



# Advancing Women

In Agriculture  
Conference

March 11 & 12, 2019 – Calgary Hyatt Regency – Calgary, AB



## AWCA WEST 2019

### Draft Conference Agenda

#### Monday March 11, 2019 – Calgary Hyatt Regency Hotel

9:00 - 9:30 am	<b>Pre-conference Workshop Registration</b>
9:30 - 11:30 am	<b>Workshop 1 - Agriculture is BIG Business - Reading and Understanding Financial Statements for Everyone</b> <b>Presented by:</b> <b>Stephanie Sackmann, Senior Client Solutions Manager, Scotiabank, Calgary, Alberta</b> <b>Courtney Thevenot, Senior Credit Solutions Manager, Scotiabank, Saskatoon, Saskatchewan</b> What does your financial institution look for in a business and operating plan to increase the opportunity for success in financing a new or expanding business venture.
9:30 - 11:30 am	<b>Workshop 2 - An Open Discussion on Maternity Leave</b> <b>Presented by:</b> <b>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</b> <b>Erin Romeo, National Dekalb Marketing Lead, Bayer Canada – Crop Science Division, Winnipeg, Manitoba</b> <b>Lisa Schouten, Continuous Improvement Process Lead, Cargill Limited, Winnipeg, Manitoba</b> 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.
9:30 - 11:30 am	<b>Workshop 3 - Because I Love You</b> <b>Presented by:</b> <b>Angie Fox, Owner/Operator, Steadfast Ranch, Ste Rose du Lac, Manitoba</b> <b>Maggie Van Camp, CEO/Owner, Redcrest Farms and Loft 32, Blackstock, Ontario;</b> <b>National Agricultural Practice Development Leader, BDO Canada, Guelph, Ontario</b>

Could your farm keep operating if a key operator and decision-maker passed away? Angie Fox and Maggie Van Camp share with you what they experienced when their husbands died, leaving them to run their farms and raise their children alone. They'll give you some practical tools, motivation and advice on how to prepare your farm and your family for the unexpected.

9:30 - 11:30 am

#### **Workshop 4 - *To be a Coach or Find a Coach***

**Presented by:**

**Kellie Garrett, CEO, Kellie Garrett Enterprises, Royal Roads University, Regina, Saskatchewan**

Coaching has been around in the business world for a long time. It is now catching on in the world of agriculture and agri-business. From coaching your farm management team to dealing with succession planning issues, coaching can be invaluable. Coaching is all about helping people to realize and achieve their business or personal goals so they can realize their potential. How do you know a coach is a good fit for your needs? How can you tell if someone is a good coach? If you've ever wondered what coaching is all about or thought about being a coach yourself, this session is for you. Join us for an insightful and fun session.

9:30 - 11:30 am

#### **Workshop 5 -**

##### **Part 1: *Working with Your Banker***

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***

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. Guest panelists will include a lawyer and accountant who specialize in agriculture.

**Presenters are:**

**Arlen Hasenpflug, Director, Agriculture, BMO Bank of Montreal, Calgary, Alberta**

**Mary Manhas, Senior Credit Manager, BMO Bank of Montreal, Calgary, Alberta**

**Melanie McDonald, Vice-President & Regional Director (Western Canada), BMO Trust Company, Calgary, Alberta**

**Trish Tetz, Manager, Agriculture, Alberta South Business Banking Community, BMO Bank of Montreal, Red Deer, Alberta**

9:30 - 11:30 am

#### **Workshop 6 - *A Seat at the Table***

**Presented by:**

**Gail Schafer, Regional Sales Manager, Global Ag Risk Solutions, Olds, Alberta**

**Jonathan Small, Chief Research Officer, Global Ag Risk Solutions, Delburne, Alberta**

Learn the three simple rules to make your farm successful and how you can enhance your role and effectiveness. From this foundation, are you speaking up and having your voice heard? Are you contributing to the family business at the level you would like? Let us help you be recognised for your capabilities and contribution to the family business and how you can confidently bring forward strategies to increase profitability and sustainability.

9:30 - 11:30 am

#### **Workshop 7 - *Build Your Brand, Achieve Success!***

**Presented by:**

**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.

9:30 - 11:30 am

#### **Workshop 8 - *Negotiation Techniques***

**Presented by:**

**Anna De Paoli, President, De Paoli & Associates Inc., Foothills, Alberta**

**Melinda Park, Partner in Securities and Capital Markets Group, Borden Ladner Gervais, Calgary, Alberta**

This workshop has four phases: A mock negotiation between Melinda Park, a Partner in the Securities and Capital Markets Group at Borden Ladner Gervais and Anna De Paoli, a Professional Negotiator at De Paoli & Associates. Following the mock negotiation, participants are invited to ask questions to the facilitators on their negotiation approach. Participants will then be guided through the process of preparing for a negotiation, which they will then have the opportunity to practice with their fellow delegates. The final phase is an interactive Q&A session for delegates to ask questions that will help them prepare for and succeed in their own negotiations.

