winnipeg, Manitoba

9:30 - 11:45 am

Workshop 5 – Build your Brand, Achieve Success!

Meghan Pedros, Relationship Manager, Talent Acquisition Business Banking Programs, TD Bank Group, Toronto, Ontario

This interactive workshop will take you through a step-by-step process on how to effectively build and leverage your personal brand to achieve success! Whether you are a strong negotiator or looking to build confidence, this workshop will add tips and tricks to your personal development checklist.

11:45 - 1:00 pm

General Registration

Welcome Coffee and Networking Reception - Sponsored by Edge of Control Consulting

1:00 - 1:15 pm

Welcome

Dianne Finstad, Communications Specialist, Red Deer, Alberta

1:15 - 2:15 pm

Boost Your Brain! Maximizing Motivation, Productivity, Functionality, Health

Brynn Winegard, DrBrynn.com, Toronto, Ontario

Learn the brain-based tips and tricks you need to know for higher motivation, productivity and functionality in all you do.

2:15 - 2:45 pm

A Career Path Story

Diane Bourassa, Country Manager, Vétoquinol N.A. Inc., Lavaltrie, Quebec

Diane will discuss her career path including the decisions she had to make, the risks she took and the opportunities she captured along the way. Her story will inspire you for creating success and will motivate you to pursue what you believe in.

2:45 - 3:30 pm

Coffee and Networking – Sponsored by Cargill Limited

3:30 - 4:00 pm

4-H: Learn to do by doing

Tammy Oswick, 4-H Ontario, Brantford, Ontario

Tammy will share her unique journey in 4-H, here, there and everywhere. Using her head, heart, health and hands to become successful in whatever she does.

4:00 - 4:45 pm

Modern Agriculture in the Culture of Alarmism

Julie Gunlock, Director, Center for Progress and Innovation, Independent Women's Forum, Alexandria, Virginia

Julie will discuss how the culture of alarmism is a barrier to agricultural progress and the modernization of the food system. Julie will examine the factors that contribute to the culture of alarmism: media, activists, and junk science.

4:45 - 4:55 pm

Kenda Allen, Vice President, Commercial Banking, TD Bank, Kitchener, Ontario

4:55 - 5:00 pm

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

5:00 - 6:00 pm

Free Time, hotel check in, etc.

6:00 - 7:00 pm

Reception - Sponsored by TD Bank Group

7:00 - 10:00 pm

Banquet – Sponsored by Corteva Agriscience™, Agriculture Division of DowDuPont

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

Change Management: Lessons from a Merger

Banquet Speaker: Lorelee Orr, Marketing Communications Leader Canada, Corteva Agriscience™, Agriculture Division of DowDuPont, Calgary, Alberta

Change is ever present in life, but at times the rate and magnitude can become almost overwhelming. Lorelee Orr will take a step back and share her insights from the past year as three organizations, cultures and systems have come together to create Corteva Agriscience™, Agriculture Division of DowDuPont.

Tuesday October 16, 2018 – Grand Hall, Fallsview Casino Resort, Niagara Falls

7:00 - 8:00 am

**Registration
Breakfast**

8:00 - 8:15 am

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

8:15 - 9:15 am

Stressed, Anxious and Depressed. Clarifying the Needs of our Agricultural Community

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

Dr. Marla will present the definitions of stress and burnout with an emphasis on stress management in the ag sector.

9:15 - 10:00 am

Leading Inside-Out

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

Each of us has an opportunity in life to lead. In its simplest form, this means leadership of ourselves, being aware and consciously choosing how we show up and conduct ourselves to get the best results from ourselves and in our relationships with others. In its more complex form, it is leading others, whether as

leader of a project team, function, business division or company – family farm, for-profit or not-for-profit. The foundational underpinning of all leadership roles is self-leadership.

Self-awareness, knowing our triggers, foreseeing and keeping our reactions in check and effective communication are critical for both personal leadership as well as leading others.

Kay Kuenker, retired global VP of Dow AgroSciences and now business owner, consultant and coach, will share 10 principles of leadership integrating these concepts.

10:00 - 10:30 am

Coffee and Networking – Sponsored by Merck Animal Health

10:30 - 11:15 am

Don't Let Unspoken Gender Rules Get in Your Way

Sherry Waddingham, President, Mindshift, Toronto, Ontario

Men and women are very different. Men have different rules by which they work, communicate and make decisions. The challenge for women is these rules are not consciously communicated which leaves them operating blind. This session will uncover gender differences in the workplace and how to avoid the pitfalls that can hold you back.

11:15 - 11:45 am

A Career Path Story

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

Sarab will tell her story - the decisions she had to make, the risks she took and the opportunities she captured along the way. Her story will inspire!

11:45 - 12:00 noon

Sheri Griffiths, Regional Vice-President, Business Banking, Greater Toronto Division, BMO Financial Group, Toronto, Ontario

12:00 - 1:00 pm

Student/Sponsor Lunch and General Lunch – Sponsored by BMO Financial Group

1:00 - 1:30 pm

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

Panelists:

Laural Adams, Communications Manager, Dairy Farmers of Ontario, Mississauga, Ontario

Gemma Duley, President, Edge of Control Consulting Inc., Bolton, Ontario

Rachel Faust, Marketing Manager, Eastern Canada, Corteva Agriscience™, Agriculture Division of DowDuPont, Chatham, Ontario

Cheri Knott, Regional Vice-President, Personal Banking, Bank of Montreal, Owen Sound, Ontario

1:30 - 2:00 pm

A Career Path Story

Debbie Zimmerman, CEO, Grape Growers of Ontario, St. Catharines, Ontario

Debbie will share her story of politics to vineyards - the path she took, the opportunities she captured and the skills she has honed along the way to be recognised as a distinguished leader.

2:00 - 2:30 pm

Quotas for employment and boards in agriculture. Are they the best way?

Panelists:

Kenda Allen, Vice President, Commercial Banking, TD Bank, Kitchener, Ontario

Eileen McEwen, Associate Director Learning and Development North America, Merck Animal Health, Kirkland, Quebec

Demetha Sanders, Global Talent Management & Acquisition Leader, Cargill, Wayzata, Minnesota

2:30 - 3:00 pm

Leadership & Long Runs

Candace Hill, Manager, Special Projects, Next Generation and Women in Agriculture, Farm Credit Canada, Regina, Saskatchewan

Training and running a half-marathon is a lot like leadership, it's a journey, there are twists and turns and you can't always predict where the path will lead. Candace will share her insights on leadership through the story of a long run including three principles to living your best life.

3:00 - 3:30 pm

Coffee and Networking - Sponsored by Dairy Farmers of Ontario

3:30 - 4:45 pm

Women Talk Session

- **Melodie Chan, Senior Manager Veterinary Services – Cattle/Equine/Genetics, Zoetis, Kirkland, Quebec**
- **Kathryn Doan, Producer, Director, Global Business Development & Technology, AgCareers.com, Norwich, Ontario**
- **Bettina Hamelin, President and CEO, Ontario Genomics, Genome Ontario, Toronto, Ontario**

4:45 - 5:00 pm

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