9:30 - 11:30 am

**Workshop 9 - *Owning your Role as a Leader in Agriculture***

**Presented by:**

**Terri Holowath, CEO & Partner, Catalyst – Assurance.Taxation.Advisory., Cayley, Alberta**

Often times when we hear the word “leader” we think about formal roles like CEO’s and board members within the agriculture industry but what leadership in agriculture really means is knowing that each generation involved in a closely held operation is equipped with the skills they need to effectively communicate, be confident in their role and responsibilities and be able to work together as a functional unit. To be successful there cannot be one boss with many followers.

You don’t have to be at the top of an organization to be a leader within an organization, and we are all in very important roles in the industry. Join Terri in the session to help you better understand what leadership really looks like and how this applies to you in your role. We want you to leave this session with the confidence to own your role and start thinking, acting and communicating like a leader.

11:30 - 12:30 pm

**General Registration**

**Welcome Coffee and Networking Reception – Sponsored by Scotiabank**

12:30 - 12:45 pm

**Welcome**

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

12:45 - 1:45 pm

***The Success-Energy Equation***

**Michelle Cederberg, Health and Productivity Expert, Change Agent, Work-Life Energy Group, Calgary, Alberta**

Success is something we all want more of; career success, a successful relationship, success saving money or sticking to an exercise plan, success raising kids or retiring well, success with a business venture or physical pursuit ... success in life. And, when you focus on your goals, habits, mindset and health as integrated variables for success, it improves your capacity in measurable ways, and can truly transform how you work and live. That’s Success-Energy, and it’s a formula worth calculating.

1:45 - 2:15 pm

***The Essence of Leadership for Women in Agriculture***

**Dawn Betancourt, President, Thompsons Limited, Blenheim, Ontario**

**Jennifer Wood, Board Chair, Agriculture Financial Services Corporation (AFSC), Edmonton, Alberta**

A true leader has the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others. A person does not set out to be a leader but becomes one by the quality of their actions and their integrity. Hear the stories of these leaders in our industry and their thoughts as to how women can achieve their goals.

2:15 - 2:45 pm

**Coffee and Networking – Sponsored by Cargill**

2:45 - 3:15 pm

***A Woman in Agriculture***

**Allison Ammeter, Grain Farmer, Red Deer County, Alberta**

Allison will present what it is like for her, as a woman in leadership in agriculture. How to get there, be effective, while keeping the rest of life in balance.

3:15 - 3:45 pm

***How women can support each other and give each other a “hand-up”.***

- **Carrie Ann Crozier, Senior Director Supply Chain, CN, Edmonton, Alberta**
- **Joan Hardy, Vice-President, Sales & Marketing, Grain and Fertilizer, Canadian Pacific Railway, Winnipeg, Manitoba**
- **Roxane Lieverse, Director & Lead - Alberta Agricultural Banking, Scotiabank, Calgary, Alberta**

- **Leah Weatherill, Managing Director & Team Lead, Corporate Finance, BMO Bank of Montreal, Calgary, Alberta**

3:45 - 4:15 pm

***Shifting Trends in Agriculture: What has been our role as women and how do we contribute for an impactful future in this industry?***

**Melanie Lantz, Vice President Agriculture & Agribusiness, RBC Royal Bank, Abbotsford, British Columbia**

Agriculture and the family farm have had to make significant adaptations to keep pace with the evolving trends in economics, politics, trade, and labour over the course of the past century. This presentation will focus on the role women have played in this evolution and what we need to do in current times to ensure Agriculture continues to thrive for generations to come.

4:15 - 4:30 pm

**Nicole Stelter, Vice President Agriculture Services Alberta, TD, Leduc, Alberta**

4:30 - 4:35 pm

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

4:35 - 5:00 pm

**Free Time, hotel check in, etc.**

5:00 - 6:00 pm

**Reception – Sponsored by TD Bank Group**

6:05 - 6:10 pm

***Welcome!***  
**Iris Meck, Host of Advancing Women Conferences**

6:10 - 10:00 pm

**Banquet**

## **Tuesday March 12, 2019 – Calgary Hyatt Regency Hotel**

7:00 - 7:45 am

**Registration**  
**Breakfast – Sponsored by CP**

7:45 - 8:00 am

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

8:00 - 8:15 am

**Joan Hardy, Vice-President, Sales & Marketing, Grain and Fertilizer, Canadian Pacific Railway, Winnipeg, Manitoba**

8:15 - 9:15 am

***Brain Science Secrets for Persuasion & Influence***

**Dr Brynn Winegard, DrBrynn.com, Toronto, Ontario**

Human brains have natural ‘fault-lines’ that lead to easier persuasion, influence, and compliance. In order to be better at persuading or influencing others, we have to know where these fault-lines are, how the human brain really works, what the predominant domains of threat processing are, and how others are processing our interactions. Dispelling some of the common myths and exciting you with new and neat brain facts, Dr. Brynn will excite and energize you by delving into something we all have – a human brain. This keynote will leave you newly informed, inspired, ready to tackle your challenges and take on your aspirations with insights about the neuroscience of persuasion and influence.

9:15 - 9:45 am

***Who Is Supporting You?***

**Demetha Sanders, Global Talent and Inclusion Leader, Cargill, Minneapolis, Minnesota**

An engaging conversation that will provide useful tools and an action plan that women can follow as they prepare for the growing demand of women in leadership.

9:45 - 10:15 am

***From Cowtown to Cow Patties: A city girl’s survival guide to country life***

**Tamara Carter, Co-founder, Carter Cattle Company Ltd., Lacadena, Saskatchewan**

Twenty-six years ago, Tamara met a charming cowboy during the Calgary Stampede. She fell in love with the man, with the farming and ranching lifestyle, and embraced it wholeheartedly. She will share some of the unique challenges that she faced as an “import” coming into a small agricultural community, as well as some of the challenges that are common to many women who choose a career in agriculture.

10:15 - 10:45 am	<b>Coffee and Networking</b>
10:45 - 11:15 am	<b>Honourable Lawrence MacAulay, Minister of Agriculture and Agri-Food, Cardigan, Prince Edward Island</b>
11:15 - 11:50 am	<b><i>Leadership - Both Art and Science</i></b> <b>Alanna Koch, Chair, Global Institute for Food Security, Edenwold, Saskatchewan</b> We often hear the expression of whether leaders are born or made. Experiences and opportunities have shaped Alanna into the leader she is today. She'll share her views about leadership -- that it's not attributed to a title, certificate or position, but rather what is learned throughout many experiences and how that is used to impact others in a positive way.
11:50 - 12:05 noon	<b><i>Celebrating Women in Agriculture</i></b> <b>Allison Hakomaki, Senior Vice President &amp; Head, Corporate Finance, Prairies Division, BMO Bank of Montreal, Calgary, Alberta</b>
12:05 - 1:00 pm	<b>Student/Sponsor Lunch and General Lunch – Sponsored by BMO Financial Group</b>
1:00 - 1:30 pm	<b><i>A Career Path Story</i></b> <b>Diane Bourassa, Country Manager, Vétuquinol N.A. Inc., Lavaltrie, Quebec</b> 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.
1:30 - 2:15 pm	<b><i>Ducked!</i></b> <b>Patti Thompson, VP Sales and Marketing, King Cole Ducks Ltd., Stouffville, Ontario</b> 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! Patti 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.
2:15 - 2:55 pm	<b><i>"What About Women in Ag: How do we involve and support more women in leadership roles in the ag industry."</i></b> <ul style="list-style-type: none"> <li>- Merrill Green, Territory Representative, Global Ag Risk Solutions, Lethbridge, Alberta</li> <li>- Georgina Knitel, Senior Manager, Team Lead, Agriculture Banking Specialist, CIBC, Lethbridge, Alberta</li> <li>- Lorri McLeod, Financial Advisor, Owner, McLeod Agencies Ltd, The Co-operators, Hanna, Alberta</li> <li>- Emily Murray, General Manager – McDonald's Beef, Cargill, Wichita, Kansas</li> <li>- Nicole Stelter, Vice President Agriculture Services Alberta, TD, Leduc, Alberta</li> </ul>
2:55 - 3:25 pm	<b>Coffee and Networking – Sponsored by CN</b>
3:25 – 3:55 pm	<b><i>The Jungle Farm</i></b> <b>Leona Staples, Owner/Farmer, Jungle Farm, Red Deer County, Alberta</b> Leona is passionate about growing food, educating the public and helping families create memories on a farm. She will be sharing how she has taken these passions and put them into her farm.
3:55 - 4:40 pm	<b>International Women Talk Panel</b>  <b><i>Lessons and Learnings from Eight Years in Africa</i></b> <b>Richelle Matthews, Director, Employer and Community Engagement, Global Talent Accelerator, Calgary, Alberta</b> Technology is changing the face of the agriculture industry in Africa. leading to improved efficiencies, productivity and sustainability...sometimes with unexpected results.  <b><i>Her Time to Grow: Women farmers in developing countries</i></b> <b>Tiffany Koberstein, Program Director, iDE Canada, Winnipeg, Manitoba</b>

Farmers in developing countries face significant barriers to prosperity - access to affordable inputs, technology, credit, markets, and agronomic advice. Women farmers face yet further challenges related to cultural and social norms. Hear how one non-profit organization is working to empower women in this challenging context.

***Women, Labour and Agriculture in Africa***

**Candace Vinke, Sustainable Development Director, Viresco Solutions, Calgary, Alberta**

A discussion on the role of women in agriculture in parts of Africa, the challenges they face and the risks they take.

4:40 - 4:45 pm

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